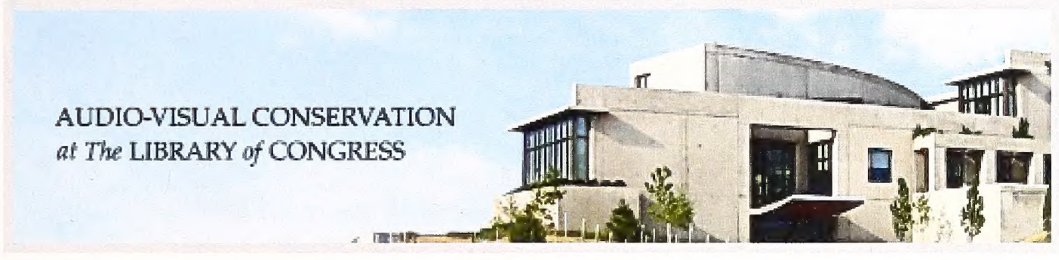
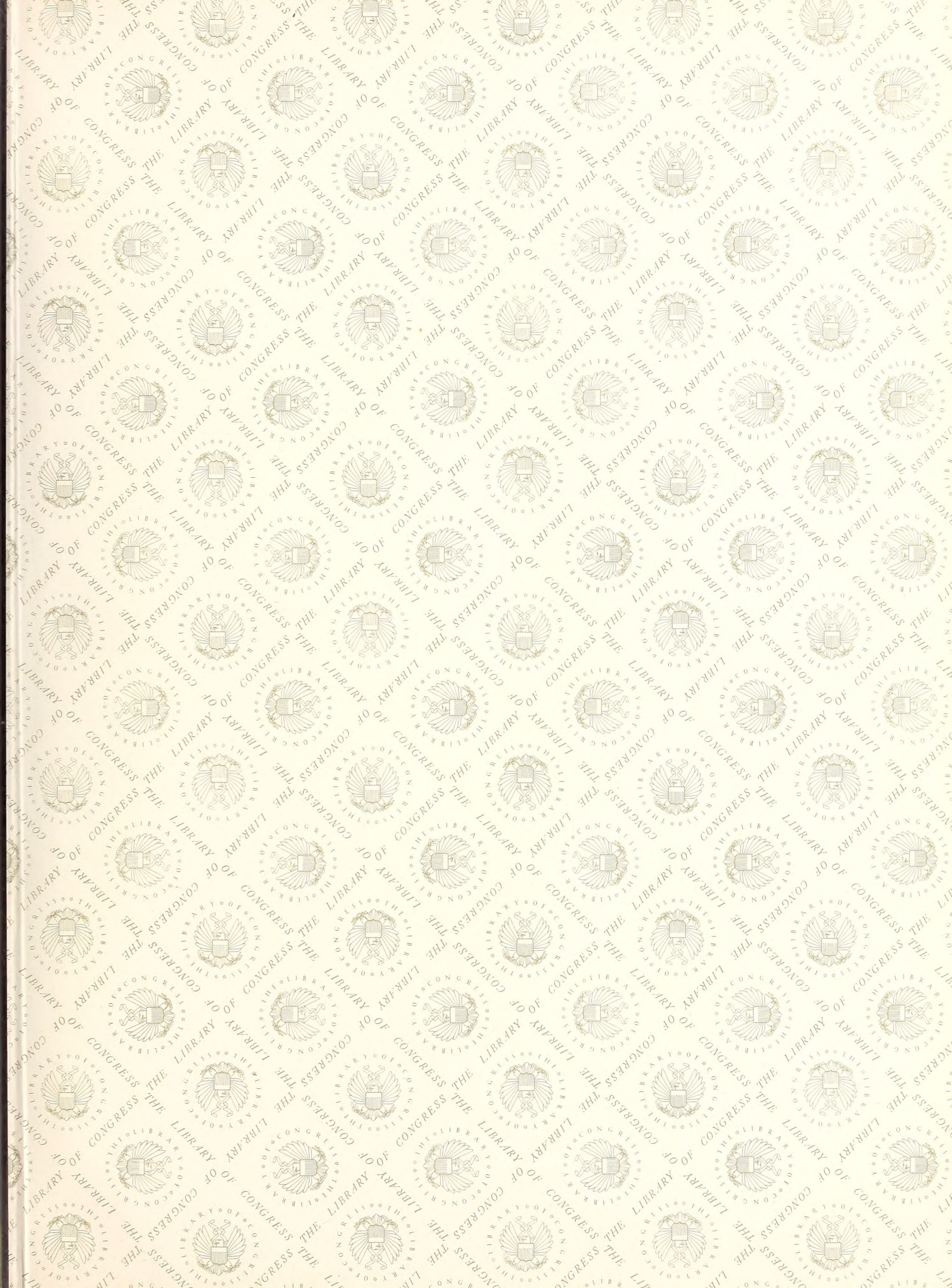
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BROADCASTING TELECASTING

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Starts on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV

HOUSTON PREFERS KPRC-TV 99 to 1

HOUSTONIANS SELECT CHANNEL 2 OVER ALL OTHER STATIONS!

Houston televiewers had a clear-cut choice of stations during the great Ford 50th Anniversary program, telecast on both NBC and CBS, Monday, June 15. Hooper reports 99.1% of Houston viewers watched the NBC telecast on their own Houston station, KPRC-TV.

LESS THAN 1% WERE WATCHING OTHER TV STATIONS, INCLUDING ANOTHER STATION TELEVISING THE SAME PROGRAM!

While the division of audience normally is not so great as 99 to one, nevertheless all rating services in the market — Hooper, Pulse, ARB — have confirmed consistently the OVERWHELMING preference of Houston viewers for KPRC-TV and its programs! Day and night . . . hour after hour . . . week after week . . . the people's choice is Channel 2 in Houston!

NEW POWER!

Within a matter of days, KPRC-TV's new, million dollar studios will have a 750 foot tower with a 6 bay antenna, greatly increasing our already tremendous coverage area.

FIRST BY FAR . . . in the South's FIRST MARKET

KPRC-TV CHANNEL 2

Jack Harris, vice president and general manager
Nationally represented by Edward Petry and Company

TX 6540
.B85







NATIONAL BISCUIT COMPANY DOES A COMPLETE JOB

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

The National Biscuit Company name dates back to 1898. But its history really began in 1792, the year Theodore Pearson began making a thick, hard cracker known as "pilot cracker" or "ship bread." Pearson's bakery eventually became part of the National Biscuit Company.

Today NABISCO is the world's largest baking company, selling to practically every retail outlet in the U.S.—an achievement based on skill, experience and rigid quality control.

In its field of broadcasting, Havens & Martin, Inc. Stations stand as pioneers and leaders. WMBG, WTVR and WCOD comprise the first and only complete broadcasting institution in Richmond. Year after year, the people living in the rich areas around Richmond continue to be served with the finest entertainment and public service. Advertisers, too, are familiar with the fine service and good results that come with the First Stations of Virginia. Quality and service always pay off!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

To *Better* Serve Alabama*

The Birmingham News

JOINS WITH

WAPI
Application Pending for 50 KW

WAFM
Now 56 KW

WAFM-TV
Soon to be 316 KW



Henry P. Johnston, executive vice-president of THE BIRMINGHAM NEWS CO., who has managed The NEWS' radio properties for the past 17 years. He now is president and managing director of the three stations.

and the Columbia Broadcasting System

*Advertisers will profit, too! They will receive the benefit of vastly increased promotional facilities, stepped-up merchandising and valuable research activities.

Represented by
CBS Radio and TV
Spot Sales

WHBS and WHBS-FM, Huntsville, Ala., under same management

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE







WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes —the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by

MEEKER TV *Incorporated*
NEW YORK LOS ANGELES
CHICAGO SAN FRANCISCO

A Steinman Station

NBC
TV-AFFILIATE

closed circuit®

NBC WILL definitely split its radio and TV activities but not as sharply as CBS. President Frank White henceforth will concentrate on radio, with Jack Herbert, second in command as network operations vice president, doing same in TV. Brig. Gen. David Sarnoff, chairman of RCA-NBC, will continue to supervise NBC operations until "unintegration" is completed — probably until year-end.

★ ★ ★

NBC PRESIDENT Frank White expected to select, probably from present NBC organization, new sales and programming heads. Working in TV organization under Jack Herbert will be William H. Fineshriber, vice president and general manager, Charles (Bud) Barry, vice president in charge of programs, and Vice President David Adams on administration.

★ ★ ★

NEXT PROJECT of FCC Chmn. Hyde expected to be licensing of TV stations for full statutory three-year period rather than present one-year tenure. Project is sequel to his plan to eliminate paper work. He's now pressing for total elimination of annual financial forms and simplification of ownership statements.

★ ★ ★

FOR FIRST time in years, FCC is sitting with only six members (and resultant possibility of 3-3 ties). Word expected momentarily on President Eisenhower's new nominee to succeed Paul A. Walker. Here is line-up Thursday (when we went to press): Charles Garland (KOOL Phoenix) and Robert J. Dean (KOTA Rapid City) still in running; J. Paull Marshall (Maryland attorney) coming up strong; Julius N. Cahn (New Yorker, counsel of Senate Foreign Relations Committee) riding hard with mounting Congressional support; bringing up rear but still not out, Edward J. Heffron (former NARTB); Glenn D. Gillett, ex-consulting engineer, and Walter Johnson, ex-FCC attorney.

★ ★ ★

CURRENT FUROR with Sen. Edwin C. Johnson (D-Colo.) on his baseball bill (story page 58, editorial page 110) has led to renewed discussion by CBS high command as to whether its network interests are compatible with NARTB's overall operation. CBS-TV holds membership (Vice President Merle S. Jones sits on TV board) but CBS Radio hasn't returned to fold since it walked out several years ago.

★ ★ ★

CONTROVERSY over Johnson baseball bill, *supra*, has erupted into trade association *whodunit*. Members want to know who it was who dashed from board meeting at which anti-Johnson resolution was adopted and filled in Colorado Senator verbatim on what transpired and notably who voted which way before vote became unanimous.

★ ★ ★

IT'S NO rumor. Sen. Edwin C. Johnson (D-Colo.), aware that his baseball bill faces greater chance for defeat in House, is getting up full steam to head off broadcaster opposition. His new letter campaign coupled with follow-the-leader bill writing in House to include the Johnson amendment on sustaining baseball broadcasts are sure signs Senator is not wasting time nor effort.

★ ★ ★

WHETHER FCC will take cognizance of situation surrounding recent acquisition of several important affiliated stations (both radio and TV) by networks for national spot representation, was question raised in Washington last week following visit of officials of Station Representatives Assn. Tom Flanagan, managing director, accompanied by former SRA president, visited several members of FCC, but would not discuss nature of conversations.

★ ★ ★

RADIO and TV due to get increased attention at this year's convention of Assn. of National Advertisers, slated Sept. 21-23. Although ANA conventions have featured radio-TV sessions in recent years, this time radio-TV panel also being planned, with invitations extended to FCC Chairman Rosel H. Hyde, RCA-NBC Board Chairman David Sarnoff, CBS President Frank Stanton, and James M. Cox Stations' Radio-TV Managing Director J. Leonard Reinsch. ANA's radio-TV committee headed by Edward Ebel, General Foods advertising and merchandising director.

★ ★ ★

PAUL A. WALKER finished his tenure at FCC June 30 but as one of his last acts he struck blow for educational TV that's destined to have repercussions for months. As Acting Chairman (Hyde was testifying before Congressional committee), Walker called up highly explosive Milwaukee Ch. *10 petition of Hearst (WISN) for commercial grant on it and it was voted down 4-1 (story page 56). Some Wisconsin legislators are fuming, notably since Governor Kohler had asked FCC to hold up action until special study he had ordered had been completed.

★ ★ ★

ALL SIGNS point to excruciatingly rigorous competition between NBC and CBS. Brig. Gen. David Sarnoff, who has taken over policy direction of all NBC operations, isn't disposed to relinquish leadership on any front. He's represented as being interested in the "long haul" and not in immediate dollar or today's ratings. And it wouldn't surprise close observers to see NBC invest new millions in both network operations under Gen. Sarnoff's immediate supervision.

★ ★ ★

HOPEFUL portent for those who are selling uhf short. First calculations in upcoming 32-station uhf survey by American Research Bureau indicate conversion rate to uhf reception will show startling increase in some intermixed vhf-uhf cities.

IN THIS ISSUE

LEAD STORY

MBS and its affiliates advisory committee are studying operational changes in the network. There may be changes in the system of paying affiliates. *Page 27.*

COLOR TV

NBC, anticipating FCC approval of the RCA-NBC petition for color TV, will start teaching agencies and other TV producers the tricks of the new trade. *Page 28.*

FCC will be cautious and exacting in considering color. *Page 29.*

A B•T check of manufacturers turns up concern as to whether tri-color tubes are ready for commercial use. *Page 30.*

ADVERTISERS & AGENCIES

What sponsors are doing about summer schedules on radio and television networks. *Page 32.*

TRADE ASSOCIATIONS

This year's NARTB district meeting schedule will open at Seattle Sept. 14-15. *Page 46.*

GOVERNMENT

In first final decision in post-thaw TV comparative hearing cases, FCC grants vhf Ch. 7 in Denver to KLZ. Decision still leaves in doubt the general policy toward conflict between movie exhibition and TV. *Page 50.*

Leonard Erikson, vice president of McCann-Erickson, is appointed to head Voice of America. *Page 54.*

FCC proposes new speed-up rules for TV processing. *Page 58.*

STATIONS

Seven new TV outlets begin operation. *Page 62.*

NETWORKS

At convention of NBC's national sales force, Brig. Gen. David Sarnoff, RCA-NBC chairman, vows network will hold first place. *Page 72.*

PERSONNEL RELATIONS

Jurisdictional dispute between AFTRA and AFM may precipitate a show-down strike against an innocent third party—KTLA (TV) Los Angeles. *Page 77.*

FEATURES

A guide for buyers and sellers of radio time to check a station's rate per thousand circulation against the national average. *Page 82.*

Hints from a successful uhf operator on how to get a high-band station off to a sound start. *Page 84.*

UPCOMING

July 7-8: BAB-BMI Sales & Program Conference, Selwyn Hotel, Charlotte, N. C.

July 8-9: BAB-BMI Conference, KFYR Studios, Bismarck, N. D.

July 8-10: Hearing on NARBA, Capitol, Washington.

July 9-10: BAB-BMI Conference, Roanoke Hotel, Roanoke, Va., and Hotel Radisson, Minneapolis.

July 10-11: BAB-BMI Conference, Daniel Boone Hotel, Charleston, W. Va.

(For other Upcomings, see page 99)


NOW ON THE AIR! —
WDAY-TV REACHES OUT LIKE CRAZY IN THE
WDAY-TV COVERS THE NATION'S THIRD-
-COVERS AMERICA'S 73RD WHOLESALE MARKET.

WDAY-TV

FARGO, N. D.

CHANNEL 6



RICH FLAT LAND OF THE RED RIVER VALLEY!

BEST COUNTY IN RETAIL SALES PER CAPITA*

FARGO RANKS HIGHER IN WHOLESALE SALES THAN MANY LARGER CITIES SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION



AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!



HOOPER LEADER...
MORNING—AFTERNOON—EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

at deadline

RCA Quotes Prices in Custom Color Catalog

COLOR-eager TV station operators who place orders with RCA now can be assured of custom-built station color equipment sometime first half of 1954, RCA announced Friday. Letter from A. R. Hopkins, broadcast equipment sales manager, included contract and 14-page brochure on equipment. Mr. Hopkins estimated that by ordering now, stations could be assured of color gear for NTSC-approved signal specifications at least year before commercial equipment could be delivered.

Groups of equipment were broken down into six categories, depending on extent to which station operator might wish to engage in color transmissions. Group A, for broadcasting of network color programs only, listed at $14,380.50, with down payment of $2,932.61. This group includes two color stabilizing amplifiers at $1,400 each, tri-color monitor with kine at $3,000 and associated equipment. Group B, color test equipment, suggested in association with Group A, priced at $12,230, with down payment of $2,786.10, including color bar generator (rack mounted) at $2,250 and associated equipment. Group C, color synchronizing equipment, necessary for all locally originated color programs, at $7,480, with down payment at $730.35. Group D, color slide camera chain, at $31,378.80, with down payment of $6,361.47, including monochrome control monitor at $3,100, tri-color monitor at $3,000 and monitor auxiliary at $3,000. Group E, color film chain, at $49,398.80, with down payment of $10,866.47, including 16mm projector at $19,150. Group F, color studio camera chain, at $66,580.40, with down payment of $12,497.01, including color camera without image orthicons at $21,600 and set of three matched image orthicons at $5,700.

Air Force Film

ROCKHILL PRODUCTIONS, N. Y., producing half-hour adventure series for radio and TV, titled *Jet Fighter,* in cooperation with U. S. Air Force. TV series pilot film finished; radio version to premiere over ABC Thursday.

LADY ESTHER BUYS TV

FOLLOWING trend of manufacturers of beauty preparations to go into TV [B•T, June 29], Lady Esther cosmetics will sponsor on alternate weeks with Dunhill cigarettes, new package, *I Bonimo,* featuring Ezio Pinza, on NBC-TV, Sat., 8-8:30 p.m. Program will replace *My Hero,* heretofore sponsored by Dunhill alone. Biow Co., N. Y., is agency.

Radio-TV Set Output Well Above Last Year

PRODUCTION of radios in 1953 passed 6 million mark during May and TV sets reached 3 million in same month, according to Radio-Television Mfrs. Assn.

RTMA found that 6,102,711 radios were made in first 21 weeks of year, more than 1.6 million above 4,469,432 radios in same 1952 period. TV sets totaled 3,309,757 at end of May compared to 1,957,083 in same 1952 period.

May radio output totaled 1,108,991 sets compared to 843,569 in same 1952 month. TV output in May reached 481,936 sets, only 4,064 under record for month of 486,000 in 1952.

FM radio production totaled 41,275 sets, with another 276 TV sets containing FM tuners. Following are radio-TV figures for first five months of 1953:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
Total	3,309,757	1,771,894	764,870

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
Total	2,573,567	992,380	6,102,711

RCA Ships to KEDD (TV)

RCA VICTOR last week shipped 1 kw uhf transmitter to KEDD (TV) Wichita, Kan. Station, on uhf Ch. 16, plans Aug. 1 start.

FILM MAKERS BARGAIN WITH PETRILLO

NEW FLAT rate royalty formula covering background music on dramatic and other filmed video shows which would replace current 5% levy, may be worked out for TV film packagers and producers as result of meetings between AFM President James C. Petrillo, his chief aide, Rex Ricarrdi, and key packaging and production executives.

Current AFM formula, in effect for three years, has worked a hardship on packagers, producers and advertisers, and new royalty arrangement probably would follow pattern worked out for TV film announcements and jingles last fall. Under that contract with producers and advertising agencies, the AFM's music performance trust fund receives a flat $100 per year for each one minute or less filmed announcement or jingle produced, instead of percentage previously demanded. Contract places no limitation on number of performances or stations releasing anouncement or jingle over years.

It is estimated that producers and packagers who control more than 50% of filmed TV shows now on air have attended or been represented at the various "off the record" meetings with AFM New York executives. They reportedly include Lew Wasserman, president, Music Corp. of America; Hal Roach Sr., Hollywood producer; Ralph Cohn, general manager, Screen Gems Inc., TV subsidiary Columbia Pictures; executives of Bing Crosby Enterprises; Cosman Productions; Ziv TV Programs and others.

Although no deal has been worked out, AFM executives are open to proposals and told packagers and producers to formulate and present what they consider a fair proposition.

• BUSINESS BRIEFLY

DEAN MOVING • Richard Dean, media director on Procter & Gamble's account at Dancer-Fitzgerald-Sample, N. Y., resigning from that agency to move to another, as yet unannounced.

DOESKIN TO BUY KATE SMITH • Doeskin tissues expected to buy Thursday 3:45-4:00 p.m. portion of NBC-TV's *Kate Smith Hour,* starting Sept. 24 for season. Agency: Grey Adv., N. Y.

GARRETT ON RADIO • Garrett & Co. (wine), N. Y., through David J. Mahoney Inc., preparing commercials for radio spot campaign which probably will be ready by Aug. 1 for fall buying.

SERUTAN SUMMER SHOW • Serutan Co. to sponsor *It's the Barry's* as summer replacement for its Victor Lindlahr show (NBC radio, Mon.-Fri., 9:15-30 p.m.), effective tonight. Agency: Edward Kletter Assoc., N. Y.

BILLFOLDS ON *TODAY* • Prince Gardner billfolds to sponsor participations on *Today* on NBC-TV, starting mid-November, through Grey Adv., N. Y.

POLAROID NAMES • Polaroid Corp., Cambridge, named Cunningham & Walsh, N. Y., to handle its promotion of Polaroid 3-D glasses. Company's camera account continues with BBDO, Boston.

CBS-TV Signs 4 More; Network Total Now 123

SIGNING of four new affiliates by CBS-TV, raising network total to 123, announced by station relations vice president Herbert V. Akerberg. They are: KMJ-TV Fresno (Ch. 24), owned by McClatchy Broadcasting Co. with William S. Sanford as general manager, as secondary interconnected affiliate, effective June 15, and following signed as primary non-interconnected affiliates, effective on dates shown: KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noe with Paul H. Goldman as manager, Aug. 2; KGBS-TV Harlingen, Tex. (Ch. 4), owned by Magic Triangle Televisors with Troy McDaniel as general manager, Sept. 27, and KFBC-TV Cheyenne (Ch. 5), owned by Frontier Broadcasting Co. with William C. Grove as general manager, Dec. 1.

Fulton, Wagner to Direct Rounsaville Stations

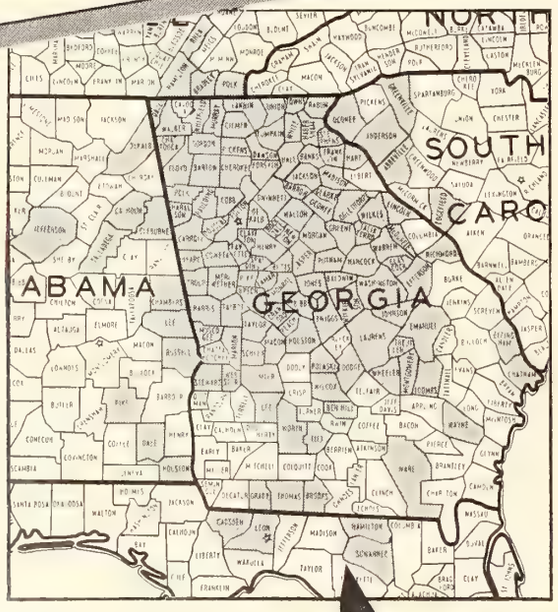
JOHN FULTON, former general manager of WGST Atlanta, who resigned in June [B•T, June 22], named managing director of network stations operated by Robert W. Rounsaville, president and owner of chain. Bill Wagner, manager of WLOU Louisville, named director of Rounsaville independent stations.

Mr. Fulton's duties include supervision of WQXI Atlanta, WBEJ Elizabethton, Tenn., and WBAC Cleveland, Tenn. Mr. Wagner will be in charge of WMBM Miami, WLOU Louisville and new WCIN Cincinnati which goes on air about Aug. 15. Rounsaville group also has TV grants in Louisville (Ch. 41) and Cincinnati (Ch. 54).

CHANNEL 5

waga-tv

now 100,000 watts



Counties from which 13,624 pieces of mail were received in 19 days in December, 1952, when WAGA-TV was operating on only 26,000 watts.

The Atlanta television station that pulled 13,624 letters from 133 counties in five states in just 19 days—when it was operating on 26,000 watts—NOW operates on a full 100,000 watts!

WAGA-TV, CBS-TV in Atlanta, is now covering this billion dollar trading area like two blankets.

Let us give you the complete story about the more powerful WAGA-TV—Channel 5—in Atlanta.



waga-tv

CHANNEL 5 CBS-TV IN ATLANTA, GA.

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Easton Wins, WHOL Loses At Allentown; Other Actions

ANOTHER final decision was issued by FCC Thursday in seven-year-old Easton-Allentown case, this time Commission denying assignment of "new" station facilities to WHOL Allentown and granting new station at Easton to Easton Pub. Co. on 1230 kc with 250 w fulltime, assignment presently being used by WHOL under temporary authority. Case has been to court three times.

Easton Pub. Co. is operator WEEX (FM) Easton and permittee for uhf Ch. 57 there. WHOL principals include Victor H. Diehm, who with associates has recently received FCC consent to purchase WNAC Boston [B•T, June 15]. Since courts required decision on which city needed service most, FCC ruled Easton should be preferred as it has only one local outlet while Allentown has several. WHOL went on air in 1948.

Assignment of permit for vhf Ch. 7 KHQA-TV Hannibal, Mo., from *Courier-Post* to nearby WTAD Quincy, Ill., for out-of-pocket expenses was approved by FCC Thursday. Sale is conditioned upon *Post's* sale of KHMO Hannibal, which it has done for $130,000 to James P. Bolling, livestock dealer, since paper acquires 20% interest in Lee Broadcasting Inc., WTAD licensee [B•T, June 22]. KHMO transfer bid is before Commission.

Regular renewal of license was granted WWJ-AM-FM Detroit by FCC Thursday, indicating Commission is satisfied with WWJ's explanation of political programming questioned earlier. Stations were on temporary extension of license for short time.

Petitions Denied

Acting in Columbia, S.C., Ch. 10 protest case, FCC in 3-to-1 decision denied petition of WORD Spartanburg asking reconsideration of earlier 4-to-3 ruling which denied its protest of new station grant on Ch. 10 to WIS-TV Columbia [B•T, June 1, May 18]. Chairman Rosel H. Hyde dissented from majority of Comrs. E. M. Webster, Robert T. Bartley and John C. Doerfer. WORD charged multiple ownership rule would be violated by alleged overlap of WIS-TV with other proposed stations under common ownership.

Requests for allocation of additional uhf channel each to St. Louis and Los Angeles denied by FCC Thursday in decision noting such assignments might prevent later allocations to smaller areas nearby now without TV. St. Louis has seven channels, Los Angeles ten. Lawrence A. Harvey, Ch. 20 permittee at San Francisco, had asked addition of Ch. 58 to Los Angeles. Metropolitan Telecasting Co. sought Ch. 24 or 48 at St. Louis.

Legal, technical and financial qualifications are in issue in hearing ordered by FCC in Washington Aug. 3 on uhf Ch. 30 application of Orange Belt Telecasters, San Bernardino, Calif. Applicant's three owners propose to operate station alone, would build much equipment including transmitter for about $23,000.

Gordon P. Brown, owner WSAY Rochester, received permit from FCC Thursday for new AM station on 1230 kc with 250 w fulltime at Cheektowaga, N. Y. Mr. Brown, meanwhile, has petitioned for hearing on sale of WARC Rochester to WGVA Geneva, N. Y., charging overlap of service areas would result in violation of Sec. 3.35, multiple ownership rule. WGVA holds TV permit for uhf Ch. 15 at Rochester, is buying out former Ch. 15 competitor WARC.

Also using Sec. 3.35 multiple ownership rule as basis of complaint, WGH Newport News, Va., petitioned FCC for hearing on purchase of WCAV Norfolk by WRVA Richmond for $125,000. WTAR Norfolk filed complaint earlier in week (story page 60).

KFDM Beaumont, Tex., replied to petitions of KWTO Springfield, Mo., which asked for revocation and renewal hearing on KFDM license, contending pleadings are without standing or merit. KWTO had charged KFDM with violations of FCC rules and orders in opposing night power boost sought by KWTO for many years [B•T, June 29].

New TV bid for uhf Ch. 41 at San Antonio tendered at FCC by Jacob A. Newborn Jr. who short time ago dropped grant for uhf Ch. 21 WTVS (TV) at Gadsden, Ala. He is 25% owner uhf Ch. 31 KBMT (TV) Beaumont, Tex., and 100% owner KETX (TV) Tyler, Tex.

Set Starting Dates

J. Patrick Beacom, president of WJPB-TV Fairmont, W. Va., granted last week (story page 56), said starting date about Jan. 1. Equipment will be RCA or Federal, depending on delivery, he said, with programs from all four TV networks. Representative is Gill-Perna. AM adjunct is WVVW.

R. H. Drewery, for Midessa Television Co., granted vhf Ch. 2 in Midland, Tex., said starting set for Nov. 1. Network, representative and equipment in negotiation, he said.

BBC TO EXPAND TV

GO-AHEAD given British Broadcasting Corp. Thursday to expand its TV system with assurance any competitive commercial network, even if approved, would be limited in scope. Earl de la Warr, postmaster general, told House of Lords government is preparing white paper outlining its views on sponsored TV for submission to Parliament in autumn.

Sawyer Buys 70% of WCMI

CHARLES SAWYER, Ohio broadcaster and former Secretary of Commerce, has purchased 70% of WCMI Ashland, Ky., subject to FCC approval. Transaction for $140,000 announced last Friday by John (Pat) Williams, executive vice president of Sawyer stations (WCOL Columbus, WING Dayton and WIZE Springfield). Seller is Gilmore Nunn.

Motorola Sales Zoom

"TELEVISION WILL account for the largest portion" of a record $225 million sales of Motorola Inc. this year, President Paul V. Galvin told distributors and salesmen at firm's silver jubilee meeting Thursday. Sales will increase at least $55 million over last year, he predicted.

PEOPLE

ELLIS MOORE, member of NBC press dept. for past year and formerly with *Memphis Commercial-Appeal,* named manager of business publicity, effective today (Monday). He succeeds Bill Louten, resigned [B•T, June 29].

LLOYD E. YODER, KNBC San Francisco general manager, and Alma Cella, concert singer and Fresno wine heiress, married June 30.

WILSON NORTHCROSS, WMCT (TV) Memphis, named production director for WHBQ-TV Memphis, vhf Ch. 13 permittee which plans early fall commencement.

DONALD E. SULLIVAN, WNAX Yankton commercial manager, promoted to director of advertising for WNAX and KVTV (TV) Sioux City, Iowa. **DICK HARRIS,** WNAX and KVTV (TV) promotion manager, promoted to WNAX sales service manager.

JOE H. BAKER, promotion manager for KMTV (TV) Omaha, Neb., named director of promotion and merchandising for station. **HARRISON KOHL,** formerly promotion manager for *Des Moines Register* and *Tribune,* appointed to KMTV (TV) sales staff.

SYLVIA KESSLER, chief of FCC's Office of Opinions & Review, which does legal paper work for Commission's formal actions, resigned effective last Friday. Although future plans are not announced, Miss Kessler is expected to enter private law practice.

BILL O'BOYLE, regional sales manager for Canada and New York area, Columbia Records' phonograph division, appointed national sales manager of division.

DuMont Labs. Sales

ALLEN B. DuMONT LABS. Inc. television transmitter division announces sale of 5 kw vhf TV transmitter and associated broadcasting equipment to Greater Rockford Television Corp., Rockford, Ill. Rockford organization already has received its construction permit and will operate on Ch. 13. DuMont's international division has sold 500 w vhf transmitter and associated equipment to Television De Quebec, Limited, Quebec City. Station, which plans to go on air in early fall, is expected to be first privately-owned TV station with regular programming in Canada.

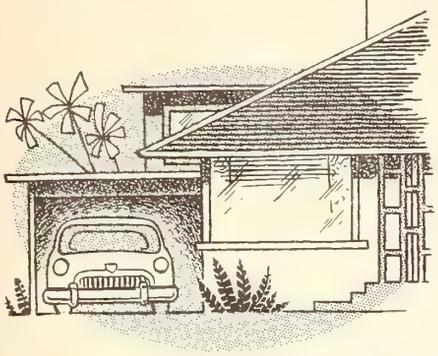
School TV Called 'Bargain'

COST of building and operating educational TV station two years runs to $1 million but it's still bargain, based on cost-per-viewer, National Educational Assn. was told Thursday in Miami. E. A. Hungerford Jr., consultant to Joint Committee on Educational Television, said cost-per-viewer is "ridiculously low" and said TV station can reach "millions instead of thousands." Nation's educational budget is $6 billions yearly, he said, adding FCC had handed educators 245 "valuable franchises on a silver platter."

GE Production High

GENERAL ELECTRIC Co. estimates its total 1953 production will include more than 100 TV transmitters and over 100 amplifiers, spokesman said Thursday. At the same time he reported shipment of three 100 w uhf transmitters to WILK-TV Wilkes-Barre, Pa. (Ch. 34); KETX (TV) Tyler, Tex. (Ch. 19), and KFSA-TV Fort Smith, Ark. (Ch. 22); plus 5 kw vhf transmitter to KIEM-TV Eureka, Calif. (Ch. 3) and 35 kw amplifier to KPIX (TV) San Francisco (Ch. 5).

This is Today's "Little Grass Shack" in Hawaii



...a spacious, modern home built with nationally advertised materials, from terrace to TV antenna. More than 38,000 homes and 75,000 apartments . . . not prospects for furnaces but an eager market for anything from fans and fixtures, hardware to housewares.

And the best way into the living room of over 95,000 families is KGMB-KHBC's all-island coverage. With ONE radio buy KGMB-KHBC covers all Hawaii... CBS programming with star-studded local shows.

In television, KGMB-TV, Hawaii's first station, provides the shows that win customers . . . 35 network shows, 23 syndicated, 64 local shows.

In either AM or TV, KGMB's merchandising and promotion "on the spot" is keyed to Hawaii.

KGMB

AM-TV

Honolulu

KHBC — *Hilo*

CBS IN HAWAII*

* **Channel 9 also carries top NBC and ABC programs.**

Call Free and Peters Inc.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

In Washington D.C....



WTOP-TV will start your day with a sale before breakfast!

To sell in the morning, it's the Roy Meachum Show, 7-9 a.m., Monday through Saturday . . . produced in Washington . . . for Washington!

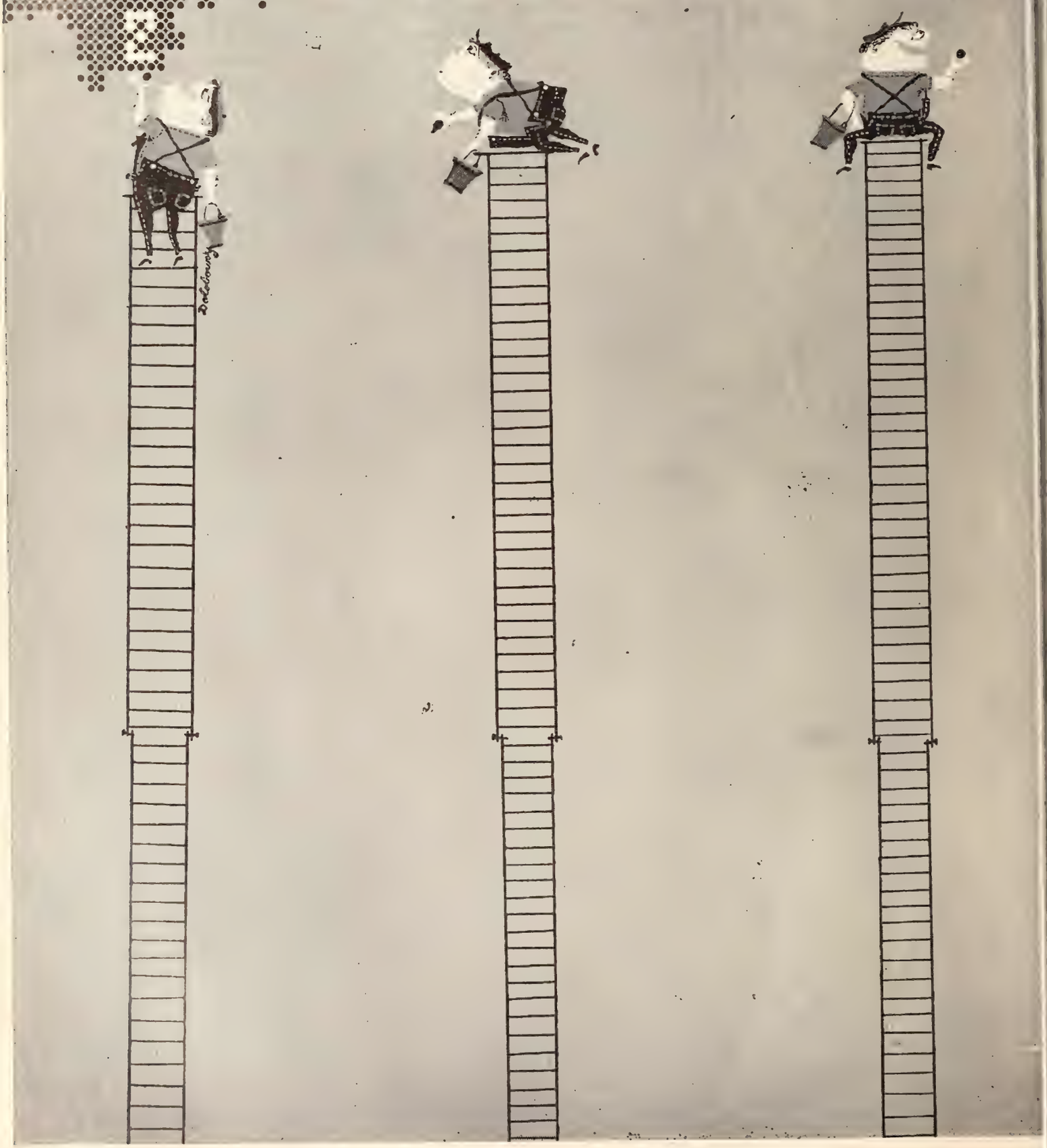
WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION | REPRESENTED BY CBS TELEVISION SPOT SALES





LIFE WORK & LEVERAGE



1

NBC's coverage tops all other networks

The television network which can deliver the most markets and, therefore, the widest coverage is most in demand by advertisers today.

NBC is that network. Day and night, the average NBC program is carried by a larger number of stations, covering more television homes than any other network.

NIGHTTIME	NBC	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF STATIONS	54	42	31	21
COVERAGE U. S. TV HOMES	86.2%	75.1%	66.1%	50.8%
DAYTIME	**NBC**	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF STATIONS	51	43	*	*
COVERAGE U. S. TV HOMES	87.3%	80.5%	*	*

Compared to the No. 2 network, NBC's average program reaches 12 more markets at night and 8 more markets during the day. It covers 11.1% more of the total television market at night; 6.8% more by day.

Superiority of coverage is just one reason why **NBC is America's No. 1 network.** Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

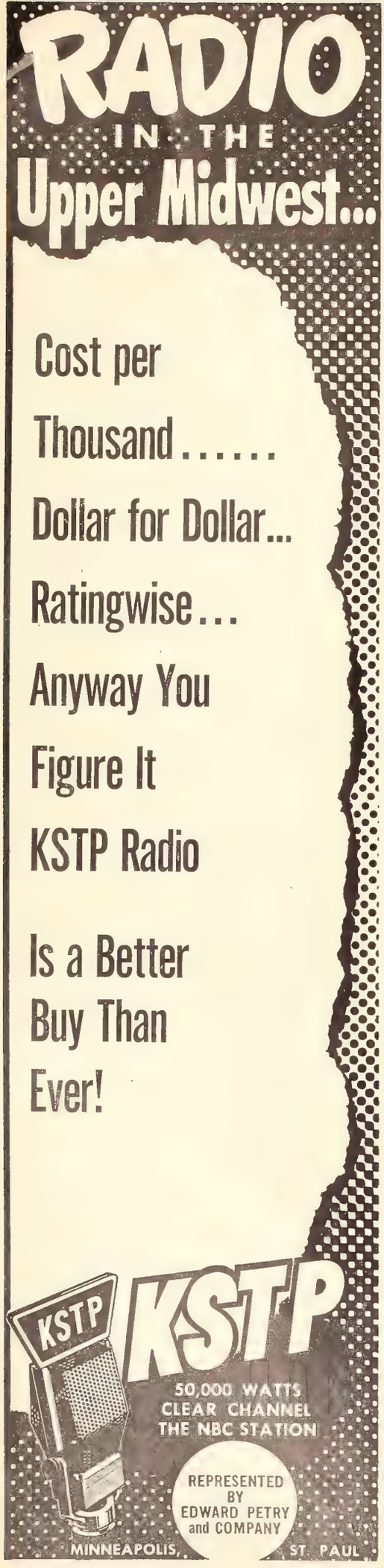
NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

**No comparable daytime network service*



38TH PARALLEL—U.S.A.

CBS Radio, June 26, 9-10 p.m. EDT
Supervisor: Stuart Novins
Narrator: Will Rogers Jr.
Producer and Editor: Al Morgan
Original music score composed and sung by Tom Scott
Musical Conductor: Alfredo Antonini
Recorded in the field with the cooperation of reporters and newsmen of CBS-Radio affiliated stations along the 38th Parallel, U.S.A.

IN *38th Parallel, U.S.A.*, CBS Radio can be credited with another warm and human document in its continuing series of feature project productions that attempt to examine the effects of crucial world problems on the lives of U.S. citizens.

As in previous presentations, CBS Radio arranged to have the story of the Korean War's impact on people who live along the 38th parallel in the U.S. told in their tape-recorded words. The overall impression was one of spontaneity, simplicity and sincerity, which are notable qualities in documentary programming.

As narrator, Will Rogers Jr. performed his task most satisfactorily, introducing the 19-year-old just-married girl who has a chance to talk to her husband in Korea; the Mexican housewife in Stockton, Calif., who prays for her three soldier-sons; the president of the Pueblo (Colo.) Junior College, who discusses the war's effect on student enrollment, and the editor of a newspaper in the west who thinks the war is "unpopular" and "we don't know exactly just what we're doing."

A word of praise is in order for the "mood" music that bridged the gaps between interviews and visits to different states that began in California and ended in Virginia.

DEMONSTRATION OF HEARING CONFERENCE

Time: Monday, June 29, 7:30-10:30 p.m., EDT.
Origin: Dept. of Commerce Auditorium, Washington, D. C.
Cast: Henry G. Fischer, Frederick W. Ford, Benito Gaguine, Max Paglin, William C. Koplovitz.
Producer: William C. Koplovitz.
Writers: Cast.
Sponsors: Federal Communications Bar Assn. & Federal Communications Commission.

CONSIDERING it was a cast of amateurs, the effectiveness of the message the group got across to more than 500 spectators in the Dept. of Commerce Auditorium on a hot Washington night last week bodes well for a repeat performance before the Administrative Law Section of the American Bar Assn. at the ABA convention in Boston Aug. 24.

Although the subject is rather esoteric before practitioners the nuances and characterizations by the cast should go over well. This was accomplished creditably before an audience of Washington radio attorneys, other private lawyers specializing in administrative practice, and FCC and government attorneys and executives who deal in such matters. Distinguished jurists were present also.

It should wow 'em in Boston.

Under new FCC rules, pre-hearing conferences are held by attorneys for contesting applicants and the examiner to narrow down areas of conflict. It is believed hearings thus will be shortened, expenses curtailed and the record kept to a minimum.

The demonstration last week saw Mr. Fischer, who in private pratice, play the part of an FCC examiner in a manner which indicates he has spent many years studying the conduct of such types. Playing the part of the FCC counsel with verve and a bureaucratic assurance that delighted many was Mr. Koplovitz, also a private practitioner.

Reversing their real life roles, were Messrs. Gaguine, Ford and Paglin. Representing "clients" who all were applicants for vhf Ch. 4 in Metropolis (No State), the FCC officials endowed their stage characterizations with convincing earnestness. Outstanding was the portrayal by Mr. Gaguine of a pertinacious lawyer bulling his case through the pre-trial conference in spite of the hostility of the "examiner" and the other attorneys.

Helpful, too, were the documents, which included the FCC's order amending its rules to establish the pre-trial conference method, its order setting the three applicants (Alpha Television Co., Inc., Bravo Broadcasting Co. Inc., and Coca Television Co.) for hearing, and the order issued by the "examiner" on the conduct of the hearing—the latter resulting from the pre-trial conference.

Before the demonstration, the audience was addressed by Fred Albertson, FCBA president; Rosel H. Hyde, FCC chairman, and J. D. Bond, FCC hearing examiner. Neville Miller, Washington radio attorney, acted as moderator at a question and answer period.

* * *

BOOKS

TELEVISION ADVERTISING & PRODUCTION HANDBOOK by Irving Settel, Norman Glenn and Associates. Thomas Y. Crowell Co., 432 Fourth Ave., New York 16. 480 pp. $6.

EACH chapter of this comprehensive volume was written by such figures in the television industry as Ben Duffy of BBDO, Sydney Roslow of The Pulse and Christ Witting of DuMont. The chapters cover many phases of TV advertising: Producing film commercials, premiums and their use on television, the TV department of the agency and choosing the right TV station for the product. They cover staging the TV show, staging facilities, writing a TV dramatic show, TV censorship and casting for television. Other chapters take up the financial aspects of television, obtaining TV personnel and publicity for TV stations and shows.

The unusually complete appendix includes, besides the customary dictionary of TV terms, the NARTB TV code, FCC procedure, a section on how TV works, a section on visual aids for TV, the usual bibliography, and biographical sketches of the two author-editors and the 17 co-authors.

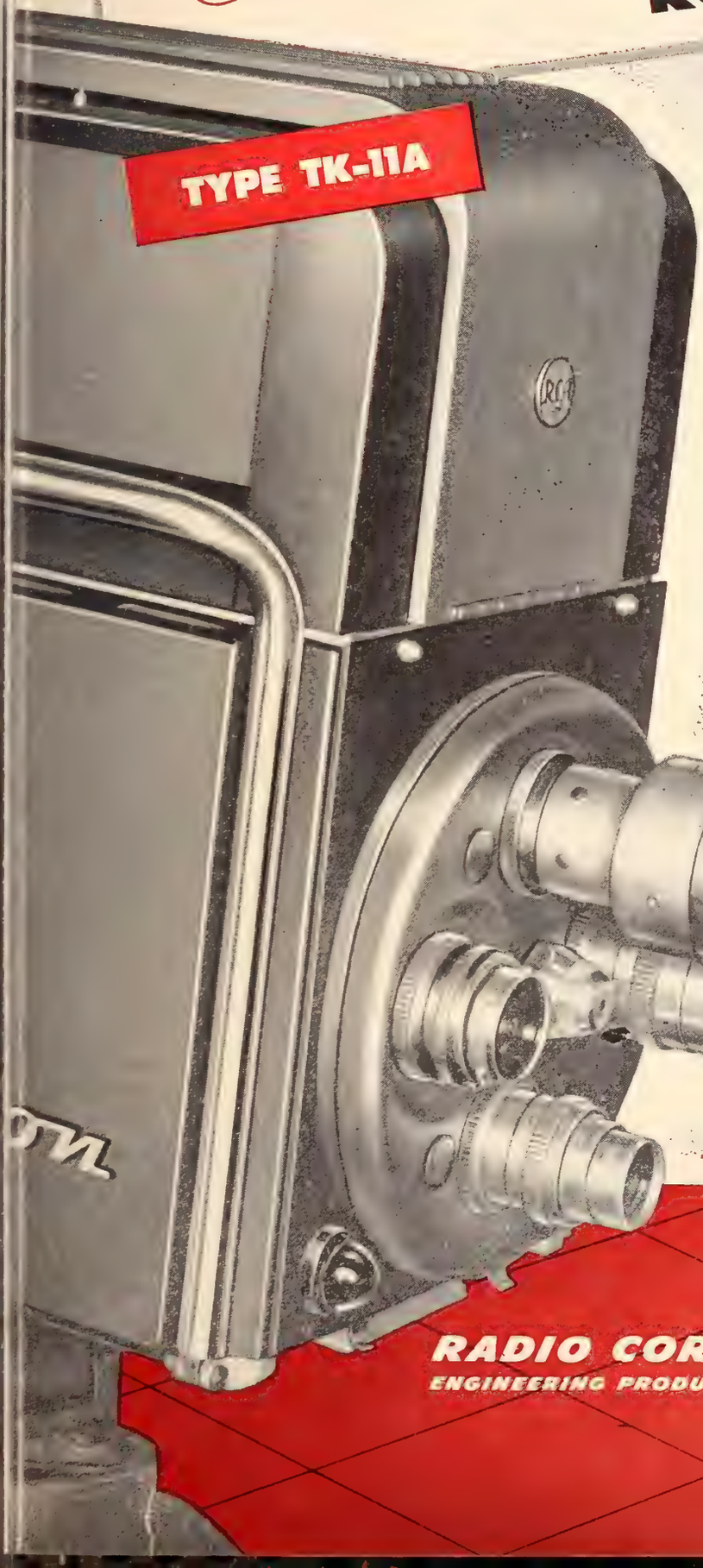
* * *

THE PSYCHOLOGY OF SUCCESSFUL SELLING by Richard W. Husband. Harper & Bros., 49 East 33rd St., New York 16. 306 pp. $3.95.

CLUES to increased billings for broadcast stations are to be found in Mr. Husband's book. A professional psychologist, he writes with full knowledge of the psychological forces which play such a large part in selling, but he translates his ideas into sentences far from stodgy. Countless sales examples are used. Not only do these segments of conversation make the text more interesting, but also they show important points which could only be shown "by demonstration." Virtually every facet of salesmanship is discussed.

Completely New!

RCA TV CAMERA



Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera— **PLUS THESE NEW FEATURES:**

NEW **7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.**

NEW **plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!**

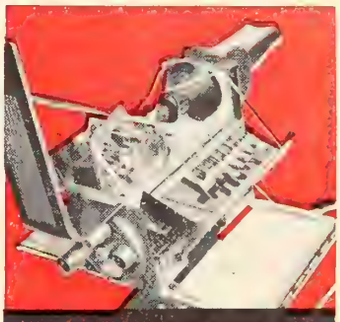
NEW **fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!**

NEW **plug-in blower for cooling the deflection coil and Image Orthicon!**

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

NEW **electronic-protection system guards Orthicon against deflection failure, or loss of driving signals.**

NEW **"overscan" control takes burden off Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pickups.**



One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

In Which Algy writes to . . .

Mr. Hal Davis, Veep
Kenyon & Eckhardt
New York City



Dere Hal:

That sure is a clever little jingle I heer in th' morning on WCHS about wakin' up your face with a tingle-ingle. Seems like our Clockwatcher is goin' all out in sellin' Mennen here on WCHS with 5,000 on 580. I also seen a whole flock of big postcards upstairs in th' promotion offuce which I had to lug ovur to th' post offuce. That's th' kind of work these fellers do here at W. Va.'s number one station to keep on top and keep on havin' more W. Va. listenurs then any othur station. With my mustach I ain't got so much face to shave as some fellers, but I sure like th' tingle-ingle.

Yrs. fer Mennens

Algy



WCHS

580 KC · 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

OPEN MIKE

Agency Recognition

EDITOR:

[In the] agency information in the 1953 BROADCASTING YEARBOOK . . . I got quite a chuckle at finding, so to speak, "diamonds in our own back yard" after having checked with other trade publications, L & A and Standard Advertising Register.

Incidentally, I liked your editorial on a suggestion for the FCC in handling strike applicants. I was glad to read your follow-up editorial in the June 22 issue, "Showdown on Strikes." Your editorial page is one that I turn to regularly and just as regularly read. Significant editorials, interestingly written and easy to find location opposite the third cover seem to be the formula that snares me each week.

Clement B. Haines
Lamport, Fox, Prell & Dolk Inc.
South Bend, Ind.

Iceman Cometh?

EDITOR:

We are considering using television for one of our clients who is in the mortuary business. Since television is so new in our area, we hesitate somewhat to bring undertaker's TV advertising into the home.

We would like to know what has been the experience in older television areas in regard to mortuary advertising on television. What has been viewer reaction, how such commercials were handled, and anything else which might help us in making plans for our client . . .

Kay Shinn
The Condon Co.
Tacoma, Wash.

[EDITOR'S NOTE: B•T has given Mr. Shinn some information on the subject, but readers who have knowledge of such advertising may want to transmit it to him.]

Tribute

EDITOR:

. . . I have just read your tribute to Commissioner [Paul A.] Walker in today's issue [June 29] of BROADCASTING•TELECASTING. I am sure he will be pleased. It was most thoughtful of you to say the nice things about him that you did.

Ralph Steetle
Executive Director
Joint Committee on Educational Television
Washington, D. C.

But Is It Muscle?

EDITOR:

Here's a challenge, and I hope you don't mind our using your good magazine to issue it, to any other eight-man sales force in radio or television anywhere in the United States.

Our KHJ-Don Lee sales force weighs 1,584 pounds and is 49 ft. 4 in. tall. We think this is the "biggest" group of account executives in the country. Is there a "bigger" group?

To save a lot of figuring on the part of B•T readers, our men average 198 pounds each and their average height is 6 ft. 2 in.

Bud Coulson, Dir., Public Relations
Don Lee Broadcasting System
Hollywood, Calif.

The Clouded Lens

EDITOR:

Somebody must have had specks on his spectacles. Radio station WFPA is owned and operated solely by George A. Gothberg Jr. and not by James L. Killian as you stated in B•T June 22 in the FCC license renewal roundup. Mr. Killian's sale of WFPA was approved by the Commission Dec. 10 of last year. We enclose a pack of "Sight Savers" for the man who reads the FCC records.

Jerry Carr
General Manager
WFPA Fort Wayne, Ala.

[EDITOR'S NOTE: B•T has forwarded the Sight Savers to the FCC which made the error in its own record.]

Small Sets, Big Problem

EDITOR:

A situation has developed here which might be of interest to you and to some of our fellow broadcasters.

We have received a few complaints of late from listeners in our fringe area advising they are not receiving our signal as well as in the past. Our chief engineer made a field strength test and convinced himself that the difficulty was not with our transmitting signal but with the condition of the actual sets being used. Since this did pose a problem, we wondered what to do about it and therefore called a meeting of dealers and repairmen in our area which resulted in the revelation of the following interesting facts.

The majority of [AM] sets in use today are the small inexpensive table models or portables which wear out much faster than the better-made earlier and larger models. The dealers admitted they are not interested in accepting repair work on these small models since the set owner is reluctant to pay a repair bill of $10 or $15 when the set itself only cost roughly twice that amount.

It is apparent the small inexpensive sets in production today are fast approaching the category of small appliances, such as electric toasters and irons, which are thrown on a junk heap at the first sign of a breakdown and replaced by a newer and better model. Our chief hope in combatting this situation, therefore, seems to be an aggressive sales effort to help the dealers sell more replacement sets and to initiate a propaganda campaign of our own on the air to remind those listeners who still own the large expensive and better made console models to have their radios checked for faulty tubes and to treat their good sets as they would their automobile from a service standpoint. . . .

Arthur J. Barry
President
WEOK Poughkeepsie, N. Y.

Floral Pieces

EDITOR:

. . . I have now had opportunity to read ["Television Fiesta Style," B•T, June 13] and consider it most interesting and accurately presented.

Emilio Azcarraga Jr.
Cadena Radiofusoria Mexicana
Mexico City

EDITOR:

Just a note to extend to you a considerable bouquet on the fine report on telecasting in Mexico . . .

David R. Mackey
Asst. Prof. of Speech
Pennsylvania State College



"It's DIFFERENT in Kentucky!"

To do a bang-up radio job in some states, you have to use several 50 kw giants, plus lots of smaller stations.
It's different in Kentucky.

With 5000 watts, WAVE delivers Kentucky's only really big market — the 25-county Louisville Trading Area, which accounts for *55.3% of the State's total retail sales, 51.3% of its food sales, 59.8% of its drug sales!*

5000-watt WAVE gives you 5000-watt rates, with no waste circulation, and also tosses in a quarter-billion-dollar chunk of Southern Indiana.

Let Free & Peters give you all the facts on WAVE, the Blue-Chip Buy in the Bluegrass State!

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

whatever



the weather

Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—*especially those using Mutual.* After all, we've got 560 stations...and 413 of them keep our clients basking in the backyard of *Non-TV America.* (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But *whatever* the weather in time to come, our unique radio dominance beyond reach of TV is only *one* umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we've also got a patented, torrent-proof device for use in covering *TV-America* too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual's. So—whatever *your* barometer reading—the one place to keep your sales-powder dry is right here.

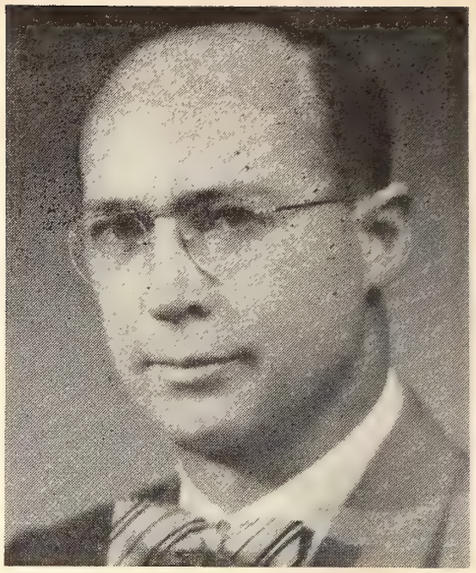


MUTUAL
the PLUS network
of 560 affiliates

The Big 4
West Texas Stations
KRBC
KBST
KTRN
KGKL
1 CONTRACT BUYS ALL FOUR
at 20% DISCOUNT from Regular Rates
★ KRBC - Abilene
5000 Watts Day — 1000 Night
★ KGKL - San Angelo
5000 Watts Day — 1000 Night
★ KBST - Big Spring
250 Watts
★ KTRN - Wichita Falls
5000 Watts Day — 1000 Night
1 Contract 1 Billing for all 4
See Discounted Rates Under
West Texas Packaged Stations
or contact the
John E. Pearson Co.

our respects

to ASBURY PROSE WALKER



AS A KID there was one thing that tormented Prose Walker, who a fortnight ago was named to be manager of the NARTB Engineering Dept. [B•T, June 29]. The mystery of young Walker's adolescence was this—how can voices and music be picked out of the air and reproduced right in the living room?

The mystery intrigued him as he moved around the country with his family (the elder Walker is a Baptist minister). From Bird's Run (Ohio) to Kearney (Neb.) to Walworth (N. Y.), the Walkers led a somewhat rugged life in the church service.

In his teens, Prose Walker reached the usual tinkering stage and eventually came up with a coil wound around a Mother's Oats box. This breadboard triumph caught WHAM Rochester and KDKA Pittsburgh. By high-school time he had acquired a ham license. One of his early loose couplers is in the American Radio Relay League Museum at Hartford.

Graduated from Genessee Wesleyan Seminary at Lima, N. Y., he went to college at Denison U., in Ohio, receiving a BA in electrical physics in 1932 after a scholastic career punctuated with work on New York Central road gangs, pianist in a dance band, and a student assistantship in physics. He operated the college amateur station in the physics department and later took graduate courses in physics at Ohio State U.

In the 1932-40 period he taught science and mathematics at high schools in Hyde Park, N. Y., and Sauquoit Valley Central School, N. Y., heading the science department at the second school. His FCC career began Sept. 16, 1940, in the old Radio Intelligence Division where he was a radio operator under George E. Sterling, now a Commissioner.

From the monitoring station at Allegan, Mich., he was transferred in December 1940, to the Millis, Mass., station and a few months later passed the examination for radio inspector. This led him back to Allegan. When Mr. Sterling called for volunteers to serve in Hawaii after Pearl Harbor, Mr. Walker stepped forward and was placed in charge of technical and tactical operations at the radio security center, which later brought in 279 lost bombers by getting a fix on them.

From Hawaii he was transferred to head the Technical Operations Section of the FCC in Washington and then moved to the Standard Broadcast Division. When the TV Division was formed he was named to the job and started preparatory work for the postwar color hearings. He was named chief of TV allocations in late 1949.

In September 1950, the Air Force asked FCC if radio could stay on the air without providing homing aid to enemy planes. Mr. Walker joined with Ralph Renton and Robert D. Linx in working out the FCC's Conelrad plan permitting stations to stay on the air on a two-frequency staggered basis. This plan went into operation last May 15. Mr. Walker was named Eastern Supervisor, a post he relinquishes July 20 to assume NARTB's top engineering assignment.

The full name, Asbury Prose Walker, is unusual but the derivation of the baptismal nomenclature is really quite simple. The "Asbury" is a family name; the "Prose" comes from the name of close friends of the family. The "Prose" is easier to handle than "Asbury," hence the left-handed "A. Prose."

In Mr. Walker's Conelrad work he has met thousands of broadcasters. In participating as delegate, observer and committee chairman in many international conferences he has developed friendships among broadcasters in all the principal nations.

After World War II, his next international assignment was the Atlantic City telecommunications conference in 1947. He was a member of the U. S. delegation at the Geneva high-frequency broadcast conference March-June 1948. A few months later he was sent to the high-frequency conference at Mexico City, serving over eight months. In another month or so he was outward bound again, this time to the Paris high-frequency planning session as chairman of the U. S. delegation, supplemented by vice chairmanship of the U. S. delegation of CCIR Study Group 11 at Zurich, Switzerland, where television standards were determined.

The year 1950 included five months at the high-frequency conference held at Florence-Rapallo, Italy. He was U. S. spokesman on broadcasting and on the working group charged with reconciling multiple requirements for the same channels and time periods.

His Conelrad career included service at the Havana Conference held in February 1952.

Mr. Walker was married in 1932. He is a widower and the father of an 18-year-old daughter, Helen Caryl. He is a 32d degree Mason, and maintains a Washington apartment as permanent residence.

A brief chat with Mr. Walker quickly gives the impression that he has been able to adjust easily to new surroundings, a knack traced to the highly mobile career of a Baptist minister and his family. He likes to talk about the Rev. Walker's philosophies, particularly a conviction that an individual should studiously avoid wanting things beyond his purchasing power. This, obviously, was a helpful thesis to a family whose only luxuries were those within the modest salary and perquisites of a small-town pastor.

WGVL
TELEVISION
Channel 23
GREENVILLE, S.C.

is proud to announce the appointment of

H-R
TELEVISION, inc.

new york
chicago
san francisco
los angeles

as national representatives

James S. Ayers,
Southeastern Representative

ABC BASIC also
Dumont and NBC

WGVL-TV
CALHOUN TOWERS • GREENVILLE, S. C.

BEN K. MC KINNON
General & National Sales Manager

EMIL SELLARS
Chief Engineer

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178

TOTAL FAMILIES
186,235

RETAIL SALES
$407,643,000

FOOD SALES
$ 86,621,000

GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES
$ 22,968,000

EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



ON WKNA

*coming soon . . .
WKNA-TV!

WKNA is also sold as part of West Virginia's

personality package



WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.



Richard K. Manoff

on all accounts

RICHARD KALMAN MANOFF is a working advertising executive who has labored in the vineyards with a success that finds him, in his mid-30s, at the top of the advertising and sales promotion hierarchy of the Welch Grape Juice Co., which pours three-quarters of its entire advertising budget into television.

The firm underwrites a portion of the *Howdy Doody Show* on NBC-TV and, under Mr. Manoff's direction, has further exploited its identification with the program by a remarkably successful bottle-cap tie-in featuring a display of the Howdy puppet on each bottle top.

Born in New York June 24, 1916, Mr. Manoff attended City College, where he played right guard on the football team and majored in English. He worked his way through school as an usher and later as a newspaper man on the copy desk of the *Brooklyn Eagle*.

Four years out of college, in 1941, he was named an assistant to Anna Rosenberg, then chief of the War Manpower Commission. In that capacity he helped develop a formula for channeling labor into required areas. The system was tested in Buffalo with results so impressive that when Bernard Baruch assumed charge of the program for alleviating labor shortages he adopted the Buffalo pattern as a national model.

Leaves Government in 1945

Mr. Manoff remained with the Commission until 1945, when he left to become general manager of a chain store operation. He joined the Welch Company in 1951.

In explaining the operations of his budget, Mr. Manoff confides that expenditures are greatly contingent on the grape crop. When the yield is higher than normal the company proportionally increases its network coverage as well as its annual spot radio and television outlay.

In his infrequent spare moments, Mr. Manoff has turned successfully to radio writing. He has written scripts for *Inner Sanctum, Bulldog Drummond, Columbia Workshop,* and *Ellery Queen,* among others.

Mr. Manoff married the former Lucy Deutscher in 1942. They have two children, Robert Karl, 9, and Gregory Paul, 7. The family lives in New York.

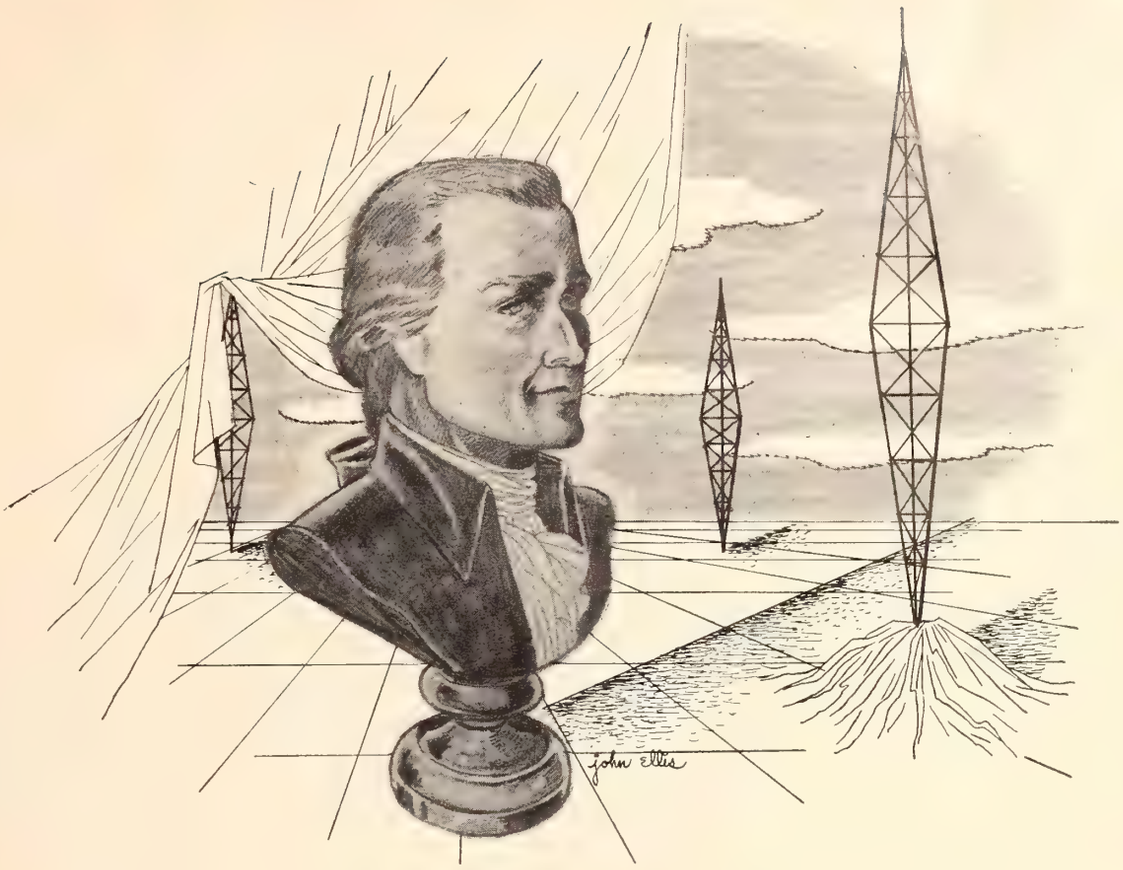
Mr. Manoff's hobbies are tennis, chess, sailing and writing.

1947
1st TV application in the Carolinas

1948
1st TV construction permit in the Carolinas

1949
1st TV station in the Carolinas

1950
Joined the co-axial cable



1953
(March) Increased power from 16,300 to 50,000 watts

1953
(June) Increased power from 50,000 to 100,000 watts

power...for the people

Thomas Jefferson was an apostle of power . . . for the people. Now, a Carolinas institution which proudly bears his name announces, in the same spirit but in a modern medium . . . more power for the people.

On Friday, June 5, WBTV attained television's top power on channel 3—100,000 watts.

Climaxing six years of phenomenal growth, WBTV now brings better-than-ever service to over 325,000 TV homes, 90% of which receive no other TV station.

WBTV

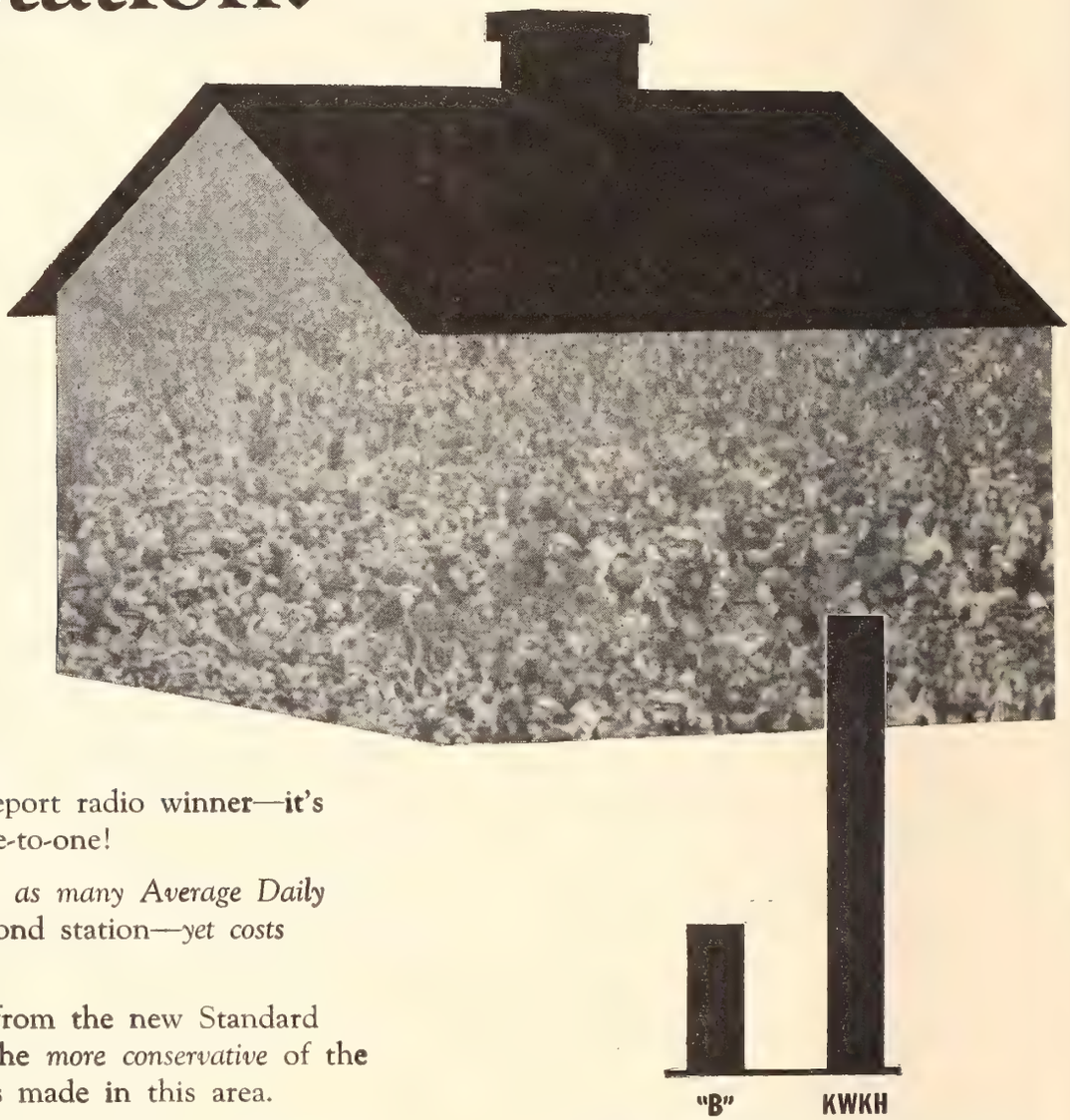
now operating at television's top power

(plumb in the middle of a fabulous market)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally by CBS Television Spot Sales

KWKH delivers over three times as many homes as Shreveport's second station!



AVERAGE DAILY LISTENERS

It's easy to pick the Shreveport radio winner—it's KWKH, by more than three-to-one!

Yes, KWKH delivers *302.9% as many Average Daily Listeners* as Shreveport's second station—*yet costs only 60.0% more money!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Let your Branham man tell you all about KWKH's overwhelming superiority, here in the important Arkansas-Louisiana-Texas area.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

July 6, 1953 Vol. 45, No. 1

MUTUAL MAPS DRASTIC MOVES TO BOLSTER SALES, RATINGS

Mutual affiliates, meeting on Cape Cod, heard proposals for stronger co-op programming and the tri-weekly sale to Chesterfield for the Perry Como show. Program "upgrading" is planned.

FAR-REACHING changes in Mutual's operations are being mapped by MBS officials and their Affiliates Advisory Committee with a determination to boost the network's sales and ratings—which already this year have established new MBS records—to even greater heights in the fall.

This was revealed last week in the wake of a meeting of top Mutual executives with members of the Mutual Affiliates Advisory Committee over the June 26-28 weekend at Osterville on Cape Cod, where a number of alternative plans were discussed. The various plans and viewpoints are now being summarized for circulation among affiliates in a coordinated effort to find and adopt—perhaps this month—a plan that will prove advantageous to both the network and its some 565 stations.

Exciting Development

A development that excited both MBS and its affiliates was the disclosure, not yet publicly announced, that Chesterfield has been signed to sponsor vocalist Perry Como for a quarter-hour three nights a week, starting in the fall. The sale, negotiated through Cunningham & Walsh as agency for Chesterfield, represents not only the acquisition of substantial billings, but also Chesterfield's first business with Mutual and a top-rating program for the network. The Como show is slated to start Aug. 31 over the full network in the 7:45-8 p.m. spot on Monday, Wednesday and Friday.

Coming as a follow-up to Mutual's recent acquisition of Coca-Cola sponsorship of the Eddie Fisher show on Mutual two nights a week (Mon. and Thurs., 10:30-45 p.m., as a transcription from the Coca-Cola show on NBC-TV), the Chesterfield-Como signing made MBS officials especially jubilant and determined to add other popular advertiser-attractions in what they promised will be a strong "upgrading" of programming this fall. A substantial expansion of co-op programming is planned.

The means by which stronger programs may be attracted is the key problem currently under joint network-affiliate deliberations, authorities said. Among several plans reportedly being studied is one whereby the network would derive additional monies for program development by cutting down on payments to affiliates for carrying network programs. Losses thus taken by affiliates would be made up by increasing the station's share of the "take" from programs sold under local cooperative sponsorship, according to the unofficial report.

Some versions of this account speculated that payments to the stations for carrying network shows would be reduced to a point where all affiliates would, in effect, be bonus stations. This extreme was denied flatly by the network.

Changes in the MBS option-time arrangements also were said to be in prospect. Mutual officials conceded that at the Cape Cod sessions the question of network option time came in for discussion, but said that while some affiliates questioned whether the number of network option hours should not be reduced (on the ground that the network does not use them all anyway), others suggested that the number of morning option hours ought to be increased.

Co-op Planning

One main objective, officials said, is to substitute more good co-op shows, saleable at the local level, in the place of network sustainers which are not selling. Committeemen were asked to estimate how many such good co-op programs they could use.

The "upgrading" in programming, it was emphasized, will apply also to station time.

Meanwhile at the Cape Cod meeting the MAAC decided upon a revision of its method of electing members. MAAC is composed of a metropolitan market representative and a non-metropolitan market representative from each of seven districts. Heretofore, odd-numbered districts have held elections one year and even-numbered districts the next. Thus, for any given district both the metropolitan and non-metropolitan representatives have been elected at the same time.

In order that each district may always have one "veteran" committeeman, it was decided that, beginning this summer, the metropolitan representatives of all seven districts would be elected this year and the non-metropolitan representatives of all seven districts would be chosen next year (all for two-year terms).

This change required some terms to be cut short and others extended.

Accordingly, Fred Fletcher of WRAL Raleigh, MAAC Chairman John Cleghorn of WHBQ Memphis and Gene Cagle of KFJZ Fort Worth (all metropolitan representatives and from Districts 2, 4 and 6, respectively) volunteered to resign. And the terms of Victor Diehm of WAZL Hazelton, Hugh O. Potter of WOMI Owensboro, Ky., E. J. McKellar of KVOX Moorhead, Minn., and Rex Howell of KFXJ Grand Junction, Colo. (all non-metropolitan representatives and from Districts 1, 3, 5 and 7 respectively) were extended to 1954.

Other current members of the MAAC are John Laux, WSTV Steubenville, Ohio; J. Porter Smith, WGRC Louisville, and George Hatch, KALL Salt Lake City, all metropolitan representatives and from Districts 1, 3 and 7, respectively. Jack Younts, WEEB Southern Pines, N. C., Bob McRaney, WMOX Meridian, Miss., and Wendell Mayes, KBWD Brownwood, Tex., are all non-metropolitan representatives and from Districts 2, 4 and 6, respectively. (Metropolitan representation from District 5 currently is vacant, since Fred Wagenvoord's transfer from KCRG Cedar Rapids to WONS Hartford.)

The Mutual delegation at the meeting was headed by Thomas F. O'Neil, president and board chairman, and included, among others: Vice Presidents Glen Taylor, Robert Schmid, Earl Johnson, Herbert Rice and Bertram J. Hauser.



CLAMBAKE devotees included (l to r): Fred Fletcher, general manager, WRAL Raleigh; John Cleghorn, general manager, WHBQ Memphis; Charles Godwin, Mutual station relations director; Victor Diehm, president-general manager, WAZL Hazleton, Pa.; E. J. McKellar, president, KVOX Moorhead, Minn.; E. M. Johnson, MBS vice president in charge of station relations and engineering; J. Glen Taylor, General Teleradio Co., Mutual board member; Gene Cagle, president-general manager, KFJZ Fort Worth; kneeling, Bob Carpenter, Mutual eastern manager; George Hatch, president, Intermountain Network, Salt Lake City, and Herbert Rice, Mutual commercial programs manager.



TV NEWSREEL

SECOND year of *TV Football Game of the Week* is contracted by General Motors. Signing: William F. Hufstader, GM v.p. in charge of distribution. Looking on (l to r): Robert J. Kane, Cornell U. athletic dir. and NCAA TV comm. chmn.; Asa S. Bushnell, NCAA TV dir.; Walter Gross, NBC Detroit.



WTVJ (TV) Miami and co-sponsor Freshmaster of Miami Inc. (with the Roney Plaza Hotel) sign for *Holiday for Housewives*, remote from the hotel patio. Signing (l to r): Fred Rohrlech, Freshmaster, pres.; John S. Allen, sls. v.p., WTVJ; Lee Ruwitch, v.p., gen. mgr., WTVJ; H. M. Abbott, sls. dir., Freshmaster.



MURRAY BORKON, Community TV Systems Inc., Florence, S. C., fills out the check for DuMont closed circuit gear. Looking on: Donald Stewart (standing), DuMont, and Herbert Singer, Singer, Bean & Mackie, N. Y. underwriter.

FIRST THREE contracts for advertising on KTXL-TV San Angelo, Tex., are taken for Gandy's Creamery there. Signing are (l to r) Harry A. Rosenberger, H. A. Rosenberger Assoc., agency; Loy Gandy, creamery pres.; Walton Foster, KTXL-TV coml. mgr.; Armistead Rust, KTXL-TV pres.



NBC PLANS SESSIONS TO ACQUAINT AGENCY PRODUCERS WITH COLOR TV

NBC's Weaver says the network, without waiting for FCC approval, can let advertisers and agencies try their hand at color and check their own products and commercials on a control room color monitor.

WITHIN the next few weeks NBC expects to launch the first step in acquainting advertising agency producers and others involved in production of commercial TV programs with the intricacies of color television, Sylvester L. (Pat) Weaver, NBC board vice chairman, told B•T last week.

Preliminary sessions can be started immediately without waiting for either FCC approval of commercial operation of the compatible color system proposed by RCA-NBC or the installation of colorcasting equipment in the transmitters of the network's TV affiliate stations, Mr. Weaver said.

"We're going to make it possible for advertisers and agencies to try their hand at color commercials for their own products on their own shows during dress rehearsal to see the results on the color monitors in the control room," he said. "At this stage of things, that's a lot more important to them than whether or not the public is also watching their experimental color work or not."

Colonial Theatre Used

Inaugural step in the proposed program of color training for TV program producers will be a series of lecture-demonstrations fitted into the color production schedule of NBC's Colonial Theatre in New York, source of the network's color programming. Studio 3-H in the RCA Bldg. also is used in color work, but this is being used chiefly for testing color equipment and apparatus at the present, Mr. Weaver explained, so that the Colonial Theatre is the only color studio available for the proposed training program.

The introductory color session will be a 40-minute "on-camera" demonstration of the do's and don't's of color programming, he said. NBC's color producers, who have been engaged with the network's extensive schedule of experimental colorcasts over the past few years, are presently drafting do-and-don't rules for direction, costuming, makeup and sets for color TV shows, as well as for color film for telecasting, he reported.

Product Display

"A major point will be to show the agency producers easy ways of product display in color," Mr. Weaver stated. "If the product is attractively packaged, showing it that way is probably the way to do it. If, however the package does not show up advantageously on the color monitor, then we'll try to put the product into a setting that is attractive. Coffee need not be shown in the can; a steaming carafe on a cheerfully arrayed breakfast table might be the answer. Molds of Jello as another example, might very well make a more enticing TV color picture than the Jello package. On the other hand, the Pall Mall package might have been designed for color TV, it shows up so well."

NBC's idea in these introductory sessions is not so much to teach agency producers how to work with color as to inspire them to create their own methods of creating commercials for this kind of television. "We want to be provocative and challenging," he said, "and to give them the feeling they're getting in on the ground floor of what is going to be the greatest, most effective kind of advertising the world has ever known."

Color equipment is on order for five more NBC studios and the network's remote color unit now is being overhauled, Mr. Weaver said. When these added facilities are available the program of advertiser-agency experimentation will be expanded to give all of NBC's commercial TV programs a chance at color.

This experimentation all will be done at NBC's expense, with no extra charge to the program sponsors above their regular costs for monochrome TV programming, Mr. Weaver said. This is in accordance with the plans filed by NBC with FCC for an "introductory year" of colorcasting [B•T, June 29].

This year presumably will encompass the Commission's approval of the RCA-proposed system of compatible color for commercial telecasting, the equipping of most NBC-TV affiliates to broadcast network color programs (more than 40 of these TV stations already have agreed to equip themselves to broadcast NBC-TV programs in color as soon as the network is ready to proceed with color broadcasts on a network scale), the production of color receivers by TV set manufacturers and their purchase by the public in adequate numbers to foreshadow a spread of color TV across the land comparable to that of black-and-white TV in the years following the end of World War II.

'Introductory Year'

During this "introductory year" the network, its affiliated stations and the Bell System, which provides the carrier circuits for networking video programs from station to station, city to city, will all be gaining experience with color and with the extra costs it entails, Mr. Weaver noted. At the end of this period, which according to present thinking will probably coincide with the beginning of the fall-winter advertising season in September or October of 1954, NBC will establish its first rate card for commercial color TV.

"Without even trying to guess as to what the figure will be, I can say that it is certain that color will not make TV programming any cheaper," Mr. Weaver stated. "Neither will 50 million TV homes, nor 2,000 TV stations. They will all hasten the change in the format of TV advertising from the old radio pattern of single-product-sponsorship of a program to the multiple-product-sponsorship pattern already well along at NBC.

Increased Costs

"If color should add 50% to the cost of telecasting *Show of Shows* the increase would mean very little to one of that program's sponsors in relation to his entire advertising budget," he pointed out. "But a 50% increase in cost to a single sponsor would probably be prohibitive."

The single performance gross time and talent cost of the 2½ hour *Show of Shows—All Star Revue* is something like $300,000, a staggering figure under the old radio product-sponsoring-program pattern, but he pointed

out that if the project is thought of as a national magazine, reaching 40 million people in 20 million homes, with 135 pages of editorial matter and only 15 pages of advertising, priced at $20,000 apiece, the cost becomes remarkably cheap instead of staggering.

Asked about film for color, Mr. Weaver said that NBC's TV engineers who are experimenting with it say that color broadcasting of programs on film is still in the technical development stage. "Everyone, except the engineers, who has seen color film telecast by our system is highly enthusiastic about the results," he reported, expressing himself as "encouraged" with the outlook, with indications pointing to "our learning in a general way what the specifications for color are by the end of the summer."

Program people from NBC's affiliate stations will be invited to attend the network's color training course, just as station technical personnel already are receiving basic training in color techniques from NBC's video engineers, Mr. Weaver said. Package program producers also will be invited to learn about color, he said, stressing that the network wants to do all it can to give advance training in color to everyone who will be active in the field of color TV programming.

"It seems quite likely that a lot of people are going to underestimate at first how much color will mean as an advertising force," Mr. Weaver stated. "We believe that they're going to be 'sent' when they see it and if we're right they're going to go away and develop a lot of ideas for the application of color to video commercials and programming that are going to make our job at NBC a lot easier."

BLACK-WHITE SETS SEEN UNTIL 1955

Radio-TV dealers hear NARDA President Wallace Johnston predict consumers will continue buying monochrome TV receivers until color sets can be mass-produced in late 1955.

CUSTOMERS will buy black and white TV sets rather than wait until late 1955 "when a reasonable quantity of color television receivers may be available priced for mass sale," Wallace Johnston, president of the National Appliance and Radio-TV Dealers Assn., asserted last Monday.

Mr. Johnston's address highlighted the second day of a three-day mid-year meeting of 225 dealers at the Conrad Hilton Hotel in Chicago June 28-30.

Noting RCA has petitioned the FCC for approval of its colorcasting system, Mr. Johnston told dealers the "publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."

The NARDA president also mentioned the failure of "notorious cut price" business firms.

Frank Freimann, president of Magnavox Co., decried talk of "saturation" in the nation's economy and said that, with respect to television, it is "merely academic and realistically unsound."

Harry Alter, president of Harry Alter Co., Chicago, cited as industry weaknesses too much price-cutting by too many dealers, overstocking by distributors and too much emphasis on outright discount offers on radio-TV sets and appliances.

FCC WILL LOOK HARD BEFORE ACTING ON COLOR

Commission staff ponders RCA-NBC color TV petition before undertaking formal consideration, and Chmn. Hyde says FCC's course will be "cautious and exacting." Manufacturers, film makers speculate on the idea.

ANY idea that the FCC was going to jump headlong into the color TV arena—following the RCA-NBC petition for commercialization of the compatible National Television System Committee standards two week ago [B•T, June 29]—was dispelled last week.

FCC Chairman Rosel H. Hyde said that the Commission was going to proceed cautiously and exactingly in establishing what he called "so momentous a standard which will probably remain in effect for several generations."

Outside the Washington area, the RCA-NBC call for establishment of NTSC color standards evoked comments and announcements of plans from manufacturers and film makers. Station operators and other network officials remained mum, obviously awaiting additional information on what color TV would mean to them.

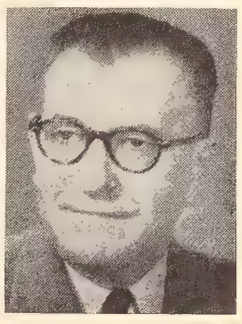
Manufacturers generally held out no hope of mass production before the second half of 1954. All cited the high costs (the figures $800 to $1,000 seem to be the accepted estimates for the first 16-in. color sets) and many expressed doubts regarding the effectiveness of present tri-color tubes (see stories on this page, page 30).

Film makers generally seemed to accept the requirement for more color picture production, but none ventured the idea of all-out conversion to color (see story page 30).

RCA followed up its official petition to the FCC with announcement of a second seminar on its tri-colored tube for July 15 in New York for its more than 200 licensees. It claimed that improvements since the first such meeting —an all-glass 16 in. envelope was mentioned as one significant advance—made another briefing necessary [see story below].

NBC's Vice Chairman Sylvester L. (Pat) Weaver revealed that advertisers and agencies could begin to get their feet wet in color TV even before the FCC acted. This would be via closed circuit tests, initially on commercials (see story, opposite page).

NTSC's report and petition was expected to be unanimous, Dr. W. R. G. Baker, NTSC chairman, predicted last week. He said NTSC papers would be submitted to the FCC within a day or two after July 21 when all comments on the report accepted June 14 were due to the NTSC group.



Dr. Baker

Dr. Baker did not expect any opposition from any significant radio-television manufacturer, he told B•T. Aside from possible full-dress hearings, the greatest fear has been that competing systems or objections might be placed before the FCC, engendering protracted deliberations.

Although there was an unconfirmed understanding in Washington that the FCC would not make any move to issue a notice of proposed rule-making—the first step it must take when a change in its standards is requested—until the NTSC standards and petition are filed later this month, there were some indications that it might take a preliminary step or two before then. Just what this might be, or how extensive, could not be learned. There was no question, however, that internally the Commission staff continued to work on details of the proceeding; it had begun to do that some weeks ago.

Disappointing to some FCC members was RCA's request for a waiver of the requirement that a color TV system be demonstrated in Washington. The RCA-NBC petition said it was not economically feasible to set up a color TV transmitting station in Washington and asked that the Commission hold its demonstrations in New York where both WNBT (TV) and WPIX (TV) would be equipped to handle the colorcasts.

FCC's staff placed emphasis on the fact that some Commissioners and engineers might want to "play" with color sets in their own homes over a period of time. Watching color broadcasts would also permit the Commission to test the effectiveness of intercity networking, they pointed out. Since one of the FCC's criteria for a new color system was the requirement that it not be overly complex or expensive for station operators, a Washington demonstration requiring the conversion of a station would aid in that determination, they pointed out.

It is considered likely by some industry sources that a compromise would be worked out that would satisfy the FCC on these scores without the necessity of establishing a color transmitter in Washington.

RCA SETS MEETING ON TRI-COLOR TUBE

Licensees of RCA are invited to New York symposium July 15 at which they will be filled in on design and production data on an improved tri-color picture tube developed for the proposed RCA-NTSC color TV system.

RCA licensees, comprising virtually the entire radio-TV manufacturing industry, have been invited to a technical symposium, to be held in New York July 15, at which they will be given the latest information on design and production of an improved tri-color TV picture tube developed by RCA for use in its compatible color system, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced Tuesday.

The symposium, Dr. Jolliffe said, is in line with the policy laid down by Brig. Gen. David Sarnoff, RCA board chairman, when he announced that RCA and NBC had petitioned the FCC to adopt compatible color standards approved by NTSC, permitting the commercial

telecasting of color programs [B•T, June 29]. In his announcement, Gen. Sarnoff said, "Radio-television can avail itself of the scientific inventions and technical know-how that are the fruits of RCA's color television investment, without incurring the major capital risks." He placed the RCA-NBC investment at $40 million to create color TV.

Invitations were included in letters mailed to RCA licensees by E. C. Anderson, RCA vice president in charge of the Commercial Department, who recalled that RCA conducted its first symposium on its tri-color tube two years ago, when licensees were given a description of the tube and its associated components. Considerable progress has been made since then, he said, both in improving the tube's performance and in simplifying its manufacture.

"As we have progressed toward our goal of developing a tri-color tube better adapted to mass production, many refinements in design and processing have been made. Supplementing this program, the decision has recently been made to concentrate on development of a tri-color tube with a glass envelope. We believe that you will be interested in knowing the progress that RCA has made and in information on the tri-color tube. Accordingly, we are holding another tri-color symposium in order to give you the latest information on our tri-color kinescope," he said.

COST OF COLOR RECEIVERS NOW AMONG SET MAKERS' QUESTIONS

How do the nation's top set manufacturers feel about the imminence of color TV? Here's what a B•T cross-check shows.

WHETHER tri-color picture tubes are ready for commercialization seemed to bother many television set manufacturers, a roundup of comments from major set makers last week indicated. Apparently manufacturers feared that the tubes would be too critical for mass production. High prices for early color TV sets were also mentioned as a possible deterrent to normal marketing, their views indicated.

Availability of color television "in limited quantities" early next year was predicted by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., at a distributors meeting Tuesday in New York. He expressed the belief that releasing color receivers "as soon as possible" will have a stimulating effect on the sale of black-and-white sets, and offered the following reasons:

1. The price of color sets will be approximately three times as high as black-and-white sets, with $750 "a conservative estimate at this time."

2. At the beginning color sets will use picture tubes no larger than 16 inches.

3. Limited production during 1954 will make deliveries difficult "even for those who may be satisfied with a small picture and are willing to pay a high price."

Mr. Abrams showed the distributors a color field test set, which, he acknowledged, requires "something like 50 receiving tubes and lots of extra parts to drive those tubes."

A pledge that Emerson would be "among the first to have color sets on the market" was made by Dorman D. Israel, executive vice president. He warned, however, that a square inch of a color set screen would cost the consumer between $8 and $10 as compared with $1.50 to $1.75 for the current black-and-white receivers. The cost for a color tube alone in initial production stages will be between "$158 and $200," he said.

CBS-Columbia Reports

CBS-Columbia's Vice President Lou Hausman pointed out that his company certainly is working on color receiver production with the objective and expectancy of getting sets on the market by the time other manufacturers do. He also noted that "it's no secret" that CBS-Columbia feels the present circuitry and color tubes of the compatible system are too expensive and complicated to be practical from a sales and service standpoint, and said CBS-Columbia and also CBS-Hytron are working on simplifications to make the equipment both effective and practical. CBS-Columbia demonstrated the "NTSC system" of compatible color at its recent distributors meeting, Mr. Hausman recalled.

Richard Hodgson, president of Chromatic Television Labs., which has the tri-color tube developed by Nobel prize winner Ernest O. Lawrence and has incorporated it into a compatible color set, took issue with RCA's filing with FCC.

Filing 'Inappropriate'

He said Chromatic still feels it is "inappropriate" for a single company to take "this individual action" in petitioning for compatible standards when the National Television System Committee has been working on it, with RCA included, for some two years and is near the point of filing its own petition.

Chromatic, he said, is as desirous as—and perhaps more so than—any other segment of the industry that color TV get underway at an early date, but does not feel RCA has expedited the advent of color by making its petition a few weeks ahead of NTSC's own.

Mr. Hodgson said Chromatic is getting more and more of its sets and tubes into the hands of tube and set manufacturers, and currently is negotiating with two manufacturers for actual production.

A spokesman for Admiral Corp., said his firm is "maintaining a *status quo* at present." Admiral, he said, will continue its developmental work with the National Television System Committee.

He added that much of color TV's progress will depend on the type of color tubes used and "whether they will work or not." He said an upcoming RCA symposium is expected to clarify this matter with engineers. Admiral has no plans to announce for set production at this time.

The spokesman, a top-ranking electronics executive for the firm, noted sentiments previously expressed by Ross D. Siragusa, Admiral president, claiming that TV service could be set back years if the industry fails to solve the picture tube problem or acts "prematurely." Whether Mr. Siragusa still believes that "the right tube simply doesn't exist" now was open to conjecture. Mr. Siragusa was unavailable for comment.

Mr. Siragusa also is known to feel that tooling up for color set production before the development of a satisfactory tube—that is, one out of the laboratory device stage—would be a "serious mistake."

Magnavox Co. had no direct comment, although a spokesman reiterated earlier statements by its president, Frank Freimann. Mr. Freimann feels color sets may be at least two years away for home use and probably will cost around $1,000. The spokesman said color TV is "too far in the future" for any further comments on Magnavox's plans.

Neither Hallicrafters nor Zenith Radio Corp. would express reactions on RCA's petition to the FCC for adoption of its color TV system. But it's known that Zenith is producing color-casting tubes and its Vice President H. C. Bonfig claims color TV is "just around the corner."

At Motorola Inc., President Paul V. Galvin could not be reached for comment, but has said repeatedly that color TV is "a good way off." He feels that, while good pictures are obtainable from present color tubes, they are expensive to manufacture.

Customers Won't Wait

Wallace Johnston, president of National Appliance & Radio-TV Dealers Assn., at its Chicago convention last week, said customers will buy black-and-white TV sets rather than wait until late 1955 "when a reasonable quantity of color TV receivers may be available, priced for mass sale." Referring to the RCA-NBC petition, Mr. Johnston told dealers that "the publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."

FILM PRODUCERS THINK COLOR OVER

Major TV film production companies go slow in plunging into color. They feel the time "is not right."

COLOR television apparently is still in the "thinking-it-over" stage insofar as major TV film production companies are concerned.

A spot check at the New York headquarters of seven leading TV film producers revealed that only two currently are "shooting" some of their offerings in color, while the remaining five companies indicated a sharp interest in the development but with no crystallized plan of action.

Many of the firms that are exploring the question of color expressed the opinion that the time "is not right." It was the feeling of several spokesmen that the technical development of color TV has not as yet reached the point where it outweighs black-and-white in programming consideration.

The most positive approach to color TV by film producers appeared to be that adopted by Ziv Television Programs Inc. A company official pointed out that the company has been "shooting" in color TV for the past 4½ years on the premise that color would be authorized. He noted that at the outset, films shot in color TV were transmitted in black-and-white. "About six months ago, we decided to shoot all of our four series currently in production in black-and-white and in color," he said. "Our research showed that films shot in color did not reproduce as well in black-and-white as those shot in black-and-white." The company, he added, has set up a research department on the west coast to study such aspects of color TV as lighting, TV tape sound and color processing.

Echoing to some extent the viewpoint offered by Ziv was a spokesman for MCA-TV, who

declared: "We are currently shooting some of our production in color. Our present plans call for "City Detective" and "Abbott and Costello" in color. We plan to shoot other shows both in color and in black-and-white. We realize there are many problems to be met in adapting color to television, such as the feeling among many experts that a given color process may become outmoded. We currently are experimenting at our Hollywood studios with different processes and also with lighting."

Production This Year

Voicing belief that his firm would be in color television by the end of this year was Herman Rush, assistant to the president of Official Films. But he stressed that his company expected to remain "flexible" on the question of color.

"I say that because we feel certain types of series lend themselves to color and others do not," Mr. Rush explained. "We contemplate filming an adventure series sometime at the end of this year in color. Our thinking at present is that certain types of dramatic series would not be enhanced by color and we plan to do them in black-and-white."

A spokesman for Prockter Television Enterprises said that company executives "are discussing color but we have no immediate announcement on the subject." He added that the firm plans to film some of its series in color "when the time is right."

No Immediate Plunge

An official of Screen Gems said there has been "considerable discussion of color TV" among top-level executives, but the company is considering no immediate plunge into color. He emphasized that his personal opinion is that "color TV is still two years away."

Aaron Beckwith, vice president of Gross-Krasne Productions, said "color is nothing new to Gross-Krasne because, after all, we're picture-makers." He said his company currently is conducting "research and analysis along the lines of color TV and we'll go into color TV when we deem it thoroughly practicable."

A spokesman for United World Films was emphatic in stating that his company "has no plans in the direction of color TV at the present time."

In Hollywood, a check of major TV film producers indicated that color production was a fact, but that none had plans for full-scale tint film making.

Floyd Holm, Compton Advertising, said "Fireside Theatre" would eventually be filmed in color, but not this year. He pointed out that the films are on a syndicated basis and would be competing with new product probably in color. Sometime ago, a Fireside script was shot in color with Eastman-Kodak's developmental color film in a mutual experiment.

'Smilin' Ed' in Color

Frank Ferrin Productions has shot "Smilin' Ed's Gang" exclusively in Eastman-Kodak 16mm color. There is over 300,000 ft. in color, it was said. At the moment, of course, the series is printed in black and white for TV distribution.

Jerry Fairbanks does public relations films in color.

Volcano Productions has summer production scheduled for "Ricochet," an adult western series, in Eastman-Kodak 35mm color. Firm is also shooting a one-reel, 3-D puppet show in color for theatre exhibition, with the long range view of going to TV eventually.

Desilu Productions has made one color test, using new Eastman-Kodak color process, of one of the Philip Morris commercials.

Jack Gross, executive producer, Gross-Krasne, said his firm is considering July production of CBS-TV "Big Town" and "Lux Video Theatre" in color. Scenes shot in full color are ideal on black and white screens thus making producer prepared for advent of color TV. According to Mr. Gross, "Schlitz Playhouse of Stars" is interested only in immediate value, not re-runs, thus—color would not be advantageous at moment.

Dougfair Corp. Vice President Alexander MacDonald reported several scenes in "Terry and the Pirates" have been shot in new Eastman color and firm will eventually go into color production. He considered "Terry" series good for color because of Orient locale but feels color would do little for programs such as dramas and mysteries.

Not Optimistic

Harry McMahan, president of Five Star Productions, is not optimistic about color TV. "It shouldn't happen to a growing industry and must come in slowly or it will dislocate the entire industry as the big problems are lack of color labs for processing and not enough color negative. The longer it waits the better off we'll be from standpoint of quality. Once color is in," he added, "it will be the greatest boon to the advertiser and benefit commercials more than dramas." Pointing out the increase in cost, he explained that cost of a cartoon commercial is increased 10% when shot in color and that of a live action commercial in increased 20% to 30%.

Additional Cost 'Minor'

Commodore Productions & Artists Inc. and Commodore Films, producers of "Clyde Beatty" and new video film series tentatively titled "The Silent Witness" have photographed all of their productions in 16mm commercial Kodachrome and will continue to do so in the future, according to President Walter White Jr. Besides insuring their programs for color telecasting he contends "that black and white reproductions [of color films] lend themselves more suitably for telecasting since color film has no grain and gives the engineers more leeway in controlling the shades of blacks, whites and grays when broadcasting." Mr. White also believes the additional cost of the film and production is minor if experienced color technicians are employed.

Kling Will Be Ready

In Chicago, Fred Niles, vice president of Kling Studios Inc.'s Motion Picture-TV Div., said his firm would be well equipped to handle color TV commercials when colorcasting arrives.

Kling has been experimenting with color spot announcements for some advertisers, using Ansco 35 mm, Eastman positive-negative 35 mm and reductions of Eastman positive from 35 mm to 16 mm. Kling currently is expanding its Chicago and other studio facilities and is expected to be particularly active in this service to clients.

Mr. Niles acknowledged that color spots would be more expensive but felt advertisers would find it worth while to use them.

Other TV film companies in Chicago had no comment on colorcasting, preferring to adopt a wait and see attitude.



AT Hollywood premiere of CBS animated color film, "It's Time for Everybody," were (l to r): William D. Shaw, gen. mgr., CPRN-KNX Hollywood; Darwin Godfrey, pres., Signal Oil Co., L.A., and Adrian Murphy, CBS Radio pres.

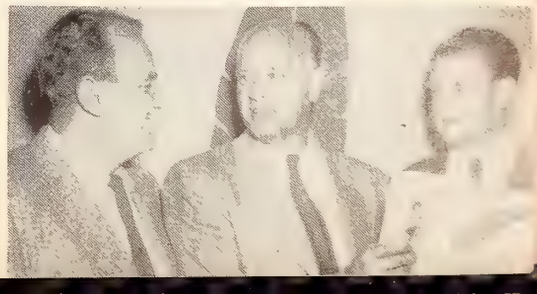


SEEING to agreement for Pepsi-Cola Metropolitan Bottling Co. of Philadelphia to sponsor five sports broadcasts a week on WIP there are (l to r): Seated, James G. Knight, Pepsi V.P.-gen. mgr., and Benedict Gimbel Jr., WIP pres.-gen. mgr.; standing, James J. McCaffrey, Pepsi sls. mgr.; Clyde Spitzner, WIP local cmml. mgr., and Jim Leaming, WIP sports dir.



CORNELL U. and Syracuse U. 1953 football games will be sponsored on WSYR Syracuse by Socony-Vacuum Oil Co. Signing are (l to r): Seated, E. R. Vadeboncoeur, WSYR pres.-gen. mgr.; Eldred H. Manning, dist. sls. mgr., S-V, and Larry Lawrence, WSYR slsmn.; standing, A. I. Marshall, WSYR sls. mgr., and Howard Rubado, dist. asst. for retailing Mobilgas, S-V product.

HOLLYWOOD joins in planning for 1953 L. A. Community Chest campaign with David Showalter, public relations director, KNX-CPRN, (l), and William D. Shaw, gen. mgr., KNX-CPRN, (r) conferring with Chest Campaign Chmn. Maynard J. Toll. Mr. Shaw is co-chairman, with Station Mgr. Don Norman, KNBH-TV Hollywood, of the year-around publicity committee.



SUMMER HIATUS SCHEDULES FINALIZED BY NETWORKS

More and more advertisers tend to retain time throughout the summer, either with their regular shows or with summer replacements. B•T herewith tabulates the network situation.

THE PERENNIAL PROBLEM of summer hiatus and summer replacements was finally settling into its groove last week. In both radio and TV, a vast majority of sponsors are staying on the air, either with their regular programs or with hot-weather replacements [B•T, June 29]. Following is a roundup showing changes that are occurring or have occurred in the summertime commercial lineups of each of the networks, based on information supplied by those networks:

ABC Radio

ABC radio's daytime commercial schedule continues unchanged for the most part during the summer months. Changes in the evening commercial lineup include:

P. Lorillard's *Taylor Grant—News*, normally heard Sundays at 9:15-30 p.m., will move into the Sunday 9 p.m. spot in place of Gruen Watch's Walter Winchell from July 12 to Sept. 6, while Mr. Winchell vacations. Goodyear Tire & Rubber is on hiatus with *Greatest Story Ever Told* (Sun., 5:30-6 p.m.), and Electric Light Companies went off with *Meet Corliss Archer* (Fri., 9:30-10 p.m.) after the June 26 broadcast.

Gillette is taking hiatus from all but one quarter-hour of its Friday 10-11 p.m. sports series, but is putting *News of Tomorrow* in the 10-10:15 p.m. spot, effective last Friday. Sterling Drug is on vacation with *Mystery Theatre* (Wed., 8-8:30 p.m.), also effective last week, and Hotpoint is going off as co-sponsor of *Ozzie and Harriet* (Fri., 9-9:30 p.m.), but Lambert Co., the other *Ozzie* sponsor, will put *Summer Theatre* in that period on an alternate-week basis for the summer.

CBS Radio

CBS Radio's daytime commercial schedule continues unchanged for the summer.

In evening time changes, Electric Auto-Lite is taking hiatus with *Suspense* (Mon., 8-8:30 p.m.), while Lever Bros substitutes *Lux Summer Theatre* for its regular *Lux Radio Theatre* (Mon., 9-10 p.m.) and R. J. Reynolds Tobacco, effective tonight, puts *Walk a Mile* into the regular *Bob Hawk Show* spot (Mon., 10-10:30 p.m.).

Mars Inc. is taking hiatus on *People Are Funny* (Tues., 8-8:30 p.m.), but Amana Refrigeration Inc. is sponsoring the series for the hot-weather months. Reynolds Tobacco drops *My Friend Irma* (Tues., 9:30-10 p.m.) and Stopette drops *What's My Line* (Wed., 9:30-10 p.m.).

General Electric is putting *GE Playhouse* into the Thursday 8:30-9 p.m. period as summer replacement for Bing Crosby, who is on vacation from the 9:30-10 p.m. Thursday spot, while Jergens Lotion takes hiatus with *Time for Love* (Thurs., 9-9:30 p.m.). Reynolds Tobacco is taking hiatus with the *Vaughan Monroe Show* (Sat., 7:30-8 p.m.). General Foods is dropping *Tarzan* (Sat., 8:30-9 p.m.) but may return in the fall with a new series, perhaps *Gunsmoke*.

On Sundays, Willys Motors is sponsoring *World Music Festival* (Sun., 2:30-4 p.m.) in place of its New York Philharmonic broadcasts. Colgate-Palmolive-Peet is dropping *Our Miss Brooks* for the summer (Sun., 6:30-7 p.m.), while Lucky Strike cigarettes sponsors Guy Lombardo in place of Jack Benny (Sun., 7-7:30 p.m.) and Rexall sponsors *Richard Diamond, Private Detective* as a replacement for *Amos 'n' Andy* in the succeeding Sunday evening half-hour. Warner-Hudnut is off with *Bergen-McCarthy* (Sun., 8-8:30 p.m.) and Hall Bros. also is taking hiatus with *Hallmark Hall of Fame* (Sun., 9-9:30 p.m.). Philip Morris is continuing *My Little Margie* in the Sunday 8:30-9 p.m. period at least until late August.

Mutual

On Mutual, summertime commercial changes include Kellogg taking a 13-week hiatus on *Wild Bill Hickok* (Mon.-Wed.-Fri., 5:30-55 p.m.), effective June 15. Union Pharmaceutical is taking hiatus until mid-August as one of the sponsors of the Gabriel Heatter Monday-through-Friday 7:30-45 p.m. strip, but is being replaced for that period by Mennen Co.

Admiral Corp. and its *Life Is Worth Living*, featuring Bishop Fulton J. Sheen, are taking hiatus until fall, while Libby, McNeill & Libby is going off *Nick Carter* (Sun., 6-6:25 p.m.) effective July 12, at which time the program will become available for cooperative sponsorship.

NBC Radio

NBC radio's daytime lineup is largely unchanged for the summer. Campbell Soup's *Double or Nothing* vacated the 10:30-11 a.m. strip fortnight ago, with General Foods moving its Bob Hope morning show into the 10:30-45 a.m. portion and NBC putting *It Pays to be Married* into the other quarter-hour.

In the evening, Chevrolet takes hiatus with the *Dinah Shore Show* (Mon. and Fri., 10-10:15 p.m.) from the first week of July until Oct. 5 and this period will be filled with *Hollywood Showcase* on Mondays and probably *Words in the Night* and *Music by Mantovani* on Fridays, the Monday night show being offered for sponsorship under the Tandem plan.

Liggett & Myers drops *Martin and Lewis* effective July 14. *Fibber McGee and Molly*, sponsored by Reynolds Metals (Tues., 9:30-10 p.m.), begins hiatus starting July 7. American Cigarette & Cigar Co. is taking hiatus with *The Big Story* (Wed., 9:30-10 p.m.) from June 17 to Sept. 23, but Pet Milk has moved *Truth or Consequences* into that segment for the summer, and Gulf Oil Co. is putting *Counterspy* into the Thursday 9-9:30 p.m. period thus vacated by *T or C*. *Scarlet Pimpernel* is being offered under the Tandem plan in the Wednesday 10-10:30 p.m. time period vacated by General Foods' *Bob Hope Show* last week. Reynolds Tobacco's *Walk a Mile* at 8-8:30 Wednesday is out from July 8 to Oct. 7.

RCA was scheduled to substitute *Tony Martin Show* for Phil Harris and Alice Faye (Sun., 8-8:30 p.m.), beginning yesterday. U. S. Steel has checked out with *Theatre Guild* (Sun., 8:30-9:30 p.m.). Liggett & Myers is taking hiatus with *Dragnet* until Aug. 30 (Sun., 9:30-45 p.m.).

ABC-TV

Homicide Squad, dropped by Sterling Drug as of June 28, is being replaced by *Talent Patrol*, currently a sustainer (Mon., 8-8:30 p.m.). Thor Corp. takes a hiatus with *Quick as a Flash* (Thurs., 10:30-11 p.m.) from July 2 to Sept. 10.

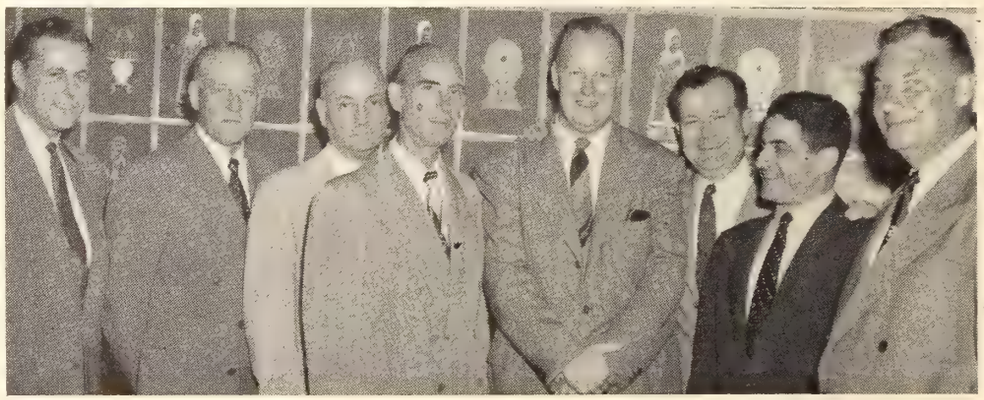
Lash of the West moves into the Saturday morning 10:15-30 a.m. period under Reymer & Bros. sponsorship, and Falstaff Brewing Co. is sponsoring the major league baseball *Game of the Week* on Saturday afternoons. Brown Shoes will sponsor *Smilin' Ed McConnell* (Sat., 10:30-11 a.m.) starting in August. Sweets Co. of America, which sponsors *Tootsie Hippodrome* (Sun., 12 noon-12:30 p.m.), takes a vacation starting June 28, while Sunkist substitutes for Mars Inc. as co-sponsor (with Kellogg) of *Super Circus* (Sun., 5-6 p.m.). Gruen Watch Co., sponsor of Walter Winchell (Sun., 6:30-45 p.m.), takes a hiatus starting July 5, returning Sept. 6 as sponsor of the show in a new time period (Sun., 9-9:15 p.m.). Plymouth Div. of Chrysler Corp. takes hiatus with *Plymouth Playhouse* starting June 21.

CBS-TV

Only two sponsors are taking summer hiatus, the Electric Companies Adv. Program, whose *You Are There* moves into the Sunday 6:30-7 p.m. period when it returns Aug. 30, and Alumi-num Co. of America, which will return Aug. 18 with five weekly *Youth Wants to Know* programs before picking up its regular *See It Now* series on Sept. 22. The Alcoa show, heretofore seen on Sundays, moves into the Tuesday 10:30-11 p.m. segment starting with the Aug. 18 return. Liggett & Myers meanwhile dropped *Stork Club* effective July 4 (Sat., 7-7:30 p.m.).

CBS-TV advertisers staying on but putting in replacement programs include: American Tobacco Co., which is carrying *Your Playtime* until Jack Benny and *Private Secretary* return Sept. 13 (Sun., 7:30-8 p.m.); Bristol-Myers, Nestle, and Schick with *Larry Storch Show* in place of *Jackie Gleason Show* from July 11 to Sept. 5 (Sat., 8-9 p.m.); Bristol-Myers with *Arthur Murray Party* in place of *Time to Smile*, effective June 28 until Oct. 11 (Sun., 9:30-10 p.m.); General Electric Co., with *General Electric Theatre* instead of *Fred Waring Show*, starting June 28 and continuing to Sept. 27 (Sun., 9-9:30 p.m.), and with *Summer Time USA* in place of *Jane Froman Show* from July 7 to Sept. 1.

General Foods is putting replacements in for its three regular programs: *Masquerade Party* for *Red Buttons Show* until Sept. 21, *Footlight Theatre* for *Our Miss Brooks* until Oct. 2, and *Pantomime Quiz* for *Mama* until Sept. 4. Liggett & Myers is inserting *TV's Top Tunes* as replacement for Perry Como starting this week and continuing to Sept. 24 (Mon.-Wed.-Fri.,



WGN Chicago's signing with Metropolitan Chevrolet Dealers Club to carry 11 college football games brought these men together (l to r): Peter Neil, account executive, Campbell-Ewald, agency; William McGuineas, WGN Inc. commercial manager; Frank Katzin, Clark-Maple Chevrolet, and chairman, MCDC advertising committee; Joseph McInerney, MCDC president; Jack Brickhouse, sportscaster for the games, and Harry Creighton, who will assist him; Henry Ruby, of MCDC advertising committee, and Charles Gates, WGN sales department in charge of the account.

BALTIMORE
the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅓ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSON SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY; PRESIDENT · **REPRESENTED BY FORJOE & CO:**

7:45-8 p.m.). Philip Morris will sponsor *Racket Squad* with the Toni Co. as replacement for *I Love Lucy* from July 6 to Oct. 5 (Tues., 9-9:30 p.m.) and *Pentagon Confidential* in place of *My Little Margie* from Aug. 6 until further notice (Thurs., 10-10:30 p.m.).

R. J. Reynolds Tobacco Co. moved its *Man Against Crime* into the Friday 8:30-9 spot now occupied by its *My Friend Irma*, and the company's *I've Got a Secret* went into *Man Against Crime's* former Wednesday 9:30-10 p.m. period, effective July 3. Westinghouse Electric Co. has put *Studio One Summer Theatre* in for *Studio One* until Sept. 21 (Mon., 10-11).

Otherwise, sponsors are staying on with their regular shows through the summer. Additionally, Chrysler Corp. starts *Medallion Theatre* on July 11 (Sat., 10-10:30 p.m.); General Electric starts *Meet Mr. McNutley* on Sept. 17 (Thurs., 8-8:30 p.m.); Hoover Co. joins the *Garry Moore Show* on Sept. 14 (Mon.-Fri., 1:30-2 p.m.); International Silver Co. and Simmons Co. start *My Favorite Husband* on Sept. 12 (Sat., 9:30-10 p.m.); P. Lorillard starts *Two for the Money* on Aug. 15 (Sat., 9-9:30 p.m.); Revlon starts a new dramatic show in the fall (Sat., 10:30-11 p.m.); while Willys Motors already has started *Willys Theatre* (Thurs., 8:30-9 p.m.).

DuMont

Summertime changes in DuMont's commercial schedule include:

Young People's Church of the Air is taking hiatus with *Crawford Chorus and Orchestra* (Sun., 10:30-11 p.m.); Admiral Corp.'s *Life Is Worth Living*, featuring Bishop Fulton Sheen, is off until fall; Serutan's *Wisdom of the Ages* (Tues., 9:30-10 p.m.) started hiatus at the end of June, and Charles Antell is dropping *What's Your Bid* (Sun., 10-10:30 p.m.). On the other hand, Toni Co. and Hazel Bishop Inc. have put *Blind Date* into the Tuesday 8-8:30 p.m. segment vacated by Admiral, and Welch's Wine div. of Quality Importers Inc. has just signed to sponsor the *Dotty Mack Show*, starting this week, in the Tuesday night period vacated by Serutan.

NBC-TV

In NBC-TV's morning lineup the multiply-sponsored *Today* continues at 7-9 a.m. EDT and CDT Monday through Friday, while three shows start today (Mon.)—*Glamour Girl* (10:30-11 a.m. EDT), and *Hawkins Falls* (11-11:15 a.m.), and *The Bennetts* (11:15-11:30 a.m.), all currently unsponsored—in time periods not heretofore networked. Two others will be added in the 11:30-12 noon segment starting Aug. 3. Scott Paper and Minnesota Mining are taking hiatus from *Ding Dong School* (Mon.-Fri., 10-10:30 a.m.), but General Mills is staying as Friday sponsor of the program.

In the afternoon, Gerber Food takes hiatus with its Thursday portion of *Break the Bank* (Mon.-Fri., 3-3:30 p.m.) but the program continues on a co-op basis to Sept. 4. Procter & Gamble dropped its sponsorship of the last quarter-hour of the *Welcome Travelers* strip (Mon.-Fri., 3:30-4 p.m.), effective June 29 for the summer, while Nash Kelvinator picks up the 3:30-45 p.m. Friday segment. P&G picked up *On Your Account* (Mon.-Fri., 4-4:30 p.m.) effective June 8, taking over the first half-hour of the multiply-sponsored *Kate Smith Show*, which returns Sept. 7 at 3-4 p.m.

Chevrolet Drops Shore

In evening time Chevrolet is dropping Dinah Shore's Tuesday and Thursday 7:30-45 p.m. program, which will be replaced by Eddy Arnold effective this week for the summer. Firestone reportedly is set to vacate *Voice of Firestone* (Mon., 8:30-9 p.m.) for the summer. Speidel and Crosley are putting *Name That Tune* into the 8-8:30 p.m. Monday period which has been occupied by their *What's My Name* series, starting this week, while Serutan has bought *Juvenile Jury* for the Monday 9-9:30 p.m. period for the summer. Revlon's *Mirror Theatre* and Associated Products' *Break the Bank* started June 23 for the summer in the 8-9 p.m. Tuesday spot formerly occupied by Milton Berle under Texas Co. sponsorship, and P&G is substituting *Nothing but the Best* for its regular *Firestone Theatre* in the next half-hour, starting tomorrow.

Hazel Bishop cosmetics added *Candid Camera* for the summer months, starting June 2 in the Tuesday 9:30-10 p.m. period and then, effective last week, exchanging time periods with the sponsor's regular *This Is Your Life* series, normally seen Wednesdays at 10-10:30 p.m. P. Lorillard will replace *Two for the Money* (Tues., 10-10:30 p.m.) with Fred Allen in *Judge for Yourself* on Aug 18, moving *Two* to CBS-TV.

DuPont is going off with *Cavalcade of America*, which has alternated with *Scott Music Hall* in the Wednesday 8:30-9 p.m. period, but Scott Paper is expanding *Music Hall* into a weekly series in this spot, starting with last week's telecast. Toni meanwhile started last week, for eight weeks, with *Place the Face* in the Thursday 8:30-9 p.m. segment normally occupied by Borden's *Treasury Men in Action*. RCA substituted *The Goldbergs* for Dennis Day (Fri., 8-8:30 p.m.), also effective last week, while Gulf Oil at the same time substituted *First Person* for its *Life of Riley* program (Fri., 8:30-9 p.m.), and American Cigarette & Cigar and Simonize companies are putting *Doorway to Danger* into the succeeding half-hour, normally occupied by their *Big Story* series. Campbell Soup will put *TV Soundstage* in the Friday 9:30-10 p.m. period effective this week, while Gillette started *Sports Reel* in place of its *Calvacade of Sports* in the Friday 10-10:30 p.m. segment last week for the period ending Sept. 4.

Sunbeam's Plans

Sunbeam Corp. is taking a July-August hiatus with *Ethel and Albert* (Sat., 7:30-8 p.m.), while *Saturday Night Revue* was started early last month as summer replacement for *Your Show of Shows* (Sat., 9-10:30 p.m.), with at least five of nine available 10-minute segments sold to date.

In the Sunday lineup, Hall Bros. is taking hiatus with its *Hallmark Hall of Fame* (Sun., 5-5:30 p.m.), effective yesterday, while Fram Corp. takes a vacation with *Sightseeing With the Swayzes* (Sun., 5:30-45 p.m.), as do Sunbeam with *Window on Washington* (Sun., 5:45-6 p.m.), and P&G with *The Doctor* (Sun., 10-10:30 p.m.).

Harris, Robertson Resign C-P-P Executive Posts

TWO EXECUTIVES of the Colgate-Palmolive-Peet Co., Jersey City, resigned last week in what were described as unrelated moves.

Leslie T. Harris, director of radio and television for the company, resigned effective July 1, and Ralph C. Robertson, assistant advertising manager, resigned effective Aug. 1.



Mr. Harris

George T. LaBoda, assistant radio-television director, succeeds Mr. Harris, effective immediately.

Mr. Harris had been with the company for the past two years. Prior to that he was with the NBC program department and before that with Benton & Bowles and CBS. Mr. Robertson had been with Colgate for the past 20 years. He was in charge of the radio and television end of the spot business placed by the company, and of print.

Future plans of Messrs. Harris and Robertson were not announced.

FIVE CBS-TV SHOWS MOVED NEXT FALL

Programs and advertisers are being shuffled. Besides moving or replacing five programs, CBS-TV has sold shows to three advertisers which had been carried by other sponsors.

AT LEAST five CBS-TV programs will be moved or replaced next fall for as many advertisers.

The advertisers are Johnson's Wax, Wrigley Co., Brown & Williamson, Schick Inc. and Carter Products.

Johnson's Wax, through Needham, Louis & Brorby, Chicago, has bought *Life With Father* half-hour series and is hoping to present the program on Sundays in the 7-7:30 p.m. time. The time segment now is occupied by the Wrigley Co.'s Gene Autry show and the network is trying to get the firm to move to the Tuesday 8-8:30 p.m. time opposite the Milton Berle show. So far Wrigley has not confirmed the move.

The *Life With Father* acquisition for Johnson's makes a major network addition to its alternate-week sponsorship of the Robert Montgomery program on NBC-TV, hour-long dramatic show.

In a strange flow of activity three other advertisers have picked up 2 programs previously carried by other sponsors.

Colgate-Palmolive-Peet effective Sept. 25 will drop *Mr. & Mrs. North* on Friday 10-10:30 p.m. but the time will be picked up by Brown & Williamson (Kool cigarettes) who will sponsor *My Friend Irma* in that period. Latter program had been dropped by another cigarette firm, R. J. Reynolds (Camels), at the end of last season. Ted Bates is agency for Brown & Williamson.

Schick and Carter Products, currently sponsoring *Crime Syndicate* and *City Hospital*, on alternate weeks in the Tuesday 9-9:30 p.m. time, will both drop the shows this fall and instead will present in alternate weeks the *This Is Show Business* program. This program had been sponsored by the American Tobacco Co. (Lucky Strike cigarettes).

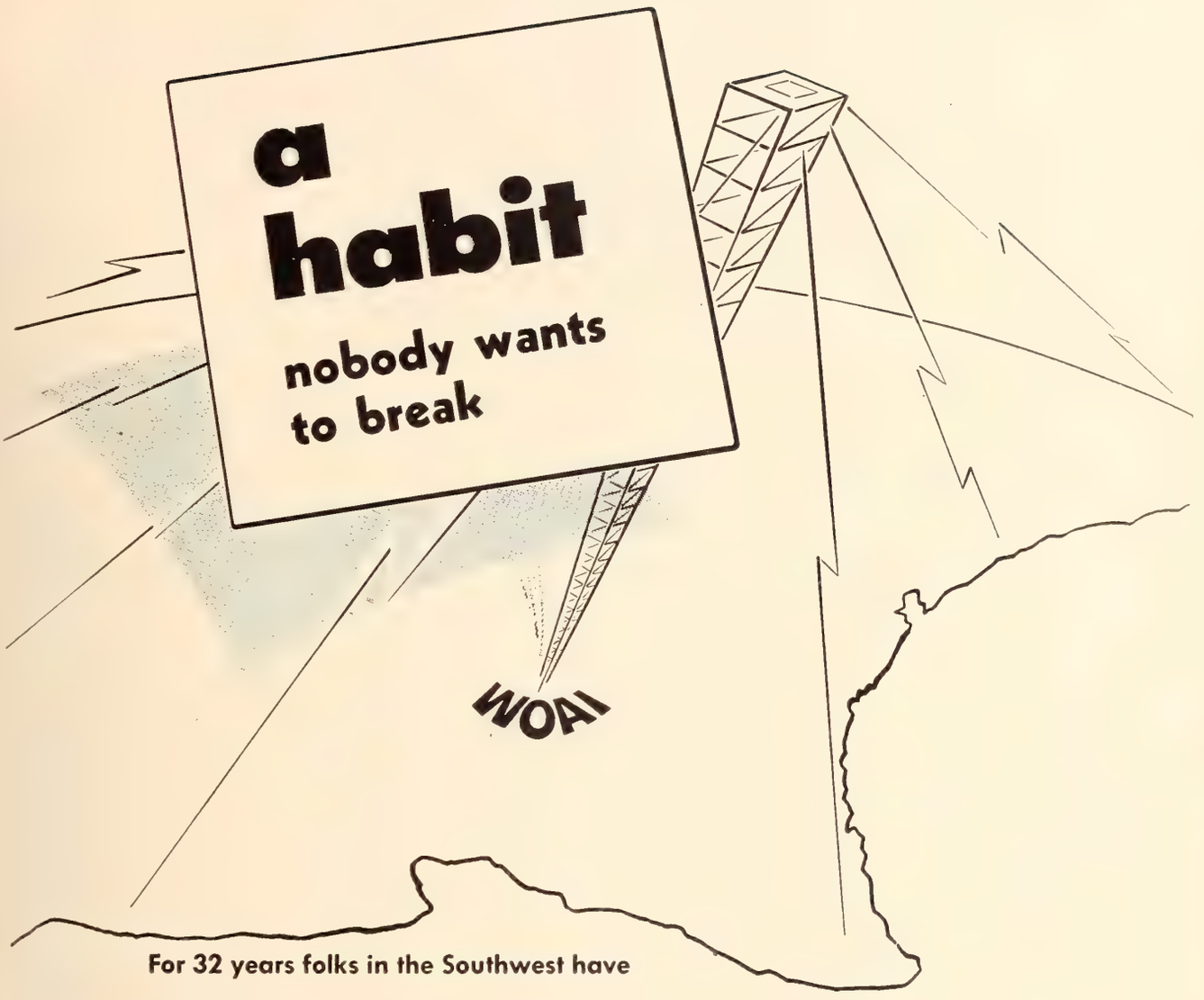
Schick Inc. is handled by Kudner Agency and Carter Products by SSC&B.

KAUFMAN AGENCY NAMES ASSOCIATES

HENRY J. KAUFMAN & ASSOC., Washington, D. C., agency, in a reorganization of the firm has made four long-time staff members associates in the agency, Henry J. Kaufman said last week.

They are Eugene T. Hoover Jr., art director; Theodore D. Mandelstam, copy chief; Robert S. Maurer, TV director, and Alfred H. Edelson, client service director. Other associates of Mr. Kaufman are Jeffrey A. Abel, radio director, and William F. Sigmund, creative director.

Mr. Hoover has been with the agency since 1934 except for a short time with *Esquire* magazine and a term in the Army during World War II. Mr. Mandelstam has served since 1940, also except for a term in the Air Force during the war. Mr. Maurer also joined the agency in 1940, left for Army service and rejoined in 1946. Mr. Edelson joined the Washington agency in 1947.



For 32 years folks in the Southwest have made a habit of listening to WOAI. They've depended on WOAI for accurate news, the best in entertainment, and for what and where to buy things. It's an old habit—a good habit.

THE MOST **POWERFUL** ADVERTISING **INFLUENCE** IN THE SOUTHWEST!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

R&R GETS SUNOCO ACCOUNT SEPT. 1

WITH its appointment last week to handle the Sun Oil Co. $3 million account, Ruthrauff & Ryan, New York, has lined up approximately $10 million in annual billing in the past several months.

Sun Oil Co. (Blue Sunoco gasoline and Sunoco motor oils), whose appointment of R & R becomes effective Sept. 1, will continue to use radio and television spot campaigns. Oddly enough, the account had been handled by Hewitt, Ogilvy, Benson & Mather, the agency to which R & R lost its lucrative Rinso account last year.

Sun Oil also may be in the market for a network television show next fall, it was learned.

Among the accounts recently gained by R & R, totalling about $7 million in billing, are: Glamorene, Bosco, Tintair, Angastoria Wupperman, National Guard, Ground Observer Corps, Amana Refrigerator Corp., Boverian Brewing, Plastic Dishes, American Breeders Assn., Erickson Bros., Fern Food Inc., *Houston Post*, K & B Packing Co., Minnesota Consolidated Canneries, Northern Life Insurance, Jacob Rees Bottling, Cameo Inc., (Cushion-Grip) Monroe Auto Equipment, Pur-A-Dyne and the Wax Paper Institution.

GF Realigns Responsibilities, Sets Up Staff Groups

DESIGNATION of Wayne Marks, vice president and controller of the General Foods Corp., as a staff group officer was announced last week by Executive Vice President Charles Mortimer Jr. as part of several changes in management responsibilities.

Mr. Marks will be one of two staff group vice presidents and will have reporting to him the sales division and the corporate functions of advertising and merchandising, purchasing, traffic and organization, and administrative planning. The other staff group officer is William M. Robbins, who has reporting to him the offices of the controller, treasurer, secretary, and general counsel, manufacturing, engineering, personnel administration and public relations.

Abel's Duties

Mr. Mortimer added that Edwin V. Abel, currently director of advertising, will take on the duties and title of director of merchandising. Regrouping of responsibilities was attributed in part to the retirement of Clarence Eldridge, vice president in charge of marketing, who will continue to counsel the company on marketing affairs.

More Firms Sign for 'Moore'

FIVE new sponsors signed last week for quarter-hour participations in CBS-TV's Monday-through-Friday *Garry Moore Show*, combining with five others already signed to make a complete sell out of the show for fall (Mon.-Fri., 1:30-2 p.m.).

The newly-signed sponsors: Swift & Co., for the Thursday, 1:30-45 p.m. portions; Hoover Co., Monday, 1:45-2 p.m.; Cat's Paw Rubber Co., Tuesday, 1:45-2 p.m.; Best Foods, Wednesday, 1:45-2 p.m.; and Borg Warner Corp., Thursday, 1:45-2 p.m. Other fall sponsors, previously announced, are C. H. Masland & Sons, Ballard & Ballard Div. of Pillsbury Mills, Purex Corp., Converted Rice, and Kellogg Co.



WHEN it was found that Dukey, a boxer dog who belongs to a WPTR Albany, N. Y., disc jockey, answered a dog which barked in a transcribed commercial on the station by Gaines Dog Food with a bark of his own, the boxer was given a job at WPTR. Listeners quickly requested photos of Dukey at work. Now they get the photo—for the labels from two cans of Gaines Dog Food.

NEW BUSINESS

Spot

Circus Foods Inc., S. F. (packaged nuts), which sponsors five times weekly quarter-hour *Nutsy the Clown* on KNBH (TV) Hollywood, this fall, plans to expand coverage to include stations in San Francisco, Portland, Seattle, Denver, Salt Lake City and Honolulu. Agency: BBDO, S. F.

Network

Garden Research Labs, N. Y. (RX-15 product) sponsored one-time-only presentation of *The Miracle Garden* over ABC-TV, Fri., 9:30-9:45 p.m. EDT. Agency: Huber Hoge & Sons, N. Y.

Shwayder Bros. Inc., N. Y. (Samsonite luggage and Samson folding chairs), effective Sept. 5, will sponsor ten-minute segment of *Show of Shows* Saturdays on NBC-TV. Show will be televised in approximately 58 markets. Agency: Grey Adv., N. Y.

Ludens Inc., Reading, Pa., renews sponsorship of Fri., 5:30-5:45 p.m. EDT portion of *Howdy Doody*, NBC-TV, Mon.-Fri., 5:30-6 p.m. EDT, for 52 weeks, starting Sept. 11, and **Standard Brands,** N. Y., Thurs., 5:45-6 p.m. EDT segment of same show for 13 weeks, Sept. 17. Agency for Ludens is J. M. Mathes Inc. and for Standard Brands, Ted Bates & Co.

Liggett & Myers Tobacco Co., N. Y. (Chesterfield Cigarettes), has renewed *Les Griffith and the News* over ABC Radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Furniture Guild Stores, Chicago, appoints Schram Co. Adv., same city, to handle promotional program. Radio and television will be used.

Peoples Pontiac Inc. of Chicago appoints Roberts, MacAvinche & Senne, same city, to handle all radio and TV advertising.

Gillette Co., Boston, for fourth consecutive year will sponsor telecast of All-Star Baseball Game on NBC-TV, July 14. Agency: Maxon Inc.

Gillette Safety Razor Co., Boston, will sponsor *Gillette Sports Newsreel* over NBC-TV, 10-10:30 p.m. EDT, starting Fri. and extending through Sept. 4. Company also will sponsor telecast of *All-Star Baseball Game*, for fourth consecutive year, on NBC-TV, July 14.

Miles Labs, Elkhart, Ind., renews sponsorship of *Curt Massey Time* over Mutual, Mon.-Fri., 12 noon-12:15 p.m., EDT, starting today (Mon.). Agency: Geoffrey Wade Adv., Chicago.

American Hair & Felt Co. (carpet cushioning) buys one participation per week, for 13 weeks starting Sept. 29, and **Consolidated Cosmetics,** 10 participations, from June 29 to July 30, on NBC-TV's *Today*. Agency for American Hair & Felt is Grant Adv. Inc., for Consolidated, BBDO.

Agency Appointment

BarberEtte Co., N. Y., appoints Smith, Hagel & Snyder, N. Y., as advertising agency for its home hair trimmer. Spot radio and television will be used throughout country.

John Andre, N. Y. (drug products), appoints Duane Jones Agency, N. Y.

Florida State Adv. Commission appoints Newman, Lynde & Assoc. Inc., Jacksonville, Fla. **Hunter Lynde,** president of agency, is account executive.

Farrington Mfg. Co. names Harold Cabot & Co., Boston, as advertising counsel for Consumer Products Div. (jewel cases), effective July 1.

Bu Tay Products Ltd. (Raindrops water softener) appoints Dan B. Miner Co., L. A. **Hassel Smith** is account executive.

Serta Assoc. Inc. (mattresses), **Kroll Bros. Co.,** Chicago (juvenile furniture), and **Chicago Spring Products Co.** (spring units) name Bozell & Jacobs Inc., Chicago. **Al D. Reiwitch,** vice president in Chicago office, is account director for all three accounts.

Colby Steel & Manufacturing Inc., Seattle designers and builders of materials handling equipment for marine and shore installations, names West-Marquis Inc., Seattle. **Peter Hemp** is account executive.

American Religious Television Assn., TV Devotions, Service Master, Good News Productions, Convac Corp., Lee Products Corp., Short Wave Radio in Tangier, Wade Wenger & Assoc. appoint Jaeger & Jessen, Chicago.

Washington State Ferries appoints Botsford, Constantine & Gardner, Seattle. **Reinhart Knudsen** is account executive. Radio will be used.

Crosby Golf Master Sales, L. A. (measuring device for golf hits), appoints Frank Bull & Co., that city. Radio and TV will be used. **Rudy Perkal** is account executive.

Excelsior Quick Frosted Meat Products Inc., N. Y., appoints Paris & Peart, that city. **Donald C. Porteous** is account executive. Radio and TV will be used.

Munson G. Shaw Co., N. Y. (wine importer), appoints Robert W. Orr & Assoc., that city. National and local media will be used.

Shorts

Botsford, Constantine & Gardner, Seattle, has moved to 1400 Tower Bldg. Phone number remains ELliott 3523.

Abbott Kimball Co. moves to 405 Montgomery St., S. F. Telephone remains EXbrook 2-6275.

KONA

Channel 11 Honolulu, Hawaii

on the air June 24, 1953 as the most powerful television station in the Islands . . .



joins the distinguished TV stations nationally represented by . . .

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N.Y.

Chicago Cleveland Washington
*San Francisco Los Angeles Charlotte**
Atlanta *Bomar Lowrance Associates*

representing
TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBW	*Washington*
WNBK	*Cleveland*
KSD-TV	*St. Louis*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
KONA	*Honolulu*

CONSOLIDATED TV FILMS MAINTAINS CONTROL OF FAIRBANKS-NBC SERIES

CTS will make regular payments to NBC for films originally made by Jerry Fairbanks, and which the producer was buying back from the network. NBC claimed Mr. Fairbanks had failed to keep up payments.

CONTROL of TV films made by Jerry Fairbanks Inc. for NBC-TV, which the producer was buying back from the network prior to its recent foreclosure proceedings, will remain in the hands of Consolidated Television Sales for distribution.

Mr. Fairbanks bought the TV films back from NBC, which later sued him claiming he hadn't kept up the agreed payments. Under the new agreement, CTS takes over those obligations, making regular payments to NBC on the previously agreed guarantees from TV sales of the properties.

Film series involved are *Public Prosecutor, Paradise Island, Jackson and Jill, Going Places With Uncle George* and *Ringside With the Wrestlers.*

In a recent re-organization, Mr. Fairbanks split his operations into two divisions, with all TV distribution going through Consolidated Television Sales and production coming under Jerry Fairbanks Productions of California, of which he is sole owner.

Unity Television Promotes Len Firestone

PROMOTION of Len Firestone from eastern division sales manager to the newly created post of national sales manager of Unity Television Corp. was announced Wednesday by Arche Mayers, president of Unity.

Mr. Firestone's appointment was described as a step taken by Unity "to keep apace with the increase of business" resulting from the new "Plus 80" package which was acquired recently by the firm. Mr. Mayers said Mr. Firestone will leave shortly on an extended business trip to launch the "Plus 80" package and to inspect sites for new Unity branch offices in key sections of the country.

Mr. Firestone, who has been with Unity for several years, attended Duquesne U. A veteran of World War II, he worked after the war with a Pittsburgh radio station and for several advertising agencies.

Kling Buys Chicago Property

KLING Studios Inc., Chicago and Hollywood, will acquire film studio property in Chicago at 1100 W. Washington Blvd. about Aug. 1 and spend $150,000 equipping it, according to Fred Niles, vice president of Kling's motion picture-TV division. The property offers 85,000 sq. ft. of floor space. Earlier this month Kling bought a tract of land in Hollywood, where it will build a new film center.



Mr. Niles

Sterling Films Contest

TO PROMOTE new talent, Sterling Films, New York, announced last week it will launch a new contest in late August among amateur and college film clubs experimenting in TV films. The winning club will be presented with a "best of the year" trophy and outstanding films will be distributed by Sterling on a royalty basis. Sterling currently is conducting a contest to find a name for its new group of three-minute magazine films for TV.

Peerless, Arrow Productions Consolidate Film Activities

CONSOLIDATION of Peerless Television Productions, New York, with Arrow Productions Inc., New York, was announced last week by Arthur Sachson, Arrow vice president and general sales manager.

The new set-up will provide a New York sales home office and four regional representatives for nation-wide distribution. Arrow will take over distribution of the 27 Peerless feature film packages and also plans to produce and distribute *The Count of Monte Cristo* and *The Leather Pushers* series for television.

New 'Cop' Sales Reported

SALES of *The Cop* (formerly *Dragnet*) in 12 markets were reported last week by John B. Cron, national sales manager of the NBC Film Div., which is syndicating the property. He said it has been sold to the Crosley TV circuit and to KTTV (TV) Los Angeles, the West Pacific advertising agency for the Seattle and Spokane markets; KFEL-TV Denver, and WWJ-TV Detroit. Mr. Cron also said *Victory at Sea,* which has been sold in 41 markets, was to have started a first run in the Pittsburgh market yesterday (Sunday), sponsored by Ford Motor Co.

Film Sales

Genessee Brewing Co., Rochester, N. Y., has completed negotiations with **Arrow Productions,** Hollywood, to sponsor *Ramar of the Jungle* film series on seven N. Y. stations, bringing the number of markets in which the show is telecast to 41. Stations include WHAM-TV Rochester, WRGB (TV) Schenectady, WBEN-TV Buffalo, WNBF-TV Binghampton, WTVE (TV) Elmira and WKTV (TV) Utica. Agency: **Rogers & Porter,** Rochester. **Quaker City Chocolate Co.,** Philadelphia, plans a fall start for series in that city, Boston and New York. Agency: **Adrian Bauer Adv. Agency Inc.,** Philadelphia.

Production gets underway this month on the final group of films in the series. Plans are being readied for a TV version of *Count of Monte Cristo* to roll in early 1954.

•

RCA Recorded Program Services last week reported the sales of its 15-minute *Foy Willing & the Riders of the Purple Sage* TV series to WTTV (TV) Bloomington, WNCT-TV Greenville, WDAY-TV Fargo, WFTV (TV) Duluth and WTVR-TV Richmond.

•

Filmcraft Productions, Hollywood, has been signed by **NBC-TV** to film 39 half-hours in *You Bet Your Life* for fourth consecutive year. Sponsored by **DeSoto-Plymouth,** through **BBDO,** New York, the show is packaged and produced by **John Guedel Productions.** Shooting starts August 19 on 144th program.

•

Academy Films Inc., Chicago, has completed a series of TV spots in color and three dimensions for use by **Holsum Bread,** an organization comprising individual bread firms. In a story appearing in the June 22 issue of B•T, the parent firm was incorrectly identified as Atlanta Baking Co., which makes Holsum buns. The announcements were projected at a general managers conference of the **W. E. Long Co.** in Chicago June 22-25. Atlanta Baking Co. is not a client of the Long agency.

•

Jerry Fairbanks Productions, Hollywood, has been set to film a half-hour program in color for **Chrysler Corp.,** Detroit, promoting the 1954 Chryslers. Budgeted at $100,000, the film will be released to TV in August.

•

Necchi Sewing Machine Co., Los Angeles, started weekly the half-hour *Heart of the City* on KTTV (TV) Hollywood, for 13 weeks from June 23. The film series, produced by **Gross-Krasne Inc.,** Hollywood, is second run of *Big Town.* Agency: **Factor-Breyer Inc.,** Los Angeles.

•

KTTV (TV) Hollywood has acquired 184 cartoons from **Commonwealth Television,** New York, for showing on *Sheriff John, Cartoon Time* and *Lunch Brigade* programs. Films are based on "Aesop's Fables." Negotiations were concluded by **Dale Sheets,** station film editor, and **Mort Sackett,** Commonwealth president.

Availabilities

Jack Russell & Assoc., Chicago, talent counselling office, announces it has received franchise from Combined Television Pictures Inc., which includes 14 full-length Alexander Korda pictures and 39 half-hour Dick Tracy series. Firm also has 40 three-to-five minute musical program fillers available.

Distribution

Louis Weiss and Co., Los Angeles, acquires western states and Hawaiian TV distribution rights to *Jim & Judy in Tele-Land* series of 39 five-minute episodes from **Television Screen Productions,** New York.

Production

Fearless Fagan Productions is the name of a new Hollywood television production firm formed by **Frank Woods,** formerly of Lippert Pictures; **Floyd Humeston,** animal trainer, and Attorney **Francis Schwartz.** Firm, headquartered at Eagle-Lion Studios (7324 Santa Monica Blvd.), will produce a half-hour series based on **Fagan,** the lion used in the M-G-M trademark.

Tentative production unit includes **Elmer Williams,** director, with **Les White** and **John Rapp,** writers.

•

Greene-Hart Productions has been formed with freelance Hollywood disc m.c. **Maurice Hart** and TV producer **Mort Greene** to produce a 52 half-hour TV film series, *A Disc is Born.*

Format of the show revolves around a recording session of musical personalities, the film to be released with or after the disc.



CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

July 1, 1953

Dear Les:

It is indeed a pleasure for me and my associates to welcome you, your staff, and WHBF to the CBS Radio Network on this first day of July.

Your first quarter century of success and service to your home community of Rock Island and the entire Quad-Cities is a great asset which we are proud to share with you in this new affiliation.

All of us here are certain that the combination of WHBF and CBS Radio, both outstanding in their field, will reflect to our mutual credit in a stronger program of WHBF community service, together with famous CBS educational and entertainment features.

We anticipate many fruitful years in our new association with you. We are sure the people of your area will be happy with the joint efforts of this great team - WHBF and CBS Radio!

Cordially,

Frank

Frank Stanton, President
COLUMBIA BROADCASTING
SYSTEM, INC.

fs/w

Mr. Leslie C. Johnson, Vice President
Rock Island Broadcasting Co.
Telco Building, Rock Island, Illinois

To Program Director -
Please have the boys read this letter on our CBS Radio affiliation special events program
LCJ

Greene-Hart Productions will go "on location" to various recording studios to shoot each film.

•

Rossmore Productions Inc. is the name of a Hollywood company formed to produce theatrical, industrial, educational and TV films. Officers of the firm are **Sidney R. Ross, Roby Rosenberg** and **John E. Pommer,** with **Paul Schreibman** as legal counsel and business manager. Mr. Ross was associate producer with Alfred E. Green, Mr. Rosenberg was with various major studios for 30 years, Mr. Pommer is the son of European producer-director Eric Pommer and Mr. Schreibman operates the Las Palmas Theatre, Hollywood.

•

Ely Landau Inc., New York, TV film package company, has signed **Nancy Coleman, Kent Smith, Colette Lyons, William Prince, Marshall Thompson** and **Richard Carlyle** for leading roles in episodes of its TV series, *The Passerby*.

•

Volcano Productions, Hollywood, no longer filming ABC-TV's *Adventures of Ozzie and Harriet,* is going into production of own packages. Summer shooting in 35 mm Eastman color is scheduled for *Ricochet,* "adult" Western non-episodic half-hour series, featuring top Hollywood actors and directors. **Blake Edwards** is writer. *Soldier of Fortune,* half-hour episodic film series, is being developed by writer **Joel Murcott** for fall filming. In negotiation stage is a half-hour comedy series to star **Jack Haley,** which goes into production this summer.

With the signing of **James Bank,** eastern insurance executive and theatre chain owner, as vice-president, the firm plans expansion of facilities to produce six one-reel puppet films yearly in "Adventures of Sam Spade" series for theatrical release. Programs, to be filmed in Stereo-Cine process, will be released to TV after advent of 3-D video.

•

Ozzie Nelson, writer-director-co-star of ABC-TV's *Adventures of Ozzie and Harriet,* is reportedly forming his own company to film future programs in the series. **Leo Pepin** will act as production supervisor for ABC-TV. Production starts August 1 at General Service Studios, Hollywood.

Random Shots

ABC-TV Western Division claims perfection of a kinescope process which gives "the quality of a live telecast." Basic differences of the new system from the old is in use of 35 mm film and special cameras manufactured by **Producers Sales Corp.,** Burbank, according to **Phil Caldwell,** ABC-TV west coast director of engineering. **Cameron Pierce,** west coast director of TV engineering, and **Fred Albin,** head of west coast kinescoping, have worked on the process with him for over a year.

The system, described as a "modified form of live camera" by Mr. Pierce, is in use on all network shows originating from the West Coast.

•

Allied Artists has started a TV trailer spot promotion campaign in five major cities to publicize its new 3-D feature, "The Maze." Show opened June 26 in Salt Lake City and July 2 in Los Angeles and Minneapolis. It will open July 17 in St. Louis and before July 23 in Toledo. Account in each instance is handled by a local advertising agency. Los Angeles agency: Stodel Advertising Co.

•

Precision Film Labs, New York, is releasing a new booklet on 16 and 35 mm film processing. The booklet, printed in color, simulates a tour through the Precision plant. **Russell Holslag,** manager of the company, said copies of the booklet are available free of charge. Requests on company letterhead should be addressed to the firm at 21 West 46th St., New York 36, he said.

•

M. Bernard (Ben) Fox has been elected vice president of **Roland Reed Productions Inc.,** Beverley Hills, Calif. He affiliated with the Reed company two months ago for the production and sale of two TV series he created, *Waterfront* and *Men of Justice.* Mr. Fox formerly was assistant manager of programming and production for the DuMont TV Network, its WABD (TV) New York. He left DuMont to form his own company, Fox Television Productions, which he maintains for the creation and development of original TV programs.

•

Bill Vidas has joined **Jack Russell & Assoc.,** Chicago, as head of the firm's new film syndicate department.

•

William Beaudine Jr., assistant director for William F. Broidy Productions, Hollywood, on *Wild Bill Hickok* TV film series, father of a son, June 23.

•

United World Films, Inc., TV subsidiary of Universal-International, has completed a film series of 47 **Coca-Cola** spot commercials for use on *Kit Carson Show.* **D'Arcy Agency** and UWF vice president **Norman Gluck** negotiated the deal.

•

Health Information Foundation, New York, announced last week that WWLP (TV) Springfield, Mass., is the 100th television station to schedule *Anywhere, USA,* a weekly series of six TV film programs produced by HIF. It dramatizes every-day episodes showing Americans in their progress toward better health.

•

Youngsters viewing the *Superman* TV film series these days are receiving not only blood-and-thunder but also advice on good health habits and hints on safety. **National Comics Publications Inc.,** producer of the programs, said last week that *Superman's* lectures to youngsters are included at the end of each show and pointed out that "this formula has worked wonders in the comic magazines where *Superman* has a very definite force in promoting many worthwhile causes."

Byron Inc. Distributes Atomic Test Film

PRINTS of the new Federal Civil Defense Administration's 16 mm, black-and-white, 10-minute film, "Operation Doorstep,' are being distributed to TV stations throughout the country, FCDA has anounced. The film is of the March 17 test at Yucca Flat, Nev., where two frame houses, home shelters and automobiles were exposed to an atomic blast, the agency said. The motion picture was produced by Byron Inc. and can be obtained from the firm, located at 1226 Wisconsin Ave., N.W., Washington, D. C., for $27 each.

'Lux Radio Theatre' Tops May 17-23 Nielsen AM Rating

ONE-TWO-THREE in top evening radio programs for May 17-23, as reported by A. C. Nielsen Co., were *Lux Radio Theatre, People Are Funny,* and *Charlie McCarthy Show. Our Gal, Sunday* headed the daytime list. The complete ratings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK MAY 17-23, 1953
NIELSEN-RATING

Rank	Program	Homes Reached (000)
Evening, Once-a-week	(Average for All Programs)	(2,059)
1	Lux Radio Theatre (CBS)	4,565
2	People Are Funny (CBS)	3,625
3	Charlie McCarthy Show (CBS)	3,625
4	Jack Benny (CBS)	3,580
5	Yours Truly, Johnny Dollar (CBS)	3,446
6	You Bet Your Life (NBC)	3,267
7	Big Story (NBC)	3,178
8	Great Gildersleeve (NBC)	3,178
9	Arthur Godfrey's Scouts (CBS)	3,178
10	Amos 'n' Andy (NBC)	3,178
Evening, Multi-Weekly	(Average for All Programs)	(1,119)
1	News of the World (NBC)	2,148
2	One Man's Family (NBC)	2,059
3	Lone Ranger (ABC)	1,835
Weekday	(Average for All Programs)	(1,522)
1	Our Gal, Sunday (CBS)	2,775
2	Romace of Helen Trent (CBS)	2,775
3	Arthur Godfrey (Liggett & Myers) (CBS)	2,685
4	Arthur Godfrey (Nabisco) (CBS)	2,596
5	Arthur Godfrey (Toni) (CBS)	2,596
6	Guiding Light (CBS)	2,551
7	Ma Perkins (CBS)	2,506
8	Perry Mason (CBS)	2,417
9	Arthur Godfrey (Pillsbury) (CBS)	2,372
10	Road of Life (CBS)	2,372
Day, Sunday	(Average for All Programs)	(806)
1	True Detective Mystries (MBS)	1,566
2	Shadow, The (MBS)	1,477
3	World Music Festivals (CBS)	1,208
Day, Saturday	(Average for All Programs)	(1,343)
1	Theatre of Today (CBS)	2,641
2	Stars Over Hollywood (CBS)	2,596
3	Fun for All (CBS)	2,014

Copyright 1953 by A. C. Nielsen Company

'Lucy' Makes It A Year As Leading TV Program

AMERICAN Research Bureau rates *I Love Lucy* as the top TV program for June 1-7 and reports the program has been the nation's top TV show for 12 months. The ARB June 1-7 figures, by ratings and total viewers reached:

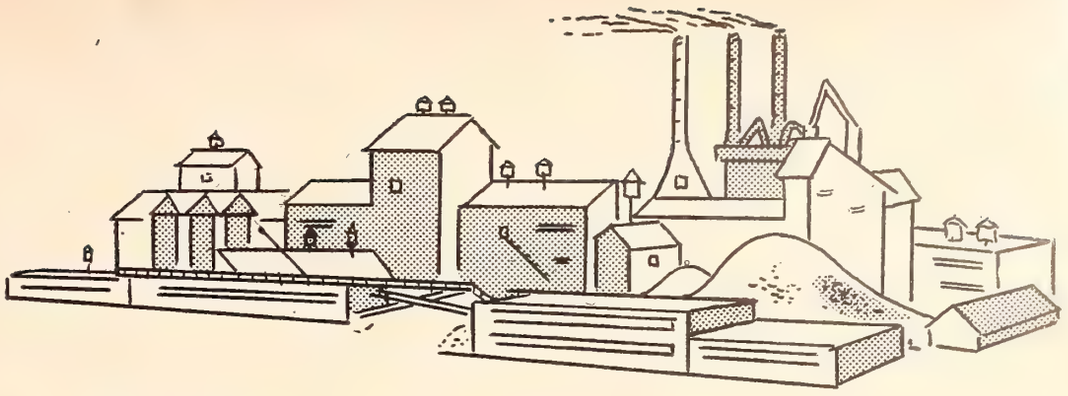
	Program	Network	Ratings
1	I Love Lucy	CBS	70.6
2	Dragnet	NBC	52.1
3	You Bet Your Life	NBC	49.3
4	Talent Scouts	CBS	47.3
5	Godfrey and Friends	CBS	47.1
6	What's My Line?	CBS	45.7
7	Comedy Hour—E. Cantor	NBC	42.4
8	Our Miss Brooks	CBS	41.3
9	Jackie Gleason	CBS	37.6
10	Red Buttons	CBS	37.3

	Program	Network	Viewers (000's)
1	I Love Lucy	CBS	50,100
2	Comedy Hour—E. Cantor	NBC	37,240
3	Godfrey and Friends	CBS	31,890
4	You Bet Your Life	NBC	31,510
5	Dragnet	NBC	30,100
6	Red Buttons	CBS	27,300
7	Talnt Scouts	CBS	25,870
8	Television Playhouse	NBC	24,110
9	What's My Line?	CBS	23,830
10	Your Hit Parade	NBC	28,370

Two to ARF Ratings Study

ROBERT M. HOFFMAN, director of research, WOR New York, and Charles H. Smith, research director, WCCO Minneapolis, have been added to the main Advertising Research Foundation committee in charge of the Radio-TV Rating Methods Study. Donald Coyle, ABC research manager and consultant, has replaced Oliver Treyz, director of research and sales development, as ABC representative on the committee.

In Pittsburgh...



EVENING IS EVEN BETTER

Yes, evening radio time is even better than early morning, a period which is obviously a great buy considering number of listeners per set, audience turnover and family-type audience.

A study* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday reveals this eye-opening comparison:

29% higher average ratings on WWSW in the evening.

51% more homes using radio in the evening.

17.5% more listeners per set in the evening.

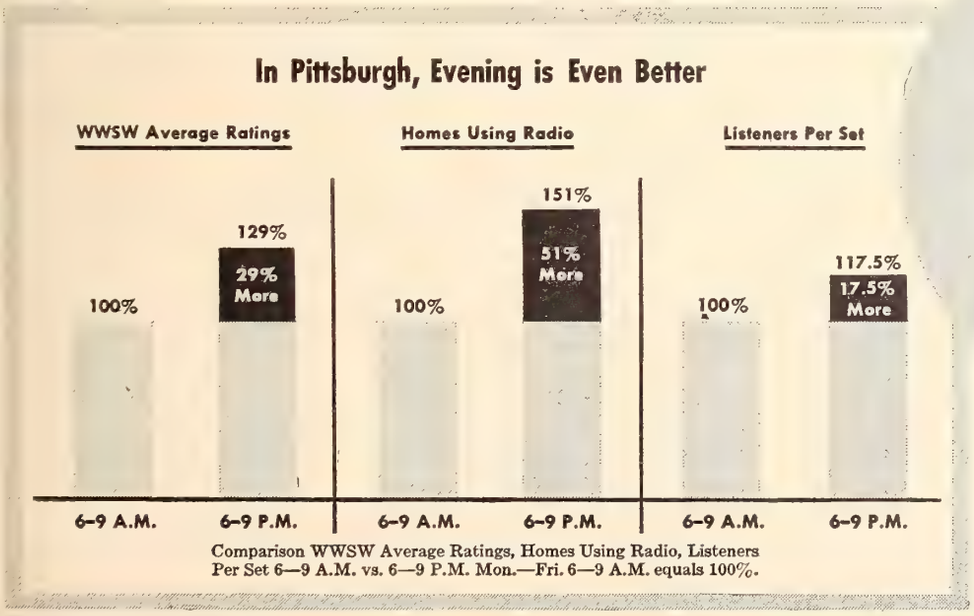
And remember, this kind of evening listening exists in spite of thorough television penetration in the Pittsburgh area!

Such percentages are equally true of many other radio markets throughout the country . . . including mature television markets . . . where evening radio gives you a far greater audience than early morning, and the cost per thousand comparison is extremely attractive.

These facts more than warrant a closer look into nighttime radio by advertisers and their agencies. We say it's today's biggest bargain, and we can prove it in markets coast to coast.

For the whole story, phone your John Blair man *today!*

particularly on WWSW, Pittsburgh's Leading Independent Station



Comparison WWSW Average Ratings, Homes Using Radio, Listeners Per Set 6—9 A.M. vs. 6—9 P.M. Mon.—Fri. 6—9 A.M. equals 100%.

*Source: Pulse of Pittsburgh, March-April 1953

This is one in a continuing John Blair & Company series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John-Blair represented outlets . . . all in major markets, all in mature television markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

WMAR-TV
MARYLAND'S PIONEER TELEVISION STATION
FIRST WITH SUPER POWER



THE FACTS ABOUT SUPER POWER AND COVERAGE

In considering television coverage of a given geographical area such as the "Baltimore Area" it is important to remember that the transmitting frequencies (channels) DO NOT possess similar propagation characteristics.

Therefore, in order to provide substantially equal coverage, the FCC Rules and Regulations permit stations to use the following maximum effective radiated power:

Channels 2 to 6.....	100,000 Watts
Channels 7 to 13.....	316,000 Watts
Channels 14 to 83.....	1,000,000 Watts

WITHIN THE NEXT TWO WEEKS, WMAR-TV WILL BE THE FIRST STATION IN MARYLAND TO USE THE MAXIMUM POWER AUTHORIZED BY LAW—

100,000 WATTS

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV CHANNEL 2
SUNPAPERS TELEVISION ★ BALTIMORE, MARYLAND

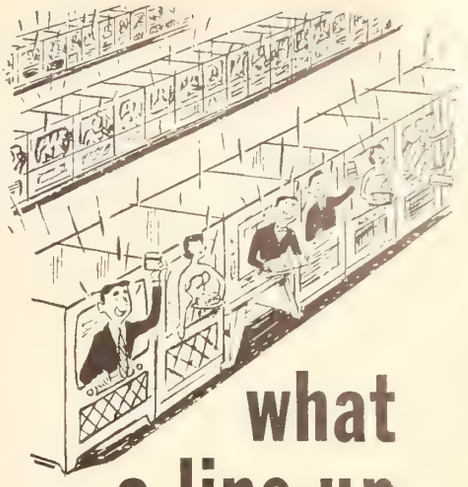
Represented by THE KATZ AGENCY, INC. *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TELESTATUS®

Weekly TV Set Summary—July 6, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	23,000
Montgomery	WCOV-TV	.....	8,600
ARIZONA			
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Tucson	KOPO-TV	.....	.....
ARKANSAS			
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	22,070	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV	20,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	68,674
New Haven	WNHC-TV	354,000	.....
DELAWARE			
Wilmington	WDEL-TV	139,168	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	118,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	.....
Peoria	WEEK-TV	.....	41,125
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
INDIANA			
Bloomington	WTTV	230,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	.....
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	37,794
IOWA			
Ames	WOI-TV	131,964	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	47,208	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	18,685	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Holyoke	WHYN-TV	.....	40,000
Springfield	WWLP	.....	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	27,300	.....
Tijuana (San Diego, Calif.)	XETV	208,175	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Kalamazoo	WKZO-TV	299,500	.....
Lansing	WJIM-TV	180,321	.....
Saginaw	WKNX-TV	.....	30,060
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	371,000	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	.....	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	298,633	.....
	KCTY	.....	.....
St. Louis	KSD-TV	502,000	.....
Springfield	KTTS-TV	21,991	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	57,478	.....
Omaha	KMTV, WOW-TV	187,342	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,510
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	.....	.....
NEW YORK			
Binghamton	WNBF-TV	104,300	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,000
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Rochester	WHAM-TV	184,000	.....
Schenectady	WRGB	271,500	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,097
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	6,000
OKLAHOMA			
Lawton	KSWO-TV	29,361	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	99,814
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	185,000	.....
Harrisburg	WHP-TV	.....	66,400
Johnstown	WJAC-TV	666,881	.....
Lancaster	WGAL-TV	224,961	.....
New Castle	WKST-TV	.....	35,573
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,258,062	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	84,748
Scranton	WGBI-TV	.....	45,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	54,676
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Columbia	WCOS-TV	.....	20,300
SOUTH DAKOTA			
Sioux Falls	KELO-TV	31,000	.....



what a line up..

342,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 355,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis-2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

EVEN HANNIBAL WATCHES

WHEN



For information on what to buy and where to buy it, people in Hannibal watch WHEN and then shop the Syracuse Market.



Hannibal, N. Y., in the Syracuse shopping area, is only one community in the rich 26-county market covered exclusively by WHEN. This heart of the Empire State is made up of more than 2¼ million people with a high, stable buying income — all potential purchasers of your clients' products. You get complete and exclusive coverage of this important upstate New York market with its high spendability only over WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

WHEN TELEVISION SYRACUSE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
TENNESSEE			
Memphis	WMCT	209,756	.....
Nashville	WSM-TV	117,450	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	26,077	.....
Austin	KTBC-TV	36,936	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	252,814	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	256,000	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Antonio	KEYL, WOAI-TV	146,581	.....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	116,000	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	173,729	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV	.....	19,026
	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	24,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Tacoma	KTNT-TV	266,900	.....
WISCONSIN			
Green Bay	WBAY-TV	43,999	.....
Milwaukee	WTMJ-TV	437,696	.....
WEST VIRGINIA			
Huntington	WSAZ-TV	200,432	.....

Total Stations on Air 190*
Total Cities with Stations on Air 133*
Total Sets in Use 24,292,136
*** Includes XELD-TV Matamores and XETV Tijuana, Mexico, and educational station KUHT Houston.**

ARF's New Report Issued

ADVERTISING Research Foundation has distributed to its subscribers "a short annotated bibliography of marketing and advertising research," grouping books, articles and pamphlets by the following subject classifications: Sampling; questionnaire construction; interviewing; editing, coding and tabulating; preparaton of reports general, and bibliographies. New 28-page volume supplements the statement of "criteria for marketing and advertising research" issued by ARF in April, of which more than 4,000 copies have been distributed, the Foundation reported.

Retail Clothiers on TV

NATIONAL ASSN. of Retail Clothiers & Furnishers has released data showing arrival of television in men's wear stores. Trading areas resulted in reduction in use of radio as an advertising medium by these retailers. Survey of 99 stores by association revealed TV has come into areas of 72, resulting in use of TV by 17. In TV areas, 38 stores used radio, reduction of 21 which previously had utilized medium. It was reported that in 27 communities without TV, 20 stores were using radio for advertising.

PROGRAM SERVICES

BMI, BAB CLINICS IN STRETCH WEEK

THE 1953 series of BMI and BAB clinics heads into its final week of activity with sessions scheduled this week in Minnesota, Montana, North Dakota, Virginia, West Virginia, and North Carolina.

In a preliminary analysis of its clinics held to date, BMI reported last week that attendance in larger areas has averaged approximately 111, and in smaller cities about 80. By Friday, when the clinics will end, BMI and BAB will have held some 43 sessions over a period of two and a half months in the U. S., with BMI running its total to 48 with five in Canada. (See BAB clinic story page 48).

A BMI clinic in Denver last Wednesday heard Joe Rohrer, manager of KRDO Colorado Springs, uphold the value of public service programming as a means of making friends for a radio station. He said that this friendship ultimately is translated into business for the station.

Ralph Snelgrove, president of CKBB Barrie, Ont., addressed sessions in Boise on Monday, Salt Lake City on Tuesday, and Denver on Wednesday on the need for stations to take leadership in times of emergency in the community. He said his station often is consulted by the police and the Red Cross before they take any steps during an emergency.

Importance of farm programming was stressed by Boyd Evans, farm director of WSGN Birmingham, before a clinic in that city last Monday. He suggested that broadcasters keep in mind that in Alabama farmers have a gross income of $421 million annually, which they are "going to spend for things that will raise their living standards." He said "farm radio programming can sell them and at the same time give a wonderful service to our rural people."

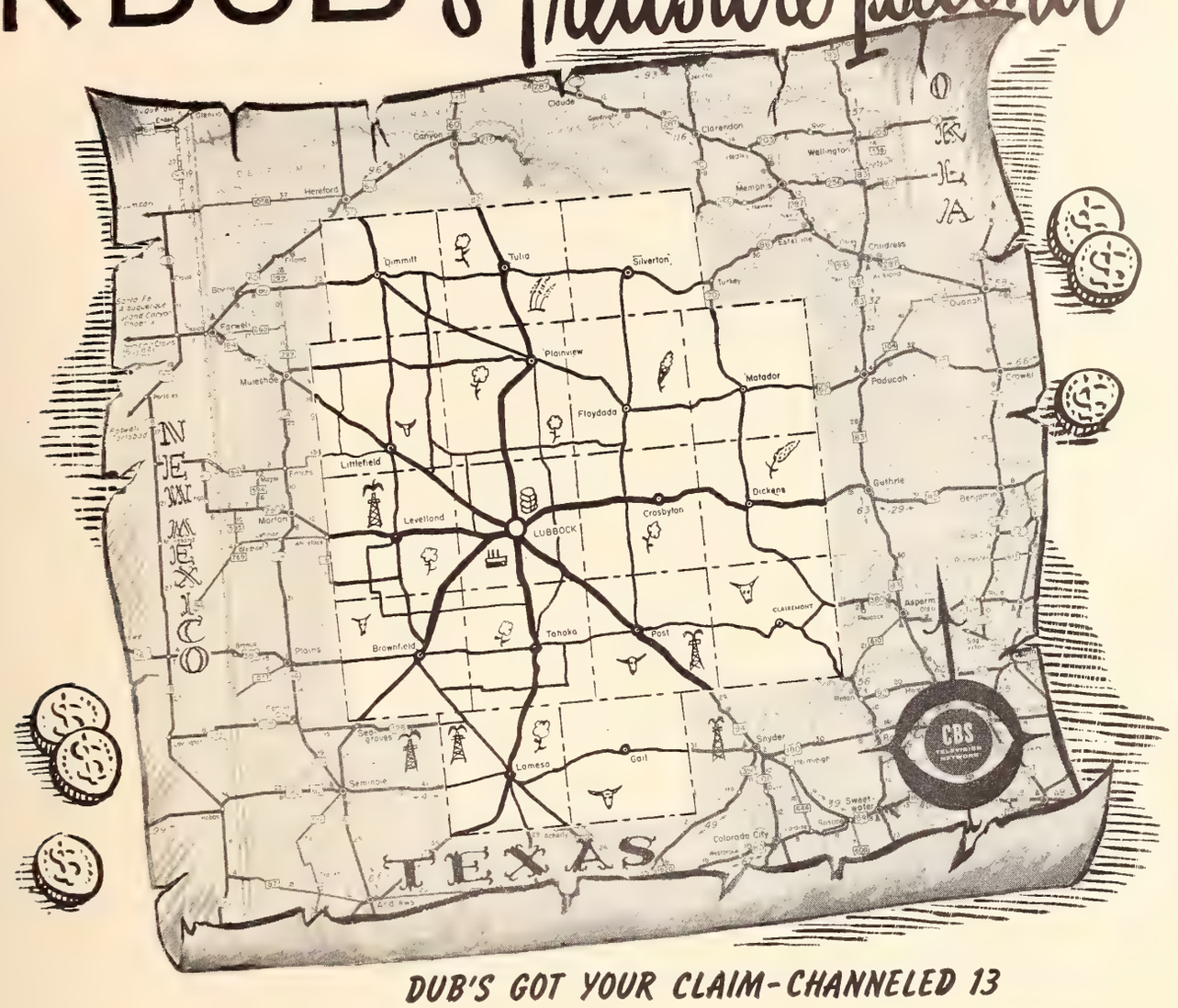
Keystone Adds Five

KEYSTONE Broadcasting System last Tuesday announced the addition of five new clients during June, bringing its list of affiliates to 669. New stations are: WFOB Fostoria, Ohio; WPFP Park Falls, Wis.; KRHD Duncan, Okla.; WRUM Rumford, Me., and WLEW Bad Axe, Mich.



THIS RADIOPHOTO shows Hugh Baillie (l), UP president, shaking hands with Joseph Laniel, new French premier, after interviewing the French leader in Paris June 28.

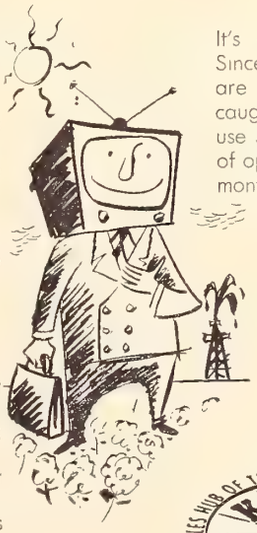
K"DUB"'s Treasure Island



DUB'S GOT YOUR CLAIM-CHANNELED 13



Notice how those highways radiate from Lubbock like spokes from the hub of a wheel? It's good flat country in all directions and 347,121 oil-cotton-rich plains people are tuned to Lubbock, their wholesale and cultural center Retail Sales were in access of $442,235,000 last year The buying income was $553,120,000!



It's an entertainment-hungry market Since the large farms and communities are scattered over a large area, TV caught on quick. 28,760 sets were in use June 1st (at end of 1st six months of operation) and 2,000 are being sold monthly

W. D. "DUB" ROGERS
President
MIKE SHAPIRO
Asst. Mgr.— Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Surrounding farm towns provide a great market apart from metropolitan Lubbock and there is no other single medium that so completely covers the entire area as does K"DUB."



AFFILIATES: DuMont CBS **Paramount**

Avery-Knodel, Inc.
National Representative

SEATTLE TO OPEN NARTB 1953 MEETS

Scheduled from Sept. 14 through Nov. 5, the 17 NARTB district meetings will be divided into two legs, using six days of the week for three two-day sessions.

NARTB'S schedule of 17 district meetings will open on the West Coast this year, with the kickoff session scheduled Sept. 14-15 at Seattle.

The full schedule was announced Wednesday as most of the detailed planning was cleared by President Harold E. Fellows and Secretary-Treasurer C. E. Arney Jr. The 1953 meeting format had been approved by NARTB's joint board of directors at its June 17-19 meeting [B•T, June 22].

This year the schedule has been divided into two legs. The first will carry the "flea circus" troupe down the West Coast and through the mountain and upper central areas. This will wind up Oct. 3 at Cincinnati. The second leg starts Oct. 12 at Ardmore, Okla., and moves through Texas, eastward through the South and up the East Coast states to New England where it concludes Nov. 5.

The schedule has been squeezed into less than two months by careful planning and a six-day-a-week lineup that includes Saturdays. The normal pattern has called for two two-day meetings a week instead of the three slated this year.

NARTB plans to carry a representative headquarters crew that will be available for consultation. The agendas are arranged by district directors, with top management problems receiving main attention instead of departmental services of stations. An NARTB television specialist will discuss TV management problems at each meeting.

The full schedule of district meetings follows:

District	Date	Location	Hotel
17	Sept. 14-15	Seattle	Benjamin Franklin
15	Sept. 16-17	San Francisco	Mark Hopkins
16	Sept. 18-19	Los Angeles	Statler
14	Sept. 21-22	Sun Valley, Idaho	Challenger Inn
10	Sept. 23-24	Cedar Rapids, Iowa	Roosevelt
11	Sept. 25-26	Minneapolis	Radisson
9	Sept. 28-29	Milwaukee	Plankinton House
8	Sept. 30-Oct. 1	Indianapolis	To be selected
7	Oct. 2-3	Cincinnati	Sinton
12	Oct. 12-13	Ardmore, Okla.	Lake Murray Lodge
13	Oct. 14-15	Dallas	Adolphus
6	Oct. 16-17	Biloxi, Miss.	Buena Vista
5	Oct. 19-20	Atlanta	Henry Grady
4	Oct. 21-22	Asheville, N. C.	Grove Park Inn
3	Oct. 23-24	Philadelphia	Bellevue-Stratford
2	Oct. 29-30	Albany, N.Y.	Ten Eyck
1	Nov. 4-5	Boston	Somerset

Hollywood Ad Club Elects

BOARD of directors of Hollywood Ad Club has elected Harlan Palmer Jr., assistant publisher, *Hollywood Citizen-News*, as president, and Harry Saz, producer-publicity director, Ted Bates Co., as first vice president.

Amos Baron, general manager, KECA Hollywood, was named second vice president and Irving Eckhoff, partner in Roche-Eckhoff & Assoc., was re-elected vice president for public relations. Vic Rosner, advertising manager, Lucy's of Hollywood (apparel shop), is treasurer and Alice Anderson, assistant advertising manager, Van de Kamp's Bakeries, is secretary.

Radio-TV Medical Claims Arouse AMA Opposition

THE American Medical Assn. has taken a strong editorial stand against radio and television programs which include certain medical claims in their advertising.

The association has authorized a study calling for a series of meetings on the national and local station levels with representatives of the broadcast industry to discuss advertising problems that affect its profession.

Protest Commercials

AMA said it has received numerous letters from physicians protesting radio-TV commercials which "mislead the public into believing the claims have been proved medically." AMA also scored programs which feature white coats, stethoscopes and other accoutrements of the profession, warning that "the public is not so lastingly gullible as some advertisers seem to believe."

AWRT Names Chairmen Of Standing Committees

AMERICAN Women in Radio & Television national chairmen of standing committees for 1954 have been announced by Doris Corwith of NBC, AWRT president. They are:

Hilda Ballestro, Evaporated Milk Assn., Chicago, eligibility; Ruth Crawford, ABC New York, information services; Madge Cooper, WMRN Marion, Ohio, membership; Heloise Parker Broeg, WEEI Boston, projects; Betty Stuart Smith, J. Walter Thompson Co., New York, publications; Bette Doolittle, NARTB, Washington, publicity; Muriel Fox, Carl Byoir & Assoc., New York, public relations.

Board members who will work with the committees are: Nina Badenoch, National Society for Crippled Children & Adults, Chicago; Betty Barnett, KSD-TV St. Louis; Jane Barton, N. Y. State Radio-Motion Picture Bureau; Dorothy Fuller, WBET Brockton, Mass.; Betty Ross, WMAQ Chicago; Gertrude Trobe, WBVF Beaver Falls, Pa.; Lillian Lee, Atlanta, constitution & bylaws.

Edythe J. Meserand, first AWRT president, was named 1954 convention director. AWRT board's next meeting will be at Chicago's Edgewater Beach Hotel Oct. 31-Nov. 1.

FELLOWS ADDRESSES UTAH BROADCASTERS

RADIO and television, as well as magazines and newspapers, "are here to stay" and in most cases will grow stronger, NARTB President Harold E. Fellows said Tuesday in an address to the Utah Broadcasters Assn. in Salt Lake City. Philo Farnsworth, pioneer TV inventor, was UBA's guest of honor.

The American people, "both within and beyond TV markets," have shown they consider radio a necessity, Mr. Fellows said, citing increased listenership, sale of more sets and recognition by advertisers that it is the essential low-cost medium.

"Those identified with radio should be thankful for the competition offered by television," he said, "because it got us out of our armchairs and onto our feet. . . . It thinned down and flattened out a lot of broadcasters' waistlines . . . and it put muscles back in their legs and ideas back into their heads."

He warned that radio can be destroyed by bad management or by location in a market already saturated with a multiplicity of similar services.

In nine cases out of ten, he reminded, radio rates need adjusting upward as shown by NARTB studies and examination of other media.

Mr. Fellows paid this tribute to Mr. Farnsworth: "Thank you, on behalf of these broadcasters and many like them throughout the nation, for creating a life in which we may find not only the satisfaction of economic reward, but the greater satisfaction of service to our fellowmen."

Fellows Wins Ky. Colonelcy

COMMISSION as a "Kentucky Colonel" was awarded Thursday to Harold E. Fellows, NARTB president, by Gov. Lawrence W. Wetherby "in recognition of his outstanding leadership in the fields of aural and visual broadcasting." Mr. Fellows addressed the mid-June meeting of Kentucky Broadcasters Assn. Joe Eaton, general manager of WKLO-AM-TV Louisville and president of KBA, forwarded the commission to Mr. Fellows.



IN LINE for a picnic buffet at Cape Hatteras Lighthouse are these attendees at the North Carolina Assn. of Broadcasters meeting last month. The middle trio in this group is wearing "Everywhere You Go There's Radio" hats presented to each registrant. Heading the line are (l to r) Cecil Hoskins, WWNC Asheville, NCAB president; Mrs. Hoskins; Charles Wall, BMI vice president, New York; Gaines Kelley, WFMY-TV Greensboro, and Omar Hilton, WBUY Lexington.



"Allow for windage, allow for windage! Is that all you can say?"

Fortunately for the flora and fauna of McGregor, Iowa, most of the 1502 bows and 500 dozen arrows custom-built in 1952 by archery tackle man Eddings were exported. Archers say his bows are works of art, as finely tuned as a concert-pitch piano. They're laminated, with a core of native Iowa northern maple, and capable of pulls from 23 to 115 pounds. Sold to non-belligerents in Hong Kong, Chicago, and points between and beyond, they could have made things a lot tougher for early Iowans in the Indian battles of the Nineteenth Century.

Eddings doesn't advertise on WMT, and would rather shoot arrows than listen to the radio. How he ever got in a WMT ad almost defies explanation, except one of the fellows at the station had this idea for a drawing. Eddings is a small sample of the Iowa industrial population which jumped 67% in eight years while the nationwide ind. pop. jumped 39%, and which now drags down a $600,000,000 payroll.

Moral: *Don't lose sight of the Iowa industrial forest for the cornstalk trees.*

WMT

CEDAR RAPIDS

5,000 watts 600 KC Basic CBS Network

Represented nationally by the Katz Agency

BAB WOULD SEEK NON-RADIO CLIENTS

ESTABLISHMENT of city and state-wide radio station sales groups to solicit business from non-radio advertisers dominated the discussion at BAB clinics in Portland on June 25 and Seattle on June 27.

It was decided at the Portland meeting that a session will be held later this month to explore this project. Action followed closely an announcement by the Oregon State Broadcasters Assn. to implement its sales committee for solicitation of regional business.

At Portland, broadcasters decided to approach this undertaking initially through the Washington State Assn. of Broadcasters and recommended that the state group study its feasibility.

Sweeney Predictions

BAB's support for this project was expressed at both sessions by Kevin Sweeney, BAB vice president. He predicted that highly active committees for joint solicitation of business will exist by fall in a dozen states and probably two dozen metropolitan areas.

Chairman of the BAB session in Portland was Bob Prigmore, KEX Portland, and in Seattle it was Otto P. Brandt, KING Seattle.

SDBA Scholarships

SOUTH DAKOTA Broadcasters Assn. has donated $200 toward scholarships for four students who plan to enter radio-TV engineering departments at the U. of South Dakota next fall, it has been disclosed.

Announcement of awards was made by Keith J. Nighbert, head of the radio department and director of KUSD, the university's station at Vermillion. Aside from the SDBA donation, $100 was contributed anonymously.

Judges for the awards included Bill Rohn, KSOO Sioux Falls, Ray Eppel, KORN Mitchell, Max Staley, KIJV Huron, and Henry Schmitt, editor-publisher, *Aberdeen American News*.

APRA Plans 1954 Meet

NEXT YEAR'S convention of the American Public Relations Assn. is set for April 4-6 at the Hotel Shelton, New York, Stephen James, association president, has announced.

Rhode Island Broadcasters Form State Association

THE Rhode Island Radio & Television Broadcasters Assn., first organization of radio and TV stations in the state, was formed June 26 at Providence with the adoption of bylaws.

Elected first president was Mowry Lowe, WEAN Providence station manager. Mitchell Stanley, WWON Woonsocket manager, was named vice president, and Norman Gittleson, TV operations manager at WJAR-TV Providence, was elected secretary-treasurer.

Other charter stations include WJAR WPRO WHIM WPJB WICE and WRIB, all Providence, and WPAW Pawtucket and WERI Westerly. President Lowe invited members to be his guests at a luncheon during the next meeting and all agreed this is a precedent that should be followed by all new presidents.

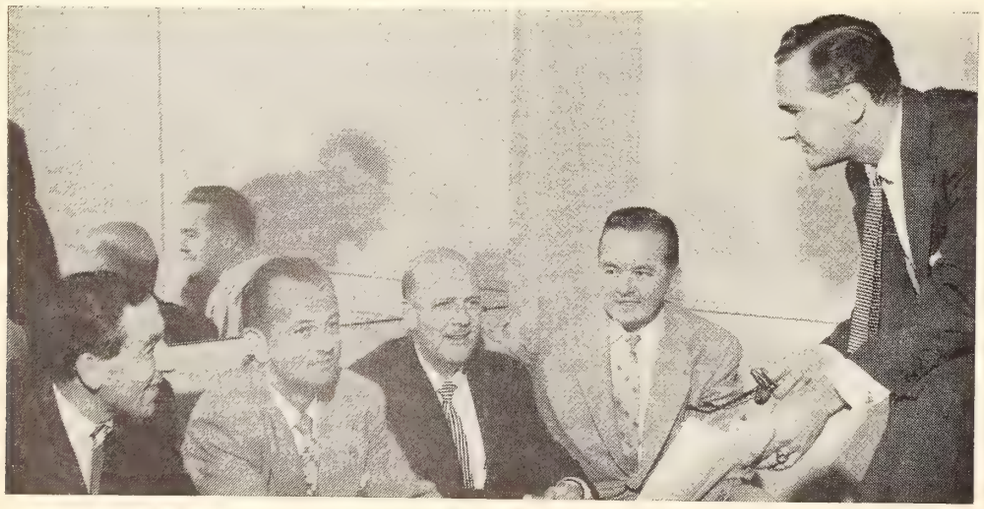
RIRTBA's objectives are "to promote closer cooperation and understanding among members, to foster and promote development of the art of radio and television broadcasting, to encourage and promote customs and practices which will be in the 'interest, convenience and necessity' of the listening and viewing public, to help educate the public and business generally concerning the uses and values of radio and television to the community, the state and the nation, and to concern itself and take appropriate action on any legislative matters affecting the broadcasting industry."

Job Clearing House Initiated by IBA

CLEARING house for available jobs as well as candidates for employment has been set up by Indiana Broadcasting Assn. W. Farrell Rippetoe, WBOW Terre Haute, will direct the operation, it was decided at an IBA meeting held in connection with the BMI-BAB two-day clinic at Indianapolis.

A series of traffic safety spots will be carried over the Labor Day weekend by IBA member stations.

Dee O. Coe, WWCA Gary, presided at the IBA meeting and directed a sales panel. Participating were Lester G. Spencer, WKBV Richmond; Tom Peden, WAOV Vincennes, and Bob Williams, WFML (FM) Washington.



LAST-MINUTE briefing for a panel at BAB's San Francisco sales clinic is given by Alan Torbet (r), panel chairman from KSFO San Francisco to members (l to r) Jules Dundes, KCBS San Francisco; Roger Hunt, KUBA Yuba City; David M. Greene, KSTN Stockton, and Gene Chenault, KYNO Fresno.



NEW COORDINATOR for the Nebraska Network is Bill MacDonald (c), KFAB Omaha farm director, who takes over from Virgil Sharpe (l), KOWH Omaha. Bob Thomas, WJAG Norfolk, president of the Nebraska Broadcasters Assn., witnesses the job transfer. The network is operated as a subsidiary of the NBA and provides public service programs to Nebraska stations.

Urges Greater Use Of Negro Performers

ADOPTION of a resolution by the Coordinating Council for Negro Performers calling for a campaign to convince sponsors of the value of a "more liberal and broader integration of Negro performers into radio and television" was announced by the Council last fortnight.

The resolution points out that Negroes in the U.S. spend an estimated $15 billion yearly for food, clothing and accessories.

The resolution, which was passed at a meeting in New York, urges the Council to launch a movement to convince sponsors that increased use of Negro performers in radio and television would be beneficial in view of the "dollars and cents spent by Negroes in their homes and in domestic service."

GMA Trophy Judges

LIST of judges for the 1953 "Life Line of America" trophies awarded to women radio broadcasters in the food field by the Grocery Manufacturers of America was announced fortnight ago by Paul S. Willis, GMA president.

Judges in the radio category are Dean Olga P. Brucher, College of Home Economics, U. of Rhode Island; Dr. Herrell De Graff, Cornell U.; Helen G. Irwin, president, National Federation of Business and Professional Women's Clubs; Edward J. Malone, publisher, *Grocer-Graphic*, and Sol Taishoff, editor and publisher, BROADCASTING•TELECASTING.

Texas Meet Set Oct. 9

THE TEXAS Assn. of Broadcasters has set what it describes as its most elaborate state convention at the Baker Hotel in Mineral Wells Oct. 9. The TAB meeting will have a full schedule for both station managers and their wives, including a style show, banquet, dance and floor show, a spokesman said.



...we use the wide angle

Quality representation of a television station calls for sales volume—but much more, too. A station, properly represented, should have at its disposal many services—for its problems include more than those alone of selling time. The representative who performs the job fully brings to it a wide angle outlook encompassing *all* sales and management situations.

Successful television deserves the *complete*—not partial—attention of the representative. Without this intensity of effort, the television station fails to get all that it pays for, and should receive.

Our awareness of broad responsibilities . . . and our *sole* attention to television *only* . . . is the prime reason why Harrington, Righter & Parsons, Inc., is privileged to serve the distinguished television stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

KLZ WINS CH. 7 BATTLE; DENVER TV CO. DENIED

FCC hands down the first fully-comparative decision of the post-thaw hearing cases. Commission sidesteps movie exhibition vs. TV issue—says other considerations outweigh the "diversification of control" question—sanctions network affiliation agreements by applicants.

CITING superiority of KLZ Denver's integration of ownership and management as well as "outstanding" participation in community affairs by its principals, FCC last Tuesday issued its first fully-comparative final decision of the post-thaw TV hearing cases and granted vhf Ch. 7 there to KLZ. The competitive application of Denver Television Co. was denied.

The decision found insufficient evidence to merit preference for one applicant over the other on the basis of theatre interests of certain stockholders or of movie anti-trust or other court proceedings. The conclusion leaves in doubt the general policy question of conflict between movie exhibition and TV.

On another controversial policy question—diversification of control of the mass communication media—FCC declared that, "in the absence of other comparative considerations, a grant to Denver Television would be indicated" in view of Aladdin Radio & Television Inc.'s present radio operation (KLZ) and the other radio interests of its officers and directors.

Aladdin's 'Superiority'

But because "Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants," the decision said, "this superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and television interests."

Giving its sanction to network affiliation agreements by TV applicants when they are in conformity with the Commission's "two year" rule and other regulations on chain broadcasting, FCC turned down Denver Television's argument that the KLZ application should be denied on the basis of an allegedly improper agreement with CBS for network service in event of a grant. KLZ is a CBS Radio affiliate.

FCC concluded the KLZ-CBS television agreement does not violate its rules and indicated TV applicants must of necessity speculate on when they might receive a grant and seek "some measure of assurance" of network service if successful.

The construction permit for Ch. 7 granted to KLZ specifies effective radiated power of 316 kw visual and 158 kw aural.

One of the first post-thaw TV contests designated for hearing on July 11 last year, the Denver Ch. 7 case was held in October before Examiner James D. Cunningham. His initial decision, released in early February, favored KLZ over Denver Television [B•T, Feb. 9]. FCC's final ruling in general followed the conclusions of the examiner's initial decision.

Principals in Aladdin Radio include the following: Harry E. Huffman, chairman of the board and 13.3% owner; Hugh B. Terry, president and general manager, 16%; J. Elroy McCaw, vice president, 20.4%; Theodore R. Gamble, vice president, 20.4%; Frank H. Ricketson Jr., treasurer, 13.6%, and Albert J. Gould, secretary, 0.7%. All are directors except Mr. Gould. There are 37 other minor stockholders.

Mr. Huffman for 40 years was in the motion picture exhibition business in Denver, lastly as owner and district manager of Fox Intermountain Theatres. He left the movie field in 1949 to pursue his KLZ interest. Mr. Terry has been KLZ manager since 1941. Mr. Ricketson is president of Fox Intermountain Theatres and director and 8% owner of Cheyenne Newspapers Inc., owner of KFBC-AM-TV Cheyenne, Wyo.

Gamble's Interests

Mr. Gamble, who in the past several years has been giving up the larger share of his multiple theatre holdings, is chairman of the board and major stockholder in KOIN Portland, Ore., and KJR Seattle. He holds option to purchase a third interest in new vhf Ch. 4 KOMO-TV Seattle. KOIN is favored in an examiner's initial decision for vhf Ch. 6 and has given competitor KGW an option for 50% interest in the TV outlet. Mr. Gamble also is part owner of KCMJ Palm Springs, Calif., controlled by his brother.

Mr. McCaw, according to the decision, holds the following radio interests: KRSC Seattle (100%); KORC Mineral Wells, Tex. (100%); KELA Centralia, Wash. (50%); KYA San Francisco (50%); KYAK Yakima, Wash. (33⅓%); KALE Richland, Wash. (33⅓%); KPOA Honolulu (50%) and KILA Hilo, Hawaii (50%). KPOA's licensee has been granted purchase of part interest in KONA (TV) Honolulu and is to sell KPOA [B•T, June 15, 8].

Principals in Denver Television include: John M. Wolfberg, president and 21.5% owner; Vernon C. Hines, first vice president 4.25%; L. A. Nikoloric, second vice president, holds option to buy stock subscribed by three others; Max G. Brooks, treasurer, 5%; Edwin P. Van Cise, secretary, 1%; Sterling C. Holloway, director, 9.8%; F. Kirk Johnson, 19.6%; James M. Stewart, 19.6%, and Wilford M. Barber, 10%.

Mr. Wolfberg is a movie exhibitor in the Denver area with his father. Mr. Hines heads International Manufacturing Co., maker of industrial and commercial fuel-burning equipment. Messrs. Nikoloric and Van Cise are attorneys. Mr. Brooks is chairman of the Colorado Racing Commission.

Mr. Holloway, a Fort Worth attorney, is 20% owner of Fort Worth TV Co., applicant for vhf Ch. 10. Mr. Johnson, Fort Worth oil producer, is 15% owner of KGUL (TV) Galveston. Movie actor Stewart also is 15% owner of KGUL.

Review Counter Charges

The Commission's final decision reviewed counter charges between the applicants respecting the qualifications of certain stockholders, chiefly those having past or present theatre exhibition interests, but discounted them for lack of merit or sufficient evidence.

The decision did not find any intent on the part of Aladdin or Mr. McCaw and his radio

FCC's TV Boxscore on End of First Post-Freeze Year

AUTHORIZATION for 398 new TV stations was reported by the FCC last week in an announcement heralding the conclusion of the first post-freeze year of processing applications. Of this number, 256 are for operation in uhf bands and 142 are for vhf operation. Special temporary authorizations to start operation have been granted to 89 stations.

The Commission reported that 245 municipalities have been allocated channels reserved for non-commercial educational use. Of the 17 post-freeze non-commercial educational grants, 13 are for uhf bands and 4 for vhf operation. One of the latter is on the air.

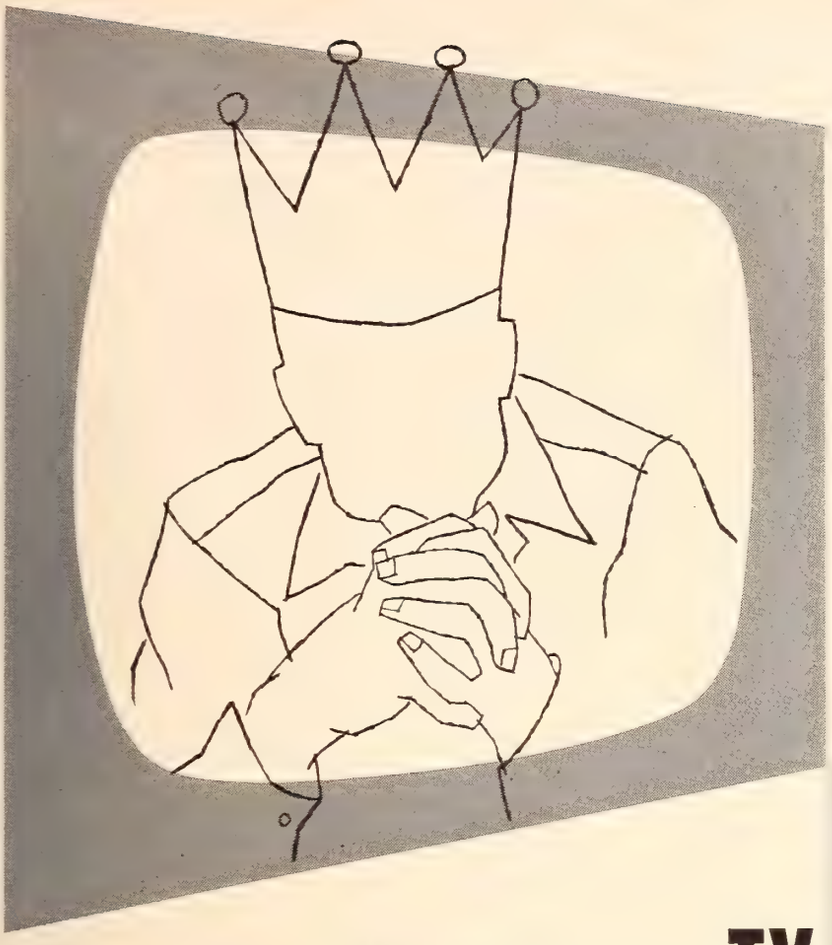
During the year, 2 vhf and 4 uhf construction permits were cancelled by their holders and the 108 pre-freeze vhf stations continued to operate, the FCC reported.

At the present time, some 300 cities in the U. S. and two cities in its territories have one or more TV authorizations. In all states, with the exception of Vermont (where the only two applicants are in competition), TV stations are now authorized and grants have been made to Hawaii and Puerto Rico.

The Commission announced that about 600 applications for additional TV stations including 31 non-commercial educational are now pending before the Commission and that approximately 250 channel assignments in some 175 cities are now in hearings or face hearings because they are competitive.

A tabulation by states of previously operating stations plus post-freeze commercial and educational grants making a total of 500 authorizations follows:

State	vhf	uhf	Total
Ala.	3	5	8
Ariz.	8	0	8
Ark.	2	3	5
Calif.	24	9	33
Colo.	8	2	10
Conn.	4	7	11
Del.	1	1	2
D. C.	4	0	4
Fla.	9	3	12
Ga.	6	3	9
Ida.	0	9	9
Ill.	8	11	19
Ind.	2	11	13
Iowa	4	4	8
Kan.	4	1	5
Ky.	2	5	7
La.	2	9	11
Me.	1	1	2
Md.	3	3	6
Mass.	2	10	12
Mich.	7	12	19
Minn.	7	2	9
Miss.	1	4	5
Mo.	11	7	18
Mont.	7	0	7
Neb.	4	0	4
N. H.	0	1	1
Nev.	2	0	2
N. J.	1	5	6
N. M.	6	0	6
N. Y.	15	21	36
N. C.	3	8	11
N. D.	5	0	5
Ohio	12	15	27
Ore.	2	3	5
Okla.	3	4	7
Pa.	9	25	34
R. I.	1	1	2
S. C.	2	5	7
S. D.	1	0	1
Tenn.	4	3	7
Tex.	25	16	41
Utah	3	0	3
Va.	5	7	12
Wash.	7	2	9
W. Va.	2	4	6
Wis.	3	7	10
Wyo.	2	0	2
Hawaii	3	0	3
P. R.	1	0	1



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Here's the program with TV IMPACT!

Smart advertisers buy audience... loyalty and response. They will pick the station with a new fall look... the station that won't wait for viewers to come to them but plans now to build its own audience. The station they pick—"Should be you!"

"IT COULD BE YOU!" IS SOLD—in the Los Angeles market to KPIK—Channel 22. The John Poole Broadcasting Co. bought "It Could Be You!" to stimulate sales of all-channel sets and quick installations of the new UHF Channel 22 in existing sets.

"IT COULD BE YOU!" is now available for other markets. Simple, small studio, one camera production! Entertaining audience gimmick with nightly surprises. Uses contest blanks supplied to television stores and service companies. Window streamers and counter cards are included.

A sure-fire UHF audience builder.
Write for details of this low-priced package.

ABP

AL BUFFINGTON PRODUCTIONS

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associates, to withhold data on their other station interests. The decision said, however, that Mr. McCaw and his associates failed to exercise "the degree of care expected of applicants and radio licensees in furnishing the Commission with complete and accurate information." FCC admonished that "the carelessness revealed upon the record in this regard will not be countenanced."

FCC's Decision

With respect to policy questions on movie interests in TV and network affiliation agreements, the FCC conclusion said in part:

3. In view of the determination hereinabove made with regard to the several persons discussed, it is appropriate to state the Commission's uniform policy which is followed in the licensing of radio broadcast stations where applicants are shown to have violated the laws of the United States, other than the Communications Act of 1934, as amended. This is reported in Vol. 1 (Part Three) RR, 91:495.

In pertinent part, it is as follows: "Violations of Federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination. While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authority to operate radio facilities as a trustee for the public. This is not to say that a single violation of a Federal law or even a number of them necessarily makes the offender ineligible for a radio grant. There may be facts which are in extenuation of the violation of law, or there may be other favorable facts and considerations that outweigh the record of unlawful conduct and qualify the applicant to operate a station in the public interest. In all such cases, a matter of primary concern is whether the violation was committed inadvertently or willfully. Innocent violations are not as serious as deliberate ones. As has been suggested by parties in this proceeding, another matter of importance is whether the infraction of law is an isolated instance or whether there have been recurring offenses which establish a definite pattern of misbehavior. A single transgression of law, particularly if inadvertently committed, might raise little question with respect to qualifications, whereas a continuing and callous disregard for the laws may justify the conclusion that the applicant cannot be expected in the future to demonstrate a responsibility towards his obligations as a broadcast licensee. In this connection, the matter of time is important. There necessarily must be more concern with recent violations than with those which occurred in the remote past and have been followed by a long period of consistent adherence to law and exemplary conduct on the part of the applicant. Cases which must be viewed with most critical scrutiny are those where the applicant has been involved in violations over a long period of time and is presently engaged in illegal practices. In all such cases, a strong presumption of ineligibility is raised and a heavy burden of proof is imposed on the applicant to show he is qualified to operate a broadcast station in the public interest."

Basis of Above

On the basis of the above facts, the Commission is satisfied as to the basic character qualifications of both applicants. Since neither applicant demonstrates marked superiority in this regard, we do not use these criteria as a basis for preferring one applicant over the other.

4. The further contention is made by Denver Television that a denial of the Aladdin application is compelling, due to the arrangements it has made with the Columbia Broadcasting System for a television network affiliation. This is based upon what appears to be a somewhat strained interpretation of Sections 3.658(a) and (c) of the Commission's Chain Broadcasting Regulations.

For some years there was included in Aladdin's standard broadcast network affiliation contract with Columbia a first refusal clause, mutually effective, with regard to future network television service, in the event Columbia should desire to extend such service into Denver and Aladdin should receive a television permit for that city.

The clause in question is no longer in effect between the two parties, nor does it appear to have been in violation of the rules cited. It did not constitute a television affiliation agreement between Aladdin and Columbia Broadcasting System but merely an agreement by the parties to give each a first call on the other's services. There was nothing to indicate that any affiliation agreement entered into pursuant to this clause would not have been in full conformity with the applicable Commission Rules. In a letter agreement signed by Aladdin and Columbia on September 30, 1952, they appear to have reduced to writing a verbal understanding looking towards a telvision affiliation contract between Columbia and Aladdin.

Under this agreement, Aladdin is not prevented or hindered from, nor has it subjected itself to penalty for, broadcasting the programs of any other network organization. Moreover, there is nothing in the letter agreement from which a finding may be made that Aladdin is now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years.

Denver Television contends that the letter agreement is in violation of the two-year provision of the rule cited, for that reason that, under its interpretation of paragraph 4 thereof, "a greater period than two years and six months may be involved because by its terms it provides that if an affiliation agreement does not commence prior to April 1, 1953, any affiliation agreement which is entered into should be at least one year in length."

However, under the exact language of this paragraph, the parties have the understanding that Columbia shall be discharged of its obligation to enter into a network arrangement with Aladdin, unless the latter agrees that such arrangement "shall remain in effect for a period of at least one year from the date of commencement thereof." There is nothing here contrary to the two-year rule in question.

No Indefinite Bond

The parties are not obligated to each other for an indefinite period, since by the terms of the contract neither party is bound beyond March 31, 1954. Applicants for television facilities, particularly those in competitive proceedings such as this must, of necessity, speculate with regard to the time they may expect final action upon their applications and seek to secure some measure of assurance of a network service if successful in obtaining a television license.

Thus, consistent with the rules in question, an applicant for television facilities may arrange with a network organization to accept programs when and if its proposal for the establishment of a station is approved, provided that in such arrangement the applicant (a) does not restrict itself in any way from accepting and broadcasting the programs of another network organization, and (b) does not obligate itself under such arrangement for a period longer than two years.

Concerning diversification of control, FCC concluded:

8. It is contended that because of Aladdin's present radio operation and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication.

The Commission has in the past held that diversification of control of media is desirable and that, in the absence of countervailing considerations, a grant to an applicant who has fewer broadcast interests better serves the public interest since it results in greater diversification of radio and television ownership. Thus a grant to Denver Television would bring a qualified newcomer into the field as opposed to Aladdin which presently operates on AM station in Denver and whose stockholders hold substantial interests in a number of other stations in the country.

In the absence of other comparative considerations, a grant to Denver Television would be indicated. As has heretofore been shown, however, Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants. This superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and television interests.

Congress Is Tardy Again, Ties Up FCC Funds in Log-Jam

CONGRESS again is tardy in clearing its appropriations. This showed up in last week's hasty clearance of an overall bill to permit the government and its vast operations to continue everyday business until appropriations for fiscal 1954 are cleared. Fiscal 1953 ended last Tuesday.

Funds for FCC's operations are involved in the Capitol log-jam. Senate-House conferees have yet to work out differences. At stake is an additional $300,000 proposed by the Senate to enable the Commission to hire more hearing examiner teams. Funds that would permit the Census Bureau to continue its business and manufacturing censuses and the National Bureau of Standards to continue studies of radio propagation also must be decided.

Comr. Sterling Makes Trip

FCC Comr. George E. Sterling left Washington last Wednesday for a one-week inspection trip of Great Lakes' shipping communication, the day marking the 30th anniversary of his service in the federal government.

Comr. Sterling was accompanied on the Great Lakes trip by Washington consulting engineer C. M. Jansky. His itinerary called for stops at Cleveland and Erie, where he was to board the *SS John Croft* for Duluth.

BILL TO END AFM MUSIC BAN INTRODUCED

Rep. Dondero of Michigan believes broadcasts of school musical organizations should not be banned by James C. Petrillo's AFM. He introduced a bill last week to provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

REP. G. A. DONDERO (R-Mich.) last Wednesday introduced a bill (HR 6012) that would provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

Rep. Dondero told B•T his measure was designed to permit musical organizations to air in court their grievances with rulings of James C. Petrillo, American Federation of Musicians' president.

Sec. 506 makes it unlawful to coerce or constrain licensees in nearly all phases of the broadcast business. The bill would give jurisdiction to the U. S. district courts to "prevent and restrain violations of this section." It also would make U. S. attorneys responsible for instituting civil actions against violators.

Rep. Dondero said the measure would mean that an educational music group could go to the courts to prevent AFM's Petrillo from keeping that group off the air because, for example, it refused to employ a stand-by orchestra. The Congressman had in mind the National Music Camp in Michigan which is an annual music festival for competing high school music groups. It was said that NMC had been denied access to broadcast time because of AFM objections.

Navy Incident

The Congressman said he had had "experience with Mr. Petrillo's rulings before." That incident, he said, involved a Navy band that was to play at a ceremony dedicated to World War II service dead.

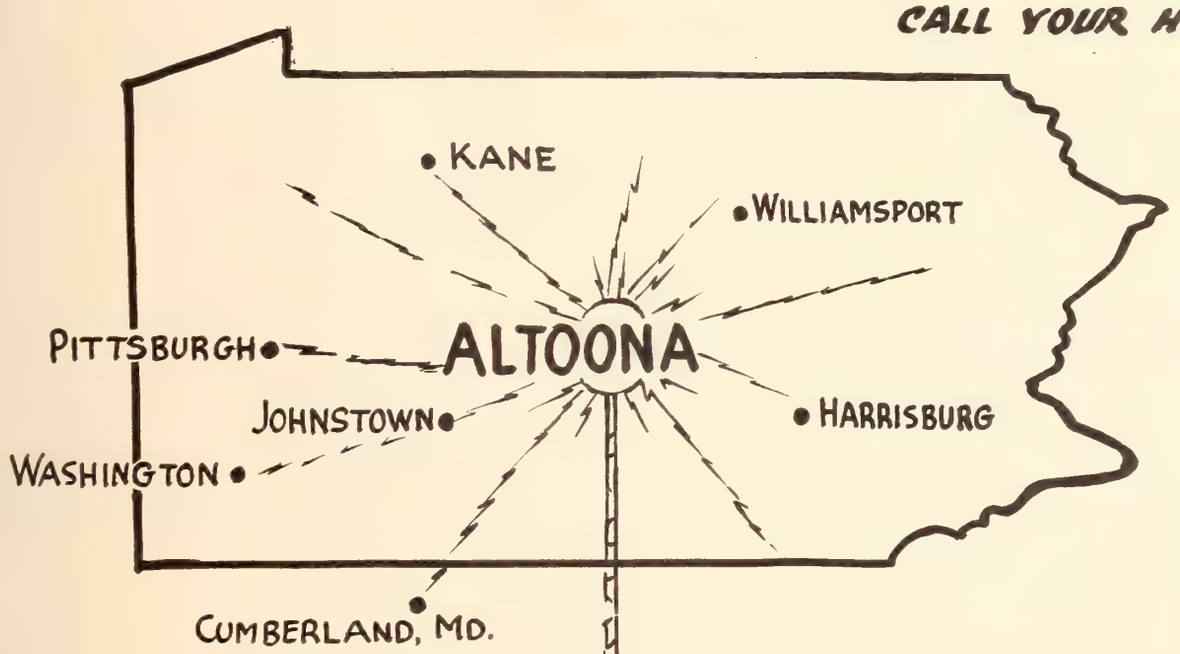
His purpose, he said, was to see "that at least freedom is preserved. . . . I have nothing against the musicians' union," Rep. Dondero said.

The National Music Camp's director, Joseph E. Maddy, a professor at the U. of Michigan, had complained that no union musician is permitted to teach or study at the camp and that no radio network is permitted to broadcast programs from Interlochen, Mich., site of the festival. Mr. Maddy had asserted that the AFM had ruled against network time.

Under the measure, the courts could issue a preliminary injunction after "a showing that the danger or irreparable loss or damages is immediate." The bill was sent to the House Interstate & Foreign Commerce Committee.

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CHANNEL 10

ALTOONA, PA.

JACK SNYDER, Managing Director

H-R Television, Inc.

M-E's ERIKSON NAMED 'VOICE' CHIEF; WILL QUARTERBACK PLANNED REVAMP

Dr. Johnson names the McCann-Erickson vice president to captain reorganization of the government's overseas information program.

A VETERAN advertising agency and radio-TV executive, Leonard F. Erikson, vice president and director, McCann-Erickson Inc., New York, last week was appointed to head Voice of America.

Dr. Robert L. Johnson, chief of the International Information Administration, said Mr. Erikson will "reorganize the entire radio effort" of the government's overseas information. Dr. Johnson announced the appointment last Wednesday.

The appointment is effective July 27.

He succeeds Alfred H. Morton, who has been named chief consultant to Dr. Johnson.

A week before the announcement, Dr. Johnson revealed on Capitol Hill that he had contacted a $75,000-a-year executive of "a very prominent advertising agency" to head VOA [B•T, June 29]. As IIA Deputy Administrator in charge of the International Broadcasting Service (Voice of America), Mr. Erikson, who earned about $40,000 a year excluding stock holdings at M-E, probably will receive about $13,000 a year with the government, it was reported.

At McCann-Erickson where he has served since 1949 in an executive capacity, Mr. Erikson has been in charge of the radio-television department. The agency was reported to have handled $25 million in radio-TV billings for 1952.



Leonard F. Erikson
Named new 'Voice' Chief

* * *

Mr. Erikson said: "I'm very much impressed by the importance and world-wide scope of the Voice of America's operation and conscious of the opportunity it offers anyone who is interested in serving the U. S. and the free world during these times.

"I don't report for work until July 27 and it is too early for me to formulate an opinion about the specific problems that may be involved."

Two immediate problems with which Mr. Erikson undoubtedly will concern himself are economy measures being put through by Dr. Johnson and the pending reorganization of the U. S. information program. Voice of America under the proposed reorganization would be part of a new government agency (U. S. Information Agency).

Mr. Erikson's resignation from McCann-Erickson becomes effective July 3. Al Scalpone, a vice president and radio-TV coordinator at the agency, succeeds him there as acting head of the radio-TV department.

Mr. Erikson began his advertising agency career as business manager with BBDO from which he joined Kenyon & Eckhardt as vice president and radio director. He left K & E in August 1949 to assume a vice presidency and radio managership of McCann-Erickson. His previous experience was with CBS where he was general sales manager in New York and western sales manager in Chicago. Before his radio posts, Mr. Erikson was associated with magazine and newspaper work.

He is a graduate of the journalism school at the U. of Wisconsin and of business administration at Harvard U. He was an enlisted man in the Navy 1918-19. His home address is Greenwich, Conn.

WRS ASKS HEARING IN AFTRA DISPUTE

WESTINGHOUSE Radio Stations Inc. has requested the National Labor Relations Board to permit American Federation of Musicians to intervene in a petition to NLRB by American Federation of Television & Radio Artists. In its petition, AFTRA seeks to include in its membership "all employees who regularly or frequently appear before the microphone" at WRS' KEX-AM-TV Portland, Ore.

WRS counsel John Steen, in a letter to NLRB Wednesday, said: "We join in the petitioning union's (AFM) request and respectfully urge the board to grant oral argument at a time convenient to the board." AFM notified WRS June 24 that it had asked permission from NLRB to intervene in the case.

WRS Petition Filed

A WRS petition filed June 12 sought to have excluded from AFTRA unit membership at KEX the station's farm director, certain "free lance" talent and "independent contractors" who appear on KEX programs and the station's musical director and one other musician.

AFTRA's petition to NLRB, dated April 8, 1953, asked for its Portland Local unit membership, persons "including but not limited to commentators, staff and special program announcers, farm directors, sports and news reporters or analysts, actors and singers," if they are "employees who regularly or frequently appear before" the KEX microphone.

WRS maintained the farm director should be excluded because he is a supervisor and is a part of management, that "free lance" performers are not employees of the station and that the musicians are included in a separate craft (AFM), and that the musician director is a "supervisor."

Pre-Trial Reviewed

DRAMATIZATION of a pre-trial hearing conference, presented by Federal Communications Bar Assn. and the FCC last week, proved successful in the opinion of more than 500 spectators at the Dept. of Commerce auditorium in Washington. For an account of this production, see IN REVIEW, page 16.

UHF-VHF PROBLEM STUDIED BY FCC

FCC staff is confronted with the problem of uhf WROV-TV Roanoke losing money in competition with vhf WSLS-TV there, and what to do about such situations. Meanwhile, WROV-TV has filed for a contested vhf channel.

FCC last week was studying at the staff level the question of uhf-vhf compatibility in the same city, and what to do about the plight of a uhf station that is having trouble competing with a vhf outlet.

The whole matter of uhf-vhf competition was raised in the application of WROV-TV Roanoke, Va., to shift from uhf Ch. 27 to vhf Ch. 7 [B•T, June 29]. WROV-TV thus enters a three-way contest for the Ch. 7 grant, competing with Polan Industries and Times-World Corp. (WDBJ).

Competing with the vhf WSLS-TV on Ch. 10, WROV-TV pointed out in its application, involves serious economic problems. The station cited its March income as $6,829 compared to expenses of $9,068, a loss of $2,238; April income of $4,771, expenses of $8,730 and loss of $3,959; May income of $3,969, expenses of $9,247 and loss of $5,277. Total loss for three months was $11,475.

WROV-TV explained it had no network income and only 5% of its time sales came from national spot advertisers. About 70 local advertisers bought time in the station's early weeks but only 10 now remain. WROV-TV contends, too, that it must pay the same rates for film programs as the vhf station with its wider coverage.

In view of its past investment in television, WROV-TV informed the FCC it felt it is entitled "to at least an equal opportunity with other persons to be considered for assignment of Ch. 7 in Roanoke, Va."

WROV-TV emphasizes the reluctance of national advertisers to purchase uhf time in an area having a vhf operation.

Geneva Agreement Report

REPORT on progress in carrying out the provisions of the 1951 Geneva Agreement was issued by FCC June 26. Among other things, it shows that all standard broadcast stations in the U. S. are operating in the correct frequency band and notes that international plans for time and frequency sharing are being drafted. Purpose of the Geneva Agreement was to prepare and adopt the new international frequency list for the various services in the bands between 14 kc and 27500 kc with a view to bringing into force the 1947 Atlantic City table of frequency allocations.

the new 1953 '54



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N. Y. STATE DEMOCRATIC CHAIRMAN AMONG FIVE NEW TV GRANTEES

In last week's grants, FCC again awards vhf Ch. 2 at Midland, Tex., and issues first grant for Alaska. Hearst Corp.'s plea for vhf Ch. 10 in Milwaukee is turned down.

CHAIRMAN of New York state's Democratic Committee, Richard H. Balch, was awarded a television construction permit for uhf Ch. 19 at Utica by FCC last week. The grant was made possible by withdrawal of the conflicting bid of WIBX there.

The Commission also re-issued a permit for vhf Ch. 2 at Midland, Tex., to Midessa TV Co., under common ownership with KSWO Lawton, and KRHD Duncan, Okla. The permit was returned in early May by Permian Basin TV Co. which first was granted Ch. 2 in February as KMID (TV) [B•T, May 11, Feb. 16].

FCC reported its first TV grant for Alaska, awarding vhf Ch. 2 at Fairbanks to ex-ABC vice president Keith Kiggins and his partner, Richard R. Rollins, one-time minor stockholder in KIOA Des Moines. Uhf Ch. 35 at Fairmont, W. Va., was granted WVVW there and reserved vhf Ch. 6 at Denver was granted to the city's public school system for a noncommercial educational station.

WVVW's grant resulted upon dismissal by Americus Corp.

In other TV actions, the Commission again turned down the plea of Hearst Radio Corp. for reconsideration of previous decisions which denied Hearst's application for a new commercial TV station on vhf Ch. 10 at Milwaukee, a facility reserved for noncommercial educational use by the final allocation plan. Owner of WISN Milwaukee, Hearst went through hearing and was awaiting FCC action when the TV freeze was imposed.

Hearst plans to appeal the denial in court, its council stated after FCC ruled.

Meanwhile, Gov. Walter J. Kohler of Wisconsin has signed a bill, effective last Wednesday, empowering the State Radio Council to apply for all educational TV stations in the state, starting with uhf Ch. 21 at Madison, and authorizing continuation of a two-year study of educational TV. The bill replaces a previous resolution directing the governor himself to file for the stations in behalf of the state, which he did at Milwaukee and Madison.

Hennock Questions Legality

The governor's Milwaukee application, in contest with the pending educational Ch. 10 application of the Milwaukee Vocational School Board, is expected to be withdrawn. It was understood FCC Comr. Frieda B. Hennock questioned the legality of the state's applications under the Commission's TV rules [B•T, May 25].

The governor's office last week acknowledged it had been advised by FCC that the state's applications would have to be filed through appropriate educational authority, hence the new bill to empower the State Radio Council, operator of Wisconsin's educational FM network.

In turning down the Hearst petition, FCC said "no new facts have been presented which were not previously considered and disposed of in our memorandum opinion and order of April 1, 1953. Under these circumstances, no useful purpose would be served by developing further at this time the merits of this matter which have been set forth in detail in our previous decisions. We reaffirm our views as stated therein."

Three comparative TV cases were set for hearing in Washington on July 31. These are: Montgomery, Ala., vhf Ch. 12, Montgomery Broadcasting Co. (WSFA) and Alabama TV Co.; Montgomery, Ala., uhf Ch. 32, Southern Broadcasting Co. (WJJJ) and Southern Enterprises; Corpus Christi, Tex., uhf Ch. 22, H. L. Hunt and Coastal Bend TV Co.

The new TV grants are as follows:

Fairbanks, Alaska—Kiggins & Rollins, granted vhf Ch. 2; effective radiated power of 13.8 kw visual and 8.32 kw aural; antenna height above average terrain, minus 50 ft. Partner Keith Kiggins is former vice president of ABC.

Denver, Colo.—School District No. 1, City and County of Denver and State of Colorado, granted reserved vhf Ch. 6 for noncommercial, educational use; ERP 20 kw visual and 10.7 kw aural; antenna 950 ft.

Utica, N. Y.—Richard H. Balch, granted uhf Ch. 19; ERP 52.5 kw visual and 26.3 kw aural; antenna 880 ft. Chairman of New York state's Democratic Committee, Mr. Balch is president of Horrocks-Ibbotson, fishing tackle manufacturer.

Midland, Tex.—Midessa TV Co., granted vhf Ch. 2; ERP 10 kw visual and 5.01 kw aural; antenna 510 ft. Principals operate KSWO Lawton and KRHD Duncan, Okla.

Fairmont, W. Va. — Fairmont Bcstg. Co. (WVVW), granted uhf Ch. 35; ERP 17.4 kw visual and 9.33 kw aural; antenna 240 ft.

FCC Moves Vermont Case To Top of Group A-2 List

IN A MOVE to speed its first TV authorization to Vermont, now the only state without a TV grant, FCC last week switched Montpelier, the state capital, from No. 604 to the top of the Group A-2 processing list [CLOSED CIRCUIT, June 22].

This action, termed in the public interest in view of multiple grants to other states, will expedite comparative hearing on the state's two pending applications, both seeking vhf Ch. 3 at Montpelier. Ch. 3 is the only vhf channel assigned to Vermont, which also has nine unsought uhf channels.

Contestants at Montpelier for Ch. 3 are WCAX Broadcasting Corp., licensee of WCAX Burlington, and Colonial Television Inc.

WCAX would construct its proposed station atop Mt. Mansfield to give antenna height above average terrain of 2,713 ft. With effective radiated power of 17.34 kw visual, WCAX claims it could cover 77.5% of the state with Grade B service and 45% with Grade A. Some 80% of the state's population would be within Grade B range, it is contended.

FCC's action was based upon a joint petition by the two applicants who pointed out there is no existing TV station within 120 miles of Montpelier.

The Commission's decision noted that comparative hearings have been designated up to only city No. 26 on the A-2 list (Montgomery, Ala.) and pre-hearing letters have been sent up to No. 30 (Madison, Wis.).

Comr. E. M. Webster dissented from the majority action, stating, "I do not approve of taking an individual application from the proper position in the established processing line. I am not opposed, however, to a review of the formula upon which such a line is established."

Lemmon Briefs Eisenhower On World Wide Service

BROADCASTS sponsored by private enterprises to promote goodwill in Latin American nations were described to President Eisenhower Wednesday morning by Walter S. Lemmon, president of World Wide Broadcasting System. The President said he was very much interested in the service.



Mr. Lemmon

Play-by-play versions of three MBS baseball games per week are broadcast in Spanish by the five WRUL shortwave transmitters, Mr. Lemmon said. Other programming includes lessons in English. Leonard H. Marks, of the Cohn & Marks law firm, accompanied Mr. Lemmon to the White House.

World Wide, in cooperation with many major American business sponsors, is supplementing the Latin American goodwill trip of Dr. Milton Eisenhower, brother of the President and president of Pennsylvania State College, Mr. Lemmon said. He added that Voice of America broadcasts are no longer beamed to those countries, with U. S. private enterprise filling the gap. The rebroadcast network includes service in Mexico, Colombia, Venezuela, Cuba, Panama, Puerto Rico, Guatemala, Nicaragua and Honduras.

Among sponsors Mr. Lemmon listed such firms as Gillette, Philco, Westinghouse and General Electric. The All-Star baseball game July 14 will be carried over the network. In addition World Wide is sending shortwave service to Scandanavian countries, Central Europe, the Mediterranean area and Africa.

WDIA Sees McCarthy Bill As Needless Burden to Stations

PROPOSAL of Sen. Joseph R. McCarthy (R-Wis.) that stations record or film all that goes out on the air [B•T, June 22] is looked upon by WDIA Memphis as "a prodigious undertaking [the result of which] would not in the least degree justify the means."

In a letter to Sen. McCarthy, Bert Ferguson, WDIA manager, said if "sufficient evidence" showed need for recording "under special circumstances," temporary arrangements could be made easily.

He asked the Senator not to "overlook the eagerness of practically every broadcaster . . . to do his job wisely and well." He said WDIA would administer its services "with care as to the best interests of the particular area" served by the station, and "certainly the same can be said of the great majority of broadcasters. . . ."

The McCarthy bill is in the Senate Interstate & Foreign Commerce Committee which is waiting for comments from FCC and the Justice Dept. Mr. Ferguson sent copies of the letter to Tennessee Democrats, Sens. Estes Kefauver, Albert Gore and Rep. Cliff Davis.

Senate Confirms Strauss

THE SENATE last week confirmed the nomination of Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission. President Eisenhower has appointed Mr. Strauss chairman of AEC [B•T, June 29].

SENATORS PROPOSE COMMISSION ON WORLD TELECOMMUNICATIONS

Sen. Bourke Hickenlooper heads group envisioning a nine-man commission appointed from both houses of Congress, the telecommunications industry, educational and other groups to "strengthen the foreign relations of the U. S." by studying international use of "all forms of telecommunications."

A NEW Commission on International Telecommunications last week was proposed on Capitol Hill.

Legislation that would set up the group "to strengthen the foreign relations of the U. S." was introduced by Sen. Bourke B. Hickenlooper (R-Iowa) and co-sponsored by Sens. William F. Knowland (R-S. D.), J. William Fulbright (D-Ark.), Theodore F. Green (D-R. I.), Guy M. Gillette (D-Iowa) and Lister Hill (D-Ala.).

The Senators are members of the Senate Committee on U. S. Overseas Information Programs which recommended a revamped Voice of America and a possible TV network link among free nations [B•T, June 22].

The committee, after investigating the information program, had released a report on its findings.

The Senate resolution (S J Res 96) would put into effect one of the committee's suggestions contained in the report. The group had proposed setting up a national commission with its members drawn from government, the telecommunications industry, education and other groups to study the present information organization and "the potentialities of the international use of all forms of telecommunications."

It is this commission that would be created if the resolution is passed by both houses of Congress and signed by the President.

Subjects of Study

Here is what the commission would look into:

"(1) Present status of the use of the international airwaves in the information programs of this country and other nations of the world.

"(2) Present status of the use of television in the information programs of this country and other nations of the world.

"(3) Possibilities of the expanded use of television . . . [in connection with the VOA program].

"(4) Possibilities of international cooperation, both governmental and private, in the construction, maintenance and operation of facilities to link the free nations of the world in an effective international telecommunications (including television) network."

There would be nine members of the Commission, five appointed by the President (at least one from the telecommunications industry and one from the educational field), two from the Senate by the president of the Senate (Vice President Richard M. Nixon), two from the House by the Speaker (Joseph W. Martin [R-Mass.]).

Of the five Presidential appointees not more than three would be from the same political party, the other appointees would be of each party.

Members of the commission would not be salaried although their expenses would be paid. A secretary general could be appointed at a maximum $15,000 a year and an assistant secretary general at not more than $12,500 a year. Other staff members could be named. Some $25,000 would be appropriated the commission. The group would cease functioning 90 days after a report to Congress.

The resolution was sent to the Senate Foreign Relations Committee where it is assumed it will be referred to the Hickenlooper information group.

The legislation noted that the "media of telecommunications is of continuing and increasing importance in carrying out and supporting the foreign policies of the U. S." It also referred to President Eisenhower's message last February which "asserted the necessity 'to make more effective all activities related to international information.' "

STAYED PERMITS MADE EFFECTIVE

FCC admits it should not have stayed TV grants to Durham and Salinas-Monterey. In its action making CPs immediately effective, FCC dismisses economic injury allegations.

ACKNOWLEDGING that the effective dates of new TV grants at Durham, N. C., and Salinas-Monterey, Calif., never should have been postponed in the first place, FCC last week turned down the Sec. 309(c) economic protests involved and made the authorizations effective immediately.

In both cases, FCC ruled that the protests were too vague and did not set forth "with particularity" the allegations of injury.

At Durham, FCC made effective its Feb. 25 grant to T. E. Allen & Sons Inc. for uhf Ch. 46. The action was stayed April 8 as a result of protest by WSSB Durham.

At Salinas-Monterey, the Commission made effective its Feb. 18 grants for share-time stations on vhf Ch. 8 to KSBW Salinas and KMBY Monterey. The permits had been stayed on April 7 upon protest by KICU (TV) Salinas, new uhf Ch. 28 permittee.

T. E. Allen & Sons Inc. originally was opposed for Ch. 46 at Durham by WTOB Winston-Salem, but received the grant about a week after WTOB dismissed its Durham bid and took half interest in the Allen venture.

Bid Too Late

WSSB filed for Ch. 46 the day of the grant to Allen, but the bid was returned as too late under the Commission's 24-hour rule. WSSB thereupon filed its Sec. 309(c) protest, claiming it did not receive adequate notice of the elimination of the competitive situation for Ch. 46 and alleging Allen would overlap illegally with WTOB's new Ch. 26 station at Winston-Salem.

In its ruling, FCC said, "We believe that the absence of merit in protestant's argument is manifest when it is noted that protestant has had since April 14, 1952, the day on which we released our Sixth Report and Order on television channel allocations, to file its application for Ch. 46 at Durham." Respecting the overlap charge, FCC indicated the allegations were not specific and on its own study the Commission has determined no overlap of Grade A contours will occur.

In re-appraising its policy on handling of Sec. 309(c) protests, the Durham ruling said:

Aside from the foregoing, we are now of the opinion, upon further consideraton, that Public Information's protest was insufficient under the provisions of Sec. 309(c) of the [Communications] Act, and that the effective date of the grant to Allen should not have been postponed. Sec. 309(c) provides, among other things, that a protest "shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally." The clear import of this requirement is that a protestant must do something more than set forth in his protest vague, nonspecific conclusionary arguments; he must allege those facts upon which his conclusions as to the impropriety of the Commission's grant without a hearing are predicated. These facts must be stated with specificity; they must be concrete, basic facts.

Similarly, the Commission found that the protest of KICU (TV) against the Salinas-Monterey Ch. 8 share-time grants was "insufficient" and that the effective dates of the authorizations should not have been postponed.

Law and Policy

Respecting KICU (TV)'s charge that oral argument a fortnight ago did not constitute fair hearing on its protest [B•T, June 29], FCC said "it is our opinion that the only issues raised by protestant were ones of law and policy. In this connection, it is to be noted that the protestant has failed to set forth the specific facts relied upon to support the conclusory arguments set forth in the protest. Under these circumstances, it is our view that Sec. 309(c) does not require us to hold a fact-finding hearing, and that, in view of the type of issues raised by the protest, the oral argument herein has afforded the protestant a full and fair hearing."

KICU (TV) had charged that the two vhf stations, through connections of their principals, would effect a monopoly of major network service in that area to the economic disadvantage of the uhf outlet.

Midwestern Gets Toledo AM; FCC Denies WTOD Change

IN A FINAL decision supporting the recommended initial ruling of FCC Examiner Fanney N. Litvin, the Commission last week granted a new AM station at Toledo, Ohio, on 1470 kc with 1 kw fulltime, directional, to Midwestern Broadcasting Co. FCC denied a competitive bid by Edward Lamb's WTOD there for change from its present 1 kw daytime on 1560 kc.

FCC agreed with the examiner that Midwestern should be preferred over WTOD in spite of usual policy to favor an existing station's efforts to improve its facilities. The decision cited findings that WTOD's religious and foreign language program practices "had varied significantly from the policies expressed by its ownership."

The final decision also denied on engineering grounds the competitive new station applications of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. of Ohio, Oak Harbor.

Reception, Gifts Honor Retiring FCC Chmn. Walker

RETIRING FCC Comr. Paul A. Walker was honored Tuesday afternoon in Washington at a reception attended by Commissioners, the FCC Washington staff and industry representatives.

In recognition of his public service achievements, a scroll and watch with gold chain were presented to Comr. Walker, who was chairman of the agency prior to President Eisenhower's appointment of Comr. Rosel H. Hyde to that post earlier this year.

FCC UNCORKS NEW TV SPEED-UP MOVES

Commission proposes rule-making to require applicants to place local ads announcing their applications for TV and to provide a 30-day cut-off date against new bids.

IN ANOTHER policy move to speed processing of TV applications, FCC last week announced proposed rule-making which would (1) require local advertising—"in a newspaper of general circulation"—of all initial applications for new TV stations, and (2) provide a cut-off date against new competitive applications 30 days after such publication.

Comments are due on or before August 10.

The cut-off provision, it was explained, is designed to help clean out "block" applications and prevent the last-minute filing of such "strike" bids just before the Commission is ready to act on valid applications.

The advertising plan was tried once before in Commission history under the ill-fated "Avco procedure," under which prospective station purchasers were required to advertise locally. It was intended that competitive bidding for stations would be allowed to enable the Commission, through comparative hearing, to choose the better prospective licensee.

Present Policy

Under the Commission's present TV policy, an application may pend for a year and then, the day before FCC action, can be put into contest by a new bid for the same channel. The cut-off and advertising proposal would end abuse of the Commission's processing procedures, FCC representatives indicated, and still give all bona fide prospective applicants sufficient notice and time to file.

Under the proposal, all applicants now before the Commission would have to advertise the same as new applicants who are just filing. The advertisement would have to be run once a week for two weeks "immediately following" the filing of a bid at FCC.

Should a competing application be filed within the 30-day period, FCC would set both for comparative hearing, but no other competing bid would be accepted after the cut-off date.

The advertising requirement would not apply to amendments of pending applications, FCC said.

The proposed rule-making was adopted by the Commission *en banc* on Wednesday and announced early Thursday. It was adopted by a 3-to-1 vote of Chairman Rosel H. Hyde, Comrs. E. M. Webster and John C. Doerfer with Comr. Robert T. Bartley dissenting. Comr. Bartley felt the more pressing problem to be the backlog of hearing cases and noted that FCC has been able to get "reasonably current" on non-conflicting applications.

Text of FCC's public notice follows:

The Commission proposed rule-making which would (1) require local advertising of all initial applications for new television stations, and (2) provide a cut-off of 30 days from such publication after which no competing applications would be accepted for the TV applications so advertised.

An applicant for a new TV station would have to give public notice of his application by publishing that fact, at least once a week for two weeks immediately following that filing, in a newspaper of general circulation in the community in which the requested TV channel has been assigned.

No action on any application for a new TV station would be taken by the Commission for a period of 30 days from the date of the first publication by the applicant of his filing. If no competing application is filed within that time and the applicant otherwise qualifies, his application would be eligible for a grant after the 30-day waiting period.

If a competing application is filed within the 30-day period, both applications would then be considered for comparative hearing, but no competing applications would be accepted after the 30-day period.

All applicants are required to publish notice of their filing; the 30-day cut-off period runs from the notice given by the first applicant.

Applications for new TV stations now on file, and those filed up to the time if and when the proposed rules become effective, would continue to be processed, but all would be required to go through the advertising procedure. In the case of applications on file on the effective date of the amendments, the cut-off provision would run 30 days from the time of the initial publication of each.

The advertising requirement would not apply to amendments to applications which have been advertised.

The purpose of the proposed revisions is to aid the Commission in processing TV applications, to promote the extension of TV broadcast service and, at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities.

Comments will be received by the Commission on or before August 10.

This action was taken by the Commission *en banc* (Chairman Hyde and Commissioners Webster, Bartley and Doerfer) on July 1, with Commissioner Bartley dissenting in the following statement:

"I doubt the desirability of the publication proposal.

"During the past 12 months we have been able to get reasonably current on non-conflicting applications, having authorized 403 new television stations since the lifting of the freeze.

"The most serious backlog confronting the Commission relates to those applications in conflict with other applications and which, consequently, require hearings.

"I would like consideration given to a provision for a cut-off 30 days after the Commission designates an application or applications for hearings. This designaton could be made promptly, on broad issues, and as soon as processing has been accomplished, these issues could be narrowed as justified."

Court Action Expected On Zenith Ch. 2 Protest

ACTION on Zenith Radio Corp.'s motion to the U. S. Court of Appeals in Washington to stay the FCC's grant of an STA to CBS' WBBM-TV Chicago to move from Ch. 4 to Ch. 2 [B•T, June 29] was expected any day—since CBS announced it was to make the move yesterday (Sunday).

Zenith last week asked the court to modify its stay order of May 20 [B•T, May 25] to set aside the FCC's temporary grant to CBS to make the move. The stay order was issued upon Zenith's request when the FCC refused to reconsider its denial of the Zenith application for Ch. 2 in Chicago and its grant for CBS to make the move. The change from Ch. 4 to Ch. 2 was required following the deletion of Ch. 4 from Chicago in the new allocations following the end of the TV freeze [B•T, April 14, 1952].

As a result of the CBS move, the *Milwaukee Journal's* WTMJ-TV announced plans to move from Ch. 3 to Ch. 4 on July 11. This is also in line with the post-freeze allocations table. WTMJ-TV's move will remove interference on Ch. 3 between the Milwaukee station and WKZO-TV Kalamazoo, Mich., also on Ch. 3.

FCC Rules Amendments

BY A NOTICE of proposed rule making, FCC fortnight ago announced plans to amend Parts 10, 11 and 16 of its rules to effect assignment of frequencies in the band 450-460 mc, adjacent to the lower end of the uhf TV band. The channels are assigned for use by public safety, industrial and land transportation radio services. Comments are due Aug. 7.

JOHNSON STEPS UP RULE 1(d) ATTACK

Another swipe at broadcasters is seen in reports that Sen. Johnson, also Western League president, is preparing a letter for distribution to Congressmen in support of his baseball bill to restore rule 1 (d).

SEN. EDWIN C. JOHNSON (D-Colo.) was understood last week to be taking another swipe at broadcaster opposition to his baseball bill [CLOSED CIRCUIT, June 29].

The measure (S 1396) would permit organized baseball to restore rule 1(d) restricting radio-TV coverage according to territorial formula. It has been outlawed because of Justice Dept. disfavor.

Sen. Johnson, Western League president, was planning to present a letter supporting the bill to every Senator and to House members.

This new move was seen as a follow-up to his amendment that would permit any station to broadcast, rebroadcast or re-create any baseball game providing it is sustaining [AT DEADLINE, June 29].

Similar language was inserted in a new bill (HR 6037) introduced last Wednesday in the House by Rep. A. S. Herlong Jr. (D-Fla.) who a few weeks ago [B•T, June 22] had offered legislation (HR 5721) on baseball. The move by Rep. Herlong was seen as additional evidence of Sen. Johnson's maneuvering on Capitol Hill. The new bill was referred to the House Interstate & Foreign Commerce Committee.

The Johnson letter, it was reported, would undertake to answer away NARTB argument against the bill. NARTB's resolution attacking the legislation and calling upon members of Congress to vote against it had been sent to Senators and to members of the House Interstate & Foreign Commerce Committee [B•T, June 22].

The bill has been on the Senate calendar since it was reported by the Senate Interstate & Foreign Commerce Committee nearly a month ago.

Networks Cooperating In 'March of Freedom'

PRESIDENT Dwight D. Eisenhower last Thursday signed the "Declaration of Freedom" document to start the year's March of Freedom campaign involving network television shows, radio programs and recordings-transcriptions.

All networks have been cooperating 100%, according to Joseph Seiferth, promotion director for both the March of Freedom and Jaeger & Jessen, Chicago agency handling national advertising for the crusade. Harry A. Jaeger, agency president, was in Washington for the White House signing.

NBC-TV's *Today* was among those shows planning to feature the crusade, with a special program last Friday.

The campaign was conceived by the National Assn. of Evangelicals. Dr. Clyde Taylor, of Washington, explained the campaign last Tuesday in an eight-minute talk translated by the Voice of America into 40 languages and beamed throughout the world. Sen. Frank Carlson (R-Kans.) is March of Freedom chairman.

This Year... 200 Million for the Pig Banks of

Paul Bunyan Land!



The more than 5 million hogs which go annually to market from Paul Bunyan Land will sell—on today's market—for $40.00 each or more.

Staggering as that may seem—here's another amazing condition—the unique position of WCCO. Able to reach a million radios and a half million TV sets—WCCO can deliver *more* of them than any other station! One station ***can*** cover Paul Bunyan Land!

MINNEAPOLIS • ST. PAUL

WCCO

CBS

RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4

Howrey Names Murchison, Green to FTC Positions

FEDERAL Trade Commission Chairman Edward F. Howrey last week announced appointment of David C. Murchison as his legal advisor and assistant and Fitzhugh Green as executive assistant for public affairs.

Mr. Murchison will handle both legal and administrative affairs for Chmn. Howrey. He formerly was associate general counsel of the Small Defense Plants Administration and from November 1949 to January 1951 was legal assistant to the Under Secretary of the Army.

Mr. Howrey also named Thomas P. Baxter, chief of the FTC Div. of General Services, as security officer of the FTC. Harold A. Kennedy was appointed security legal officer.

WTAR Asks for Hearing On WCAV Sale to WRVA

WTAR Radio Corp. (WTAR-AM-FM-TV Norfolk) last week petitioned the FCC to designate for hearing an application by Cavalier Broadcasting Corp. (WCAV Norfolk) to assign WCAV's license to Larus & Brother Co., licensee of WRVA WRVB (FM) Richmond and WRVC (FM) Norfolk.

Purchase of WCAV for $125,000 by Larus was reported last month [B•T, June 29, 8]. After WTAR-AM-FM-TV announced it would switch from NBC to CBS affiliation [B•T, May 25], WCAV filed June 4 for assignment of license to Larus "to increase radio service to the tidewater area of Virginia" previously served by WRVA (a CBS affiliate), but expected to be decreased by WTAR's CBS affiliation. This application said WCAV would attempt to secure the NBC affiliation vacated by WTAR.

WTAR charges the WCAV petition fails to state "another, if not the primary reasons (for the sale) . . . that the acquisition of WCAV will merely afford Larus & Brother Co. a second outlet in the Norfolk market," in contravention of FCC multiple ownership rules and against the public interest.

The WTAR petition filed by Eliot C. Lovett, its Washington attorney, alleges that WRVA, since going on the air with 50 kw in 1939, has made claims at various times that the Richmond station's signal "blankets" the Norfolk market; that WRVA has maintained a secondary studio in Norfolk; that it advertises WRVA programs in Norfolk; that it pays an extra fee to *Standard Rate & Data* for listing its call letters under both Norfolk and Richmond, and that Pulse surveys in Norfolk last December and January show WRVA as the third most popular station in the area.

WRVA now is "discreetly silent" about its Norfolk activity and its engineering report minimizes overlap with WCAV, WTAR charges.

FCC Deletes WTTT; Bid for Facilities Pends

WTTT Coral Gables, Fla. assigned 1490 kc, 250 w unlimited last week was deleted by the FCC. The Commission dismissed for lack of prosecution the application of Atlantic Shores Broadcasting Inc., licensee of WTTT, for license renewal.

Application of Allen Henry Rosenson, owner WLRD-FM Miami Beach, Fla., for the same facilities pends.

ABC EXPLORES KMPC PURCHASE; COST FACTOR NOT DISCLOSED

Network is understood to be offering its o & o KECA Hollywood as a possible part payment. KMPC's Reynolds and Autry say they are willing to listen to ABC's proposal which "isn't a fishing expedition."

OFFERING its owned-and-operated KECA Hollywood as a possible part payment, ABC last week started "exploratory" negotiations to buy KMPC, that city, for an undisclosed sum.

Robert O. Reynolds, vice president and general manager of KMPC, told B•T that neither he nor Gene Autry, president, had any "preconceived ideas of price," but they are willing to listen to ABC's proposal, which he said "isn't a fishing expedition."

ABC's primary interest in acquiring KMPC is its more favorable 710 dial position, plus 50 kw daytime and 10 kw night coverage, as compared to KECA's 5 kw day and night and 790 dial spot. The deal would include the KMPC 21 acre transmitter site near Burbank.

Renewed Interest

Renewed interest of ABC in acquiring KMPC is an outgrowth of conversation between network executives and those of the station more than a year ago, it was said.

Under FCC duopoly rules ABC would be forced to dispose of KECA if the KMPC deal is consummated.

Messrs. Autry and Reynolds and several associates bought KMPC from the G. A. (Dick) Richards estates for $800,000 late last year.

JOHNSTON TO HEAD BIRMINGHAM'S TCA

HENRY P. JOHNSTON, managing director of the Birmingham News Co.'s radio properties for 17 years and the firm's executive vice president, has been named president and managing director of the Television Corp. of Alabama, licensee of WAPI WAFM (FM) and WAFM-TV Birmingham.

Birmingham News Co., which recently purchased the stations [B•T, April 13], took over management of these properties Wednesday after the FCC on June 26 approved the firm's sale of WSGN-AM-FM-TV Birmingham to Jemison Broadcasting Co. (see ACTIONS OF THE FCC).



Mr. Johnston

Mr. Johnston said Lionel Baxter, WAPI WAFM (FM) operations, commercial and promotion manager and program director, will be vice president and radio operations manager of TCA. C. P. Persons Jr., WAFM-TV operations and commercial manager, program director and film buyer, will be TCA vice president and TV operations manager.

Additional Posts

Ray A. Furr, former station operations manager of WSGN-AM-FM, becomes assistant to the TCA president and manager of special services. J. V. Sanderson, former chief engineer of WSGN, will supervise TCA's technical operations for both radio and TV.

Mr. Johnston also is president of the Huntsville Times Co., which operates WHBS-AM-FM Huntsville. He is a past president of the Alabama Broadcasters Assn., a past director of NAB (now NARTB) and a past member of ABC Stations Planning and Advisory Committee.

All three of the TCA stations will retain their CBS affiliations and WAFM-TV will continue to hold affiliation with ABC and DuMont TV Networks, Mr. Johnston said.

WAPI has an application pending with FCC for increase to 50 kw power. WAFM-TV has been granted a construction permit to increase effective radiated power to full 316 kw, while WAFM (FM) shortly will increase ERP from 53 to 71 kw, Mr. Johnston said.

WTMJ-TV Airs Tests For Move to Ch. 4

WTMJ-TV Milwaukee has been airing test patterns on Ch. 4 since June 22 in preparing to switch to that channel from Ch. 3 about July 11, the station reported last week. Daily one-hour tests are made after the WTMJ-TV sign-off on Ch. 3 or the WBBM-TV Chicago sign-off on Ch. 4, whichever is later, and also from 5:30 to 7:30 a.m. daily.

The WTMJ-TV tests employ its 10 kw transmitter, its new 1,035-ft. tower and new antenna, with effective radiated power of 75 kw. When work on the station's 25 kw amplifier is completed it will be used with full 100 kw ERP, it was said.

WBBM-TV Plans Boost To 100 kw in November

WBBM-TV Chicago plans to increase its effective radiated power to 100 kw when a new antenna installation is completed sometime next November, H. Leslie Atlass, vice president in charge of CBS Central Div., has announced. The station has been authorized temporary transmitter output power of 5 kw visual and 3 kw aural.

WBBM-TV shifted from Ch. 4 to Ch. 2 yesterday (Sunday).

Harry Nace Sr. Dies; Was KTYL Vice President

FUNERAL services were held Friday for Harry L. Nace Sr., 67, vice president and stockholder of KTYL-AM-TV Phoenix who died Tuesday of a self-inflicted gunshot wound. Mr. Nace headed the Nace theatre circuit in Arizona and had spent 36 years in show business.

Surviving are his son, Harry L. Nace Jr., president-general manager of KTYL-AM-TV; two grandchildren; two brothers, and two sisters.

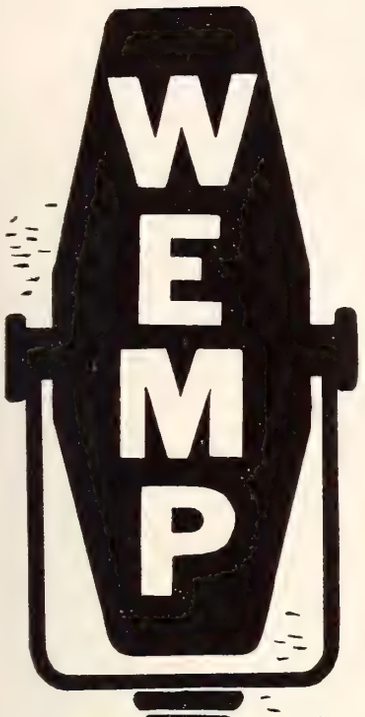
The Station that Serves Well, SELLS WELL!

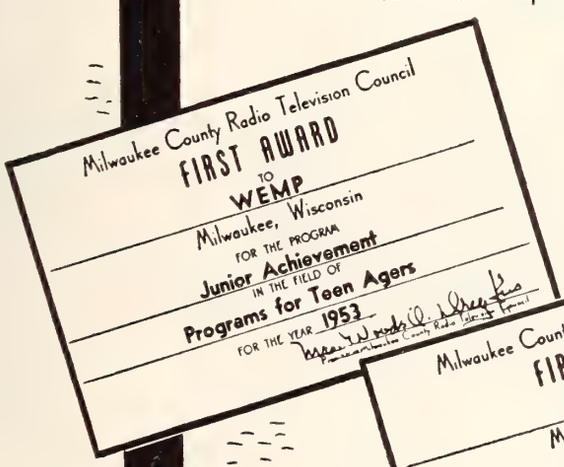
Like a strong, willing hand, ready to help whenever and however it's needed most, that's the way Milwaukee looks at WEMP. Civic and religious groups have recognized many WEMP public service endeavors with plaques, certificates and other awards. Two more "firsts" were added recently by the Milwaukee County Radio-TV Council.

WEMP is proud to serve the groups you see here. Many must have fast results to make their campaigns successful. That's why they lean heavily on WEMP, the community station.

Advertisers, too, who want real results depend upon WEMP to deliver the goods around the clock 24 hours a day and all through the year. Get in touch with your Headly-Reed man for full information about Milwaukee's outstanding fulltime independent.

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Civic Concert Assn.
Civil Defense
Civil Air Patrol
Community Welfare Council
Community Fund
Christ Into Christmas
Crime Prevention
Disabled American Veterans
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Federal Housing Administration
Forest Fire Prevention
Girl Scouts of America
Goodwill Industries
Greater Milwaukee Committee
Internal Revenue Dept.
Junior Achievement, Inc.
Junior League of Milwaukee
League of Women Voters
Lions
March of Dimes
Marquette University
Mayor's Cost of Living Comm.
Mayor's Comm. on Human Rights
Milwaukee Art Institute
Milwaukee Assn. of Commerce
Milwaukee Boy's Club
Milwaukee Citizenship Comm.
Milwaukee County Assn. for Blind
Milwaukee County Assn. for Disabled
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Milwaukee County Park Commission
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Milwaukee County Council of Churches
Milwaukee JCC
Milwaukee International Institute
Milwaukee Operatic Guild
Milwaukee Election Commission
Milwaukee Fire Dept.
Milwaukee Municipal Recreation Dept.
Milwaukee Safety Commission
Milwaukee Health Dept.
Milwaukee Police Dept.
Milwaukee Public Schools
Milwaukee Urban League
Milwaukee Public Library
Mt. Olive Lutheran Church
Multiple Sclerosis Society
Muscular Dystrophy Society
Milwaukee Parent-Teachers Assn.
National Safety Council
National Conference of Christians and Jews
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Sister Kenny Foundation
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United Nations
University of Wisconsin
Veterans Administration
Wage Stabilization Board
Wisconsin Anti-T. B. Assn.
Wisconsin Heart Assn.
Wisconsin National Guard
Wisconsin State Fair
Wisconsin State Employment Service
Wisconsin State Motor Vehicle Dept.
World Federalists
Y.M.C.A.
Y.W.C.A.



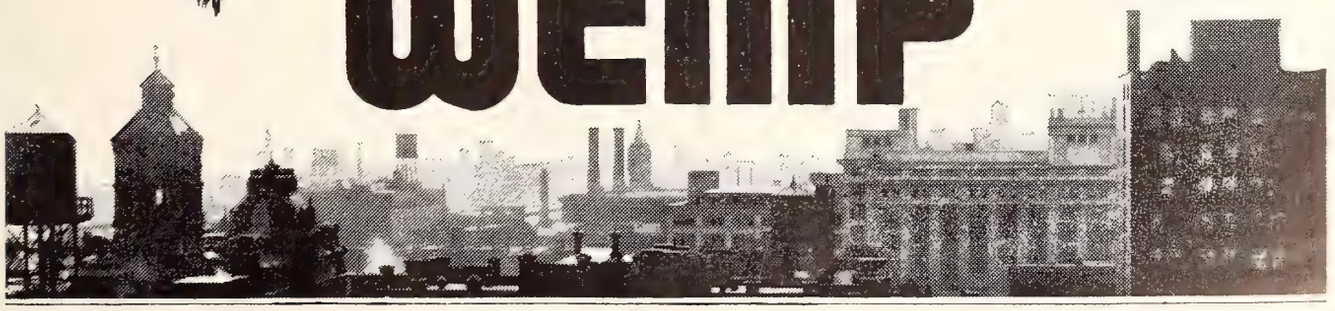


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WEMP-FM

17 Years In MILWAUKEE



SEVEN NEW TV STATIONS BEGIN, BRING COMMERCIAL TOTAL TO 194

Post-thaw operating video outlets now 45 vhf commercial, one vhf noncommercial and 41 uhf commercial for total of 87.

SEVEN new television stations were to have started programming last week, raising the total commercial outlets on the air to 194, plus one noncommercial outlet.

These are the video outlets which were to begin operation:

KCMC-TV Texarkana, Tex., vhf Ch. 6; KCSJ-TV Pueblo, Colo., vhf Ch. 5; KFXD-TV Nampa, Ida., vhf Ch. 6; KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12; WKOW-TV Madison, Wis., uhf Ch. 27; WOSH-TV Oshkosh, Wis., uhf Ch. 48, and WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54.

This boosts post-thaw vhf stations to 45 commercial and one noncommercial, and 41 uhf stations. Total: 87.

A number of stations are on the air with test patterns; here are reports from some of the grantees:

• KFXD-TV Nampa began commercial programming June 29, David H. Lee, spokesman, reported last week. He said the station began telecasting with film experimentally June 25, having put its test pattern on the air a few days before [B•T, June 22]. He said the station will operate from 5 to 7 p.m.

"We do not have the money to purchase expensive film broadcasts," he said. "Therefore, we are programming free film with commercial spots as we sell them. Then as we sell specified time segments during the above time period we will 'bump off' free film and begin the telecasting of that paid program."

The Boise Valley station is represented by George P. Hollingbery.

• WKOW-TV Madison last week completed its tower and began test patterns, according to Michael Henry, general manager. Date of commercial operation was to be announced later in the week.

WKOW-TV will operate with ERP of 87 kw. Antenna is 610 ft. above average terrain and 596 ft. above ground. The station is a CBS-TV affiliate, is represented by Headley-Reed TV Inc. and is licensed to Monona Broadcasting Co. (WKOW). RCA equipment is being used.

• KCSJ-TV Pueblo started test patterns June 29. Douglas D. Kahle, president, said the pattern was being aired 10-11:30 a.m., 1:30-3 p.m. and 7-8 p.m. KCSJ-TV is represented by Avery-Knodel.

• KIMA-TV Yakima, Wash., began test patterns June 30 and plans commercial programming July 19, Tom Bostic, vice president in charge of television, said Wednesday. He said the station will operate with low power for a month; General Electric expects to ship its 1 kw amplifier before Aug. 1.

Construction of the KIMA radio and television center is proceeding rapidly, according to Mr. Bostic. He said he had been assured the studio portion will be ready 10 days before commercial programming starts. The remainder of the structure will be completed about Aug. 1, and will provide 15,000 sq. ft. space.

Proposed hours of operation are set for 4 to 11 p.m., seven days a week. About 30% of programming will be live, Mr. Bostic disclosed. KIMA-TV is represented nationally by Weed Television and in Seattle and Portland by Art Moore.

• WGVL (TV) Greenville, S. C., plans a test pattern July 15, commercial programming Aug. 1, a spokesman said. The uhf Ch. 23 station, affiliated with ABC-TV, is represented by H-R Television Inc.

KBES-TV Sets Aug. 1

• KBES-TV Medford, Ore., plans its test pattern about July 15 and to begin commercial programming Aug. 1, William B. Smullin, president, said. The vhf Ch. 5 station will be CBS-TV interconnected and will take programs from the other TV networks. It is represented by Blair-TV. A GE transmitter with 29.2 kw ERP visual will be used; antenna height above average terrain is 429 ft.

KIEM-TV Eureka, Calif., another Smullin TV station, will start programming a month after KBES-TV goes on the air commercially. KIEM-TV will be CBS-TV non-interconnected and will carry programs from the other TV networks. It is represented by Blair TV, and will use a GE transmitter with 14.6 kw ERP visual and an antenna 1,573 ft. above average terrain on vhf Ch. 3.

Time on the stations can be purchased separately or in combination, Mr. Smullin said.

• WNAO-TV Raleigh, N. C., has received a 1 kw Federal transmitter, Charles W. Stone, general manager, reported. A July 8 date is set for test patterns, he said, and commercial programming is to start July 15.

WNAO-TV, assigned uhf Ch. 28, is to be affiliated with ABC-TV, CBS-TV and DuMont. It is represented by Avery-Knodel Inc.

• WPFA (TV) Pensacola, Fla., has set its commencement date Aug. 15, F. E. Busby of the station announced. National representative is Adam Young Television Inc.

• KFSD-TV San Diego, Calif., assigned vhf Ch. 10, should be ready for tests early in August, John C. Merino, manager, said. He said work on the transmitter tower antenna will begin in mid-July. Work on the KFSD building on Mt. Soledad will begin in a few days and is expected to be completed by the time an RCA transmitter arrives, about mid-July, he said. Station will be represented by The Katz Agency.

• WCOC-TV Meridian, Miss., plans to be on the air with commercial programming Sept. 1, Withers Gavin said last week. The uhf Ch. 30 outlet will be affiliated with CBS-TV.

• WICS (TV) Springfield, Ill., contemplates a Sept. 1 starting date on uhf Ch. 20. It is represented by Adam Young Television Inc.

• WTOB-TV Winston-Salem, N. C., due on the air about Sept. 15, will have "facilities as fine as any in the South," James W. Coan, station president, said last week. "A mammoth studio 80 ft. by 50 ft. will be included," he said.

WTOB-TV bought WAVE-TV's 500 ft. tower, abandoned when the station moved to a new site. Mr. Coan said his station's RCA transmitter and antenna arrived last week for the uhf Ch. 26 outlet. Representative is H-R television Inc.

KLZ-TV Begins Construction

• Hugh Terry, president and general manager of KLZ-TV Denver, which last Monday received final decision from FCC on its application for vhf Ch. 7 involved in hearing with Denver Television Co. (see story page 50, editorial page 110), announced immediately after the Commission's decision that the station "already has begun television construction."

Operation of KLZ-TV will begin in mid-fall, probably late October, Mr. Terry said. RCA equipment will be installed.

Mr. Terry, in New York last Wednesday, completed arrangements for CBS-TV affiliation. KLZ is a long-time affiliate of CBS Radio. The national representative, also handling KLZ, is The Katz Agency.

• Officials of Central-South Sales Co. started action last week after FCC's precedent-setting grant of vhf Ch. 7 to the firm in Pine Bluff,



NEGOTIATING for an enlarged transmitter site for their vhf Ch. 7 outlet in Pine Bluff, Ark., assigned the call KATV (TV), are (l to r): James C. Leake, executive vice president; Pete Taylor, Taylor & Co. real estate, Pine Bluff; John Griffin, Central-South Sales Co. president, and John Esau, administrative vice president. Central-South, permittee, received the grant last month [B•T, June 22].

* * *

One Chicago TV Antenna?

POSSIBILITY that Chicago TV stations in time all may operate from a single master antenna as in New York has been raised by H. Leslie Atlass, vice president in charge of CBS Central Div. Mr. Atlass on June 26 said such an antenna could be assembled for $400,000-$500,000 and that all stations would beam signals from it as a matter of economic interest. He said such a plan has been discussed informally among Chicago TV executives.

1951 we said we would...

As soon as we stepped into the TV field with our pioneer station, Channel 6, we said we would strive to give the advertiser, within a short time, the most complete and efficient coverage of the Island of Cuba.

1952 and we did...

For over a year now, the five stations which make up our National Television Network — the first in Latin America — have been in operation, covering more than 80% of the Cuban territory (nearly 5 million people).

1953 even more...

Last February we went even further and took over the management and operation of a local Havana television station, CMBF-TV, Channel 7, devoted exclusively to sports, news, documentaries and feature films.

Our scope is constantly widening

This excellent setup, plus the best technical facilities and manpower, enable us to maintain a preferred position in the field of television, thus assuring our clients the largest share of the Cuban televiewing audience.





CMQ Televisión

Havana - Channel 6
Matanzas - Channel 9
Sta. Clara - Channel 5
Camagüey - Channel 6
Santiago - Channel 2

IN CUBA, LET CMQ SELL FOR YOU!



WMT-TV Cedar Rapids, Iowa, breaks ground for its $98,000, 704-ft. tower, with Vice Pres. and Gen. Mgr. William B. Quarton superintending. Waiting their turn at the shovel are (l to r) Doug Grant, TV program director; Helen Roberts, continuity director; Mr. Quarton, and George Hixenbaugh, chief engineer. WMT-TV, a basic CBS affiliate, plans start on vhf Ch. 2 Sept. 27.

Ark. [B•T, June 22]. The station received the grant after FCC dismissed a "strike" application for the same channel.

John Esau, administrative vice president, said that instead of a 500 ft. tower and six-bay antenna, the new station, to have the call letters KATV (TV), will have a 650 ft. tower topped with a 12-bay antenna.

Mr. Esau said the Grade A coverage area will embrace more than a million people. Plans are to put the station on the air within 90 days, he added, giving Arkansas its first vhf TV service.

KATV (TV) will begin with 80 kw visual ERP, and when equipment is available will boost to 316 kw ERP.

Central-South Sales Co. officers are John Griffin, president; James C. Leake, executive vice president; Bryan Mathes, secretary-treasurer, and Mr. Esau. Principals of the corporation also operate KTUL Tulsa, Okla., KOMA Oklahoma City and KFPW Fort Smith, Ark. As the Griffin Radio & TV interests they have applied for vhf Ch. 9 in Oklahoma City and vhf Ch. 8 in Muskogee, Okla.

• RCA Victor, Camden, N. J., last week shipped one 10 kw vhf transmitter, one 2 kw vhf transmitter and one 1 kw uhf transmitter.

The 10 kw unit went to KGNC-TV Amarillo, Tex., which, since going on the air March 4, has been using a 2 kw transmitter. The new equipment, with a 12-section supergain antenna, will allow the vhf Ch. 4 station to boost ERP to 100 kw—maximum allowable.

KRDO-TV Colorado Springs, assigned vhf Ch. 13, is getting the 2 kw transmitter. A six-bay superturnstile antenna already has been delivered, RCA said. When the station goes on the air in late August, it will have ERP of about 13 kw.

To receive the 1 kw uhf transmitter is WILS-TV Lansing, Mich., assigned uhf Ch. 54. An RCA spokesman said the station's antenna and auxiliary equipment will be shipped early this month.

• Niagara Mohawk Power Corp. sponsored a television "town meeting" in conjunction with Buffalo, N. Y., TV receiver distributors and WBUF-TV, uhf Ch. 17 station due to begin this summer. More than a thousand dealers and distributors attended, Sherwin Grossman, WBUF-TV president, said. Speakers included Gary L. Cohen, WBUF-TV executive vice president, Henry E. Bowes, Philco Corp. uhf representative, and Frank Pellegrin, vice president of H-R Television Inc.

• Here are listed in chronological order the stations which have started or contemplate commercial programming before fall:

On the Air

(With Commercial Programming)

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV (started July 1).

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc. (test pattern began June 29).

KFXD-TV Nampa, Idaho, vhf Ch. 6, represented by George P. Hollingbery (started June 29).

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV (started July 1).

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV (test pattern began June 30).

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV (started June 27).

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont (started July 1).

July 7

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks (now on the air with test pattern).

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Eaton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. (now on the air with a test pattern).

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

KIMA-TV Yakima, Wash., uhf Ch. 29, represented by Weed Television (test pattern began June 30).

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.



PUSHING the console button which put KSD-TV St. Louis into operation on its new, and maximum, 100 kw effective radiated power is George M. Burbach, general manager of the *Post Dispatch* station. The power boost went into effect last month. Supervising the operation is Ed Lisk, chief engineer.

Aug. 1

KBES-TV Medford, Ore., vhf Ch. 5, represented by Blair TV, affiliated with all TV networks.

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21,

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

•

For full details, write, wire or ask Headley-Reed

WSYR ACUSE 570 KC

NBC Affiliate In Central New York

KDYL

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WHAT KDYL'S MERCHANDISING ORGANIZATION OFFERS YOU:

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- **Letters, Brochures and Mailers To Grocery and Drug Retail Outlets.**
- **Close Alliance with Brokers and Distributors.**
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Coordinated calls by KDYL's merchandising team to brokers and retailers, plus placing of these eye-catching "bullseye" display pieces — with your product attached — means powerful merchandising support in the fast-growing Intermountain West.

Write for details, or see your Blair man TODAY!



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NBC affiliate
Salt Lake City, Utah



National Representative
JOHN BLAIR & CO.

represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

KTVE (TV) Longview, Tex., uhf Ch. 32.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTCN-TV Minneapolis, Minn., vhf Ch. 11 (shares time with WMIN-TV St. Paul), represented by Blair TV.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KMBC-TV Kansas City, Mo., vhf Ch. 9 (shares time with WHB-TV Kansas City), represented by Free & Peters, affiliated with CBS-TV.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WHB-TV Kansas City, Mo., vhf Ch. 9 (shares time with KMBC-TV Kansas City), represented by Blair TV, affiliated with CBS-TV.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau, affiliated with NBC-TV.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KOPR-TV Butte, Mont., vhf Ch. 4, represented by George P. Hollingbery.

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KFSD-TV San Diego, Calif., vhf Ch. 10, represented by The Katz Agency.

KIEM-TV Eureka, Calif., vhf Ch. 3, represented by Blair TV, affiliated with all TV networks.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WCIA-TV Champaign, Ill., vhf Ch. 3, represented by George P. Hollingbery.

WCOC-TV Meridian, Miss., uhf Ch. 30, affiliated with CBS-TV.

WICS (TV) Springfield, Ill., uhf Ch. 20, represented by Adam Young Television Inc.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

KNOE-TV Monroe, La., vhf Ch. 8, represented by H-R Television Inc.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe & Co.

KYTV (TV) Springfield, Mo., vhf Ch. 3, represented by George P. Hollingbery Co.

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WHBQ-TV Memphis, Tenn., vhf Ch. 13, represented by Blair TV.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27

KCMO-TV Kansas City, Mo., vhf Ch. 5, represented by The Katz Agency.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by The Katz Agency, affiliated with CBS-TV and DuMont.

Oct. 1

KGBS-TV Harlingen, Tex., vhf Ch. 4, represented by John E. Pearson Co.

KUTV (TV) Salt Lake City, Utah, vhf Ch. 2, represented by George P. Hollingbery Co.

WDAK-TV Columbus, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

WEHT (TV) Henderson, Ky., uhf Ch. 50, represented by Meeker TV Inc.

WNOW-TV York, Pa., uhf Ch. 49, represented by George P. Hollingbery, affiliated with DuMont.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by George P. Hollingbery, affiliated with NBC-TV.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Nov. 1

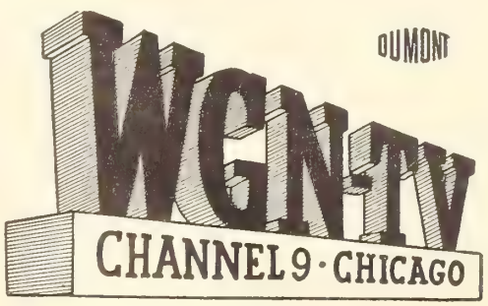
KLZ-TV Denver, Colo., vhf Ch. 7, represented by The Katz Agency, affiliated with CBS-TV.

WTOC-TV Savannah, Ga., vhf Ch. 11, represented by The Katz Agency.

What's Cooking In Chicago?

Results and plenty of them. One agency wrote recently: "I might add that 'A to Z of Cookery' has been exceptionally well received by the housewife. Proof of this is the tremendous influx of mail requesting our client's recipes. The retailer, too, has noticed considerable movement of the line from his shelves. Let me say that we are very happy to renew our advertising schedule, and that we look forward to a long association with 'A to Z of Cookery' ".

If you want RESULTS in Chicago, look to WGN-TV for your best television buy.



The Chicago Tribune Television Station

WITH Presentations Cite 'Baltimore Is Different'

A COLORFUL presentation on "Baltimore Is Different," designed to show that the concentrated Baltimore radio market can be reached more economically through a relatively low-powered station, was presented by WITH Baltimore, 250 w independent, to a group of some 60 agency representatives at a luncheon in New York June 23.

The WITH contingent was headed by Thomas



CHICAGO presentation by WITH Baltimore saw this busy conversation. L to r, George O'Leary, vice president, Frank Duggan Agency; Jack Parks, WITH drug and grocery consultant; Kay Kennelly, timebuyer, Olian & Bronner agency; Paul Schlesinger, timebuyer, Tatham-Laird, and Robert C. (Jake) Embry, WITH vice president-commercial manager.

* * *

G. Tinsley Jr., president and general manager, with Jake Embry, commercial manager, making the presentation.

Another showing of the presentation was made by WITH June 24 before agency timebuyers and station representative executives at a Chicago luncheon. That presentation also was made by Mr. Embry. About 50 agency timebuyers attended. Forjoe & Co. is national sales representative for WITH.

WKYR Begins Operation

WKYR Keyser, W. Va., went on the air June 24 with 1 kw on 1270 kc, with Glacus G. Merrill, president of Potomac State Broadcasting Co., licensee, and owner of WHAR Clarksburg, supervising construction. Construction time was 48 days, he said.

Mr. Merrill said he will act as liaison president and general manager of both stations. South C. Bevins will be WKYR station manager and Kenneth Dall, program director. He said WKYR is housed in a new modern studio and transmitter building and will serve parts of Pennsylvania, Maryland and West Virginia.

KBEL Idabel Now on Air

NEW AM station in Oklahoma is reported by Winston O. Ward, general manager of the now operating outlet, KBEL Idabel. KBEL is 250 w unlimited on 1240 kc. Mr. Ward also is owner-general manager of KIMP Mt. Pleasant. Licensee of KBEL is Idabel Broadcasting Co. Cliff Taylor is the station manager and J. P. Stanley is the commercial manager.

GOOD FOR A PROFITABLE PASSAGE THROUGHOUT THE MID-SOUTH'S FASTEST-GROWING MARKET

GREENSBORO, N. C. via wfmy-tv

WINSTON-SALEM, N. C. via wfmy-tv

DURHAM, N. C. via wfmy-tv

ASHEBORO, N. C. via wfmy-tv

DANVILLE, VA. via wfmy-tv

HIGH POINT, N. C. via wfmy-tv

REIDSVILLE, N. C. via wfmy-tv

LEXINGTON, N. C. via wfmy-tv

BURLINGTON, N. C. via wfmy-tv

THOMASVILLE, N. C. via wfmy-tv

SALISBURY, N. C. via wfmy-tv

MARTINSVILLE, VA. via wfmy-tv

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power . . home of some of the biggest, best-known names in American manufacturing . . rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

wfmy-tv

Basic CBS Affiliate – Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

'Shakedown' of WBAL-TV Charged in Zoning Case

ALLEGED "shakedown" of WBAL-TV Baltimore in connection with its effort to obtain a zoning ordinance for a new tower is being investigated by Baltimore city officials. WBAL-TV has asked passage of an ordinance permitting erection of a 750-foot tower designed to bring power up to the 316 kw maximum.

Anselm Sodaro, State's attorney, summoned Maurice J. Soypher, attorney and member of the Maryland House of Delegates, for questioning today (Monday) in connection with the incident. Mr. Soypher is listed in city records as counsel for persons opposed to an ordinance permitting transfer of the tower site from residential to commercial use.

The shakedown charge was made last week by Acting Mayor Arthur B. Price, of Baltimore. He said the station was told it would have to pay "a fee" of $15,000 before the ordinance could be passed. The demand was understood to have been made to Karl I. Steinman, WBAL-TV attorney.

WBAL-TV has federal permission to erect the tower on the site, adjacent to the present 414-foot tower, according to the acting mayor. He said WBAL-TV refused to yield to the demand for a $15,000 fee. Passage of the ordinance requires a three-fourths council vote because of the number of property owners who have complained. WAAM (TV) Baltimore has asked a similar zoning change but its case requires only a simple majority vote.

WISN Follows Up

AS A FOLLOW-UP to its presentation of CBS Radio's hour-long documentary, *38th Parallel, USA*, on June 26 (see IN REVIEW), WISN Milwaukee broadcast a local panel discussion at the conclusion of the documentary from 10-10:30 p.m. EDT. WISN Program Manager Leslie F. Biebel reported last week the station is presenting home-town appraisals of subjects explored in CBS Radio feature projects and added that audience reaction has been "excellent" to the four documentaries thus far this season.

Carr Follows Ross As BCA Trustee

BANKRUPTCY REFEREE David Head last fortnight approved the appointment of Fred C. Carr, general manager of Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.) as the new trustee of BCA, replacing W. B. Ross, head of a Los Angeles advertising and public relations firm.

At a creditor's meeting, Ross reported a May net profit of over $6,100, bringing the 1953 net so far to $17,000. Entire net for 1952 was $22,000. Mr. Ross anticipated a net of $40,000 for all of 1953.

In turning over his trusteeship, from which he asked to be relieved, Mr. Ross recommended BCA continue operations for at least four more months, pending settlement of former owner W. L. Gleeson's $306,000 claim against the federal government. The claim arose when the FCC, by international treaty, deleted Ch. 1 from use after previously granting Gleeson use of the channel. The House Judiciary Committee recommended Gleeson's claim be settled.

When BCA was forced into involuntary bankruptcy in 1951, assets of over $211,000 were reported against liabilities of more than $431,000. Among major creditors were ASCAP, AP, Muzak Corp. and BMI.

KEAR Offers Audience Chance to Buy Stock

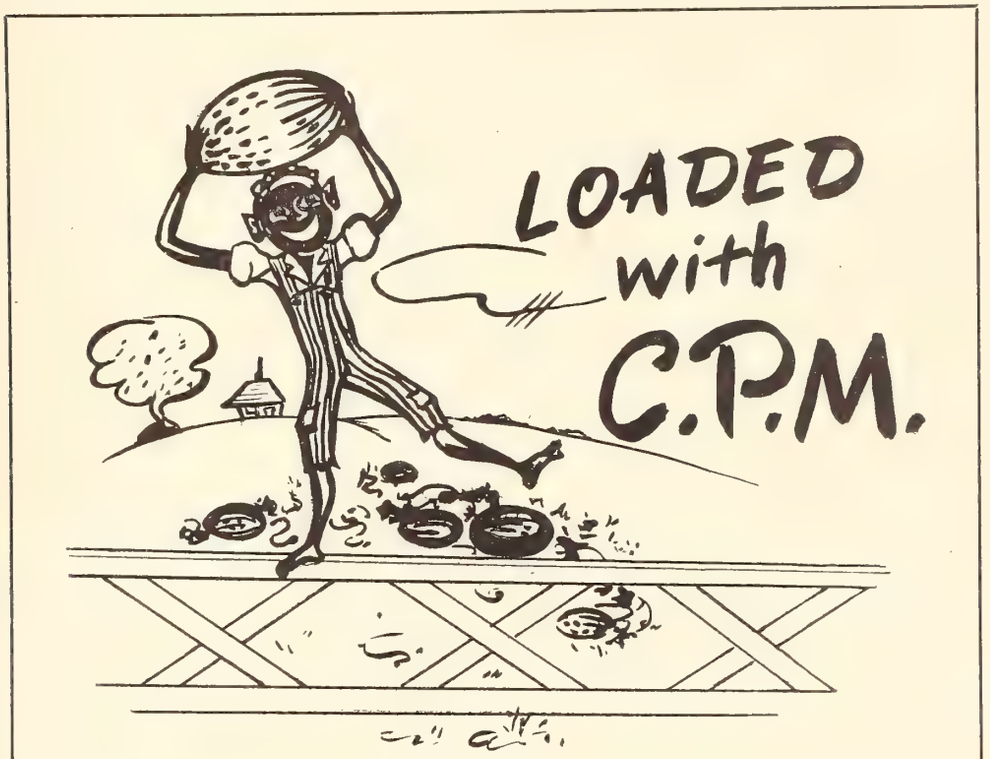
KEAR San Francisco President Stephen A. Cisler has asked listeners to consider purchase of $50 shares of preferred stock in the station, which claims a listener increase of 22% in the past 24 months.

The independent station's policy of refusing to accept singing commercials and such items for advertising as deodorants, used cars and laxatives, has caused it to lose considerable revenue, he said.

Mr. Cisler said finances are needed to carry out expansion planned after a recent FCC grant to KEAR of a power increase from 1 to 10 kw, but the "usual financial sources" are "not interested in backing a good music station." KEAR has operated six years with a classical music format.

Mrs. Maude Greenebaum Dies

MRS. MAUDE ANGERS GREENEBAUM, 51, wife of Milton L. Greenebaum, president, Saginaw (Mich.) Broadcasting Co., died June 28 after a lingering illness. Funeral services were held Wednesday. Mrs. Greenebaum was a member of the board of directors for Saginaw Broadcasting, licensee of WSAM-AM-FM there.



This boy knows how to pick the cream of the crop—and you will too, if you select WGST to do your selling in the rich Atlanta area. WGST is loaded with C.P.M.—COVERAGE, PROGRAMMING, MERCHANDISING. Better follow the natives and make the right choice. For full information contact WGST or our national reps today!



We Pay If You Pay, KGW Tells Decca Dealer

DEMAND of a northwestern Decca record distributor for an $8 charge for sample service brought from KGW Portland, Ore., a notice that it will either discontinue the use of these records or charge commercial rates for the time devoted to performance of the numbers.

Writing to Martin C. McMahon, manager of J. E. Redmond Supply Co. of Oregon, Portland distributor, KGW's program manager, Donald F. Whitman, called attention to the fact that KGW had carried 280 Decca playings in May, representing "approximately $14,000 worth of free advertising for Decca records."

Mr. Whitman noted that KGW had received about 50 records from Decca during the month, representing only $45 worth at retail rates. Projecting the May performances, he said performances "would represent $168,000 of free time" in a year.

Besides saying KGW will either discontinue use of Decca records or charge full commercial rates, Mr. Whitman said, "It would also be necessary for KGW to delete the many free plugs made for Decca records by its artists on NBC or local programs—which in themselves constitute several thousands of dollars worth of advertising each year."

Reminder that "the record industry receives more free advertising through radio than any commercial institution ought to be granted" was included in the KGW letter.

KANS Mobile Unit Pitches In When Storms Damage Wichita

WHEN two storms, bringing hail, rain and high winds, knocked all five Wichita radio outlets off the air because of power failure, KANS Wichita made its mobile unit available to the other stations in the area, Russel L. Lowe, promotion manager, reports.

Wichita's downtown area was declared an emergency zone June 22 after the storms hit, piling up damage above the million dollar mark.

The five stations came back on the air at various times in the evening after the second storm swept Wichita at 9:30 p.m. The first hailstorm was clocked at 6:30 p.m. KANS reports KAKE, KFH, and KFBI carried broadcasts from the chief of police who instructed the public from the station's mobile unit. Max Miller, KANS chief enginneer, and Ollie Henry, station announcer, manned the unit until the early morning hours, with KAKE remaining on the air to carry regular police reports.

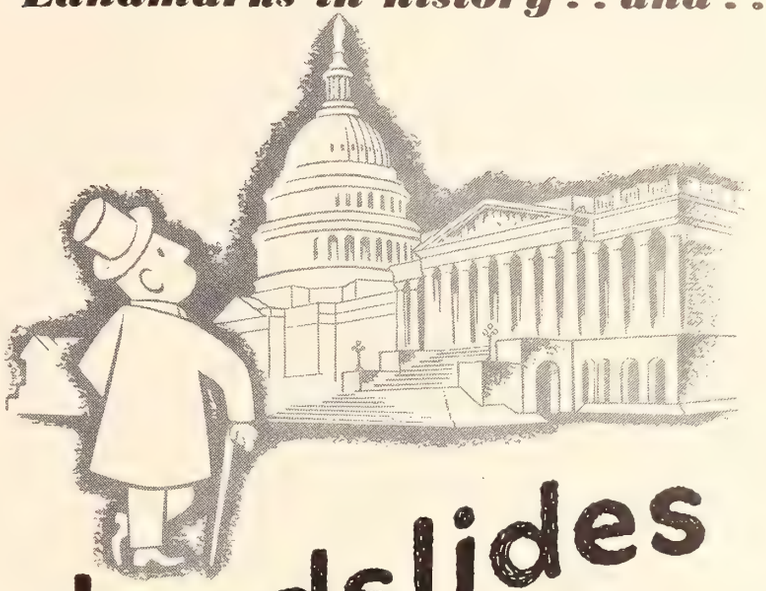
WBEN-TV Boosts ERP

WBEN-TV Buffalo is now operating on increased effective radiated power of 54 kw visual, 27 kw aural after installation of a new RCA low-band vhf transmitter. Station switched from its former 50 kw visual, 25 kw aural on June 25, and expects to extend coverage five miles. WBEN-TV will use its old transmitter as auxiliary equipment.

KVTV (TV) Advisory Council

KVTV (TV) Sioux City, Iowa, reports it now has an advisory council. Made up of 20 educators, religious and civic leaders, the council will advise the station on programming and community service. Robert R. Tincher, station's general manager, also serves on the council.

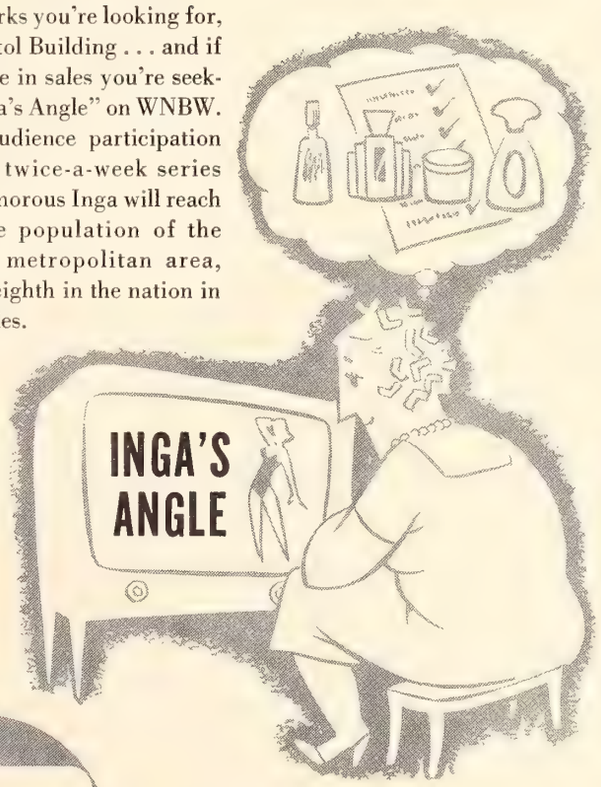
Landmarks in history . . and . .



landslides in sales

The Nation's Capital is famous for both.

If it's landmarks you're looking for, visit the Capitol Building . . . and if it's a landslide in sales you're seeking, buy "Inga's Angle" on WNBW. In its new audience participation format, this twice-a-week series featuring glamorous Inga will reach the feminine population of the Washington metropolitan area, which ranks eighth in the nation in drug store sales.



WNBW

NBC in Washington

CHANNEL 4

Represented by NBC Spot Sales

Teenager Held in Slaying Of Sumner Harris and Wife

14-YEAR-OLD James Duranty, former seminary student, last Thursday was reported to have confessed to the slaying of Sumner J. Harris, 53, president and part owner of WOKW Sturgeon Bay, Wis., and his wife, Grace. Their bodies were found in their home Monday.

Mr. Harris was publisher and principal owner of the *Door County Advocate*, a semi-weekly newspaper, and headed the Door County Radio Co., licensee of WOKW.

The Harris' were stabbed several times. The accused youth reportedly told police "something upstairs told me to do it." The youngster was picked up at Shelbyville, Ind. Police said he was a neighbor of the Harris couple.



PRINCIPALS at KDKA Pittsburgh's annual barbecue, at which more than 300 clients and advertising, radio and other media people helped finish off an 814-lb. steer (in brick oven in background) are (l to r): L. R. Rawlings, KDKA general manager; chefs William Opferman, Jim Smith and Loftus Smith, and J. L. Baudino, executive vice president-general manager of Westinghouse Radio Stations Inc.

WASHINGTON REPRESENTATIVE . . .

Edward Lamb Enterprises, Inc, is pleased to announce the appointment of

MR. J. LACEY REYNOLDS

as its representative in Washington, D. C.



J. LACEY REYNOLDS

Mr. Reynolds will represent . . .

The Erie Dispatch • Erie, Pennsylvania
Television Station WICU • Erie, Pennsylvania
Radio Station WIKK • Erie, Pennsylvania
Radio Station WHOO • Orlando, Florida
Radio Station WTOD • Toledo, Ohio
Television Station WMAC • Massillon, Ohio
and other interests of Edward Lamb

WASHINGTON OFFICE
1280 National Press Building
Washington, D. C.

HOME OFFICE
500 Edward Lamb Building
Toledo, Ohio

★ RADIO
★ TV
★ NEWSPAPER



EDWARD LAMB Enterprises INC.

KNXT (TV) Announces $501,375 in Program Sales

SALES totaling $501,375 in weekly half-hour programs on KNXT (TV) Hollywood have been announced by sales manager Edmund C. Bunker. New sales include: Los-Or Chevrolet Dealers (31 Santa Monica-San Clemente dealers) which started *Carmen Cavallero Show* June 21 for 26 weeks; General Mills, which started *Lone Ranger* for 52 weeks June 21, and Walter Kendall Foods Inc. (Fives dog food) which sponsors *Gene Autry Show* for 52 weeks from June 14.

WFMO Goes on Air

WFMO Fairmont, N. C., was scheduled to go on the air Saturday with 1 kw on 860 kc. Gen. Mgr. Billy Hodges said State Sen. Cutlar Moore, president of Carolina Broadcasting Co., licensee, was to attend the ceremonies, along with Fairmont Mayor Pittman L. Fisher, radio comic Jerry Kowal, Judge Charlie Webster, attorney John W. Campbell and others. Mr. Hodges said farmers in its listening area sold $27 million in tobacco last year.

WAAM (TV) Talent Hunt

WAAM (TV) Baltimore, through its president, Ben Cohen, has offered to underwrite the entire cost of an expedition to Africa to obtain animals for the new mammal house now under construction at Druid Hill Park in that city. The offer was made to the City Board of Recreation and Parks. WAAM (TV) originates *This Is Your Zoo*, current half-hour weekly public service program featuring animals at that city's zoo.

WLEC 'Time Capsule'

TO COMMEMORATE Ohio's 150 years of statehood, WLEC Sandusky originated a 50-year "time capsule" promotion, collecting more than 60 products of local manufacture and historical records to bury in a three-foot brass container on the courthouse lawn. The capsule will be unearthed in 2003, according to Jay E. Wagner, WLEC general manager, and Kathryn Heiser, promotion director, who carried out the promotion.

WKBV Expansion Plans

WKBV Richmond, Ind., is constructing a new building at the west edge of Richmond to house its studios, offices and transmitter. The building will have 3,500 sq. ft. of floor space on the ground floor. Completion is expected by Nov. 12. The station also announces it is expanding its facilities to originate two new programs at Polar Foods, Eaton, Ohio. Polly Thomas will manage the Eaton studios.

Representatives Shorts

WBMS Boston appoints William G. Rambeau & Co. as national representative.

Weed Television, TV station representative firm, has moved to new offices at 3107 Civic Opera Bldg., Chicago 2. Telephone is Randolph 6-9668. **Weed & Co.,** radio station representative firm, remains at 203 N. Wabash Ave., Chicago.

Avery-Knodel Inc., Los Angeles, has moved to 6399 Wilshire Blvd. Telephone is Webster 3-9583.

MILESTONES

► IT WAS a big day June 18 for Chief Engineer Henry Hulick Jr. of WPTF Raleigh, N. C. Mr. Hulick was presented with a silver bowl, marking his 25 years at the station. WPTF, which celebrates its 30th anniversary next year, has a policy of honoring its employes with 10, 20 and 25 years service. During the ceremony for Mr. Hulick, Richard H. Mason, vice president and general manager, said the average length of service for all the station's 52 employes now is 9 years, 10 months. Mr. Mason commented, "We are pleased that WPTF has been able to offer lifetime careers in radio to so many."



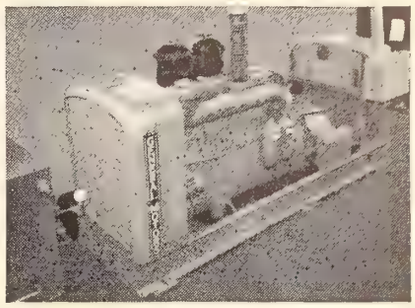
Mr. Hulick

► WHKY Hickory, N.C., in observance of its 14th anniversary June 7 held open house in its new studios, located in a colonial type brick building which formerly was the city library. The 5 kw ABC affiliate formerly occupied studios in Hotel Hickory, Edmund S. Long, station manager, said.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

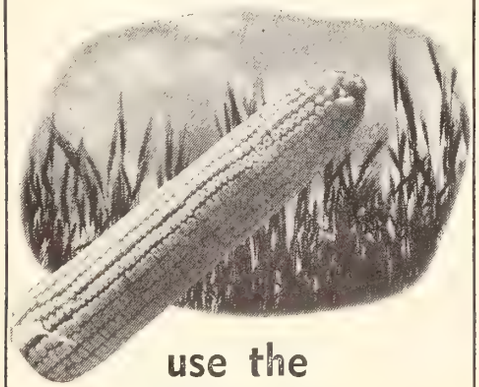
Write for Generator Set Catalog 6 SA 20.

GM GENERAL MOTORS DIESEL POWER



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

NBC SHALL HOLD THE FIRST RANK, SARNOFF TELLS HIS SALES STAFF

New York convention hears the RCA-NBC hierarchy reaffirm its confidence in the future, with plans for color TV catching the attention of all. New radio-TV programming is in the works, the salesmen are told.

DETERMINATION of RCA that NBC shall hold undisputed first place among national networks was reaffirmed last week by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, in a talk to NBC's national sales force, delivered at a dinner meeting at the group's two-day convention in New York.

RCA's progress since 1920, when it did business of only slightly more than $2 million, to the present, with RCA this year running at an even higher rate than the 1952 volume of nearly $700 million, was reviewed by Gen. Sarnoff, who pointed out that the full backing of the parent company was behind NBC in pioneering new achievements in color TV and other developments. The future is brighter for pioneers who have made basic and lasting contributions to developing radio and TV as an art and an industry, he declared. NBC's record in building the first radio and TV networks, developing black-and-white and color TV and pioneering in uhf, is true evidence of sound leadership, he said.

"Revolution in Advertising"

In another address at the sales meeting, Sylvester L. (Pat) Weaver Jr., vice chairman of the NBC board, told the salesmen that color TV "will cause a revolution in advertising." Color is the "greatest entre for any TV advertising salesman," he said, noting that "a time franchise for an advertiser on NBC will mean a color franchise on TV."

Fall program plans for both radio and TV were outlined by Charles C. Barry, NBC vice president in charge of programs, who detailed the $3.5 million expanded morning schedule. Hugh Beville, director of research and planning, stressed the low cost of daytime advertising on NBC-TV in an explanation of the new discount system which became effective Wednesday. Illustrating this point, Adrian Samish, member of NBC's creative programming group, reported that two new NBC morning video serials, *Hawkins Falls* and *The Bennetts*, are priced at $8,750 and $8,500, respectively.

Production costs also can be reduced, according to Frederick W. Wile Jr., vice president in charge of network production, who stated: "Producers can keep costs down if they don't over-produce, over-rehearse. And reduced costs, of course, are to the benefit of NBC and the advertiser using NBC's facilities."

William H. Fineshriber Jr., vice president and general manager, reasserting NBC's intention to lead in the field of network radio, denied reports of a disintegration of the NBC radio and TV networks, but said that "there will be a new type of specialization in radio for many at NBC, including some in the top echelon."

Harry Bannister, station relations vice president, told the sales staff that "NBC's relations with its affiliates are on a better basis today, more mutually satisfactory, than in many years."

NBC President Frank White and John K. Herbert, vice president in charge of networks, welcomed the salesmen to the meeting, which was conducted by George H. Frey, vice president and sales director.

Other speakers at the Monday-Tuesday meeting included:

Richard A. R. Pinkham, executive producer of *Today*, who outlined sales values of that show; Robert McFadden, director of sales development, who discussed specific show-by-show sales plans for both radio and TV; Jacob A. Evans,

ABC Fetes Priaulx

A PARTY in honor of C. Nicholas Priaulx, ABC vice president and treasurer, who resigned his post effective June 24 [B•T, June 15], was held the preceding night at New York's Tavern on the Green restaurant. Attending the affair were 200 ABC staffers and top executives, including Edward J. Noble, chairman of the finance committee of AB-PT Inc.; Robert E. Kintner, ABC President, and Ernest Lee Jahncke, vice president and assistant to the president of ABC. Mr. Priaulx, who served ABC for 10 years, reported he "will take life a bit easier" and pay a visit to the island of his birth—Guernsey —off the coast of France.

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

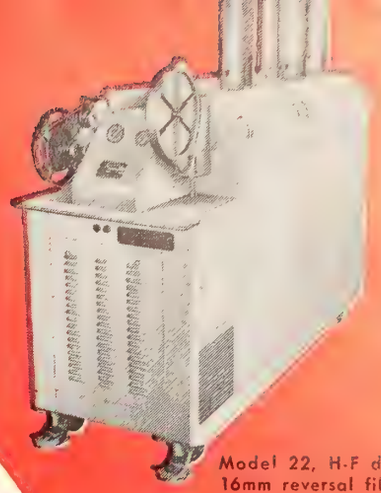
Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

98% of all U. S. TV stations use Houston-Fearless equipment



Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly, from 3'-6" to 9'-6" while dollying.



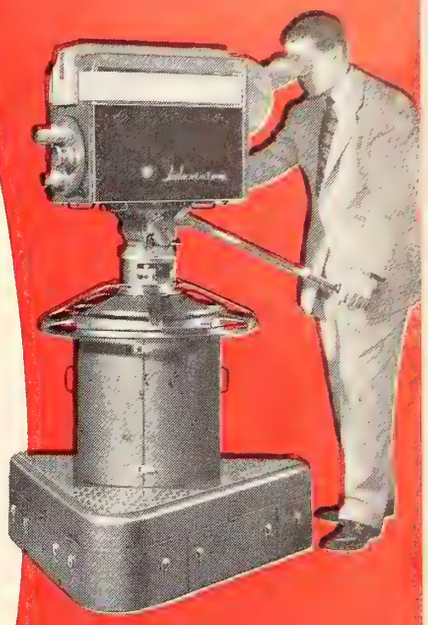
Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

Smoother BETTER SHOWS

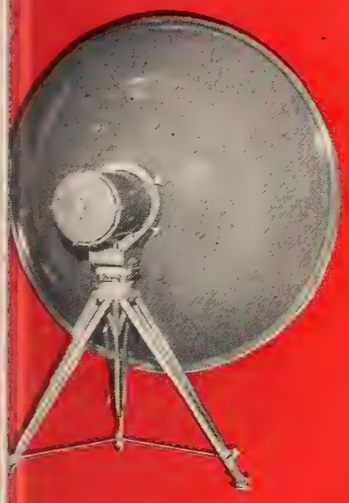
are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability



Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.



Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting and dollying. Smooth and steady.



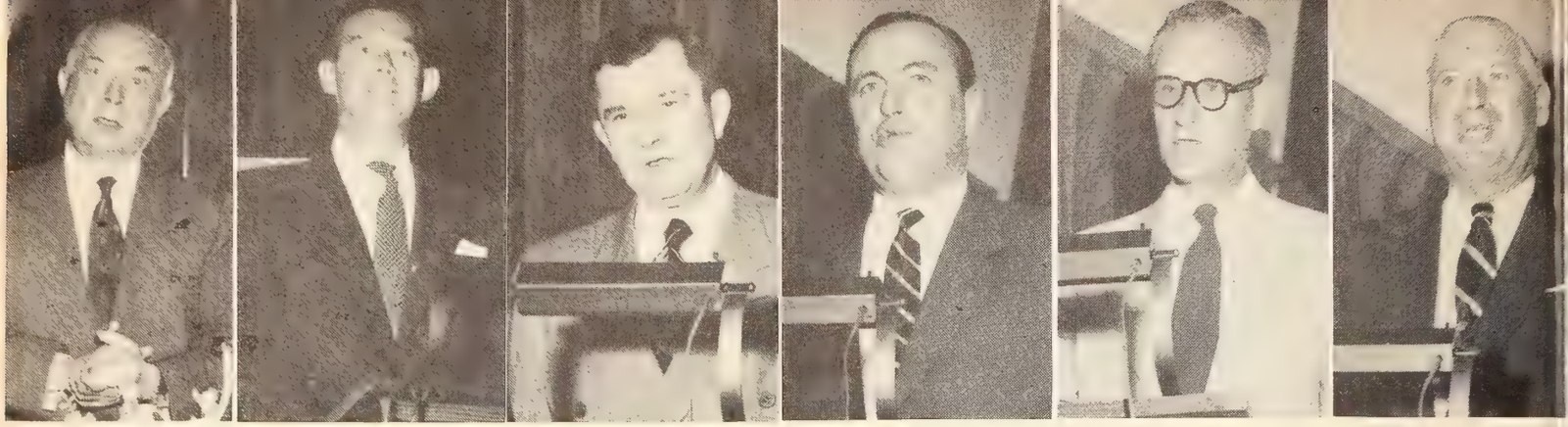
Television's finest portable camera mount. Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.

The HOUSTON FEARLESS Corporation

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on ☐ Friction Head ☐ Tripod
☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes
☐ Camera pedestals ☐ Film Processors
☐ Parabolas ☐ Remote control parabola

Name..... Title.....
Station or firm.....
Address.....
City..... Zone... State.....



AMONG speakers at NBC's sessions were (l to r): Brig. Gen. David Sarnoff, board chairman of RCA and NBC; Sylvester L. (Pat) Weaver, vice chairman of the NBC board; NBC President Frank White; Charles C. Barry, vice president in charge of programs; George H. Frey, vice president and sales director, and John K. Herbert, vice president in charge of networks.

* * *

director of advertising and promotion, who detailed advertising plans for radio and TV; Frederick N. Dodge, director of merchandising, who explained fall merchandising plans; Davidson Taylor, director of public affairs, who discussed his department's future plans; Stephen A. Flynn, manager of sales traffic operations, who explained new services available to the sales staff; Dr. Thomas E. Coffin, manager of research, who discussed the effectiveness of TV advertising; John P. Cleary, radio network program manager, who outlined plans for NBC radio programming; Howard Gardner, of the sales development department, who reviewed radio rates; James H. Cornell, manager of audience measurement, who discussed Nielsen ratings, and Sydney H. Eiges, vice president in charge of press, who outlined NBC's plans for radio and TV publicity.

Radio, Paper Costs Can Be Compared

"YOU can't compare apples and oranges," often used in connection with advertising on radio and in print, does not necessarily mean that no basis for comparison can be found, according to Edward F. Lethen Jr., director of sales extension, CBS Radio.

In a letter to advertisers and agencies, dated June 30, Mr. Lethen says that "costs of apples and oranges may be compared in terms of cost-per-bushel or per pound. Radio and magazine advertising may be compared in terms of cost-per-impression.

"Cost trends may also be compared," he states, pointing out that in 1946, before TV, the average cost per thousand ad-noters in eight leading magazines was $1.83 compared to $2.05 for the average cost per thousand CBS Radio nighttime listeners (time and talent costs for three commercial-minute impressions). Today, the radio cost is up slightly, to $2.11, the magazine cost up sharply, to $3.06. Radio, which cost 22 cents more in 1946, today is 95 cents cheaper than magazines."

The TIME of Your Life— on the

New WJAS AM & FM



HERB MORRISON, Bill Brant, and Barry Kaye broadcast daily to a total population of 3,060,317. News every THIRTY MINUTES . . . music all day long.

Herb Morrison—7:15 A.M. Daily



BILL BRANT, Barry Kaye, and Herb Morrison sell daily in a market with 787,417 radio homes. Nine hours of tastefully selected music every day. Complete local and world-wide news coverage EVERY THIRTY MINUTES.

"The Bill Brant Show"—Daily 6-10 A.M.



BARRY KAYE, Herb Morrison, and Bill Brant daily tap a market loaded with $2,847,991,000 annual retail sales. TWO top shows . . . THREE top personalities. Brant and Kaye with the music . . . Morrison directing the news.

"The Barry Kaye Show"—Daily 3-7:30 P.M.

1320 Kc.
5000 Watts

MONEY THE SUNNY SIDE OF THE DIAL

NATIONAL REP. George P. Hollingbery Co.

DuMont Network Creates Three New Positions

CREATION of three positions with the title of assistant to the director of programming and production was announced by the DuMont Television Network last week in a move to improve programming and reduce costs to sponsors.



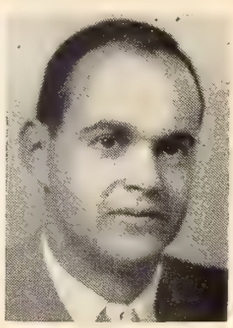
Mr. Michel

James L. Caddigan, DuMont's director of programming and production, said the positions, being filled by promotions within the organization, will be held by Werner Michel, A. L. Hollander Jr. and Richard L. Geismar.

Mr. Michel, who joined DuMont in 1953 after a career as a theatrical and radio and television producer, will serve as executive producer in charge of production. Mr. Hollander, DuMont's production facilities manager, will supervise program operations. Mr. Geismar, account manager in the network's sales department, will function as business manager in the programming and production department. Mr. Caddigan said all three will work closely with agency executives, packagers and producers.



Mr. Hollander



Mr. Geismar

Twin Cities Outlets Boost ABC-TV to 126

TWO NEW television stations located in the Twin Cities of Minneapolis and St. Paul will join ABC-TV as affiliates on or about Sept. 1, Alfred R. Beckman, director of the ABC station relations departments, announced Wednesday. The stations, WTCN-TV Minneapolis and WMIN-TV St. Paul, will operate on Ch. 11, sharing both time and transmission facilities but maintaining separate studios. WTCN-TV is owned by Minnesota Television Public Service Corp. with Edward G. Smith as general manager. WMIN-TV is owned by WMIN Broadcasting Co., with N. L. Bentson as general manager. These affiliates boost the total number of ABC-TV outlets to 126.

CBS Has Outrun NBC 'Fortune' Tells Its Readers

IN THE struggle for broadcasting supremacy, CBS has outrun NBC, according to an article in the July issue of *Fortune*.

Entitled "CBS Steals the Show," the article traces CBS development since 1940, describes the company's operational reorganizations and acquisition of manufacturing facilities and decides:

"What CBS has . . . is a remarkable amount of resilience. For while it has seemingly lost the battle of color—the biggest issue in the industry today—it has won in broadcasting on two major counts: program popularity and dollars. And behind the program is a performance par excellence in management, promotion and salesmanship. RCA may have the hardware (manufacturing facilities, patents, etc.) but CBS has the edge in showmanship."

Comparing William Paley, CBS chairman, and Brig. Gen. David Sarnoff, NBC-RCA chairman, the article says:

These two protagonists . . . are as opposite in character as are their companies. Sarnoff rules. Paley presides. Sarnoff is certain. Paley is tentative. RCA is a formal organization; CBS an informal one. RCA is a $690-million colussus in the electronics world; CBS is a sassy upstart that has pushed its sales from $98 million in 1948 to over a quarter billion last year. Each company in its own way covets the same objective, neither will be satisfied with second position.

Crazed Clerk Attacks N. Y. CBS-TV Employes

CBS-TV Studio 58 in New York was thrown into panic Tuesday afternoon when a man rushed to the stage and stabbed a cameraman twice and broke a water pitcher over the head of one of the actors.

Police described the assailant, identified as Richard Gaughan, 29, as a crazed, unemployed shipping clerk, who said he hated television, radio, baseball and football. The actor, Eric Dressler, 56, was treated at Roosevelt Hospital and discharged. The cameraman, Dennis McBride, 33, remained in the hospital for observation, although his condition was said to be satisfactory.

The incident occurred during rehearsal of the *City Hospital* program, which was scheduled to be presented over CBS-TV Tuesday night, starting at 9 p.m. EDT. An earlier film version was substituted.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00
( ) Issues plus 1954 BROADCASTING Yearbook 9.00
( ) Issues plus 1953-54 TELECASTING Yearbook 9.00
( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name _____
Address _____
Firm _____
City _____ Zone _____ State _____

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 BROADCASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

Frequency Deviation Meter

NORRIS HEKIMIAN of the National Bureau of Standards Central Radio Propagation Laboratory, Washington, has developed a new frequency deviation meter. The meter indicates the deviations of a signal from a reference frequency to better than 0.5%, performing the same function as the "tuning eye" on some radio receivers but with sufficient precision to be used in the laboratory, or as part of the production inspection procedure in a manufacturing plant. By using the new 6BN6 gated-beam tubes, it has been possible to reduce the circuit complexity and reduce the tube complement to only two.

Zenith Predicts High Sales

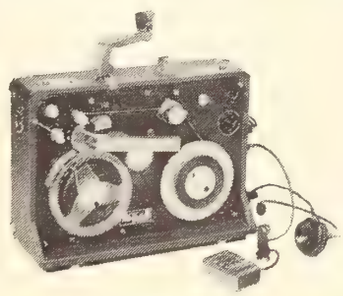
DISTRIBUTOR orders for the 1954 line of Zenith receivers, radios and radio-phonographs will hit the $50 million mark for the next three months, Zenith Radio Corp. has reported The June sales convention was the most successful in the firm's history, according to H. C. Bonfig, Zenith vice president and sales director. Sales records are being piled up for dealers in Chicago, St. Louis, Detroit, Houston and Cleveland, he said.

TV for Trailer Homes

PLANS for working with trailer manufacturers on installation of TV receivers in mobile homes have been announced by Capehart-Farnsworth Corp. Capehart is supplying manufacturers with special trailer kits for complete units.



BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 Liberty Avenue
Richmond Hill 19, L. I., N. Y.

Emerson's Midget Model

A RADIO described as "the world's smallest personal portable" was unveiled by Emerson Radio & Phonograph Corp. at its distributors' meeting in New York last Tuesday. It is said to weigh less than a pound and to measure only 6 inches in width by 1¼ inches in depth. Called the "Pocket Radio," it will retail for about $40.

RCA Ships New Uhf Units

NEW 1 kw uhf transmitters have been shipped by RCA Victor to WTOB-TV Winston-Salem, N. C., and WTAC-TV Flint, Mich. WTOB-TV is on uhf Ch. 26 and WTAC-TV is on uhf Ch. 16. Both stations already have received uhf antenna filterplexers and auxiliary equipment from RCA.

RCA shipped two more 1 kw uhf transmitters. Units went to WGVL-TV Greenville, S. C., uhf Ch. 23, and WKNA-TV Charleston, W. Va., uhf Ch. 49. RCA spokesman said stations' antennas and auxiliary equipment would be shipped this month.

'Hurricane-Resistant' Antenna

INDUSTRIAL Engineering Corp., Tampa, reports development of an all-aluminum "hurricane-resistant" uhf antenna with a solid reflector which "catches" the TV waves and focuses them back on aluminum wires. Its inventor, Ray Murphy, says it can pick up more stations with better results. R. J. Swing, IEC executive vice president-treasurer, says his firm plans to make 1,000 daily and to sell 100,000 in the next four months.

MM&M Cuts Tape Prices

MINNESOTA MINING & MFG. CO. has cut prices from 7% to 22% on three types of its "Scotch" magnetic recording tape in three reel sizes, P. W. Jansen, sales manager of the firm's magnetic tape division, said fortnight ago. Price increases were announced for "Scotch" leader and timing tape in 150-inch lengths and in empty 4,800-ft. tape boxes.

NARDA SEEKS FUNDS TO BACK EDUC. TV

Radio-TV dealers sketch plans for a $200,000 kitty to push educational television service in 194 areas. Project would cover three years—but cash must be on hand first.

FORMATION of an Educational Television Foundation to abet the development of this service with the aid of a $200,000 industrywide fund was announced by the National Appliance and Radio-TV Dealers Assn. meeting in Chicago last week. (See story, page 29.)

Don Gabbert, NARDA director and chairman of its Educational TV Committee, said Tuesday a drive will be launched for that sum to cover a three-year program in each of 194 areas where no applications have been filed for educational TV or where activity is bogging down. He invited industrywide participation but stressed this activity would not be undertaken until the fund was raised.

In announcing the new foundation, Mr. Gabbert said, "It is most important that NARDA join those other industry leaders who have spoken up in favor of this service." He cited Brig. Gen. David Sarnoff, RCA-NBC board chairman; Ben Abrams, Emerson Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; Dr. Allen B. DuMont, Allen B. DuMont Labs., and Max Balcom, Sylvania Electric Co.

NARDA would use the money to hire personnel to develop and execute a program for dealers, suggested ads, reports on educational TV "and whatever else we find necessary and helpful in selling the public on educational television and getting positive action established for station applications."

The dealers' association will set up committees in areas for which educational TV channels have been assigned but will not take part in program material of the stations. It will assist local agencies in prodding them into applying for stations.

"We do not intend to favor state-owned over private institutions in this or vice versa," Mr. Gabbert emphasized. Efforts will be directed to areas where local conditions and prospects indicate success, he added.

Mr. Gabbert said that, while the project may sell some TV sets, NARDA's goal is primarily to do an industry job "because there is no organized industry activity for educational television."



First TV Look

THE NEAR blind at the Pennsylvania State College of Optometry clinic have been seeing television for the first time with the aid of field glasses, according to Dr. John C. Neill, chief of the subnormal vision department. He told the 17th annual Educational and Clinical Conference at the college that a patient was placed 16 feet from a TV set and that he focused the lenses of the field glasses for him—"He nearly upset the chair when he saw the image. This was the first time this man had ever seen an image on a TV screen."

Abraham Again Heads IBS

RE-ELECTION of George W. Abraham of the Naval Research Lab., Washington, as president of the Intercollegiate Broadcasting System was announced last week following a meeting of the board of directors in Columbus. David W. Borst of General Electric Co., Schenectady, was named vice president; James R. Wylie, an undergraduate at U. of Connecticut, treasurer and Howard C. Hansen, associate professor at MacMurray College, Jacksonville, Ill., treasurer.

TV Institute Names Speakers

DR. FRANCES HORWICH, school mistress of NBC-TV's *Ding Dong School,* will speak on "A Million Children In a Classroom" at the July 17 session of the Summer Television Institute of the U. of Detroit. Other NBC-TV personnel who will address the Institute will be Don Herbert, creator of *Mr. Wizard;* Norman Felton, director of *Robert Montgomery Presents,* and Judith Waller, director of education and public affairs for NBC in Chicago.

WHAS-TV Trains Collegiates

APPRENTICE training program for students of nearby colleges is being continued for the third year this summer by WHAS-TV Louisville. Two students from the U. of Kentucky and one from the U. of Louisville will spend eight weeks observing and receiving practical experience in the major phases of TV programming and production at the station as a supplement to their school courses.

Educational Programs Rise

KUSD Vermillion, S. D., the U. of South Dakota radio outlet, has reported that schools in its state received two and a half times as many tape-recorded educational programs from the university this year than in 1951-52. Total of 649 recorded programs was requested during 1952-53 compared to the previous year. Programs were part of KUSD's School of the Air service which provides educational recordings for the state's grade and high schools.

NBC-NU Institute Opens

THE 12th annual radio-TV institute conducted by NBC Chicago and Northwestern U. got underway in the network's studios June 22. The institute will run another five weeks. Station managers, agency representatives and other executives are slated to participate [B•T, June 15].

AFM-AFTRA JURISDICTION FIGHT MAY CATCH KTLA (TV) IN MIDDLE

AFM and AFTRA still can't agree on the status of m.c.-singers. AFTRA's next step: Ask a strike authorization against the Los Angeles station that carries one of the controverted programs.

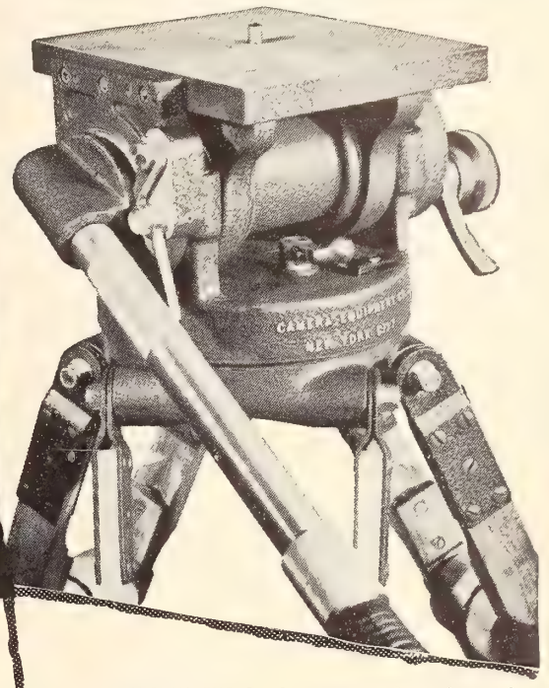
KTLA (TV) Los Angeles may wind up in a familiar role—the innocent third party slugged by the combatants.

That was the situation last week in the rift between the American Federation of Musicians and the American Federation of Radio-TV Artists as these unions argue jurisdiction over musicians who assume dual singer-m.c. roles on TV shows [B•T, June 22].

Demanding a showdown, AFTRA Los Angeles chapter's executive board last week asked the union's national board in New York for authorization to call a strike against KTLA for alleged breach of contract.

AFTRA's charges resulted from refusal several weeks ago of Ina Ray Hutton, an AFM

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.



We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS *

FRANK C. ZUCKER CAMERA EQUIPMENT CO. 1600 BROADWAY NEW YORK CITY

DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

member, who sings, announces and emcees her own KTLA show, to join the performer's union. AFTRA contends she should also come under their jurisdiction, necessitating membership in both unions, and asked the strike approval unless KTLA "corrects the present breach of contract."

Claude McCue, AFTRA Los Angeles executive secretary, said his union "has done everything possible to avoid taking this drastic step, but it's evident the Paramount television station will continue to use Miss Hutton as a singer, m.c. and announcer in violation of contract."

Nine AFTRA members were yanked from the *Ina Ray Hutton Show* in early June when she first refused to join that union. The TV show has continued weekly but without AFTRA acts or announcers.

Since then AFM President James C. Petrillo has ordered his members to resist all AFTRA overtures. Several musical directors who double as m.c.s or entertainers and who held AFTRA memberships have also resigned on orders from the AFM. AFTRA, however, has refused to accept those resignations, maintaining they are paid up members in good standing.

Klaus Landsberg, KTLA vice president and general manager, said, "We consider ourselves neutral, in the middle between two feuding unions," and hoped the two AFL unions would "reach a friendly agreement."

"When you have two unions both claiming representation of certain performers and certain types of performers, how is a producer expected to make a decision when the unions involved can't reach agreement?"

AFM DEMANDS BRING ABC-MPAA TO TALKS

AFM is asking payment of $25 apiece to musicians who appeared in the motion pictures to be used in the ABC-MPAA "Hollywood on Parade" TV series. The latter group claims "special circumstances."

AMERICAN Federation of Musicians is conducting discussions with the Motion Picture Assn. of America and ABC with respect to the union's demand that a payment of $25 be made to each musician employed in a motion picture that will be used in the projected ABC-MPAA television series [B•T, June 22].

An AFM spokesman in New York told B•T that the union feels the musician is entitled to this payment for use of motion picture film on TV in compliance with its agreement with motion picture producers. He added that the union's position is that use of the film by an industry association is no different from use by a commercial production company.

The ABC-MPAA attitude is reported to be that there are "special circumstances" associated with the proposed series which require "special consideration." It was pointed out by a spokesman that if the series is sponsored, the beneficiary will be the Motion Picture Relief Fund, which is designed to assist needy musicians as well as other performers. He added that the series will utilize original scoring, as well as film clips. "Live" portions will give work to other musicians, he said.

The series, tentatively titled *Hollywood on Parade,* is expected to use excerpts from three new motion pictures in a half-hour period. It is reported that one of the films selected for the series is a musical.

SWG Asserts TV Writers Don't Have to Join TWA

ALTHOUGH Television Writers of America, in its jurisdictional battle with Screen Writers Guild and Authors League of America, won the recent NLRB-conducted election among writers on live TV shows produced by ABC, CBS, NBC and on films by two TV film production companies [B•T, June 22], SWG has notified video writers they don't have to join the new union "at the present time."

Asserting it already has 90% of the TV film producers under contract and has agreements with independent producers of live video packages, the SWG adds that network staff writers also are under its jurisdiction.

TWA, SWG states, won the election only in live network TV and in separate elections with Joan Davis Enterprises (*Joan Davis Show*) and Russel M. Seeds Co. (*Red Skelton Show*). Although TWA announced it is drafting an agreement, SWG reminded writers that the new union has not yet negotiated such a contract with the networks, and "you do not have to be a member of TWA until TWA negotiates contracts with these employers, and unless such contracts contain a union shop clause requiring membership in TWA as a condition of employment."

"Our advertising in SRDS has helped sell national business"



Says Hugh K. Boice, Jr., General Manager, Station WEMP, Milwaukee.

"We have always felt that our advertising should include space in Standard Rate & Data. To us an ad in Standard Rate & Data is like a point of sale on the retail level. We know that our advertising in SRDS has helped in selling much national business."



8 ways a Service-Ad in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then.*
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

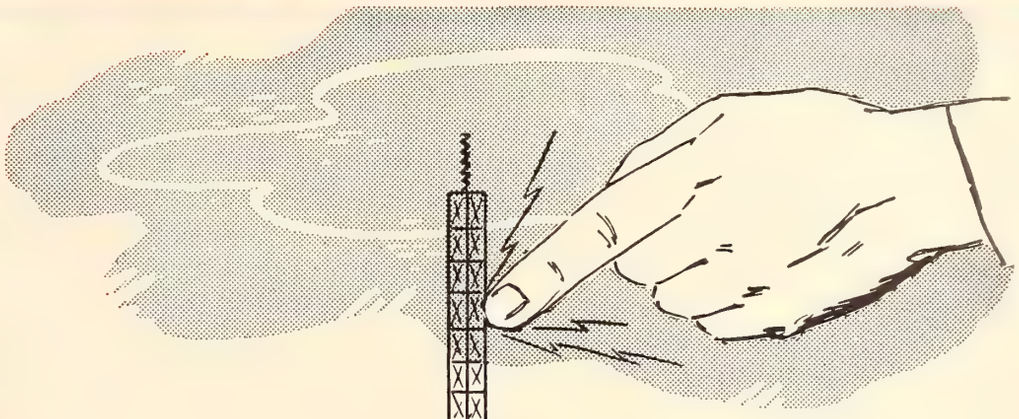
Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS Standard Rate & Data Service, Inc.

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

The National Authority
Serving the Media-buying Function

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 870 Natl Press Bldg. Washington 4, D. C.



The Magic Touch.....

WREC prestige doesn't come out of thin air . . Audience preference comes *first* to create listener-confidence in Memphis No. 1 Station.

This "Magic Touch" in programming is the result of keeping in close touch with the people of this great and growing area, and enables WREC to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). Top coverage in this $2 Billion market is yours, with WREC, at a cost that is actually 10% LESS, per thousand listeners, than in 1946. Let WREC put a touch of SALES MAGIC in *your* advertising program.

REPRESENTED BY THE KATZ AGENCY

WREC

AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

MEMPHIS NO. 1 STATION

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

"MR. SMITH" OPENS SOUTHWEST'S MOST POWERFUL TV STATION

Jimmy Stewart MC's Premiere Programs at KGUL-TV, Channel 11, Galveston, Texas

Famed for his acting ability since those early days when "Mr. Smith Goes To Washington" created an unprecedented film sensation, Jimmy Stewart recently "went to Galveston" for the opening of KGUL-TV, a basic CBS affiliate. And, this new outlet's preview gave every indication of a long, successful career serving the Galveston-Houston area.

New TV Outlet is G-E Equipped

The station's owners selected General Electric equipment which included a 12-Bay Antenna, a 20 KW Transmitter, 2000 MC Microwave link, 2 Studio Cameras, Film Camera, Projection Room Equipment, Sync Generator, plus Control and Switching Equipment. With this array of *basic talent* KGUL-TV will operate at 235,000 watts —the southwest's most powerful television station! Their 12-bay antenna was mounted on a 500' EMSCO tower carrying two 6⅛" transmission lines to achieve maximum ERP.

Difficult Construction Schedule To Meet

With an early on-air date in mind, some of that rare Texas rain made construction of the station a difficult problem. Still, in about four weeks time the transmitter building went up, studio space was renovated, tower constructed, and all technical equipment installed. KGUL-TV and General Electric engineers worked 'round-the-clock and forgot to sleep for several days.



Stockholder Jimmy Stewart and KGUL-TV President Paul E. Taft Discuss New Galveston Station Before Inaugural Program

Mr. Paul E. Taft, President and General Manager of KGUL-TV, had this to say when the hectic days of construction were over and opening ceremonies an assured success: "We've got the right equipment and the right programs to do a bang-up job in this area. At this time we wish to applaud the 'extra' effort received from both our own people and G.E."

OPENING OF FIRST ARKANSAS TV STATION LABELED "OPERATION PERFECT"

Final Equipment Installed Just 22 Hours Before Program Time!

The recent opening of KRTV was particularly notable for an amazing ease of initial programming that followed final equipment installation. The last piece of transmission line was put into place at 3:59 PM, Saturday, April 4, and then test patterns started.



Arkansas Governor and Mrs. Francis Cherry and KRTV President Kenyon Brown watch Chief Engineer Jack H. Tudor operate his General Electric Equipment.

Halted at midnight, the test pattern was resumed at 7:00 AM Sunday, and continued until program time at 2:00 PM. During the next nine hours covering opening ceremonies not one operational blunder occurred!

Civic Officials Attend KRTV Opening

Mr. Kenyon Brown, owner of Station KWFT-TV, Wichita Falls, which went on the air last March 1st as the 100th CBS affiliate, and his partners officially opened KRTV Sunday, April 5. The governor of Arkansas, Little Rock's mayor and other officials attended. Mr. Brown also has partnership interests in KMBY, Monterey, Calif., KGLC, Miami, Oklahoma, and KZTV, Reno, Nev.

Arkansas' First TV Outlet

KRTV is not only the first television station in Little Rock but the first in Arkansas. Affiliated with the Columbia Broadcasting System, KRTV covers the entire Little Rock area with a powerful signal from their G-E 100-watt transmitter. Mr. Jack Tudor, Chief Engineer, is mainly responsible for the excellent operational record to date of this fine new television outlet. He and his staff were assisted by field engineers from General Electric headquarters at Electronics Park, Syracuse.

GENERAL ELECTRIC

features

- A guide for buyers and sellers of radio time to check a station's rate per thousand circulation against the national average. Page 82.
- A successful uhf station operator tells how to get a high band station off to a good start. Page 84.
- Is it okay to kid the commercial? Yes, if you close with a serious pitch. Page 86.

Television and education:

SEATTLE LIKES TEACHING BY COMMERCIAL TV

WHEN KING-TV Seattle launched its *Telecourse* last Monday on "Reading for Enjoyment: Northwest Literature," it rounded out a full academic year of educational television in its most concentrated form. The *Telecourse* series, which started in September, 1952, is presented Mondays at 6:15-6:45 p.m. in cooperation with the U. of Washington.

Subjects already covered have been symphony music, conducted by Dr. Stanley Chapple, head of the university's School of Music; primitive art, by Dr. Erna Gunther, head of the Anthropology Department, and house design, by Dr. Arthur Herrman, head of the School of Architecture. The new literature course is to be conducted by Prof. Edwin H. Adams, executive officer of the university's radio-television department in the School of Communications.

The courses—except the one just started—are offered for university credit in conjunction with home study materials supplied by the Department of Correspondence Study, the instructor in each case preparing a Viewer's Guide to the subject. The guide sells for a dollar a copy.

Educational and Entertaining

"*Telecourse* is also aimed at the whole TV audience, however," according to Tom Dargan, producer of the show for KING-TV. "Whether a viewer is interested in credit or homework or not, we are designing each program and each course so it will broaden his knowledge of the subject. At the same time, we try to make it an entertaining feature."

Success in these multiple objectives is attested by the large, and still growing, audience response. Pulse ratings for the first three courses averaged 31.

On the first course, nineteenth century music, 13 persons enrolled for credit and 208 purchased the listener's guide. The primitive art course brought 48 enrollments for credit, and 398 purchases of the viewer's guide. The telecourse in house design had 41 enrolled for credit, and a new high of 470 viewers buying the guide.

Complimentary mail has come from viewers representing many different interests, including students, farmers, housewives and self-styled "ordinary users of television." A typical comment from the first *Telecourse*:

"The response your *Telecourse* in primitive art has evoked in our home is tremendous. All work stops at 6 p.m. on Monday evening and we all gather around our TV set. Even my 82-year-old stone-deaf grandmother."

Another viewer wrote:

"We do hope you will continue the university TV half hour. We never miss it. Put our dinner on trays and hurry in to the television so as not to miss one minute of it. Have enjoyed and learned much from both the music and primitive art lectures. Our deep thanks to the two wonderful people that gave the lectures, to the university, and to KING-TV."

On and Off Campus

H. P. Everest, vice-president of the U. of Washington, appeared on one *Telecourse* program last January and said:

"The primary business of a university, of course, is to help people to learn. Traditionally, this process has taken place in campus classrooms. Increasingly, however, and in state-supported schools particularly, the scope of a university's teaching responsibility has broadened until, in a very real sense, we regard the whole state as our classroom.

"Television, we feel sure, will greatly increase our opportunity to serve the educational needs of the many who want further training but who cannot, for one reason or another, come to the campus to get it. It provides a whole new dimension to off-campus teaching and is the next best thing to the face-to-face teaching situation that exists in the classroom itself.

"I want especially to take this occasion to thank KING-TV and its public spirited ownership and management for their generosity in giving the time and technical assistance that have made these telecourses possible."

Key figures in getting the show on the air each week, aside from the instructor conducting the particular *Telecourse*, are Mr. Dargan, producer; Dr. George P. Horton, executive officer of the university's Department of Correspondence Study, and Bruce Calhoun, the university's coordinator for radio and TV.

STATION CIRCULATION

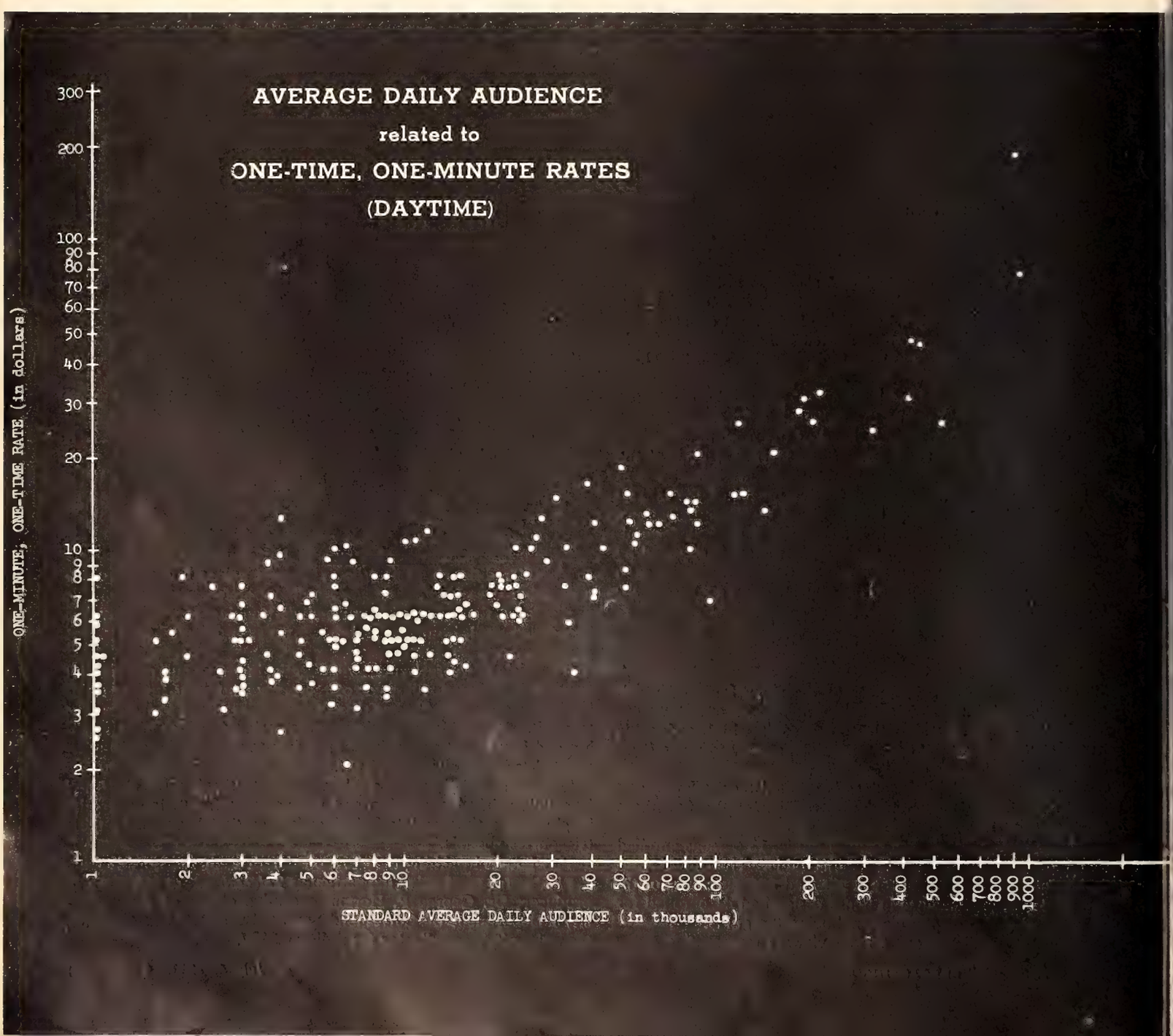
THE charts on this and the opposite page afford a quick guide for use by both buyers and sellers of radio station time, telling the buyer whether he is paying over or under scale for the opportunity to reach an audience of a certain size with his commercial message and the station operator whether he is pricing his circulation at rates higher or lower than those generally in effect.

Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by SAMS in its 1952 nationwide study, with cases drawn at random from the full list of stations on the air at the beginning of 1952, the charts show (by logarithmic scales) the average daily audience figures, running from left to right and the one-minute, one-time rate, running from bottom to top. Each dot, representing one station, is placed on the chart according to the circulation and the one-minute rate of that station. There are two charts, one for daytime, one for night, with fewer dots on the nighttime chart because of the omission from that chart of daytime-only stations.

It takes only a glance at the charts to see that in general the dots are clustered along a line that rises from lower left to upper right, showing what might be expected—that station rates tend to rise in accordance with circulation, or to put it another way, that stations with average daily audiences in the 100,000-1,000,000 class charge more than stations in the 10,000-100,000 class.

A little elementary arithmetic shows further that on an overall industry-wide basis stations charge on the average about 50 cents per 1,000 families for a one-minute spot in the daytime, about 75 cents per 1,000 families for a one-minute spot at night.

"Those two figures (50 and 75 cents) define straight-line relationships between the two variables," Dr. Baker points out, "yet it is obvious from even a casual examination of the two charts



AND RATES COMPARED

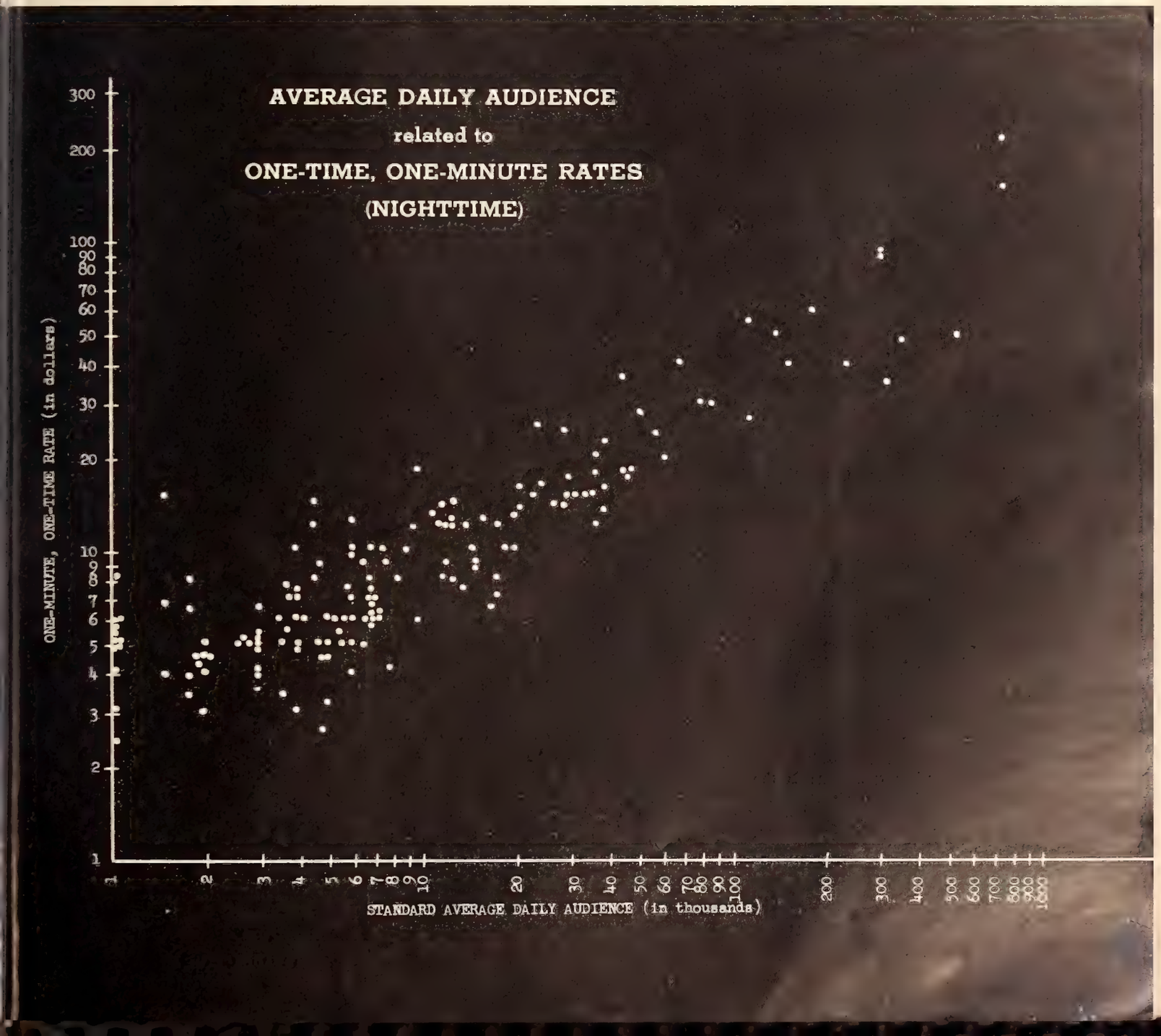
that the relationship is not a straight line. There is some sort of curvilinear relationship involved, although the relationship at night is more nearly a straight line."

Not all stations adhere to the general pattern, another fact that everyone knows that the chart shows at second, if not first, glance. A look at the $6 daytime rate, for instance, reveals stations delivering all the way from 1,000 to 25,000 families for that price, a rather wide spread from the 12,000 that would result from strict adherence to the 50-cents-a-thousand average rate. Similarly, the nighttime chart shows that rates charged for audiences of 5,000-6,000 run from $2.75 to $14, again a rather expansive deviation from the nighttime norm of 75 cents per 1,000.

"Such observations," Dr. Baker states, "may lead to some feeling that there is no rhyme or reason to radio rates. Despite the deviations, I, on the other hand, am impressed by the way they are shaping up into a meaningful, logical and defensible pattern. I am also glad that the pattern evolves from the use of *circulation* figures rather than from program ratings.

"No printed medium calculates its cost-per-thousand from readership figures (the nearest thing they have to program ratings) and when radio calculates its cost from ratings it is bound to suffer. I'm surprised that the broadcasters do it or allow their buyers to do it.

"Ratings have a very useful place in deciding where to locate a spot or a program in a station's schedule and share-of-audience figures may provide a good explanation for rates above the average. But ratings are murder (suicide) when they enter into cost calculations. In the old days, radio could afford to be generous and use ratings this way. It can't afford to today."



UHF is television too

By Julian Gross

In this special article, a uhf station operator sets out to clear up what he believes is distorted thinking about television service in the high bands. The essence of his argument is that as far as viewers care, uhf and vhf are indistinguishable.

IN the year since FCC started granting permits for commercial television stations in the new uhf band a torrent of words has been written about uhf. Some sound and accurate information has appeared, but an overwhelming amount of misleading and inaccurate stuff has also appeared, and this has confused the picture, not only in the mind of the public, but in a good many sections of the industry itself as well.

As a uhf operator, I feel that it is time that this branch of the industry cleared up these distortions and inaccuracies, analyzed the progress of uhf to date, and presented a clear, comprehensive picture to the world in general.

Ultra high frequency television made its debut amidst conflicting opinions throughout the industry on the possible acceptance by the viewer who had to convert his existing vhf set; among the engineers who doubted the effectiveness of the uhf signal and estimated a maximum coverage area of 15 miles, and among programming experts who felt that the new uhf stations would not be able to obtain a sufficiently high caliber of program to carry a sizable audience.

It's very important to remember that vhf and uhf are both *television!* Vhf was here first, but its frequencies limited it to only a few areas in the United States. Uhf is removing those limitations and opening up a great new era for television—the most powerful, attention-compelling, interest-sustaining communication vehicle yet created.

But whether we talk about uhf or vhf, it is, first and foremost, *television*. Vhf is the older brother, but uhf is catching up fast. Of course there are problems—but they are not problems peculiar to uhf, and they are only a fraction of the problems that confronted vhf only a few years ago. The younger brother, uhf, has some pretty big advantages and these advantages will assert themselves in due time.

One of the foremost problems requiring ful recognition by all uhf stations is the justification for the purchase of these new market operations by the advertising agency. The agency media department cannot arbitrarily place schedules with a station unless the purchase represents a sound buy for the client. The new uhf market, during this period of rapid growth, must accept the obligation to provide accurate, detailed answers to the problems that confront the media buyer.

The agencies must be shown the growth of the uhf audience within the market area with figures that can be relied on as completely accurate. In cases of previously established competitive stations or overlap from outside stations, the new station's research should show the change in viewing habits, or the change in previous projections of impact from the outside station on the local market. With the advent of many new TV markets, most agencies are becoming increasingly conscious of cost per thousand, and in those many markets where such costs are well within a typical yardstick of $2 per thousand homes per commercial minute, this information is of utmost importance in the final agency decision. Set penetration figures can be completely erroneous if based on an area far in excess of either the station's coverage or the major market. Studies by the station in this respect can frequently increase a penetration figure from 12 to 15% to three or four times that figure.

Coverage Claims

In some cases the practice has grown out of necessity (by reason of a limited number of stations) to try to obtain coverage of a widespread area that includes several important markets from a single station. As new stations develop in the individual markets, the agency buyer should be informed of the individual habits and characteristics of market, the relationship of the station programming to the community needs, and the local loyalties that develop by reason of the community services rendered by the new station. Ultimately, this situation may result in a general overhaul of rate structure among existing stations as some operations lose their exclusivity and dominance and new stations increase in popularity. However, this will represent a natural and healthy development for the entire industry.

The idea of merchandising assistance for the national advertiser should not be brushed aside by the new station as an unnecessary extra. Once again, we must realize that the era of the limited station monopoly is over, and practices that were established during that period will not necessarily hold up in the new competitive picture. All television stations, uhf or vhf, must accept the thinking that their role is to promote the sale of merchandise to the consumer, and any assistance that they are in a position to give should be part of its basic service.

The agency media personnel are not opposed to uhf. On the contrary, more and more business, from more and more agencies, is being placed daily on uhf stations. In many instances the far-sighted buyers can recognize the potential for some of the new stations and have made a wise investment for their clients even though the stations may not yet have quite reached the desired growth. In the case of WKNB-TV we have found excellent agency reaction and almost complete acceptance of the basic sales presentation on the station's value to the advertiser. In this case, the market research analysis shows the station to be well within the cost per thousand limitations. However, the media personnel do need *facts*—not merely guesses and general claims. Uhf stations will rate much higher on the buying schedule when these facts are made available to agencies and the agency can fully justify the purchase of the station to its client.

It seems to me that many of the problems that existed were not basically with uhf, or vhf, or television, or the system, but rather with some of the people concerned. With uhf in its early stages of growth, we must learn to think in terms of



ABOUT THE AUTHOR

As president of WKNB and its new Ch. 30 sister station, WKNB-TV New Britain, Conn., Mr. Gross speaks as a practicing broadcaster. He is also entitled to be heard as a buyer of broadcast advertising, having operated his own advertising agency in Hartford for many years.

YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

YOU NEED THE FETZER STATIONS TO HIKE SALES IN WESTERN MICHIGAN!



RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are the two outstanding radio buys in Western Michigan. The February 1952 Pulse credits WKZO with more listeners—morning, noon and night—*than all other stations combined!* Hoopers for the same period credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. Bought in combination, WKZO-WJEF cost only 92.9% as much as the next-best two-station choice in Kalamazoo and Grand Rapids—*yet delivered 62.6% more listeners!*

TELEVISION

WKZO-TV, the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, truly dominates America's *25th television market.* Its bright Channel 3 picture is received clearly and consistently by more than a quarter-million homes in 28 Western Michigan and Northern Indiana counties. The March 1953 Videodex Report shows that WKZO-TV gets 140.7% more afternoon viewers, 153.2% more evening viewers, than the next Western Michigan station!

Get all the Fetzer facts—write direct or ask your Avery-Knodel man.

** Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds, in New York City on February 22, 1932.*

WJEF top IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

building a new part of the industry as well as an individual station since so much of our ultimate success depends on acceptance of uhf as a whole. The smart station operator will be sure that releases on set count can be authenticated and will avoid exaggerated claims. In many cases, servicemen have not taken the trouble to learn enough about installation and service. Some of these have asked excessive prices for converter and antenna installations, but yesterday's errors are today's opportunities, and I am confident that these problems are being worked out successfully.

Among the first uhf grants was a construction permit for WKNB-TV in New Britain, Conn., to operate on Ch. 30. In this case, the station was somewhat unique in that the market served comprised the rich Hartford County area which had no local TV service and relied solely on outside vhf coverage from New Haven, Conn. While New Britain has a population of approximately 100,000 in the city proper and surrounding towns, the Hartford County area covers 562,000 people and the service contours for the new licensee under full power included 2,368,000 people. Even under the interim power operation, the total population served is 1,200,586.

This market, rated as twenty-fifth nationally in population and third in per family buying income, was a major test of the ability of uhf to become established against vhf competition.

Power vs. Height

In the original engineering design for the station, the emphasis was placed on greatest possible height for the radiating system, rather than power. After a careful analysis of power versus antenna height, it was felt that the scales were overwhelmingly in favor of a strategic transmitter location that would effectively serve a wide area and where subsequent power increase would result in a substantial increase in coverage, and would increase signal strength within the original service area in spots that were difficult by reason of terrain conditions.

The site selected for WKNB-TV was in an almost inaccessible mountain area about three-quarters of a mile off the nearest highway and located approximately three miles northwest of New Britain, and about 7 miles southwest of Hartford. The site had a natural elevation of 740 feet and a five hundred foot tower was erected which, with a forty-five foot antenna, provided a 1,285 foot height above sea level. From this point the area slopes down to the Connecticut River along the entire valley from New Haven north to Springfield with relative heights above sea level in Hartford at 64 feet and in Springfield at 101 feet.

With this tremendous line-of-sight advantage over the whole central Connecticut and western Massachusetts area, WKNB-TV elected to use RCA equipment with a one kilowatt transmitter and a 21BL antenna. The resulting ERP was approximately 20 kw; 6⅛ co-ax line was chosen to reduce line loss on the relatively high tower.

Since the transmitter was fairly close to both Hartford and New Britain, it was decided to put a one-half degree electrical tilt on the antenna to provide maximum effectiveness in the close-in area. The com-

IT'S OKAY TO KID THE COMMERCIAL, BUT FINISH WITH A SERIOUS PITCH

By Ted Brown*

SOME people call a commercial the kiss of death. It better not be. In ayem radio a commercial may come up as often as 10 times in a half hour and that could obliterate a 10-minute show. My show, the rise and shine type, lasts from 7 to 9 a.m. Mondays through Saturdays, and it has to stay lively, not despite the commercials but including them.

I figure there's a commercial approximately every four to five minutes. This could be annoying, to say the least, unless handled with sincerity, taste and a dash of humor. Sounding sincere is up to the individual announcer. But thought and practice are necessary to develop reliable senses of taste and humor.

I like the job of early morning disc jockey, despite the hours. It's a challenge. People getting up in the morning getting ready for work don't concentrate fully on the radio, but they can be cheered on their way with a light, airy word or two and a bright, saucy tune. There's a turnover every 20 minutes, which means that I can't do anything of long duration, and that I must constantly feed the morning necessities—time, weather, temperature, and the little humor that may mean a smile. At all times I must use catch phrases and chuckle-getting remarks, not intricate stories and lengthy jokes.

Lately, the trend on ad lib shows has been to kid the commercials. But if you kid the commercial from top to bottom, people may remember the joke and fail to go out and buy. Usually people remember the last thing they hear. So I think it's a good rule, and one that I use, that if you're going to have fun with the sponsor's product, do it on top of the commercial, as a hook to capture the ear of the listener. And then, once you have his attention, make a legitimate pitch.

Rhoda, my wife, appears on the show as "Loudmouth," "Redhead," and a variety of characters. She uses various gag voices. Generally we begin the commercials together. But she doesn't participate in the legitimate pitch. Once I start selling the product in earnest, she doesn't come in. We may be announcing events at a race track. Rhoda interrupts with her story of the celebrities she saw at the track—Eddie Cantor, Frank Gallup, John Scott Trotter.

Or we may be selling packets of tissues for automobile visors, with: A friend of ours bought a dozen of these. He found them so terrific he went out and bought 11 more cars.

Or: This beer has real character. It's the kind you'd want your sister to go out with.



The Browns manage exuberance at hours when others can't crack a smile. Here Rhoda pretends to throw an anniversary cake at her husband.

Whatever you tag to the top of the commercial, however, has to be followed with a serious treatment of the product.

Of course there are all kinds of sponsors. Some of them prefer that you don't tamper with the commercial. Some insist that you handle it straight. At the other extreme are the ones who say have as much fun as you want with the product, it's up to you. But the crucial point is always implied: Sell the product. So in treating the product with humor, one should remember the facts: The sponsor laid his money on the line, and your line had better not be derogatory.

As a rule, nothing is duller than a station break. At our 50 kw outlet, management has tried to inject some originality in station breaks by using all the available star talent on the Metro-Goldwyn-Mayer lot in Culver City. The stars, and they include Jimmy Durante, Clark Gable, Esther Williams, Robert Taylor, Lionel Barrymore and many others, sign on and off with WMGM call letter identifications, and a plug for themselves. Both Rhoda and I have been playing havoc with these recorded station breaks by the MGM stars on our early morning aerial romps. This is the sort of lampooning we go in for with the station breaks:

This is a midget. You are tuned to the small letters of the stars.

(Sound of a train.) Thank you, Lionel. You are tuned to the call letters of the stars.

What is the secret of how to be gay at such ungodly hours? Ask Rhoda. She says it's no secret. Other people are grouchy in the early morning and feel good during the day. We're different. We're happy between 7 and 9 a.m. and miserable the rest of the day.

* *Mr. Brown runs the* Ted Brown Show, *7-9 a.m., Mon.-Sat., on WMGM New York.*



BUSINESS EXECUTIVES
CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ◯ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ◯ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ◯ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ◯ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ◯ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ◯ WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE?
- ◯ HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS?
- ◯ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ◯ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . the need for blood is **urgent!**

A PUBLIC SERVICE PROJECT OF THE ADVERTISING COUNCIL

NATIONAL BLOOD PROGRAM

this man has ice water in his veins !

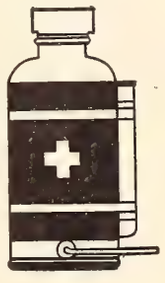
Of course he'd never volunteer to give blood, anyway. But any resemblance of this old duffer to the average, red-blooded American is a mistake.

For instance, several million healthy Americans have given blood. *But it's not enough.*

So this is to tell several million more Americans that their blood is needed—now!

We've never let anyone down who was in trouble. When a GI gets wounded and suffers *shock*—he's in bad trouble. He's got to have blood and lots of it! Folks here at home need blood too—to save their lives.

So make a date with your Red Cross, Armed Forces or Community Blood Donor Center. *One* hour and you're on your way.



GIVE BLOOD

...give it again and again

bination of the 20 kw ERP, the half degree tilt, and the 1,285 feet elevation provided a perfect picture in Hartford at a seven to eleven mile distance and in Springfield at approximately a 30 mile distance, but did not adequately serve all of the New Britain area from two to six miles from the antenna. New Britain is located at a point 885 feet lower than the center of the antenna radiating system. There were some serious light signal areas as far as four miles from the tower. At this point the station's engineering department decided to experiment with a one degree tilt in an attempt to improve the poor signal areas within two to four miles of the tower. The shift to a one degree tilt resulted in a tremendous increase in signal strength over the entire New Britain area and also improved the signal in the Hartford area, which was already excellent from seven to eleven miles away.

During the first week of July, WKNB-TV is replacing the present TFU-21BL antenna with the new RCA TFU-21DL. This antenna will be installed with a one-half degree tilt which will restore the original service to such areas as Springfield, 30 miles distant, and at the same time is designed to provide adequate signal strength in the area close to the tower. The present antenna is doing an excellent job and this new antenna installation will serve to further increase the effectiveness of the Ch. 30 operation. Late this year it is expected that the final amplifier will be delivered by RCA which will increase the ERP to 206 kilowatts.

Prior to the start of operations, the station had spent months in negotiating with the various networks on an affiliation contract. Since the only service that was reaching the Hartford County area at all was from the basic NBC station in New Haven, the emphasis was placed on working out the details with CBS, and a supplementary contract was also made with DuMont. As was the case with most new markets, the station quickly found that the network sales organization was not in a position to concentrate on any single market, and large portions of the network business placed were solicited directly by the station sales staff through the national agencies. The demand for the market was widespread, and the major agencies placed contracts immediately for network shows based on an estimated 20,000 set figure for the start of operations. The Class A one-time rate was established at $250 per hour. On February 25, two weeks after the start of operations, sworn statements from most of the distributors in the area showed a set count of 36,645. On March 31 a similar count showed 53,017 sets equipped for Channel 30 in the market area. On April 27 this count, which was verified by a firm of certified public accountants in Hartford, reached 61,789.

As a promotion vehicle to further stimulate the conversion of existing vhf sets and to promote the sale of new receivers, the station contracted for the coverage of the Boston Red Sox baseball games with the station providing the relay facilities from the Boston station. While this proved to be an extremely expensive undertaking, it is expected that it will substantially increase the number of uhf units in the market even though the summer period is normally extremely poor for television receiver sales.

By March of this year, the picture regarding uhf had become even more complicated in the minds of national agency buyers by reason of exaggerated set counts, inability of some stations to maintain regular schedules due to faulty equipment, and reported disinterest in some markets on the part of the public to convert to uhf. Several agencies and trade organizations were attempting to survey various uhf markets to establish a true picture of uhf performance. In some cases it was found that the set counts had been exaggerated; in many other cases the sudden demand for transmitter equipment had caught manufacturers unawares with resulting shortages and technical deficiencies. However, these were isolated cases, and in general uhf was found to be doing an amazing job with a growth that far surpassed that of vhf in its pioneering days.

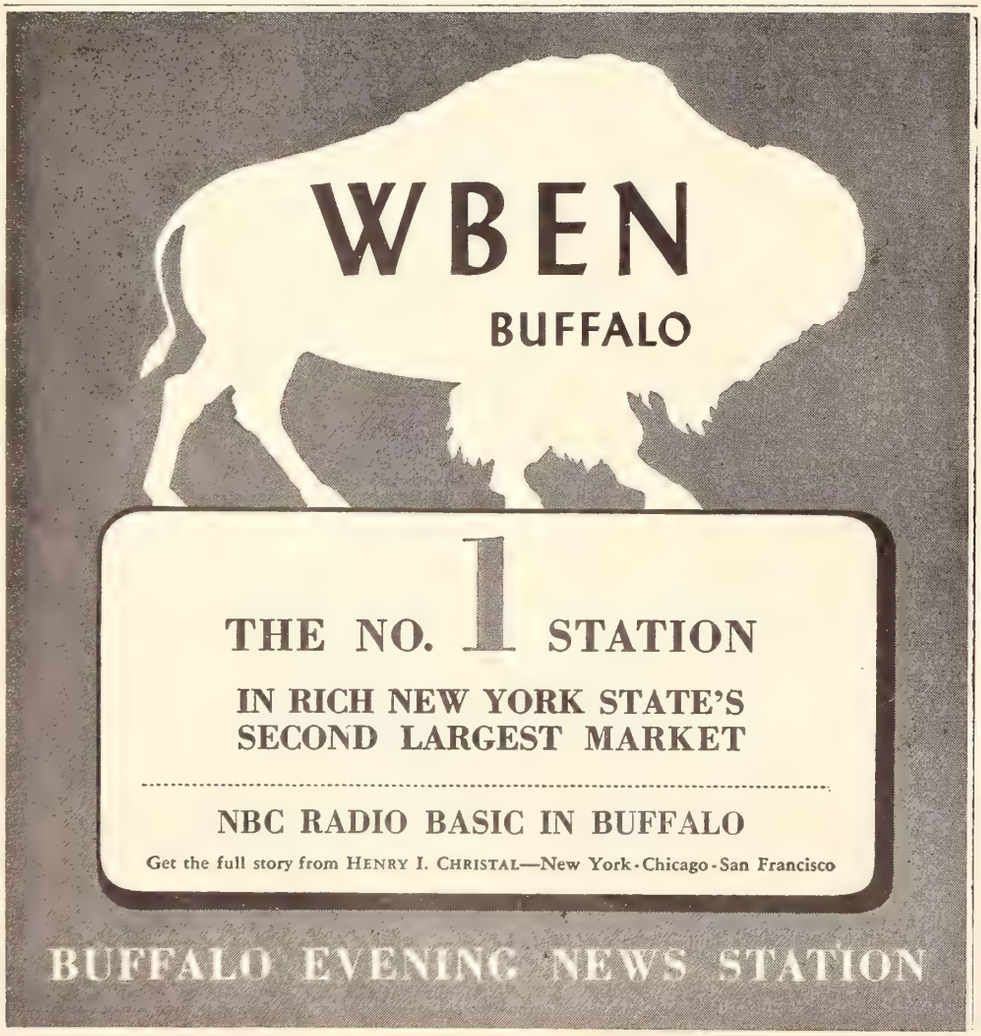
CBS Survey

Early in March, within the first three weeks of operation, a CBS representative, on an official mission to determine the uhf story, made a survey of the Hartford-New Britain market and covered a radius of some thirty miles with a glowing report of WKNB-TV's progress as a result. This survey was based on visits to dealers and hundreds of calls at private homes where the home-owner was asked whether or not he had installed a Ch. 30 receiver, or if he intended to do so. In many cases, homes with no outside antenna were found to be already equipped with Ch. 30. In those homes that were not already converted, there was intense interest, and in most cases where Ch. 30 was being received, homeowners were tremendously enthusiastic about the quality of the picture and the type and caliber of programming presented.

The station programming at this time was based on approximately 33 CBS shows weekly and three DuMont presentations, plus top quality film presentations on an early show from 6:15 to 7:30, and a late show from 11:15 to sign-off. Gaps in network programming were covered with such features as wrestling and other sports films plus half-hour feature films and syndicated shows sold on a local basis.

The local advertiser in the Hartford-New Britain market, as well as more outlying communities such as Springfield, Manchester, Middletown, Meriden, and Waterbury gave the station a tremendous vote of confidence by placing more than a quarter of a million dollars of annual business within the first two months of operation.

We didn't trust to luck. We stuck closely to the fundamentals of advertising, and if I were asked to suggest a plan for launching a uhf station, I would recommend this formula. It worked for us and I believe can be adapted to any other area. A full-scale educational promotion campaign in the entire Connecticut and western Massachusetts area was started four months prior to the station's inaugural telecast. Luncheon meetings were held with distributors of television receivers to orient them on the station's plans, coverage pattern, and programming and to promote the procure-



Only 62¢ per watt

FOR MAXIMUM ERP

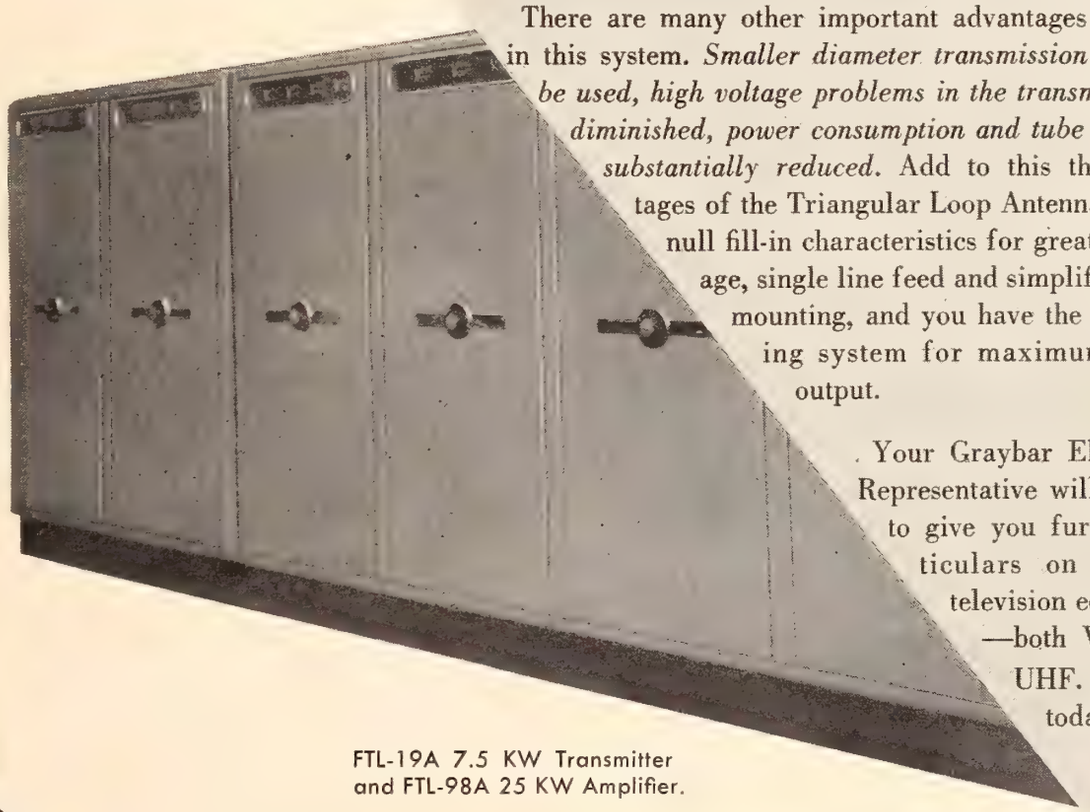
Only 62c per watt achieves full allowable power on channels 7 through 13 using this Federal transmitter-antenna combination. If you are considering maximum power for your station, consider these important advantages.



FTL-23A-16 High Gain Triangular Loop Antenna. Highest Gain Antenna available for channels 7-13.

Here is a simple, direct, inexpensive method of obtaining 316 Kw on the high channel VHF band without bulky, expensive, power-consuming amplifiers. The Federal 7.5 Kw transmitter and 25 Kw amplifier feeding the Federal high gain Triangular Loop Antenna (gain of 17) offers the television broadcaster quality equipment at reasonable initial and operating costs.

There are many other important advantages inherent in this system. *Smaller diameter transmission line can be used, high voltage problems in the transmitter are diminished, power consumption and tube costs are substantially reduced.* Add to this the advantages of the Triangular Loop Antenna with its null fill-in characteristics for greater coverage, single line feed and simplified tower mounting, and you have the outstanding system for maximum power output.



FTL-19A 7.5 KW Transmitter and FTL-98A 25 KW Amplifier.

Your Graybar Electronics Representative will be glad to give you further particulars on Federal television equipment —both VHF and UHF. Call him today.

Distributed by Graybar Electric Company

Federal Telecommunication Laboratories, Inc.

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — An IT&T Associate

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

Canadian Distributor: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.

Export Distributor: International Standard Electric Corp., 67 Broad St., New York

ment of uhf converters which were extremely scarce at the start of 1953. Mass meetings were held with dealers and installation men with 700 to 1,000 people in attendance and a panel of experts on the maintenance and techniques of uhf sales and installation. Newspaper ads, up to a full page, in the Hartford, New Britain, and central Connecticut newspapers were run in the form of "Reports to the People" covering the station's plans and the methods of equipping present sets for uhf. The WKNB radio station ran saturation schedules of announcements urging conversion to Ch. 30 and also featuring programs on a clinic and question and answer type format to educate the public on the subject of uhf.

Two Evangelists

Two men were thoroughly oriented in the characteristics of uhf and the station's programming plans. These men made regular appearances at luncheons and dinner meetings for civic organizations, service clubs, and various clubs and associations throughout central Connecticut. Thousands of people were contacted in this manner in informal discussions and question and answer sessions that resulted in a broader understanding of uhf and the new Ch. 30 operation that in turn produced many new installations.

WKNB-TV went on the air with the transmitter in Farmington, Conn., as its major base of operations. All programming, network and film, originate at this point, and local programming was postponed until such time as the station builds its new AM and TV studio building. However, pressure from local civic groups, advertisers, and the obvious value from a promotional point of view was immediately reflected in the purchase of a single camera chain which was installed in a room at the transmitter building. With this single camera the station has been able to meet the more urgent needs of the Hartford County area in public service programming and make available live commercials in specified periods. Recently the FCC granted the station approval to construct its new studio at Corbin's Corners in the southwest corner of West Hartford, and when the studios are completed late in 1953, full scale live programming will be established.

In addition to existing AM personnel for the radio station, 33 people have been added to staff the television station. Of these, eight are in the engineering department and six are in film. With the local sales operation covering all of the Connecticut River Valley, it was necessary to build a sales force of five men plus a sales manager.

The film department is considerably larger than originally estimated since the screening, editing, splicing, stripping, and shipping operations resulted in close to six hours of man power per hour of film presented. However, the station has been extremely particular about the quality of film presentations in an effort to establish film programming as an acceptable and basic part of a television station's programming format rather than a fill-in measure.

During the three and a half months of operation, WKNB-TV has experienced only one major interruption in service during its commercial hours of 3:30 p.m. to 12:30 a.m. This was caused by a short circuit in one of the tube sockets which was easily repaired when the trouble was finally located, but determining the cause of the trouble was such a lengthy problem that the station remained off the air all day. Minor interruptions have occurred during the test pattern hours of 10 a.m. to 3:30 p.m., in most cases resulting from the accumulation of dust in the transmitter as a result of making the transmitter installation while the building construction was still in progress. An interesting point during the construction of the station was a heavy accumulation of ice on the 500 foot tower during a January ice storm. Two members of the engineering department narrowly escaped serious injury when 60,000 pounds of ice fell from the tower at one time while they were inspecting the site. At this time, the transmitter building, which was located only 18 feet from the tower to prevent excessive line loss, had not been roofed in and consisted only of sidewalls. The two-by-six scaffolding around the sidewalls was crushed like matchsticks by the ice, and had the building been completed, it, too, would have been crushed by the weight of the falling ice. Fortunately, the RCA TFU-21BL antenna which was resting on a cradle approximately forty feet from the tower escaped damage. The close proximity of the tower to the transmitter building, which will probably be true in many uhf installations, had necessitated the installation of heating cable for the entire 500 feet of tower to prevent a recurrence of this incident. It is also expected that before next winter de-icing equipment will be installed on the antenna.

Conservatism Paid

And so, as the uhf picture has developed, it seems that WKNB-TV planned well. We were deliberately conservative, making no claims and doing no promotion until all facts and factors were well co-ordinated, and until the dealers and servicemen were ready to sell and install converters, sets and antennas, that meant that people through the area could receive our programs.

The station has been extremely careful to authenticate all of its set counts, and the April count of 61,789 Ch. 30 units in this area, with an estimated count in May of over 70,000, bears proof that uhf television can be and is an established medium that needs only time to equal in numbers the penetration of its vhf predecessors and offers a superior quality picture in a service area that under full power will closely rival that of vhf.

Let me come back again to that very important fact—vhf and uhf are not competitors, but full blood brothers. People in this area no longer look at uhf as a new "type" of television—it is *television*. People don't refer any longer to WKNB-TV as the new "uhf" station, but as "Ch. 30." I believe that in a very short time, throughout the United States, people will pay no attention at all to whether a station is vhf or uhf, any more than they now care whether present vhf stations are high band or low.



"WE USED ONLY KYW IN PHILADELPHIA"

.. reports THWING & ALTMAN, INC.

TO JOE GANS, vice president in charge of Radio & Television, we're indebted for a letter that speaks volumes about advertising effectiveness in the rich Middle Atlantic market-area.

Suppose we quote directly:

"A recent review of our records points up a few facts which I think should be called to your attention.

"This season, for the first time, we used *only KYW* to cover the Philadelphia market. The results have been spectacular. We increased our budget 300% over last year, and achieved one of this season's greatest success stories!

"KYW had to produce results every day to make this increase possible. And you sure did! Results were up almost five times over last year. This is extremely gratifying inasmuch as for the first time in several years we used mostly local shows and personalities, from sign-on to sign-off, seven days a week.

"On behalf of our clients, Doubleday & Co., Inc., The Grolier Society, Inc., and The Greystone Press, may I extend to you and your associates at the station my sincere thanks for all the cooperation that made our campaign in Philadelphia so successful this season."

If you want the same rewarding response in this same rich market, put KYW at the top of your schedule! For availabilities, check KYW or your Free & Peters representative.

KYW PHILADELPHIA
50,000 WATTS • NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

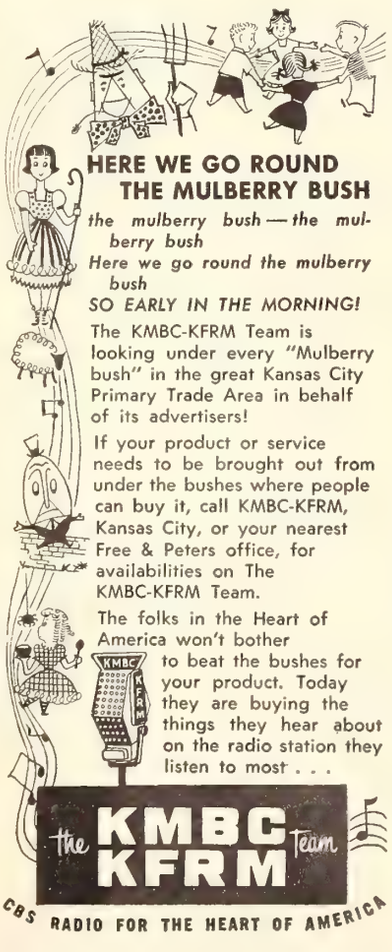
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

WTMJ-AM-TV ZOO APPEALS

WTMJ-AM-TV Milwaukee are promoting a drive for $8,000 in funds for purchase of two elephants for the Washington Park Zoo there, after the zoo's only elephant died recently. The drive is promoted on WTMJ's *Top o' the Morning* and WTMJ-TV's *Time Out With Thomas*. The latter show presents a weekly zoo feature.



RADIO and WSIX Nashville get a boost when Joseph B. Hall (l), president of the Kroger Co. (food store chain), Cincinnati, tells that 26½% of Kroger customers are steered to the stores by radio broadcasts. Appearing before a WSIX microphone are (l to r) Mr. Hall; L. F. Monje, grocery merchandiser for Kroger's Nashville branch; Louis R. Draughon, WSIX general manager, and E. S. Tanner, station commercial director.



DOLL BIRTHDAY PARTY

VOGUE DOLLS, Pepsi Cola, Lansburgh Department Store, Washington, and WMAL-TV Washington staged a three-day promotion test for Vogue Dolls. After saturation advertising by all four participants, a gala three-day birthday party for Vogue's fashion doll, "Ginny" was held at downtown Washington's Lansburgh Department Store on June 22, 23 and 24. Youngsters attending were feted with ice cream, cake and Pepsi Cola, as Ruth Anne Flaherty, star of WMAL-TV's moppet show *Miss Ruth Anne*, demonstrated new doll fashions. Representatives of the toy company say the party was a test in the Washington area, to be followed by similar parties throughout the country.

MARKET ANALYSIS

WFMY Greensboro, N. C., has released a market analysis of Atlanta, Greensboro, Charlotte, Birmingham, Norfolk and Richmond, prepared for the station by Peat, Marwick, Mitchell & Co., certified public accountants. The report covers the estimated population, retail sales, and effective buying income of the market area within a 55-mile radius of the six cities. Copies of the booklet may be obtained from the station or the accountant firm.

NEWSPAPER PUBLICITY

THE 28-page television section of the *News and Courier and the Charleston Evening Post* was devoted to WCSC-TV Charleston on the day it began broadcasting [B•T, June 22]. Pictures of the city's first TV station, as well as news and pictures of its staff and programming events filled the supplement.

HILLBILLY BADGE

TOM EDWARDS, hillbilly disc jockey for WERE Cleveland, last week chalked up the 2,000th request for one of his special hillbilly pins since the offer was made four weeks ago, the station reports. Designed to ascertain the pull of his *Hillbilly Jamboree* every Saturday morning, the badges are sent to listeners who send in a dime to cover cost of mailing and furnish a profit for the local cerebral palsy

The Prodigal Herb Shriner Visits Back Home at WOWO

HERB SHRINER went home to Indiana June 22—to the town, Fort Wayne, and the station, WOWO, where he began his radio career in 1928.

Former colleagues and 15,000 hometowners turned out for "Herb Shriner Day" there. WOWO covered the event from the time Mr. Shriner and his wife, Pixie, stepped out of their plane, and presented a special broadcast from the Court House square.

Cal Stewart, WOWO announcer, was m.c. for the day. During the broadcast Mayor Harry W. Baals presented the comedian a "Main & Broadway" street sign, reminiscent of the days when WOWO studios were on Main Street—and in line with the title of Mr. Shriner's forthcoming MGM picture, "From Main Street to Broadway."

Mr. Shriner started out on WOWO as a harmonica player—one of a quartet dubbed the Harmaniacs. He later appeared on WOWO's *Barn Dance* and *Hoosier Hop*, which later went to network radio. WOWO, says Mr. Shriner, means "Wayne Offers Wonderful Opportunities."

Present WOWO staffers who worked with Mr. Shriner "in the old days" include Herb Hayworth, Howard Ackley, Paul Mills, Shirley Wayne, Bruce Ratts, and Hilda Woehrmeyer.

Other notables on hand for the celebration included Crawford Parker, Indiana Secretary of State, and Rep. E. Ross Adair (R.-Ind.).



A WOWO MICROPHONE and these seven well-wishers were among the 15,000 who greeted comedian and home-town-boy Herb Shriner as he lands at Fort Wayne for "Herb Shriner Day." The greeting party (l to r): Parker Crawford, Indiana Secretary of State; Carl Vandagrift, WOWO station manager; Cliff Milnor, *Fort Wayne Journal Gazette* columnist; Paul E. Mills, WOWO sales manager; Bob Shreve, former WOWO staffer now with Galbreath TV studios there; Mr. Shriner, and Shirley Wayne, WOWO staff member who paired with Mr. Shreve in the "Sari and Elmer" act during Mr. Shriner's tenure at the station. Norm Carroll, WGL Fort Wayne program director who worked on WOWO with Mr. Shriner, is behind Miss Wayne.

fund. The large celluloid pin is in the shape of a record, proclaiming "I'm a good hillbilly" around the outside, and "I listen to Tom Edwards and the *Hillbilly Jamboree* every Saturday on WERE," in the center.

GROUNDS FOR PUBLICITY

KONA-TV Honolulu, to remind advertisers that it is "percolating" again after returning to the air June 24, is sending out packages of pure Mayflower Kona Coffee. KONA told advertisers that it is back in the "regular grind" between 4 and 10:30 p.m. daily, with a new signal strength of 35,000 watts. Station is Hawaiian NBC-TV outlet and is also DuMont affiliated.

TELEPHONE CAMPAIGN

KQV Pittsburgh conducted a week-long telephone campaign, during which calls were made to thousands of Pittsburgh homes to remind listeners that their favorite CBS programs had moved to KQV, the station reports. Listeners were also reminded that they still had time to get a free chest x-ray, as a tie-in with a health campaign in the greater Pittsburgh area.

NO TIME FOR FISH

IN AN effort to bolster the "summer selling slump," Magnecord Inc. has launched a campaign at the distributor level. All distributors were sent a letter, to which was attached a hand-tied custom-made fly, wishing them luck with summer fishing and to have a good time if they can afford it. If, however, they like to eat (anything other than fish) and have to pay taxes, they are urged to sell. As an inducement, those selling specified quotas will be awarded membership in the ISIS (I Sold in Summer) Club or will be given plaques enrolling them in the NTFF (No Time For Fishing) Honor Society. Others will receive fish for a dinner in recognition of the fact that they were too busy selling to go fishing.

PHONEVISION

NEW BOOKLET on Phonevision—"What It means to Television and You"—is being distributed by Zenith Radio Corp., Chicago. The booklet contains a memo from Ted Leitzell, special assistant to the president, claiming that the system is "technically perfected and ready to go, as soon as the FCC gives the word." Zenith expects the Commission to act on its petition for hearings on subscription TV and approval of its system this fall or winter. The booklet also contains a card outlining the procedure for borrowing Zenith's 16 mm sound movie on Phonevision from Ideal Pictures.

'FROM A CRYSTAL ACORN'

MARKING the thirtieth anniversary of radio, AT&T in their publication, *Long Lines,* has printed an interesting summary of the beginning and development of radio. Titled "From a Crystal Acorn," the article tells of the early efforts of AT&T-owned WEAF New York in 1922, broadcasting of its first sponsored program, and its purchase in 1926 when NBC was formed.

FOURTH OF JULY PROGRAM

SPECIAL July fourth program, entitled *The Day of Deliverance,* was presented by WPTZ (TV) Philadelphia and NBC-TV direct from

Advertisement



From where I sit
by Joe Marsh

A Little Headwork Saves a Lot of Footwork

"I don't ever aim to give up fishing," Pappy Hayes said one day—"but the older I get the less I like hiking over to Pike's Creek. Guess I'll have to bring the fish nearer to *me*."

So Pappy went and got his nephew to bulldoze down about three acres of bottom land. Then he dammed up the little stream there.

He wrote the U. S. Fish and Wildlife Service, in Washington, and got some "blue gills" and bass to stock it—free. Pappy's idea wound up giving him (and us) just about the best fishing pond in the county . . . right in his own back yard.

From where I sit, Pappy may be older than some of us but his mind is active—and open. He's ready to listen to anybody with an idea. That's why he and I can talk on any subject—sometimes about his preference for buttermilk and mine for beer. And though we disagree, we respect each other's opinion. That's neighborliness without a "catch" to it.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

MEMO
Be sure to call Weed today and ask about the "Jet Fire" WPTR Merchandising plan that covers the Albany - Schenectady Troy area

BETTER
hi-frequency response
with SOUNDCRAFT PROFESSIONAL RECORDING TAPE
it's micro-polished*

High frequency signals require a smooth tape surface for perfect recording head contact. To produce this surface all Soundcraft Professional Recording Tape is *Micro-Polished*: polished, buffed and re-polished to produce a mirror-like surface. Micro-Polishing results in improved high frequency response, greater output uniformity, lower distortion, less friction and longer head life.

Why settle for less than the best? Next time be sure to ask for Soundcraft Professional Tape . . . the one and only Micro-Polished tape!



REEVES SOUNDCRAFT CORP.
Dept. N-62
10 East 52nd Street
New York 22, N. Y.
*PAT. APPLIED FOR

Response

WFBG-TV Altoona, Pa., carried a 10-minute film to demonstrate a combination glass cutter and tool sharpener called "Gay Blade" by its producer, the Grant Tool Co., Chicago.

That was on May 19. Orders began swarming in almost immediately, and Grant quickly placed six more of the 10-minute shows on WFBG-TV.

The scoreboard by June 15: Orders for 1,275 "Gay Blades" had come from 305 towns in Pennsylvania, West Virginia, Virginia, New York, New Jersey and Maryland.

Independence Hall. Using no actors or mechanical animation, the entire show was presented through the technique of narration while cameras were trained on the doors, desk and other hallowed places where the founding fathers deliberated and discussed the break with England. The narration, written and presented by Harry K. Smith, covered the events and thoughts of the men who wrote and signed the Declaration of Independence. Aired from 5:30-6:00 p.m., the program was produced and directed by Cal Jones.

ORCHIDS FROM HAWAII

ORCHIDS from Hawaii were plentiful around New York and Chicago agencies last Thursday—orchid leis, no less. As a promotion for its appointment as national spot representative for KGU and KONA (TV) Honolulu, NBC Spot Sales arranged to have hundreds of fresh-cut leis flown directly from Hawaii. They were distributed Thursday to women radio and television timebuyers at agencies in New York and Chicago.

FAR-REACHING WHISTLE

WHILE delivering a commercial, Stan Richards, disc jockey on WORL Boston, emphasized how nice a girl looks in a Jantzen bathing suit by giving out with an appropriate whistle. Shortly after, the station received a call from an irate husband who was checking up on a gas station attendant whom he charged with whistling at his wife. The attendant claimed that the whistle came from his radio, tuned to Stan Richards' program. Then another call came in from an amused driver who had stopped for a red light and was severely reprimanded by a girl crossing the street. Again, of course, it was Mr. Richards who had whistled. The disc jockey is now very confused about girls—do they or do they not like to be whistled at? Or could this happen only in Boston?

'WHY, DADDY?'

DESIGNED to give parents the ammunition they so badly need when youngsters ask their characteristically baffling questions, a new program, titled *Why, Daddy?*, is being presented by WBAL-TV Baltimore. For example, a recent show demonstrated hypnotism, by means of illustrations, explanations of its modern uses, and an actual performance by an hypnotist. Aired from 6:30-7:00 p.m. on Sundays, the program as explained by Arnold Wilkes, director of public affairs and information for WBAL-TV, is intended primarily to provide information, but, he says, "we also hope it will help parents re-draw their battle lines in a losing intellectual struggle."



THIS AIR FORCE sergeant, Morris T. Smith of McChord Air Base, won a Hillman Minx automobile from KTAC Tacoma, Wash., for writing the winning slogan in a promotion contest there recently. The slogan: "There's good listening all the while at 850 on your dial, KTAC Tacoma." At the presentation are (l to r): Joseph Henderson, British Car Sales; Sgt. Smith; Fred McDowell, KTAC account executive; Mrs. Smith, a Japanese war bride, and Warren J. Durham, KTAC manager.

TABLES TURNED

THERE'S a weather bureau that calls a radio station for the temperature, in fact KXOK St. Louis has recently completed arrangements to furnish the Weather Bureau with that information daily. It seems that the station installed a professional-type thermometer, which records temperatures at "street level." The Weather Bureau's thermometer is on the 11th floor, and frequently there is a difference between "street level" and "official" readings. During a recent heat wave when the official temperature was 102.8 and the station's thermometer recorded 105, people calling the bureau accepted official readings, but wanted to know "street level" temperatures, as well.

WRTA
Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

PEOPLE

Advertisers

John D. Davis, Procter & Gamble, to Simoniz Co., Chicago, as brand advertising manager, where he will be responsible for Non-Scuff floor wax and Bodygard liquid car wax.

Jack Delaney appointed director of merchandising for Mrs. America super market merchandising plan, Mrs. America Inc., N. Y.

Agencies

Jeremy Gury, senior copywriter, Ted Bates Inc., N. Y., to Benton & Bowles, N. Y., as vice president and copy supervisor.

Ernest W. Eversz, copy supervisor, Foote, Cone & Belding, N. Y., elected vice president.

Herbert H. Rabke, comptroller with J. D. Tarcher & Co., to Harry B. Cohen, N. Y., as assistant to president.

William Knudsen, with R. T. O'Connell Co., N. Y., as vice president and art director, to Smith, Hagel & Snyder, as art director.

Gerald S. Corwin appointed creative director and account supervisor for Manson-Gold-Miller Inc., Minneapolis.

John Beccari, Young & Rubicam, N. Y., to David J. Mahone Inc., N. Y., as director of marketing and research.

Walter R. Avis, advertising manager of Zippo Mfg. Co., to Southward & Assoc., Chicago, as senior associate in charge of creative activity.

Carl Brandes, Noble Adv. Co., L. A., to Jimmy Fritz & Assoc., Hollywood, as account executive.

Edward A. Fonte, Biow Co., N. Y., to Ruthrauff & Ryan, N. Y., as radio and television timebuyer.

Daniel M. Davis, formerly publicity writer in public relations dept. of John Falkner Arndt & Co., Phila., to public relations dept. of Gray & Rogers, Phila. Adv. Agency.

William Tarr, Harry B. Cohen Agency, N. Y., to Duane Jones & Co., as member of copy dept.

Allen Tolchard, Cunningham & Walsh, and **Dorothy Kent,** Irving Serwer, to Grey Adv., N. Y., as copywriters. **Leonard Turovlin** to Grey Adv. as radio-TV writer.

J. C. Morse, president, Dan B. Miner Co., L. A., received honorary doctor of laws degree from College of Osteopathic Physicians and Surgeons, L. A., for outstanding work as board president, Glendale Community Hospital.

Robert E. Thompson, vice president of George W. Hayman Adv., Rockville Center, L. I., and director at WABD (TV) New York, father of girl, Jane Elizabeth.

David R. Fenwick, account executive in L. A. office of Calkins & Holden, Carlock, McClinton & Smith, received plaque from Southern Calif. Region of National Conference of Christians and Jews in appreciation for six years of service



Now...

SEALED

for your protection

TO MAKE SURE the new Image Orthicon you buy is "factory-fresh," RCA now seals each 5820 for replacement use in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that no hand has touched your tube since it left the RCA factory. *You are the first to use it.*

Customer protection like this is typical of RCA's never-ending effort to bring broadcast and TV stations the most dependable tubes the industry can offer.

Your neighborhood RCA Tube Distributor is especially experienced in meeting your tube needs. For fast service on Image Orthicons . . . and all types of RCA tubes . . . phone him.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

wan'na buy an-island?
FOR SALE
WTHI
CBS • TERRE HAUTE, IND.
PROBABLY YOU DON'T!
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold-- MUST BE REACHED FROM WITHIN!
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

You Get COMPETENT TOWER ERECTION When Entrusted to...
ETS
ELECTRICAL TOWER SERVICE
THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!
Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.
FREE brochure gladly sent on request. Write today!
Electrical Tower Service, Inc.
P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846
Competent installation and erection of all types towers and antennas

in advancing brotherhood as chairman of committee on mass communications.

Stations

Earl Strine, commercial manager of WCHA-AM-FM Chambersburg, Pa., named general manager.

Paul B. Mowery, general manager of WABC-TV New York, appointed program and sales advisor for WFIL-AM-TV Philadelphia.


Mr. Mowrey

Stanley N. Heslop, head of national sales for WNBF Binghamton, N. Y., appointed sales manager of WNBF-AM-TV.

Gil Bond, formerly manager of KVSM San Mateo, Calif., appointed sales manager for KOL Seattle.

Earl M. Willhite, account executive, Tullis Co., Hollywood, to KMO-TV Tacoma, Wash., as general sales manager. Station is scheduled to start operations Aug. 1.

Sam Elber, promotion director of WPEN Philadelphia, named head of program and promotion departments.

Gustave Nathan, station manager of WWCO Waterbury, Conn., appointed sales manager of WKNB New Britain, Conn. **Jack Masla** to sales staff of WKNB-TV, and **Frank Struzzieri,** film expeditor at NBC-TV New York, named film director of WKNB-TV. **Burnell Poole Jr.** to production dept. and **Tom Meade** to sales staff of TV station.

Ben Greer, WFMY (TV) Greensboro, N. C., appointed program director of WGVL (TV) Greenville, S. C. **L. Herbert Porter** is to head promotion, merchandising and advertising dept., and **John Wrightson,** office manager of Oilman's Equipment Corp., Spartanburg, S. C., is new business manager.

Joseph L. Fredericks, WMAY Springfield, Ill., named program director of WEOL Elyria-Lorain, Ohio.

Frederick W. Shaffer, production manager at WSBA-TV York, Pa., promoted to program director.

Dick Zoam appointed promotion manager of WCPO-AM-FM-TV Cincinnati.

Thanks From Ike

WALTER DICKSON, operations manager of WABI-AM-TV Bangor, Me., who caught the season's first Atlantic salmon from the Bangor Salmon Pool and presented it at the White House, according to annual custom, has been thanked in a letter from President Eisenhower. The letter: "Thank you for coming in yesterday with the group from Maine to present the season's first salmon from the Bangor Salmon Pool—and congratulations again on your catch. I am aware the occasion depended on the fisherman."

Dave Murray, news and special events director of WDTV (TV) Pittsburgh, named program manager of WENS Pittsburgh.

William A. Gildersleeve, production supervisor at WNAC-TV Boston, named program director of WPMT Portland, Me.

Tony Bridge appointed program manager and news director of KBEL Idabel, Okla. **H. B. Pitchford Jr.** and **Ed Rickey** named staff announcers, and **Joe Turbyfill** named engineer.

John Peel, program director of WFRX Frankfort, Ill., appointed production manager of WIND Chicago.

Robert Cromwell appointed sales promotion manager of WHIZ-AM-TV Zanesville, Ohio.

Carl Nielsen, TV spot sales manager for NBC, named account executive for KCBS San Francisco.

Bobbe Valentine, director of publicity, KTTV (TV) Hollywood, has resigned.

John Milburn, commercial manager at KTIP Porterville, Calif., assigned to sales staff of KSFO San Francisco, as account executive.

John E. Riley, staff announcer with WVAM Altoona, Pa., appointed director of news and public relations.

Jack Henry, newspaperman and radio reporter, named news editor of KQV Pittsburgh.

Nat Kirby to sales staff of WFPA Ft. Payne, Ala.

Bill Mason, farm director of WILL Urbana, Ill., to WIBC Indianapolis in same capacity.

Gordon Mason, script dept., KNX-CBS Radio Hollywood, to KNX sales service dept.

Sandford Semel, Harry B. Cohen Adv., N. Y., to WCPO-TV Cincinnati as director.

Tom Seger, cameraman at WDTV (TV) Pittsburgh, named floor manager.

Guy Rauer, chief engineer at WCSS Amsterdam, N. Y., to WQAN Scranton, in same capacity.

Jerry White, instructor at School of Radio Technique, N. Y., has rejoined news staff of WHLI Hempstead, L. I.

Peg Smith to promotion staff of WNAX Yankton, S. D.

Chuck Bennett, production manager, KBUC Corona, Calif., and **Fred Smith,** announcer, KXLA Pasadena, to KFI Los Angeles as announcers.

Frank Teas to announcing staff of WABI Bangor, Me.

Alan H. Newcomb to announcing staff of WBT-AM-TV Charlotte, N. C.

Russ Emery, TV and recording personality, to WJAR-TV Providence.

Herb Adams and **Kay Adams** to talent staff of WLW Cincinnati.

Bill Granville, to KFAB Omaha, Neb., as music librarian.

Bob Arel to WDRC-AM-FM Hartford as summer replacement announcer.

Paul W. Morency, vice president and general manager of WTIC Hartford, received engraved gavel and joint resolution of thanks from Conn. legislators for "good will and enterprise in pro-

Breen's Cabin

EDWARD BREEN, president of KVFD (AM) and KQTV (TV) Fort Dodge, Iowa, is author of "Build Yourself a Cabin," in the July issue of *The Iowan.* Mr. Breen and his family designed the cabin ("that a friendly architect kindly translated into a blueprint"), which, essentially, was to be all one room. A massive fireplace was the nucleus. The cabin has been in use three years, but it's still not finished, "and that for us is one of its principal charms. It is something we can work on forever," Mr. Breen says. When he isn't working on the cabin, operating his radio station or planning the TV operation (KQTV is due Oct. 1), Mr. Breen busies himself as president of the Iowa Broadcasters Assn. and as chairman of NARTB's Copyright Committee.

viding complete daily news coverage of the Legislature's activities. . . ."

Hamilton Shea, general manager of WTAM and WNBK (TV) Cleveland, appointed to board of directors of "Junior Achievement" program in Cleveland and to development committee of John Carroll U.

Hugh B. Terry, president of KLZ Denver, received citation from Denver Junior Chamber of Commerce, in appreciation of benefits derived from station.

Tony Messner, manager of CJOB Winnipeg, elected president of Winnipeg Sales and Advertising Club for 1953-54. **Ralph Normandeau,** CKSB St. Boniface, elected club director.

Jerry Keefe, general manager of WFJL (FM) Chicago, non-commercial outlet, elected to executive board of Catholic International Assn. for Radio and Television at recent meeting in Cologne, Germany. Mr. Keefe, only U. S. delegate to attend, is first American to become board member.

William B. Casky, general manager of WPEN Philadelphia, was chairman of radio-TV committee for charity game between A's and Phils.

Roger W. Clipp, general manager of WFIL Philadelphia, will receive award from Allied Jewish Appeal for station's assistance, cooperation and support of recent A. J. A. drive conducted in the Phila. area.

Harry Novik, general manager at WLIB New York, received citation from Hebrew Sheltering & Immigrant Aid Society, for station's part in supporting organization.

Walter Johnson, secretary of Travelers Bcstg. Service Corp. and assistant general manager of WTIC Hartford, elected director of Retail Trade Board of Hartford Chamber of Commerce.

Harold B. Day, WABC New York's sales staff, re-elected president of Colgate U. Alumni Corp. He is one of three alumni presented with Alumni Award for distinguished service to Colgate.

B. George Barber Jr., commercial manager of WGBG Greensboro, N. C., elected president of Greensboro Advertising Club.

Roland Peterson, WNAX Yankton, S. D., named president of Yankton Junior Chamber of Commerce.

Dotty Mack, WCPO-TV Cincinnati, is first woman to receive award from Cincinnati Athletic Club.

Jack Pearse, production staff of KYW Philadelphia, elected to public relations and rehabilitation committees of Prisoners' Family Welfare Assn. of Phila.

Martin B. Monroe and **Arthur Dawson,** WOR New York account executives, were honored last week for bringing in $1 million each in net billings since joining station. Mr. Monroe has been with WOR since 1948, and Mr. Dawson since 1950.

Mort Silverman, general manager of WMRY New Orleans, honored by mayor of New Orleans for radio marathon put on by station in behalf of United Negro College Fund Drive.

Evelyn Gardiner, KDKA Pittsburgh, awarded Humanitarian Award of National Achievement Clubs Inc. for contributions in inter-group and inter-cultural understanding.

James F. Evans, Winfield, Iowa, is winner of Alfred I. DuPont scholarship, presented by WMT Cedar Rapids, Iowa.

Bill Leonard, WCBS New York, presented with Certificate of Civic Merit by **Mayor Impellitterri** for "outstanding service to the community in the 1953 spring Clean-up, Paint-up and Fix-up Campaign."

Mary Landis, WBAL-TV Baltimore, presented with Award of Merit by Baltimore Stewards and Caterers Club, for her outstanding achievements in food service by way of TV.

Mischa Bregman, music librarian and clearance chief for WCCO Minneapolis, appointed conductor of Minneapolis Pops Orchestra.

Alice Jackson, WJAR-TV Providence, received certificate from American Legion Auxiliary on behalf of station for recognition of station's contribution to education, entertainment and inspiration of community.

Roy Allen Kampmeyer, engineer at WKDN Camden, N. J., married Evelyn Ora McMonigal; **Bill Stamper,** announcer at WKDN, married Blanche Pauline Hofstetter, and **Harvey Huston,** program director, married Carol Price.

Tommy Fitzpatrick, former radio singer on

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KVTV Channel 9
The Greater Sioux City Television Market
Available Now
47,208 sets at the low $200 basic rate—in 32 Iowa, South Dakota and Nebraska counties (with 1952 effective buying income of $807,380,000).
• CBS • NBC • ABC • DuMont
Served by Cowles
See your Katz man

WE'RE HARVESTING another bumper crop...

NOW is the time to take advantage of KOLN-TV's more than 430,000 buyers, with 57,478 sets and REAP Your Share of Profits from Southeast Nebraska
THE NATION'S BREAD BASKET
LINCOLN, NEBRASKA
KOLN-TV 12 CHANNEL
See WEED TV
26,900 Watts Visual
13,400 Watts Aural

WHBF Rock Island, Ill., awarded Fulbright Scholarship to study music in Rome, Italy.

Robert Longenecker, TV program packager-agent and m.c. on KNXT (TV) Hollywood, father of girl, June 6.

Joe Zimmermann, director of advertising and promotion for WFIL-AM-TV Philadelphia, father of girl, Lisa, June 17.

Gordon Thomas, emcee at WTMJ Milwaukee, father of son, Todd Patrick, June 5.

Al H. Wooldridge, news director of WEAU Eau Claire, Wis., father of boy, Al Henry, June 8.

Garland Burt, announcer at WLAK Lakeland, Fla., father of boy, David Lane, June 3.

Bob Mehrman, disc jockey at WTAO Cambridge, Mass., married Selma Richelson, June 14.

John Douglas, announcer at WMBR-TV Jacksonville, Fla., father of boy.

Edward Ginsberg, accountant for WTVJ (TV) Miami, father of girl.

Networks

Oliver Presbrey, formerly business manager of radio-TV div., BBDO, N. Y., and **Frank McNaughton,** former Washington correspondent for *Time, Life* and *Fortune,* have announced their association in new TV program, *Washington Exclusive,* 7:30 p.m., Sun., on DuMont.

Roy Shults, account executive with CBS Radio spot sales in New York, has resigned, effective July 5. Assuming Mr. Shults' duties will be **Frank Orth,** account executive with CBS Radio spot sales, N. Y.

Arthur Rankin Jr. resigned as head of graphic arts dept. of ABC-TV to join Video Crafts, N. Y., TV graphic arts firm.

Henry Anderson, insurance manager, ABC-Paramount Theatres Inc., elected vice president in charge of insurance div., American Management Assn., N. Y.

James Brewster Conkling, president of Columbia Records Inc. and CBS vice president, appointed for third successive year as chairman of Music Div. in Sister Elizabeth Kenny Foundation annual appeal for funds.

Memo to Critic

THE *Pittsburgh Post-Gazette* has a unique method of telling its own television editor that his criticism is off base. It runs an editorial.

William Block, publisher, and Daniel Nicoll, associate publisher, saw the recent Ford anniversary telecast—and thought it top notch. Then they picked up their paper and read that Win Fanning, TV critic, hadn't liked it at all.

"Mr. Ford's Great Show" headlined their editorial answer to Mr. Fanning, in which they pointed out that "who cares if the lighting is a little faulty here and there so long as he can enjoy a seemingly endless parade of artists like Mary Martin and Ethel Merman?"

Jack McCoy, producer on NBC-TV *Glamour Girl,* father of girl, Debra Vaughn, June 21.

Dawn Bender, who portrays Margaret on NBC Radio *One Man's Family,* and Warren VanderSchuit were married June 26.

Manufacturers

Stanley Bernstein, general manager of Electrical Tower Service Inc., Peoria, Ill., elected president and chairman of board. **Charles Guthrie,** field liaison manager, promoted to operations manager.



Mr. Bernstein

C. R. Hammond, equipment sales manager of receiving tube div., Raytheon Mfg. Co., and **O. P. Susmeyan,** plant manager of same division, appointed assistant vice presidents of division. **W. M. Thompson,** assistant manager of power div., named assistant vice president.

Kenneth B. Boothe, vice president and director of instrumentation div., elected to board of directors of Audio & Video Products Corp., N. Y. Also elected were: **Martin V. Kiebert Jr.,** formerly project director of Bendix Aviation; **Bernard B. Smith,** N. Y. attorney, and **Irving M. Buckley,** executive vice president of Trans-Carribena Airways.

William H. Beretish, special consultant and technical advisor for mid-west manufacturers, to Packard-Bell Co., L. A. (set mfgrs.), to direct activity of company's diversification program.

John C. McGranaghan, assistant manager of replacement tube sales, appointed district sales manager for General Electric replacement tube sales, with headquarters in St. Louis. **Donald G. Reik,** formerly district sales representative for GE replacement sales, tube dept., Cleveland, appointed district sales manager for GE replacement sales, tube dept., with headquarters in Washington. **John B. Coullard,** sales staff of radio-TV parts section, appointed sales engineer of GE components dept., Syracuse.

Phillip N. Gundy, formerly manager of electronic sales, Graybar Electric, Detroit, named head of newly created Eastern sales region, Ampex Corp., Redwood City, Calif.



Mr. Gundy

Cyrus T. Read, buyer in radio dept. of Montgomery Ward & Co., appointed vice president and general manager of Hedco Mfg. Corp., Chicago (radios, phonographs and sound equipment).

Representatives

Durk Watson, N. W. Ayer & Son, N. Y., to Forjoe & Co., station representatives, N. Y.

Services

Neil H. Mehler, TV program supervisor for Chicago public schools, to Illinois Institute of Technology as manager of radio-television activities. He will handle radio-TV production for institute's affiliate, Armour Research Foundation.

Carl Shipley, Washington radio-TV attorney, elected secretary of Capitol Hill Club, social organization of Republican Congressmen and businessmen.

Joan Shields, secretary to **Glenn Dolberg,** BMI vice president in charge of station relations, was married June 28 to Henry E. Cohen of Ossining, N. Y.

Personnel Relations

Isabelle Pantone, assistant librarian, KFI Los Angeles, to Academy of Television Arts & Sciences as executive secretary-office manager.

Government

Col. William Mason Wright Jr., director of Armed Forces Radio Service, Hollywood, retires from active service after 33-year military career.

Southeast
Fulltime Network
$45,000.00

Profitable station in good single station market. Excellent financing available. Ideal living conditions in a cool climate. Write for details.

Major Market
5000 Watt Independent
$95,000.00

Due to an upcoming television consolidation well established, profitable regional property will be sold at an unusually low price. Valuable real estate included.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

NEW CANADIAN RADIO RULES TAKE OVER

Regulations which went into effect last Wednesday represent a compromise between the CBC and the CAB. The broadcasters call them a "considerable improvement."

EVENING spot and flash announcements, more evening time for transcribed shows, and the dropping of proposed regulations requiring Canadian stations to broadcast fixed percentages of Canadian programs highlight the new regulations of the Canadian Broadcasting Corp. which went into effect Wednesday. The regulations [B•T, Oct. 13, 1952] were worked out by a joint committee of the CBC and the Canadian Assn. of Broadcasters following public hearings on the proposed regulations last January.

CANADA

CAB points out that while "not all the points we put forward were obtained, nonetheless considerable concessions were obtained. It is our feeling that the new regulations represent a very considerable improvement over the existing regulations and over the proposals put forward by the CBC last October."

The CBC-CAB committee which worked out the new regulations consisted of A. D. Dunton, CBC chairman; Alphone Ouimet, CBC general manager; E. F. MacDonald, CJCH Halifax; J. A. Dupont, CJAD Montreal, and T. J. Allard, CAB executive vice president.

The regulations apply to all AM and FM stations in Canada, and are expected to apply to TV when independent stations come on the air.

News Restriction

Of special interest was a new regulation prohibiting the reconstruction of sporting events by a station in any center where a live broadcast or telecast of the event was being aired. Reconstructed broadcasts would have to be identified as such every 15 minutes, and could be broadcast as a public service broadcast after the event was over if a station was doing a live broadcast of the event in the same area. The new regulations would not apply to broadcasts of running stories on sporting events supplied by a news agency, so long as the broadcasts did not purport to be on-the-spot broadcasts.

The regulation came about because of charges by CKFH Toronto that CKEY there reconstructed broadcasts of Toronto Maple Leaf out-of-town hockey games which CKFH carried direct from rink-side.

On advertising, evening spot and flash announcements, limited to four totaling three minutes in any 15 minute period, are now permitted. Advertising content for any program is now permitted on a sliding scale from 10 to 25% of time, dependent on program length and time of day. Regulations on liquor advertising, at present allowed only in Quebec province, are continued, while food and drug advertising has been brought in line with developments and current practices.

The proposed regulations which would have required all Canadian stations to carry Canadian live or transcribed programs varying from 30 to 48% of program time, were dropped when the CAB representatives and individual stations showed that this strict percentage basis would hinder rather than develop use of Canadian talent and program material.

No advertisements in the body of newscasts are permitted, continuing an existing regulation.

TV Brings British Rift

RIFT in the British Conservative Government has been reported over a proposal approved by the House of Commons last year to license commercial TV stations to introduce sponsored programs in competition with the government-owned BBC. Some Conservatives have formed a council to resist sponsored TV and since the party's majority in the House is only 17 these Conservatives could join with the opposing Labor Party against sponsored TV to defeat it. The Labor Party is wholly against commercial TV.

ENGLAND

Quinones To Address BCAB

JOSE RAMON QUINONES, president of WAPA San Juan, P. R., will address the British Columbia Assn. of Broadcasters at their convention Aug. 21-22 in Nanaimo, B. C. Mr. Quinones is first vice president of the Interamerican Assn. of Broadcasters.

PUERTO RICO
CANADA

Canadian-U.S. Station Reps Meeting Foreseen by CSRA

POSSIBLE meeting between Canadian and United States station representatives is forecast by the Canadian Station Representatives Assn. due to flight of accounts from U.S. agencies to the Canadian offices of U.S. agencies. A number of U.S. advertising agencies have opened offices in Canada in recent months, with sizeable accounts now placed from these offices, which formerly were placed on Canadian stations through the U.S. representatives of the stations.

CANADA

Also discussed at CSRA's meeting at Toronto were Canadian station rate increases effective July 1, and growth of co-operative advertising.

Alec Bedard, Radio Representatives Ltd., Toronto, was elected president of the association for the balance of the year due to move of president Ralph Judge to Montreal as president of Radio Times Sales (Quebec) Ltd.

Joint CBC-Independent TV Network Planned

PLANS for network TV jointly by Canadian Broadcasting Corp. and independent stations were worked out at a meeting at Ottawa June 22 between CBC officials and representatives of the nine independent stations licensed to date.

CANADA

The meeting explored the whole field of network operations including national program service, program contributions by the independent stations, station and network rates, and problems of film supply. Independents will carry CBC national programs either recorded on kinescope or by extension of the microwave relay service now being built to various parts of Ontario by Bell Telephone of Canada.

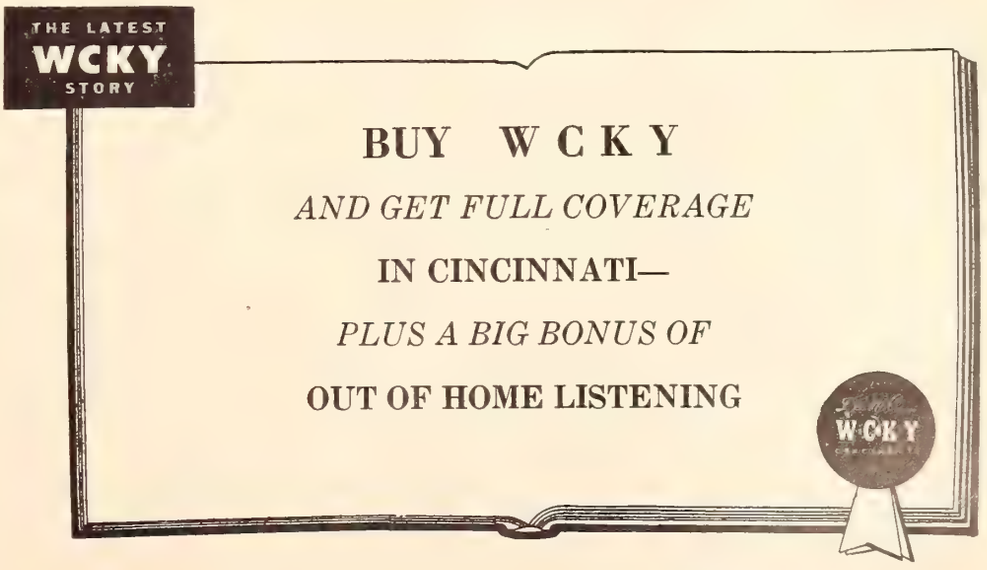
Technical problems were discussed at a June 23 meeting at Ottawa. Meeting was under chairmanship of E. L. Bushnell, assistant general manager of CBC, with representatives of TV licensees CKLW Windsor, CFPL London, CHCH-TV Hamilton, CKSO Sudbury, CKCK Regina, CJBR Rimouski, CHSJ St. John, CJBI Sydney and Quebec Television attending.

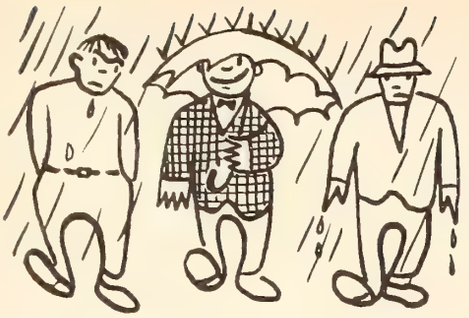
Upcoming Events

June 29-July 11: TV Workshop, Pasadena, Playhouse.
July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol. Open.
July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.
July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Nanaimo, B. C.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 18-24: United Nations Week.

SPECIAL LISTING

Program and sales conferences, co-sponsored by BAB and BMI.
July 6-7: Northern, Billings, Mont.
July 7-8: Selwyn, Charlotte, N. C.
July 8-9: KFYR Studios, Bismarck, N. D.
July 9-10: Roanoke, Va.; Ladisson, Minneapolis.
July 10-11: Daniel Boone, Charleston, W. Va.





it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

New Grantees' Commencement Target Dates

* Educational permittee

ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany, N. Y. (41)	4/16/53 Oct. '53	....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KOAT-TV Albuquerque, N. M. (7)	6/18/53 Unknown	....
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
KERO-TV Bakersfield, Calif. (10)	6/18/53 Late Sept. '53	....
WITH-TV Baltimore, Md. (60)	12/18/52 1/1/54	....
Appalachian TV Corp., Beckley, W. Va. (21)	6/25/53 Unknown	....
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
KRHT (TV) Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
KBSM (TV) Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	ABC .....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 8/1/53	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	..... Hollingbery
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Belling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCIN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
WERE-TV Cleveland, Ohio (65)	6/18/53 Fall '53	....
KNEH (TV) Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 Oct. '53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 10/1/53	NBC Headley-Reed
WOSU-TV Columbus, Ohio (34)*	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KLZ-TV Denver, Colo. (7)	6/29/53 11/1/53	Katz .....
KTLV (TV) Des Moines (17)	3/26/53	....
WHRN (TV) Dover Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Sept. '53	....
KIEM-TV Eureka, Calif. (3)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Blair TV
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
KTCO (TV) Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 10/1/53	Pearson .....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KXYZ-TV Houston, Tex. (29)	6/18/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS .....
KIFT-TV Idaho Falls, Idaho (8)	2/26/53 1954	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	..... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	..... Katz
KMBC-TV Kansas City, Mo. (9) (St-WHB-TV)	6/25/53 9/1/53	CBS Free & Peters
WHB-TV Kansas City, Mo. (9) (ST-KMBC-TV)	6/25/53 9/1/53	CBS Blair TV
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WLBR-TV Lebanon, Pa. (15)	6/26/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KARK-TV Little Rock, Ark. (4)	6/18/53 Dec. '53	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	..... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	..... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
Marshall (Tex.) TV Corp. (16)	6/25/53 Unknown	....
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 8/1/54	ABC, CBS, DuM, NBC Blair TV

WANT A DIFFERENT TV SHOW?

Popular, well rated, entertaining?

The Sportsman's Club

52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355

Pittsburgh 19, Pa.

Location & Channel	Date Granted & Target for Start	Network Representative
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	..... Headley-Reed
KMIV (TV) Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
KNDK (TV) Minet, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11)	4/16/53	Blair
(ST-WMIN-TV)	8/1/53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8)	2/19/53 Unknown	....
(ST-KSBW-TV)		
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WELI-TV New Haven, Conn. (59)	6/25/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
WCNO-TV New Orleans, La. (32)	4/2/53 1/1/54	....
WTLO (TV) New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	..... Walker
KMPT (TV) Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	..... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 9/21/53	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	..... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	..... Petry
KOOL-TV Phoenix, Ariz. (10)	5/27/53 10/1/53	....
(ST-KOY-TV)		
KOY-TV Phoenix, Ariz. (10)	5/27/53 10/1/53	....
(ST-KOOL-TV)		
KATV (TV) Pine Bluff, Ark. (7)	6/18/53 Fall '53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
WQED (TV) Pittsburgh, Pa. (13)*	5/14/53 1/1/54	....
KISJ (TV) Pocatello, Idaho (6)	2/26/53 Nov. '54	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
WNET (TV) Providence, R. I. (16)	4/8/53	....
WGEM-TV Quincy, Ill. (10)	6/18/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/15/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10)	3/11/53 Unknown	....
(ST-WVET-TV)		
WVET-TV Rochester, N. Y. (10)	3/11/53 Unknown	....
(ST-WHEC-TV)		
WRNY-TV Rochester, N. Y. (27)	4/2/53 Unknown	....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	....
WREX-TV Rockford, Ill. (13)	5/14/53 Unknown	....
John Poole, Sacramento, Calif. (46)	6/26/53 Unknown	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 8/1/53	CBS, DuM Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
KETC (TV) St. Louis, Mo. (9)*	5/7/53 Unknown	....

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THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
KPIC (TV) Salem, Ore. (24)	1/29/53 Oct. '53	....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 10/1/53	ABC Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	.....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	Katz .....
KBAY-TV San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	..... McGillvra
John A. Vietor, San Jose, Calif. (48)	6/17/53 Oct. '54	....
WTOC-TV Savannah, Ga. (11)	6/26/53 Unknown	Katz .....
WTRI (TV) Schenectady, N. Y. (35)	6/11/53	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
KOMO-TV Seattle (4)	6/10/53	....
KDRO-TV Sedalia, Mo. (6)	2/26/53 1/1/54	....
KSHM (TV) Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (20)	2/26/53 9/1/53	..... Adam Young
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	ABC Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Stars National
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WINT (TV) Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 10/1/53	NBC Hollingbery
KEDD (TV) Wichita, Kan. (16)	2/18/53 8/1/53	ABC, NBC Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 9/15/53	NBC, DuM .....
Salisbury Bcstg. Corp., Worcester, Mass. (14)	6/18/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/19/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....
KIVA-TV Yuma, Ariz. (11)	3/25/53 Unknown	....

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YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

ACTIONS OF THE FCC

June 25 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through June 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,462	2,433	154	243	93
FM	596	595	53	8	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	138	243	381[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	153	41	194
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	795	337	633	505	1,138[2]
Educational	48		25	23	48
Total	850	337	658	528	1,186[3]

[1] Six CPs (2 vhf, 4 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 398 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

New Haven, Conn.—Connecticut Radio Foundation Inc. (WELI). Granted uhf Ch. 59 (740-746 mc); ERP 19.25 kw visual, 10.3 kw aural; antenna height above average terrain 563 ft., above ground 334.5 ft. Estimated construction cost $153,358.78, first year operating cost $110,000, revenue $95,000. Post office address 221 Orange St., New Haven. Studio and transmitter location on Baldwin Drive on top of West Rock Ridge. Geographic coordinates 41° 22′ 00″ N. Lat., 72° 58′ 24″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineers Craven, Lohnes & Culver, Washington. Principals include President **Richard W. Davis** (24.19%), Vice President **Rudy Frank** (3.88%), Vice President **Edwin Schweitzer** (7.12%). Colony Bcstg. Corp. holds 21.33%. There are 55 stockholders, each of whom owns less than 1%, and 8 other stockholders, each of whom owns less than 3%. Granted June 25.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC). —Granted vhf Ch. 9 (186-192 mc) on share time basis with WHB Bcstg. Co.; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,080 ft., above ground 1,023 ft. Estimated construction cost $433,616, first year operating cost $679,000 revenue $950,000. Post office address 222 W. 11 St. Studio location 222 W. 11 St. Transmitter location NW corner 23 St. & Topping Ave. Geographic coordinates 39° 05′ 2.5″ N. Lat., 94° 30′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President & Treasurer **Arthur B. Church** (37.5%). Mr. & Mrs. Church together own 72.2% of stock of Midland Bcstg. Co. Granted June 25.

Kansas City, Mo. — WHB Bcstg. Co. (WHB). Granted vhf Ch. 9 (186-192 mc) on share time basis with Midland Bcstg. Co.; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,080 ft., above ground 1,023 ft. Estimated construction cost $500,824.25, first year operating cost $550,000, revenue $800,000. Post office address P.O. Box 389 Kansas City. Studio location to be determined. Transmitter location NW corner 23 St. & Topping Ave. Geographic coordinates 39° 05′ 2.5″ N. Lat., 94° 30′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Spearman & Roberson; Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include **Donald D. Davis** (0.2%); Vice President-Treasurer **John F. Cash** (0.2%); Vice President **John T. Schilling**; Secretary **R. B. Caldwell** (0.2%); Lathrop G. Backstrom (99.4%). Beneficial owner of 100% of stock (500 shares) is Cook Paint & Varnish Co. Granted June 25.

Marshall, Tex.—Marshall TV Corp. Granted uhf Ch. 16 (482-488 mc); ERP 18.6 kw visual, 9.3 kw aural; antenna height above average terrain 470 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Marshall. Transmitter location State Hwy. 443, 1.9 mi. W of Harrison city limits. Geographic coordinates 32° 32′ 55″ N. Lat., 94° 25′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel, Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Granted June 25.

Beckley, W. Va.—Appalachian TV Corp. Granted uhf Ch. 21 (512-518 mc); ERP 19.5 kw visual, 9.77 kw aural; antenna height above average terrain 680 ft., above ground 400 ft. Estimated construction cost $179,252.75, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Fitzpatrick Rd., 0.3 mi. E of Rt. 12, S of Beckley. Geographic coordinates 37° 45′ 31″ N. Lat., 81° 12′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalmann Co. hold-

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Help Wanted

Managerial

Manager for fulltime, network-affiliated station in city of 25,000. Must be salesman of real ability and have general, all-round radio experience. Excellent income possibilities on a salary-commission basis. Must be sober and able to fit into community life. Prefer man in the 30-to-40 age bracket. Box 62X, B•T.

Station manager. Salary plus commission for Radio Station WMPA, Aberdeen, Mississippi. Personal interview. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 23X, B•T.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KCHJ, P.O. Box 262, Delano, Calif.

Experienced salesman-announcer. Salary plus commission. Photo, tape, experience first letter. WSSC, Sumter, S. C.

Young man with car needed for sales work. Will train. Write WTUX, Wilmington, Delaware.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Experienced announcer-operator for 5 kw Georgia station. Restricted permit sufficient. Box 16X, B•T.

Exceptionally good combo man, morning or afternoon shift. Virginia ABC. Only top grade announcers need apply. $80, forty hours. Box 22X, B•T.

Southern regional NBC station has opening for good morning man with special appeal to farm and industrial audience. Good pay for good man. Box 71X, B•T.

DJ and newsman. If you're good now and expect to get even better, a progressive Detroit area station has plans for you. Send audition and details to Box 80X, B•T.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Announcer, DJ. 1st class license, married man preferred. Full details to Dick Hardin, Radio Station WBUD, Trenton, New Jersey.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Urgently need staff announcer at new 1 kw daytime indie in eastern Pa. 40 hour week. Good working conditions, overtime, etc. Salary according to experience. Prefer personal interview, but will accept tape or record if sent soonest. Reply to Manager, WLSH, Box D, Lansford, Pa.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Help Wanted—(Cont'd)

Immediate opening for announcers for general staff work at radio indie in Norfolk metropolitan market. Must be strong in commercials, news and knowledge of music. Station begins TV operations in September as NBC affiliate. Audition, disc or tape required. Send to L. W. Kliewer, Operations Manager, WVEC, Hampton, Va.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Engineer with first class license to fill job of chief engineer in combo operation. No announcing. Maintenance of Gates equipment only. Here is a good job, excellent working conditions with lots of time off for outside interests. Salary $50.00 per week. Address Box 4X, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer with first class license to fill job of chief in combo-operation. Good job, excellent working conditions. Salary $75 to start. Address, Box 98X, B•T.

Need first phone transmitter engineer at once. $65 for 40 hours. If interested, call collect P. R. Hurlbut, WCSI, phone 2-1123, Columbus, Indiana.

Production, Programming, Others

Promotion-publicity. A fine position with plenty of opportunity for big earnings is open to a good promotion man who is not afraid of work and who can not only carry out someone else's ideas, but who has workable ideas of his own, that have been used successfully elsewhere in TV and radio. Newspaper layout experience helpful, but not essential. All replies will be held in strict confidence. State your previous experience and salary expected. Box 93X, B•T.

Midwest radio-television station in city of half-million needs experienced continuity writer. As vacancy must be filled soon, submit full details and copy samples first letter. Box 99X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Girl for traffic or local news. KFRD, Rosenberg, Texas.

Television

Production-Programming, Others

New network-affiliated TV station NE section United States looking for program director, preferably man who has been assistant program director or program director in smaller TV station and commercial manager, who must have TV and/or radio experience. Positions offer exceptional opportunity and future in one of nation's major markets. Reply Box 61X, B•T.

Situations Wanted

Managerial

Sober, reliable, experienced manager who can sell hardboiled clients good radio, wants to make change. Present position long time. Box 24X, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General or commercial manager or administrative assistant, radio and/or TV. Family man with stable record. 17 years general sales or business manager and owner with CC and regional large market network and small market independent. Know radio business, national and local from transmitter to bank balance. Some TV experience. Emphasize sales. Present five figure position insecure due proposed sale of stations. Seeking connection in operation with high standards in good southern market. Offer top references. Box 87X, B•T.

Salesmen

Sales manager. AM or TV. Time salesman for station rep. Station salesman since '48. Outstanding sales record. Box 96X, B•T.

Salesman, 28. Can you use, or know someone who can use, a salesman with a top sales record, who is seeking to become associated with a worthwhile sales undertaking? I. Kammerman, 2010 Ocean Ave., Brooklyn, N. Y.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Announcer. First phone. 6 years including combo-programming-copy. Independent and network. Presently CBS affiliate. Married, vet, available early August. Desire announcing position with future. Box 55X, B•T.

Combo man! Announcer and/or engineer with first phone. Programming, announcing, writing, traffic, and engineering experience. College man. Graduate two leading radio schools. Sober, reliable family man with car. Presently employed. Available two weeks notice. All localities considered. Box 57X, B•T.

Announcer—CBO. Experienced; trained all phases. Excel sportscasting; athletic background. DJ; classical; news. Veteran. Dependable, willing, able. Interested permanent position begin August. Resume tape. Box 60X, B•T.

Announcer. Intelligent, ambitious. Prefer small, friendly town. Travel anywhere. Tape, references, resume. Box 64X, B•T.

One year experience announcing. Did Canal Zone League baseball play-by-play. Stage experience. Young, hardworker, dependable. Wants start. Single, veteran. Will travel for east coast interview. Box 65X, B•T.

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Need a top flite nite DJ? Top DJ in southern metropolitan market of 700,000 at 5 kw. Now available with two-week notice. Proven ability. 5 years experience. Box 74X, B•T.

Three years independent and network. Announcer, program director, sports. First ticket. College, car, family, GI, 25. Prefer west. Desire opportunity for radio-TV advancement and permanency. Box 75X, B•T.

Hillbilly and popular disc jockey—presently employed—3½ years experience. Singer-musician; smooth folk and western. Was member of well-known folk and western group. Wide knowledge of popular and hillbilly records. Do interviews, special events and regular staff work. Sober, dependable, hard-working. Box 76X, B•T.

Outlying branch town's largest bank robbed 10:30 AM. Noon news direct eye witness account robbers' getaway. 12:30 PM TV affiliate motion pictures scene, including bandit's victim. If you need man capable delivering, directing livewire news coverage radio, TV, both, contact Box 77X, B•T.

Announcer. 2 years experience both network and independent. 23, married, veteran. Want something permanent. Box 79X, B•T.

First class combo. Experienced, strong news, news writing, music. College graduate. $300 minimum. Box 82X, B•T.

Topnotch announcer. First phone. Mature news-special events expert. Box 83X, B•T.

Situations Wanted—(Cont'd)

Ten years radio-television. Versatile, dependable, veteran. Outstanding news-sports. Box 85X, B•T.

17½. High graduate. Limited experience. Ambition unlimited. Voice not fully matured. Read intelligently. Pronounce accurately. Box 86X, B•T.

Staff announcer. Third ticket. Writers Guild card. Single. Will travel. Tape, resume available. Box 88X, B•T.

Some experience. Smooth DJ, strong sports. For permanent staff. Free to travel. Draft exempt. Resume, references, tape. Box 89X, B•T.

Experienced in announcing, engineering, TV, films. 2nd class ticket, college graduate, 2 years metropolitan FM station. Box 91X, B•T.

Announcer. Versatile, sports play-by-play specialty. Capable staff man. Box 92X, B•T.

Young lady. Regular announcing—commercials, DJ. Illinois preferable. Disc, photo. Box 100X, B•T.

Announcer, 5 years experience, desires staff with 50 kw station. Minimum salary $75. Larry Bosi, 3921 W. Polk, Chicago. Nevada 8-8832.

Announcer. Young, versatile, veteran, reliable. Staff, news, specializing sports, control board, 3rd class ticket. Light experience. Resume, tape. Jerry Callen, 1662 Hoe Ave., Bronx 60, New York.

Versatile announcer, staff, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 109 12th Avenue East, Alexandria, Minnesota.

Technical

Engineer first class wishes transmitter job, no announcing. Age 49. Box 81X, B•T.

Technician. 5 years experience, console transmitter, disc and tape recordings. Box 95X, B•T.

Production-Programming, Others

Writer-announcer, presently employed . . . seeking better opportunity. Single, excellent references. Box 44X, B•T.

Has overhead overcome your profit? Man-wife team: she secretary, bookkeeper, traffic, general; he news, commercials, write, sell, first class license. Work out interest, perhaps invest, progressive station with potential. Prefer southwest, midwest, south. Invite propositions. Box 63X, B•T.

Immediate permanent position desired in radio, TV or agency on southern coast. 8 years in radio, continuity; broadcasting own shows; transcriptions and public service copy; voice work on discs; traffic mgr.; servicing accounts; familiar all departments. Female. State salary and/or talent fees, date position available, geographic location. Box 67X, B•T.

Can write-produce-manage. I have six years TV production and programming experience. Radio and stage background. Now agency employed. Looking for a job with future. Family man. Best references. Box 73X, B•T.

Over 2 years experience copywriting, sales, announcing. Radio school graduate. Like opportunity in programming-directing radio or TV. Prefer east coast. Consider anywhere. Box 78X, B•T.

Commercial writer-producer. In 8 years, I've worked with some of the finest stations and agencies from N.Y.C. to midwest. Top references. Want responsible job, good surroundings. Box 84X, B•T.

Young lady. Television singer. Write copy. Radio experience. Recording available. Box 102X, B•T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Theater man with radio experience and sales knowhow available immediately; organizer, promoter. Box 70X, B•T.

Situations Wanted—(Cont'd)

Technical

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Assistant chief engineer, experienced VHF-UHF-television, desires permanent position as chief of TV station, western Pa. or vicinity. Prefer station in paper stage. Box 59X, B•T.

Chief engineer, thoroughly experienced in all phases, fully qualified, finest references, seeks permanent position Gulf Coast, west coast or southwest. Box 68X, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

TV continuity director, plus announcing. Midwest only. Thoroughly experienced, 4 years TV, 7 radio. Married. Presently employed TV. Copy samples. Box 11X, B•T.

Film man, 27, administrative, teaching, writing background, seeks start in TV station anywhere. Box 56X, B•T.

Available for aggressive news-film operation. Familiar with film production. Trained as cinematographer. Presently radio news director in midwest. Bob Shafer, KXIC, Iowa City, Iowa.

For Sale

Stations

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualified will be interviewed in this matter. Box 994W, B•T.

West coast; 500 watt daytime. No competition. Indie. Must sell because of illness. $8,000 down. Box 58X, B•T.

Equipment, etc.

WE 506B-2 10 kw transmitter. Will sell all or any of the component parts. Two WE 109A reproducer groups complete. Any offer considered. Call Huntington, West Virginia, 3-3421.

Presto dual disc recorder all 3 speeds crated FOB Jacksonville, Florida. $500. P. O. Box 4554.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

Blaw-Knox H21—250 foot supporting tower; 300 feet 3⅛ inch Andrew coaxial line; Western Electric 8 bay antenna; Westinghouse 10 kw transmitter; Hewlett-Packard monitoring equipment; Silica-gel dehydrator; Western Electric limiter amplifier—For sale in whole or part. Make offer WWIN, 5740 Reisterstown Road, Baltimore 15, Md.

Wanted to Buy

Stations

Qualified party wishes to buy 250-1000 watt full-time station in mid-Atlantic coastal state. Please send complete details to Box 19X, B•T.

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Lease or buy used microwave equipment. Box 90X, B•T.

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

KSON San Diego wants Scott noise suppressor model 910 in good condition. Give description and price. Fred Rabell, General Manager.

Small console or consolette with or without one or two turntables. Send complete details to KTBB, Tyler, Texas.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

10 or 5 kw AM used, good condition, transmitter. If 5 kw, must be convertible to 10 kw. Station WPRA, Mayaguez, P. R.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

10 kw FM transmitter and associated equipment wanted immediately. Give hours logged, experience, asking price. Reply Custom Electronics, Inc., 813 Chartres Street, New Orleans, La.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Announcers

WANTED

Topflight deejay, with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.

TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $15,000, do not apply, as you do not have the background we require. A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B•T.

Help Wanted—(Cont'd)

Production-Programming, etc.

CONTINUITY WRITER

for largest department store operation in middle Atlantic state. Send background, picture, salary expected in first letter.
BOX 104X, B.T.

Television

EXPERIENCED TV PERSONNEL

Excellent opportunity new UHF station—first in Springfield, Ill. market. Directors with live studio production experience. Engineers with minimum one year in TV. Film editor. Continuity editor-writer with local-retail copy background. State age, experience, salary requirements. Box 101X, B•T.

Salesmen

WANTED:

Topnotch TV Salesman for Topnotch TV Station in Rich Market

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Situations Wanted

Production-Programming, Others

FILM PRODUCTION MAN, 15 years in the business, is looking for new motion picture company or TV station who wants to save money and headaches in setting up and operating a film business; or older company with sales contacts but whose costs are too high, quality too low, and who needs a good producer to solve general and technical problems. Can consider permanent position only. Reliable, good references and professional history. Box 69X, B•T.

For Sale

Brand New Station Wagon
FOR SALE
I have a brand new Willy's station wagon which I will sell $300 off list price. Reason for magnanimity is because new car was taken in settlement of claim, and I have no need for it. Write Box 103X, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employed and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
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ing 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Clarksburg, W. Va., and Merced, Calif. Mr. Becker holds minority interest in uhf applications for La Crosse, Wis., Cedar Rapids, Iowa, Champaign-Urbana, Ill., and Paducah, Ky. Granted June 25.

Applications

Brockton, Mass — Trans-American Television, uhf Ch. 62 (758-764 mc); ERP 193.3 kw visual, 104.4 kw aural; antenna height above average terrain 431 ft., above ground 458 ft. Estimated construction cost $311,015.85, first year operating cost $232,000, revenue $221,416. Post office address 275 Washington St., Boston. Studio location to be determined. Transmitter location on Route 18, 0.16 miles N of Highland St., East Bridgewater. Geographic coordinates 42° 03′ 16″ N. Lat., 70° 57′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Leo Resnick, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **Harry E. Franks** (33⅓%); Directors **Morton M. Goldfine** and **William B. Lamprey,** part owners of WESX Salem, Mass. Filed June 26.

Grand Rapids, Mich.—Pennisular Bcstg. Co., uhf 23 (524-530 mc); ERP 216 kw visual, 110 kw aural; antenna height above average terrain 484 ft., above ground 445 ft. Estimated construction cost $340,807.64, first year operating cost $260,000, revenue $300,000. Post office address 123 Pearl St., N.W. Studio and transmitter location near intersection Conell Road & Bridge St. Geographic coordinates 42° 57′ 56″ N. Lat., 85° 43′ 08″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include local businessmen President **John D. Loeks** (40%), Vice President **Edward A. McCready Jr.** (20%), Vice President **Howard W. Freck** (20%), Treasurer **E. A. McCready** (20%). Filed June 26.

Toledo, Ohio—Maumee Valley Broadcasting Co., vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 248 kw aural; antenna height above average terrain 1,022.5 ft., above ground 1,055 ft. Estimated construction cost $766,231, first year operating cost $709,490, revenue $747,040. Post office address 902 Toledo Trust Building. Studio location to be determined. Transmitter location Cousino Road between Seamen St. and Jerusalem Road about 7 miles E of Toledo. Geographic coordinates 41° 38′ 38″ N. Lat., 83° 21′ 14″ W. Long. Transmitter and antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer George C. Davis, Washington. Principals include **Bernard R. Baker II** (3.9%), Vice President **George P. Crosby** (3.9%), Secretary **Robert Nelson Torbet** (1.5%), Treasurer **Robert F. Kahle** (2.3%), Directors **Hulbert Taft Jr.** and **David G. Taft,** associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WTVN (TV) Columbus. Filed June 26.

Miscellaneous

WANTED

TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS

•

Features - Shorts - Variety

•

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Send Full Details with Lists
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GET READY NOW FOR THIS SUMMER'S WORK

Applications Amended

Wasco, Calif.—E. J. Peters requests amendment of TV application to change name of applicant from E. J. Peters tr/as Maple Leaf Bcstg. Co. to E. J. Peters; frequency from uhf Ch. 33 (584-590 mc) to uhf Ch. 37 (608-614 mc); ERP from 15.996 kw visual and 7.998 kw aural to 15.996 kw visual and 8.631 kw aural. Filed June 4.

Albany, N. Y.—Patroon Bcstg. Co. (WPTR) requests amendment of application for uhf Ch. 23 to change geographic coordinates from 42° 38′ 11″ N. Lat., 74° 00′ 11″ W. Long to 42° 38′ 04″ N. Lat., 74° 00′ 11″ W. Long. [Application was granted June 11]. Filed June 8.

Existing TV Stations . . .

Action by FCC

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. granted STA to operate on a commercial basis on uhf Ch. 71 for period June 23 to Dec. 23. Granted June 23; announced June 29.

TV Permit Cancelled

KRIO-TV McAllen, Tex.—Texas State Network Inc. granted request for cancellation of unissued CP for new station on uhf Ch. 20 and deletion of call letters. Deleted June 26; announced June 29.

New AM Stations . . .

Applications

Grangeville, Idaho—Far West Radio Inc., 1230 kc, 250 w unlimited. Estimated construction cost $6,950, first year operating cost $24,000, revenue $30,000. Principals of co-partnership are James S. Cooper, David L. Dodd, chief engineer KCLX Colfax, Wash., and Eugene Pournelle, 50% owner of KCLX. Filed June 5.

Jacksonville, N. C.—Seaboard Bcstg. Corp., 910 kc, 1 kw daytime. Estimated construction cost $16,400, first year operating cost $30,000, revenue $40,000. Principals and co-owners are President Jerry Popkin, Vice President Sidney Popkin, Treasurer Harold Adler and Secretary Milton Adler. Post office address Box 753 Jacksonville. Filed June 5.

South Pittsburg, Tenn.—Eaton P. Govan Jr. d/b as Marion Bcstg. Service, 910 kc, 500 w daytime. Estimated construction cost $9,850, first year operating cost $20,400, revenue $28,800. Mr. Govan is manager WCRI Scottsboro, Ala. Filed June 5.

Existing AM Stations . . .

AM Permit Cancelled

Dages I. Boyle, Richmond, Ky.—Granted request to cancel CP for new AM station on 1420 kc with 1 kw daytime. Deleted June 24; announced June 29.

New FM Stations . . .

Actions by FCC

Independence, Kan.—Central Bcstg. Inc. (KIND) granted permit for new Class A FM station on Ch. 228 (93.5 mc) with ERP 330 w and antenna height above average terrain 180 ft. Granted June 25; announced June 26.

Existing FM Stations . . .

Actions by FCC

WLRD (FM) Miami Beach, Fla.—Mercantile Bcstg. Co. granted modification of license to change location to Miami. Granted June 25; announced June 26.

WSTR-FM Sturgis, Mich.—WSTR Inc. granted change of ERP from 670 w to 285 w and antenna height above average terrain from 195 ft. to 210 ft. Granted June 25; announced June 26.

WWSW-FM Pittsburgh — Granted change of ERP from 8.5 kw to 20 kw; antenna height above average terrain from 690 ft. to 500 ft. Granted June 24; announced June 29.

WRHI-FM Rock Hill, S. C.—York County Bcstg. Co. granted change from Class B to Class A FM station; change from Ch. 248 to Ch. 252 (98.3 mc); change ERP from 9.4 kw to 650 w. Decision June 25; announced June 26.

FM Station Deleted

WAYS-FM Charlotte, N. C.—Inter-City Adv. Co. granted request to cancel license and delete operating FM station on Class B Ch. 299. Deleted June 22; announced June 29.

Ownership Changes . . .

Actions by FCC

WSGN-AM-FM-TV Birmingham, Ala. — Birmingham News Co. Granted voluntary assignment of license to Jemison Bcstg. Co. Consideration

$375,000. Assignor recently purchased WAPI, WAFM (FM) and WAFM-TV. Jemison principals are John S. Jemison Jr., investment banker, 74.99%, Carl D. Hulsey, realtor and investor, 25%, and Bascom Hopson (WJBY-AM-FM Gadsden, and majority stockholder in WHBB Selma), 0.01%. Granted June 26.

WRAG Carrollton, Ala.—Roth E. Hook and William E. Farrar granted assignment of license to new corporation, Pickens County Bcstg. Co. There is no change in ownership as assignment is merely to transfer the operation to a corporation. Granted June 22.

KCNA-AM-TV Tucson — Catalina Bcstg. Co. Granted voluntary acquisition of control by Erskine Caldwell, fiction writer, who increases holding from 32.8% to 51%. Involves withdrawal of stockholders William Small, William H. Johnson and Mrs. Claire Ellinwood (total 44%) and transfer of stock to Mr. Caldwell, minority stockholder John B. Mills and new party, H. H. Davis, son of Don Davis, WHB Kansas City. Consideration $39,148. Granted June 26.

WKKO Cocoa, Fla.—Brevard Bcstg. Co. (W. D. Wilson, Seay Wilson, Davis Wilson, Emerson Browne and Sarah Browne) granted assignment of CP to same principals, deleting W. D. Wilson and adding Carl Collins Jr. d/b as Brevard Bcstg. Co. Mr. Wilson's 22% interest transferred to Mr. Collins for consideration of $5,500. Granted June 26.

KULA Honolulu—Pacific Frontier Bcstg. Co. Granted transfer of control to American Bcstg. Stations Inc. **(WMT Cedar Rapids, Iowa) and KJBS Bcstrs. (KJBS San Francisco)** by sale of all stock in licensee. Consideration $300,000. Transferors: Interstate Bcstg. Corp. (41%); Robert Hinckley (33%); Jack Burnett (16%) and minority stockholders. Granted June 26.

KCIL Houma, La.—Radio Station KCIL. Granted assignment of license to KCIL Inc. Consideration $40,000, plus lease of land and buildings for one year at $300 per month with option to buy for $25,000, is paid to sole owner Charles W. Lamar Jr., joint permittee of KTAG (TV) Lake Charles, La., and WPFA (TV) Pensacola and interested in WAFB-AM-FM-TV Baton Rouge. Denver T. Brannen, one-third owner of WACL Waycross, Ga., holds 98% of KCIL Inc. Granted June 26.

KDAV Lubbock, Tex.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. Granted voluntary assignment of CP to Western Bcstg. Co. Mr. Zorns retires from station; Mr. Worley reduces holding from 50% to 20% and David Pinkston and Leroy Elmore buy 40% each. Total consideration $2,500. Granted June 26.

KBOP Pleasanton, Tex. — Atascosa Bcstg. Co. Granted assignment of license to Ben L. Parker, present 50% partner, by purchase of half interest of Marguerite Drain for $15,000. Granted June 26.

KDYL-AM-FM-TV Salt Lake City—Intermountain Bcstg. & TV Corp. Granted voluntary transfer of control (100%) and subsequent assignment of license to **TLF Bcstg. Corp.** Consideration $2.1 million. TLF is wholly owned by **Time Inc.**, which permits **G. Bennett Larson**, new president and general manager of stations, to purchase 20% for about $50,000. Granted June 26.

Applications

KBLO Hot Springs, Ark.—Robert S. Bielow tr/as National Park Bcstg. Co. Requests consent to assign construction permit to National Park Bcstg. Co., partnership composed of **Robert S. Bielow** (75%) and **J. W. Meredith** (25%) for $5,000. Filed June 16.

WMOC Covington, Ga.—Covington News Inc. Requests assignment of license to WMOC Inc. Consideration is one year lease for $2,000 and option to purchase for $35,000. Principals are President **George P. Mooney** (20%), time salesman WMCT (TV) Memphis, Tenn.; Vice President-Secretary **Abe D. Waldauer** (20%), 30% owner of Skyvue Theatre; **Don J. Lynch** (20%), vice president and general manager WBSR Pensacola, Fla.; **D. F. Prince** (20%), salesman WBSR Pensacola. Filed June 10.

WBML-AM-FM Macon, Ga.—Middle Georgia Bcstg. Co. Allen M. Woodall (50%) and Howard E. Pill (50%) request relinquishment of negative control to licensee by sale of 40% capital stock for $22,333. Principals would now include President **Allen M. Woodall** (26%), 20% owner WMOG Brunswick, 25% interest WRDW Augusta, 50% owner WDAK Columbus; Vice President **Howard E. Phil** (26%), 50% owner WDAK Columbus; Secretary-Treasurer **E. F. MacLeod** (6%). Filed June 2.

WIZZ Streator, Ill.—Streator Bcstg. Co. requests assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (22.5%), **Charles Vendever** (22.5%), **Joel W. Townsend** (6%), **Morris E. Kemper** (11.5%), **T. Keith Coleman** (14.5%), **Ben H. Townsend** (6%) and **Vernon R. Nunn** (20%). Jack H. Wiedeman has withdrawn from the partnership and his $5,000 capital is to be furnished by remaining partners except Vernon R. Nunn. Filed June 16.

WILO Frankfort, Ind.—Radio Frankfort requests assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (28.5%), **Charles Vendever** (28.5%), **Joel W. Townsend** (7.1%), **Morris E. Kemper** (14.2%), **T. Keith Coleman** (14.5%) and **Ben H. Townsend** (7.1%). Jack H. Weideman has withdraw from the partnership and his $5,000 capital is to be furnished by the remaining partners. Filed June 16.

WMBH-AM-FM Joplin, Mo.—Joplin Bcstg. Co. Charles David Blair, owner of 30 shares, and Joplin Globe Pub. Co., owner of 120 shares, request transfer of control of licensee corporation by sale of stock to D. J. Poynor for $32,000. Mr. Poynor, president and general manager of WMBH, now owns 60 shares. Filed June 2.

KHMO Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of license to James P. Bolling and Ada H. Bolling d/b as Bolling Bcstg. Co. for $130,000. Assignor's purpose is to comply with condition accompanying pending application to assign to Lee Bcstg. Inc. (WTAD) Quincy, Ill., permit for KHQA-TV (formerly KHMO-TV) Hannibal. Filed June 12.

WLEA Hornell, N. Y.—Hornell Bcstg. Corp. Kenneth Beckerman, Maxwell V. McCarthy and Thomas F. Kinney request transfer of control to Charles D. Henderson by sale of 61.2% for $12,150. Mr. Henderson is treasurer and majority stockholder of Allen Eddy Pub. Co. and president and treasurer of State Printers. Filed June 10.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy of New Rochelle Bcstg. Service Inc. Requests assignment of license to Radio New Rochelle Inc. for $21,000 cash and assumption of mortgage of about $2,500 plus interest. Principals include President James A. Iodice (47.8%), half owner J. A. Iodice Assoc., radio advertising agency; Vice President Lee Morrison (23.5%), president WPAC Patchogue; Secretary Don R. Iodice (5.6%), half owner J. A. Iodice Assoc.; Treasurer Morton Morrison (17.4%), stockholder in WPAC. Filed June 8.

WMAP Monroe, N. C.—Union Bcstg. Co. Requests transfer of 50% interest by D. W. Marble to four other present stockholders: J. Archie Laney, Frank A. Funderburk, William D. Benton and Robert I. Smith for $20,000. Filed June 8.

WSAP Portsmouth, Va. — Portsmouth Radio Corp. Requests transfer of control to Charles J. Dule Jr. and 25 other individuals by sale of all issued and outstanding stock for $97,300. Principals include President C. J. Duke Jr. (5.4%), Vice President Judge Floyd E. Kellam (5.6%) and Secretary-Treasurer Henry Clay Hofheimer (14.7%). Filed June 1.

WTAP Parkersburg, W. Va.—West Virginia Enterprises Inc. Request relinquishment of control through sale of 57.5% of stock from Frank A. Baer, Helen K. Baer and Ben K. Baer to Harold L. and Melva G. Chernoff (42.5%), Theodore A. Eiland (10%) and Lydia Busek (5%) for $43,100; 13% of stock is to be transferred to the children of Frank A. and Helen K. Baer. Filed May 27.

Hearing Cases . . .

Final Decisions

Sacramento, Calif.—New TV, uhf Ch. 46. FCC made effective immediately the initial decision granting application of John Poole Bcstg. Co. for new TV station on Ch. 46 with ERP 207 kw visual and 107.7 kw aural, antenna height above average terrain 514.2 ft. Final decision June 26.

Denver, Colo.—New TV, vhf Ch. 7. Final decision was adopted by FCC to grant permit for new TV station to Aladdin Radio & TV Inc. (KLZ) with ERP 316 kw visual and 158 kw aural. FCC denied competitive application of Denver TV Co. Final decision June 29.

Savannah, Ga.—New TV, vhf Ch. 11. FCC made effective immediately the initial decision granting application of Savannah Bcstg. Co. (WTOC) for new TV station on Ch. 11 with ERP 258 kw visual and 129 kw aural, antenna height above average terrain 478 ft. Final decision June 26.

Lebanon, Pa.—New TV, uhf Ch. 15. FCC made effective immediately the initial decision granting application of Lebanon TV Corp. for new TV station on Ch. 15 with ERP 92.8 kw visual and 50 kw aural, antenna height above average terrain 246 ft. Final decision June 26.

Charleston, W. Va.—AM assignment on 1300 kc. FCC announced decision denying both applications of WCAW Charleston for change from 250 w unlimited on 1400 kc to 1 kw unlimited on 1300 kc directional and of WGKV Charleston for change from 250 w unlimited on 1490 kc to 1 kw unlimited on 1300 kc directional. Waived Sec. 1.363(a) of rules to allow filing of new applications if so desired. Final decision June 26; announced June 30.

Other Actions

KBBA Benton, Ark.—Benton Bcstg. Service. By memorandum opinion and order, FCC granted license for new AM station on 690 kc with 250 w daytime and denied petition of May 29 by WMPS Memphis asking for hearing and to withhold program test authority. Order June 25; announced June 26.

Salinas-Monterey, Calif.—New TV, vhf Ch. 8. FCC adopted decision making effective immediately its Feb. 18 grants of new TV station permits on share-time basis to Monterey Radio-TV Co. (KMBY), Monterey, and Salinas Bcstg. Corp. (KSBW), Salinas. Grants were stayed April 7 as result of Sec. 309(c) protest by KICU (TV) Salinas.

KVPI Ville Platte, La.—Ville Platte Bcstg. Co. By memorandum opinion and order, FCC dismissed protest of WNOE New Orleans to May 6 grant of new station facilities of 1050 kc with 250 w day to KVPI. Order June 25; announced June 26.

WNDR-AM-FM Syracuse, N. Y. — Syracuse Bcstg. Corp. Designated for hearing application for renewal of licenses on issues involving possible illegal transfer of control and unauthorized silencing of FM outlet. Placed in pending file application for transfer of control. Action June 25; announced June 26.

Durham, N. C.—New TV, uhf Ch. 46. FCC adopted decision which makes effective immediately its Feb. 25 grant of new TV station permit to T. E. Allen & Sons Inc. Grant was stayed April 8 as result of protest under Sec. 309(c) by WSSB Durham. Comr. Frieda B. Hennock dissented. Decision June 29.

Eugene, Ore.—New TV, vhf Ch. 13. By memorandum opinion and order, FCC postponed effective date of May 13 grant of new TV station permit to Eugene TV Inc. pending final determination on Sec. 309(c) protest filed by W. Gordon Allen, permittee uhf Ch. 20 KTVF (TV) Eugene. Eugene TV Inc. application was set for hearing. Comr. Robert T. Bartley dissented. Order June 25; announced June 26.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. FCC designated for hearing in Washington on date to be determined the application for assignment of TV permit for uhf Ch. 22 to MCL TV Corp. Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley dissented. Action June 25; announced June 26.

Corpus Christi, Tex.—New TV, vhf Ch. 10. FCC designated for consolidated hearing in Washington July 24 the competitive applications of Corpus Christi TV Co., Superior TV Inc., KEYS-TV Inc. (KEYS) and K-Six TV Inc. (KSIX). Order June 24; announced June 25.

Corpus Christi, Tex.—New TV, vhf Ch. 6. FCC designated for consolidated hearing in Washington July 24 the competitive applications of Gulf Coast Bcstg. Co. (KRIS) and Baptist General Convention of Texas. Order June 24; announced June 25.

Theatre Television (Docket 9552)—FCC adopted decision that theatre TV transmission should be a common carrier operation on frequencies already allocated to the common carrier services. Theatre interests had requested special allocation of frequencies for inter-city and intra-city theatre TV use alone. Decision June 25.

Robert R. Thomas Jr., Oak Hill, W. Va.—By memorandum opinion and order, FCC denied petition of June 1 seeking reconsideration of action of May 29 rescinding assignment of vhf Ch. 4 to Fayetteville, W. Va. (Docket 10381). Comr. Robert T. Bartley concurred in separate statement. Decision June 25.

Opinions and Orders . . .

FCC on June 25 adopted notices of proposed rule-making looking toward amendment of the table of TV allocations on the basis of the following petitions:

By Lynne C. Smeby, Washington, D. C., to add vhf Ch. 5 to Lake Placid, N. Y., and amend offset carrier requirements on this channel at Bangor, Me., and Boston, Mass., to plus and minus, respectively;

By Inter-City Adv. Co. (WAYS-TV), Charlotte, N. C., to delete uhf Ch. 36 at Harlan, Ky., and substitute Ch. 73 plus.

By Hilltop Bcstg. Co. (WTVH-TV), Peoria, Ill., to delete uhf Ch. 26 for noncommercial educational TV use at Springfield, Ill., and to substitute Ch. 66 plus for same (Comrs. Paul A. Walker and Frieda B. Hennock dissented).

By Holdrege Chamber of Commerce, Holdrege, Neb., to add uhf Ch. 4 to Holdrege and delete same from North Platte, Neb.

By the News-Review Co. (KRNR), Roseburg, Ore., to delete vhf Ch. 4 from Medford, Ore., and add it to Roseburg.

By Eastern Oklahoma Television Corp., Ada, Okla., to add vhf Ch. 12 minus to Ada; delete Ch. 12 from Elk City, Okla., and add uhf Ch. 26 there instead.

By Wilton E. Hall (WAIM), Anderson, S. C., to add uhf Ch. 40 to Anderson; delete same from Elizabethton, Tenn., and add, instead, uhf Ch. 22 plus.

By Sam Louis Ackerman, Eau Gallie, Fla., to assign uhf Ch. 37 minus to Melbourne, Fla., which has no present TV channel assignment.

Comments to the above proposals may be filed on or before July 20, 1953.

New Petitions . . .

June 23

TV Allocations—High Point Enterprises Inc. (WHPE), High Point, N. C., asks rule-making proceeding to amend Sec. 3.610 of rules to include Beckley, W. Va., and entire state of W. Va., within Zone 1; amend Sec. 3.606 to (a) substitute vhf Ch. 4 for Ch. 6 at Beckley, (b) substitute Ch. 3 for Ch. 6 at Wilmington, N. C., and (c) assign Ch. 6 to High Point.

Houston-Dallas, Tex.—AM facilities on 740 kc. KTRH Houston (Docket 8753) and Texas Star Bcstg. Co. (Docket 8258). KTRH and KSEO Durant, Okla., petition for postponement of further hearing scheduled July 1 on application of KTRH to change daytime directional array with 50 kw and new station application of Texas

Star for 10 kw day and 5 kw night. KSEO petitioned June 16 for enlargement of issues. On June 29 Texas Star petitioned for additional time to file oppositions to petition for postponement of hearing and opposition to petition of KSEO to enlarge issues. Chief of FCC Broadcast Bureau in June 25 answer indicated no objection to postponement of hearing without date.

June 24

Lancaster, Pa.—New TV, vhf Ch. 8. Peoples Bcstg. Co. (Docket 10365) and WGAL-TV (Docket 10366). Peoples files proposed findings which conclude hearing should be reopened to permit parties to complete cases. (Examiner earlier closed record and ruled Peoples' application in default).

Trenton, N. J.—New TV, uhf Ch. 41. Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision of June 22 to grant application of Peoples Bcstg. Corp. (WTTM).

Atlantic City, N. J.—New AM, 1490 kc. Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co. petition for extension from July 2 to Aug. 31 the deadline on which must be filed exceptions to initial decision of June 12 recommending new station grant to Press-Union Pub. Co. [B•T, June 15]. (Docket 10119 et al). Other contestants are Garden State Bcstg. Co. and WDAS Philadelphia, latter seeking change to 1 kw on 1480 kc, which examiner would deny.

KFDM Beaumont, Tex. — KWTO Springfield, Mo., petitions FCC to issue order to show cause why KFDM should not be revoked. On June 25 KWTO petitioned for license renewal hearing for KFDM. KWTO cites actions of KFDM in opposing long-time request of KWTO to boost power on 560 kc.

June 25

Jacksonville, Fla.—New AM, 1280 kc. Ray Herbert Gunckel (BP-8796) and B. F. J. Timm (BP-8859). Mr. Timm petitions for denial of Mr. Gunckel's petition of June 10 which asked for dismissal of the Timm application or for conditional grant of the Gunckel bid. Mr. Timm denies allegations concerning good faith of his application and cites prior severance of interests and connections with certain stations headed by his uncle, E. D. Rivers Sr.

Waterloo, Iowa—New TV, uhf Ch. 16. Charles H. Gurney replies to response of L. E. Kelly and contends "the attempt of Mr. Kelly now to retrench and rest only on the unavailability of Mr. Gurney's site as the basis for grant [of the Kelly application conditionally], clearly exposes the inherent falsity of Mr. Kelly's major original charges" that the Gurney bid was not filed in good faith.

Sacramento, Calif.—New TV, vhf Ch. 3. KCRA Inc. (KCRA) (Docket 10294) and Sacramento Bcstrs. Inc. (KXOA) (Docket 9012). Both parties petition for extension of time from July 1 to July 10 to file proposed findings.

TV Allocation—Jackson Bcstg. & TV Corp. (WKHM), Jackson, Mich., petitions for allocation of vhf Ch. 10 to nearby Parma, Mich.

June 26

KBBA Benton, Ark.—WMPS Memphis replies to answer of KBBA on petition of WMPS requesting FCC to withhold program test authorization and for hearing on KBBA application (BP-8311).

Amendment of AM Standards to delete provisions regarding skywave measurements (Docket 10492)—Opposition filed by Storer Bcstg. Co.

Amendment of Sec. 1 on AM Standards to revise "10% rule" (Docket 10509)—Comments filed by KOA Denver and American Broadcasting-Paramount Theatres Inc. On June 29 comments were filed by NBC; Assn. of Federal Communications Consulting Engineers; KNOX Grand Forks, N. D.; A. Earl Cullum Jr. (asks 10 extra days to file); Storer Bcstg. Co. (asks to July 10 to file), WRAW Reading, Pa.; WFBG Altoona, Pa.; KQV Pittsburgh; WKBO Harrisburg, Pa.; WGAL Lancaster, Pa.

NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change list No. 159, June 3, 1953

590 kc

XEHQ Hermosillo, Sonora, increase power from 0.5 kw to 1 kw, operating unl. as Class III-B. 6-3-53.

760 kc

XETA Zitacuaro, Michoacan, delete assignment, 0.25 kw day, Class II. 6-3-53.

XEPK Pachuca, Hidalgo, delete assignment, 0.25 kw day, Class II. 6-3-53.

810 kc

XETA Zitacuaro, Michoacan, new assignment, 0.5 kw day, Class II. 8-8-53.

830 kc

XELA Mexico, D. F., now in operation, 10 kw day, 5 kw night directional, unl., Class II. 6-3-53.

920 kc

XEMD Gomez Palacio, Durango, new assignment, 0.1 kw unl., Class IV. 12-3-53.

960 kc

XENQ Ciudad Lerdo, Durango, new assignment, 0.1 kw day, Class IV. 12-3-53.

XEOS Chetumal, Quintana Ree, new assignment, 0.5 kw unl., Class III-B. 12-3-53.

1010 kc

XEKD Ciudad Acuna, Coahuila, new assignment, 0.5 kw day, 0.25 kw night, unl., Class II. 12-3-53.

1080 kc

XEUS Villahermosa, Tabasco, new assignment, 1 kw day, Class II. 12-3-53.

1090 kc

XEOD Boca del Rio, Veracruz, 0.5 kw, DA-N, unl., Class II. 12-3-53.

1150 kc

XESO Ciudad Obregon, Sonora, increase power daytime from 1 kw to 5 kw, 0.3 kw night, unl., Class III-B. 9-3-53.

1380 kc

XETZ Villahermosa, Tabasco, new assignment, 0.5 kw night, 1 kw day, unl., Class IV. 9-3-53.

1420 kc

XETK Pachuca, Hidalgo, new assignment, 1 kw day, 0.15 kw night, unl., Class IV. 9-3-53.

1430 kc

XENP Salamanca, Guanajuato, correction in schedule from unl. to daytime, 0.25 kw, Class IV. 6-3-53.

Routine Roundup . . .

June 24 Applications

ACCEPTED FOR FILLING

License to Cover CP

WHEP Foley, Ala., Howard E. Pill tr/as Alabama—Gulf Radio—License to cover CP (BP-8012) as mod., which authorized new AM (BL-5031).

WKAB Mobile, Ala., Pursley Bcstg. Service Inc.—License to cover CP (BP-8601) which authorized increase in height of ant. (BL-5027).

KBBA Benton, Ark., W. Richard Tuck Jr., C. Lavelle Langley, James B. Branch Jr., and Roy M. Fish d/b as Benton Bcstg. Service—License to cover CP (BP-8311) as mod., which authorized new AM (BL-5026).

KTLO Mtn. Home, Ark., Mtn. Home Bcstg. Corp.—License to cover CP (BP-8420) as mod., which authorized new AM (BL-5017).

KAGR Yuba City, Calif., John Steventon—License to cover CP (BP-8326) which authorized new AM (BL-5028).

WTIC Hartford, Conn., The Travelers Bcstg. Service Corp.—License to cover CP (BP-8214) as mod., which authorized installation of auxiliary trans. to operate with non-DA (BL-5042).

WGRA Cairo, Ga., Grady-Mitchell Bcstg. Co.—License to cover CP (BP-8150) as mod., which authorized change in frequency and changes in ant. and ground system (BL-5024).

KGNO Dodge City, Kan., The Dodge City Bcstg. Co.—License to cover CP (BP-8700) which authorized installation of old main trans. as auxiliary trans. to be operated on 1370 kc. with power of 1 kw, employing DA, N, for auxiliary purposes only (BL-5044).

WIHL Hammond, La., Nicholas Cefalu and Anthony V. Cefalu d/b as Cefalu Radio Station—License to cover CP (BP-8355) as mod., which authorized change in frequency; hours of operation, and type of trans. (BL-5030).

WMDC Hazlehurst, Miss., Louis Alford, Phillip D. Brady, Albert Mack Smith, d/b as Southwestern Bcstg. Co. of Miss.—License to cover CP (BP-8184) as mod., which authorized new AM (BL-5045).

KOLN Lincoln, Neb., Cornhusker Radio and Television Corp.—License to cover CP (BP-8611) as mod., which authorized increase in height of ant. tower and add TV transmitting ant. at top and specify correct site of coordinates (BL-5016).

WNOS High Point, N. C., The North State Bcstg. Co.—License to cover CP (BP-8470) as mod., which authorized new AM (BL-5041).

KBEL Idabel, Okla., Winston O. Ward tr/as Idabel Bcstg. Co.—License to cover CP (BP-8399) as mod., which authorized new AM (BL-5038).

KNED McAlester, Okla., Pittsburg County Bcstg. Co.—License to cover CP (BP-8330) which authorized change in hours of operation from D to unlimited using power of 500 w. N and 1 kw D, and installation of DA N use only. (BL-5018).

KTOK Oklahoma City, Okla., KTOK Inc.—License to cover CP (BP-8108) as mod., which authorized increase in N power and changes in N DA. (BL-5015).

WHYL Carlisle, Pa., Richard Field Lewis Jr.—License to cover CP (BP-8603) as mod., which authorized increase in N power and changes in ant. system. (BL-5020).

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—License to cover CP (BP-8374) as mod., which authorized new AM. (BL-5022).

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—License to cover CP (BP-8255) as mod., which authorized new AM. (BL-5037).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.—License to cover CP (BP-8472) as mod., which authorized increase in D power and installation of new trans. for D use (two main trans.). (BL-5036).

WETZ New Martinsville, W. Va., The Magnolia Bcstg. Co.—License to cover CP (BP-8446) as mod., which authorized new AM. (BL-5019).

KERN-FM Bakersfield, Calif., McClatchy Bcstg. Co.—License to cover CP (BPH-1792) which authorized changes licensed station. (BLH-902).

Modification of CP

WISO Ponce, Puerto Rico, South Puerto Rico Bcstg. Corp.—Mod. CP (BP-8074) which authorized new AM, for extension of completion date. Amended to change expiration date. (BMP-6152 amended).

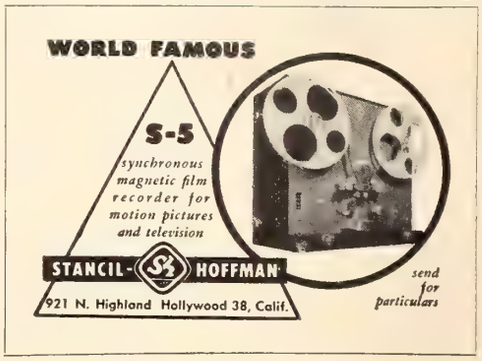
WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BPH-1743) as mod., which authorized new FM for extension of completion date. (BMPH-4831).

KTVR (TV) Hitchcock, Tex., M. B. Rudman tr/as Rudman Television Co.—Mod. CP (BPCT-1269) which authorized new commercial TV for extension of completion date from 7/19/53 to 1/19/54. (BMPCT-1186).

Renewal of License

Following stations request renewal of license: WGYV Greenville, Ala., Greenville Bcstg.





Corp. (BR-2079 Resub.); KLIZ Brainerd, Minn., Brainerd Bcstg. Co. (BR-1286 Resub.); KTHT Houston, Tex., Texas Radio Corp. (BR-1201 Resub.); KECK Odessa, Tex., Ben Nedow tr/as Ector County Bcstg. Co., informal request (BR-1409); KVOU Uvalde, Tex., Edward J. Harpole and W. J. Harpole d/b as Uvalde Bcstrs. (BR-1526); WBEZ (FM) Chicago, Ill., Board of Education, City of Chicago (BRED-6); WVSH (FM) Huntington, Ind., School City of Huntington (BRED-58); WPTL (FM) Providence, Providence Bible Institute (BRED-16); WGRE (FM) Greencastle, Ind., DePauw U. (BRED-38).

Remote Control

WEEI-FM Boston, CBS Inc.—301-A application to operate by remote control. (BRCH-34).

WEPM-FM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co.—301-A application for remote control operation. (BRCH-33).

June 25 Decisions

BY COMMISSION EN BANC

Actions Taken June 24

McFarland Letters

KOWL Bcstg. Co., Corona, Calif.—Is being advised that application for new TV station to operate on Ch. 52 (BPCT-1494) indicates necessity of a hearing.

KITO-TV San Bernardino, Calif., KITO Inc.—Is being advised that Commission cannot act at this time on application for extension of time to December 1953 to construct TV station, authorized on Ch. 18, on basis of present showing (BMPCT-1042).

Modification of STA

Howard-Yale Inc., Palm Springs, Calif.—Granted mod. of special temporary authority to March 26, 1953, for experimental TV booster station KM2XFA, Palm Springs, to allow additional period for construction to permit not more than three months of experimental operation after completion of construction, but not beyond Dec. 26, 1953. Authority is also granted to re-transmit signals of TV broadcast stations other than Los Angeles stations, including XETV Tijuana, Mexico, provided consent is obtained in accordance with Sec. 4.184 of Commission rules.

June 26 Decisions

BY COMMISSION EN BANC

Actions Taken June 25

McFarland Letters

San Patricio Bcstg. Co., Sinton, Texas—Is being advised that application (BP-8758) for new AM to operate on 1590 kc, 1 kw, DA-D, indicates necessity of a hearing.

WJET Erie, Pa., Myron Jones—Is being advised that application (BP-8739) to change AM facilities from 1570 kc, 250 w, D, to 1400 kc, 250 w unl., indicates necessity of hearing.

Esther Blodgett, Harvard, Ill.; Winnebago Bcstg. Co., Rockford, Ill.; WNMP Evanston, Ill., Evanston Bcstg. Co.—Are being advised that their AM applications involve mutual interference questions which indicate necessity of hearing. Blodgett and Winnebago seek new stations to operate on 1600 kc, Blodgett (BP-8579) with 500 w-D, and Winnebago (BP-8281) with 1 kw, DA-2, unl. WNMP wants increase in power on 1590 kc from 1 kw to 5 kw, DA-D (BP-8861).

Hattiesburg Television Co., Hattiesburg, Miss.—Is being advised that application (BPCT-1545) for a new TV to operate on Ch. 9 indicates necessity of a hearing.

Granted License

WOSA Merrill, Wis., Alvin E. O'Konski—Granted license (BL-5040) for operation of WOSA (formerly WLIN), in accordance with CP (BP-8239) granted 12/4/52, which authorized change in location from Merrill to Wausau, Wis., and increase in power from 1 to 5 kw, DA; also granted authority for period of 90 days to operate from present studios in Merrill pending completion of studios in Wausau in accordance with provisions of Sec. 3.30 of rules. Commissioner Doerfer not participating.

June 26 Applications

ACCEPTED FOR FILING

License to Cover CP

KLER Lewiston, Idaho, Cole E. Wylie—License to cover CP (BP-8431) as mod., which authorized new AM, trans. and studio locations redescribed as 2829 Country Club Dr., Lewiston, Idaho (BL-5033).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WBNY Buffalo, N. Y., Roy L. Albertson (BRC-97); WFTC Kinston, N. C., Kinston Bcstg. Co. (BRC-98); WNOK Columbia, S. C., Palmetto Radio Corp. (BRC-100).

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Brokers and Financial Consultants

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Modification of CP

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. CP (BPCT-789) which authorized new commercial TV for extension of completion date from 6/29/53 to 9/15/53. (BMPCT-1190).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—Mod. CP (BPCT-275) as mod. which authorized new commercial TV for extension of completion date from 7/17/53.

APPLICATION RETURNED

Voluntary Relinquishment of Control

KLAN Renton, Wash., Interlake Bcstg. Corp.—Voluntary relinquishment of negative control of licensee corp. by both H. E. Ridalls and Wm. L. Simpson through sale of 4 shares of stock to Richard K. Bush.

June 29 Decisions

BY BROADCAST BUREAU

Actions Taken June 25

Granted License

WQAN-FM Scranton, Pa., The Scranton Times—Granted license covering changes in FM; 107.3 mc. (Ch. 297); ERP 1.8 kw; ant. 1,200 ft. (BLH-899).

Modification of CP

WOOW New Bern, N. C., Craven Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6237).

Granted Authority

WBNY Buffalo, N. Y., Roy L. Albertson—Granted authority to operate trans. by remote control (BRC-97).

WFTC Kinston, N. C., Kinston Bcstg. Co.—Granted authority to operate trans. by remote control while using non-DA (BRC-98).

Actions Taken June 26

Modification of CP

WLBC-TV Muncie, Ind., Tri City Radio Corp.—Granted mod. CP for extension of completion date to Sept. 15, 1953 (BMPCT-1190).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Granted mod. CP for extension of completion date to Aug. 27, 1953 (BMPCT-1198).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTON Staunton, Va. (BRC-99); WNOK Columbia, S. C. (BRC-100); KUDL Kansas City, Mo. (BRC-101); WDVA Danville, Va. (BRC-102), when using non-DA system.

Granted License

KIFN Phoenix, Ariz., Western Bcstg. Co.—Granted license covering increase in power and installation of new trans.; 860 kc, 1 kw-D (BL-5032).

Modification of CP

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6238).

Actions Taken June 24

Granted License

KIBS Bishop, Calif., Inyo Bcstg. Co.—Granted license for AM; 1230 kc, 250 w unl. (BL-4966).

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore—Granted license covering changes in licensed station (BLH-888).

Granted CP

WEAU Eau Claire, Wis., Cent. Bcstg. Co.—Granted CP to install new trans. at present location of main trans., to be operated for auxiliary purposes only (BP-8877).

WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.—Granted CP to change trans. location and change studio location (BP-6890).

Modification of CP

WFTW Ft. Walton, Fla., Vacationland Bcstg. Co. Inc.—Granted mod. CP for approval of ant., trans. location and specify studio location (BMP-6188).

WEKY Richmond, Ky., Dages I. Boyle—Granted mod. CP for approval of ant., trans. and studio location; 1340 kc, 250 w unl. (BMP-6204).

Granted CP

KWAK Stuttgart, Ark., Stuttgart Bcstg. Corp.—Granted CP to install new trans. (BP-8887).

WRON Ronceverte, W. Va., Blake Bcstg. Co.—Granted CP to install new trans. (BP-8889).

Remote Control

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-96).

Modification of CP

KIFN Phoenix, Ariz., Western Bcstg. Co—Granted mod. CP to change type of trans. (BMP-6233).

WEZB Homewood, Ala., Voice of Homewood—Granted mod. CP for extension of completion date to 9/1/53 (BMP-6234).

KDRO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—Granted mod. CP for extension of completion date to 1/19/54 (BMPCT-1184).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Granted mod. CP for extension of completion date to 9/1/53 (BMPH-4831).

Actions Taken June 23

Granted License

KBIM Roswell, N. M., Radio Station KBIM—Granted license for AM; 910 kc, 1 kw-D (BL-5013).

KRGI Grand Island, Neb., Grand Island Bcstg. Co. Inc.—Granted license for AM; 1430 kc, 1 kw, DA-N unl. (BL-4963).

KFGQ Boone, Iowa, Boone Biblical College—Granted license covering installation of new trans. (BL-5000).

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

KONA Honolulu, to 12/23/53 (BMPCT-1185); WNBK Cleveland, Ohio, to 1/25/54 (BMPCT-1180); WBAY-TV Green Bay, Wis., to 12/6/53 (BMPCT-1183); WRTV Asbury Park, N. J., to 10/1/53 (BMPCT-1151).

Remote Control

The following stations were authorized to operate transmitters by remote control:

WROK-FM Rockford, Ill. (BRCH-75); WROK Rockford, Ill. (BRC-95).

Actions Taken June 22

Granted License

WLSE Wallace, N. C., Duplin Bcstg. Co.—Granted license for AM; 1400 kc, 250 w unl. (BL-5009).

Granted CP

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted CP to change trans. location (BP-8894).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WEPM Martinsburg, W. Va. (BRC-91); WEEI-FM Boston, Mass. (BRCH-34); WEPM-FM Martinsburg, W. Va. (BRCH-33).

June 29 Applications

ACCEPTED FOR FILING

License to Change Transmitter

WSFA Montgomery, Ala., Montgomery Bcstg. Co.—License to use formerly licensed main trans. as auxiliary trans. (at present location of main trans.) with frequency of 1440 kc and power of 1 kw. (BL-5035).

License to Cover CP

WISP Kinston, N. C., Edwin J. Schuffman—License to cover CP (BP-8438) as mod. which authorized new AM (BL-5046).

WOKE Oak Ridge, Tenn., Air Mart Corp.—License to cover CP (BP-8287) which authorized change in frequency (BL-5050).

WKYR Keyser, W. Va., Potomac State Bcstg. Co.—License to cover CP (BP-8503) as mod. which authorized new AM (BL-5049).

KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp.—License to cover CP (BP-8691) which authorized increase in power and installation of new trans. (BL-5051).

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

A Slow & Vicious Curve

AS BASEBALL'S resident evangelist on Capitol Hill, Sen. Ed Johnson (D-Colo.) has done his best to spread the word that the game is a spiritual force and not a commercial enterprise. A fortnight ago, in a fit of unprecedented devotion, he introduced a measure that would effect a legislative canonization of baseball.

Big Ed proposed a federal law to give baseball a status absolutely unique in government legislation. The law would specify that under some circumstances baseball broadcasts on radio or television must be sustaining. Big Ed's regard for baseball is the more obvious when one recalls that he has not questioned the appropriateness of commercial broadcasts of such events as the Inauguration of a President or the Coronation of a Queen. Possibly those occasions escaped his notice in his preoccupation with the larger affairs of baseball.

The senator's attack on commercial broadcasts was in the form of an amendment to his pending bill to legalize organized baseball's Rule 1(d) which, before baseball abandoned it because of its monopoly features, prohibited radio-TV coverage of games within 50 miles of the home team's park.

The amendment would permit any radio or TV station to broadcast, rebroadcast or recreate any baseball game anywhere—providing the program was sustaining.

Unfortunately for his reputation as a defender of baseball's spirituality, the senator's amendment smacks of vindictiveness. Before he hastily added it to his bill, the NARTB had expressed vigorous opposition to the original measure.

It was the thesis of the NARTB that baseball broadcasts were of public interest and that the legalization of Rule 1(d) would thus be against the public interest. Quite obviously Sen. Johnson threw in the amendment to embarrass the broadcasters' case. His retort to further discussions of "public interest" is bound to be that if "public interest" is their primary concern, broadcasters can serve it by carrying baseball for nothing.

Big Ed has thrown broadcasters a curve that rivals the best one ever heaved by Grover Cleveland Alexander. We would remark, however, that a lot of batters hit Mr. Alexander for home runs. And clever batting can smack Big Ed's pitch out of the Congressional park.

Fool's Gold

THE *New York Times* has published a depressing report that nearly half the private colleges and universities in the U.S. are unable to balance their budgets and that even tax-supported public institutions are having trouble with advancing costs.

The *Times* surveyed 810 colleges and universities and found a universal concern over financial problems.

If the situation is as critical as the survey of the authoritative *New York Times* suggests, this would hardly seem to be the time to consider adding new and heavy financial burdens to the U.S. education system.

Of all times, this is certainly not the one to think of imposing a non-commercial, educational television system on a U.S. college community that is having severe financial difficulties.

No matter how energetically the advocates of educational TV may exhort the educators, it is now perfectly obvious that no more than a few educational groups can muster the funds necessary to occupy the reserved channels. It is also clear that these advocates will be forced eventually to admit the gloomy economic facts of contemporary education. Unhappily, it is not possible to hope that their ardor for this unrealistic project will be at all diminished.

When they are obliged to acknowledge that non-commercial, educational television is an unrealizable dream, its proponents are bound to alter their proposals. The new demand will be for non-profit, educational television. That demand must be resisted with all the force commercial broadcasters can bring to bear.

Non-profit, educational television would not only place educational stations in an advantageous competitive position with commercial stations, but also would largely negate purposes that its advocates say non-commercial, educational TV would serve.

Non-commercial, educational television is a dream that is unreal enough; non-profit, educational television would be an illegal nightmare.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"You can broadcast any *baseball game. This station is more than fifty miles from every ball club in the country."*

The Denver Precedents

LAST WEEK the FCC issued its first full-dress opinion in a comparative television hearing since the lifting of the freeze. It decided in favor of Aladdin Radio & Television Inc. (KLZ Denver) and against Denver Television Co., a newcomer applicant primarily in the theatre exhibition business.

The opinion is significant on several counts. These readily may be used as future guideposts by examiners and FCC.

There had been considerable contention over KLZ's arrangements with CBS to affiliate if and when it received a TV license. The FCC held this was merely an agreement by the parties (KLZ and CBS) whereby each had "a first call" on the other's services. It held the arrangement isn't contrary to the two-year rule on affiliations. Significantly, the FCC said that applicants, of necessity, must speculate with regard to the time they may expect final action and "seek to secure some measure of assurance of a network service if successful in obtaining a television license." So it gave its approval to pre-hearing network-affiliate arrangements when they are consistent with the two-year rule.

"Diversification of control" has been another vexing problem for applicants now holding licenses. Denver, being a newcomer, had contended it should get the grant, since Aladdin owned KLZ and several of its stockholders held other radio-TV interests. The FCC said that in the past it had held diversification desirable, and that, in the absence "of countervailing considerations," a grant to an applicant who has fewer broadcast interests better serves the public interest. But, even though Denver is qualified, the FCC nevertheless said that Aladdin had "demonstrated its superiority in all other material respects. . . ."

While we applaud the KLZ victory, we think the FCC improperly raised the diversification issue. This is rank discrimination against existing licensees. There was nothing in the record on which to base this mischievous dictum. It simply bought the argument of its Broadcast Bureau, lock, stock and barrel.

The third controversial point—whether there are substantial conflicts between the motion picture exhibition business and television—was left in doubt. It found there was wholly insufficient evidence to support the adoption of a policy that motion picture exhibitors, large or small, are unqualified as TV licensees. Nor could it determine, on the record, whether they are less qualified than non-exhibitors, since KLZ also has stockholders engaged in motion picture exhibition.

That constitutes the Commission's "year's work" in the "Denver Case." There can be no argument on the network-affiliate policy. It was "no dice" on the motion picture issue. But on the "diversification" aspect, we feel the Commission erred. It seems to us that only where there would be an out-and-out monopoly of all the media in the area could the issue of diversification be raised. The FCC eventually must conclude that, all other things equal, it will give preference to the existing station, not the newcomer.

fresh

780 ORIGINAL MINUTE MOVIES

made expressly for television

constitute the "guts" of

MOVIE QUICK QUIZ

America's No. 1 Syndicated Quiz Show

Here's what you get when you buy MOVIE QUICK QUIZ!

- A fifteen-minute, five-times-a-week quiz package. (Can be developed into a half-hour strip, 5 times-a-week.)
- Has the biggest sale and highest ratings of any syndicated multiple show in America.
- There are three outside phone calls made on every program, and for every call there's a brand new question, plus a brand new minute movie to illustrate a clue. (A full year's supply without repeats.)

please note! **Our films are original, dramatic minute movies made in 1952 and 1953 *specifically for TV*—no trite newsreel clips, no movie antiques. Our films are fresh and entertaining, *custom-built* for *our* questions and answers.**

We've set a price for MOVIE QUICK QUIZ that is awfully, awfully sweet. Write, wire, or phone us for our deal. Audition film immediately available.

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive • Chicago 1 • FRanklin 2-4392

Creators of **TELLO-TEST**—America's **FIRST** and most successful syndicated RADIO QUIZ SHOW

WHB in Kansas City Swings to

CBS-TV

Sharing Time with KMBC on CHANNEL 9



WITH a jointly-owned transmitter . . . . using maximum allowable power, 316 kw visual, 158 kw aural . . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . . with the full schedule of Columbia Network TV programming . . . . plus WHB's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows —

Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes* in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!
WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.

**May, 1953 Statistics of the Kansas City Electric Association*

And as always WHB

WHB Radio—the AM station with Kansas City's oldest call letters—continues to reach "the most listeners per dollar" via Radio in the Kansas City WHB*ig* Market—through the 1,362,929 sets* in the area.

- ★ Kansas City's Mutual Network outlet since 1936 — 17 years.
- ★ *Exclusive* play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City *Blues* baseball games (New York *Yankee's* No. 1 farm team), since 1950—4 years.
- ★ "Night Club of the Air" since 1951—3 years.
- ★ "Club 710" (mid-afternoon d.j. show featuring the "Top Twenty" records) since 1952—2 years.
- ★ Sandra Lea (women's program) since 1943—10 years.
- ★ WHB Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster) — 17 years.
- ★ "WHB Musical Clock" since 1931—22 years.
- ★ "WHB Neighborin' Time" (formerly the "Farmers' Hour") since 1922—31 years.
- ★ Represented nationally for Spot Radio by John Blair & Company since 1948—6 years.

WHB • KANSAS CITY'S OLDEST CALL LETTERS



1922-1953

FREE!
To advertisers and agency executives



DO YOU READ IT? *Swing*, the 100-page pocketsize magazine published by WHB six times a year. Articles on marketing, advertising and research . . . excerpts from John Crosby's Radio and Television Column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers, agencies, advertising and sales executives. Ask for a copy on your letterhead.

10,000 WATTS IN KANSAS CITY

WHB
TOM DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER
Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

JULY 13, 1953

35c PER COPY

BROADCASTING TELECASTING

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Five Clients Shift to New Agencies
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Many Factors Influence UHF Conversion Rate
Page 44

Both Sides Heard On NARBA Issues
Page 54

TV FILM FEATURES
Start on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV

BALTIMORE—

the city of white marble steps...



Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

IT'S HIGHLY CONCENTRATED!

Baltimore's 1⅓ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

NIELSEN PROVES W-I-T-H'S SUPERIORITY!

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

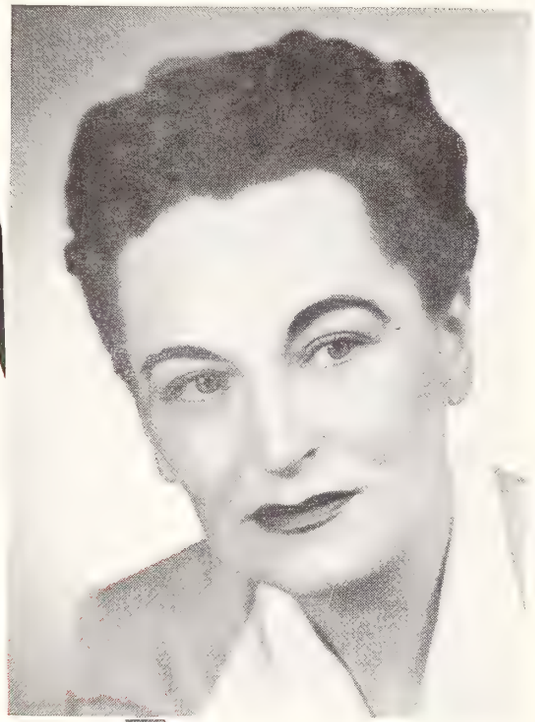
IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WLS

personalities build

LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JOSEPHINE WETZLER

Although Josephine Wetzler is one of the newer members of the WLS staff of station personalities—only 10 years of service with us—she has long been a seasoned veteran of WLS principles and policies. For, prior to joining WLS she was with WMBD in Peoria, Illinois where, under the guidance of Edgar L. Bill, first station director of WLS, she was indoctrinated with the same program ideals earlier inaugurated by Mr. Bill at WLS . . . ideals which were sound then and which still prevail.

As WLS Director of Educational Programs her principal responsibility has been the furtherance of WLS SCHOOL TIME, a daily series of educational programs. Under Mrs. Wetzler's supervision, WLS SCHOOL TIME has become an outstanding example of education by radio. It's been a recipient of the Peabody Award for meritorious public service, has won acclaim from distinguished scientific authorities, educators and parents—and respected acceptance of thousands of Midwest listeners.

It is programs and personalities like this that have resulted in the intense listener loyalty WLS enjoys . . . a loyalty zealously guarded by WLS . . . a loyalty of immeasurable added value to our advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



speaking
of
growing . . .

WDEL-TV

Channel 12

Wilmington, Delaware

In its fifth year of profitable selling . . . WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that *buys* WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell *your* product profitably, too, when you buy WDEL-TV.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

WDEL
AM TV FM
A Steinman Station

closed circuit

MOST CONFIDENT man last week on FCC vacancy was Robert J. Dean, general manager and principal owner of KOTA Rapid City, S. D. He was sitting on lid in Washington, presumably at behest of his chief supporter, Sen. Francis Case (R-S. D.) and, it was learned authoritatively, he is now being checked by FBI, usually last step prior to nomination. Checks previously had been made on Charles Garland, KOOL Phoenix, and Julius N. Cahn, 30-year-old New Yorker, when he became counsel for Senate Foreign Relations Committee. Officially, there was no inkling that decision had been reached but, with FCC functioning as six-man agency since June 30, it was conceded appointment would be made soon.

★ ★ ★

DEAN CANDIDACY received considerable broadcaster support last week with adoption of resolutions by North Dakota, South Dakota and Minnesota State Assns., which were transmitted both to White House and Republican National Committee. They advocated appointment of "practical, experienced broadcaster" and cited Mr. Dean's 25 years in radio plus his legal background. Unconfirmed was report that Dean nomination was on President's desk awaiting his signature prior to transmission to Senate. Fortnight ago, same report was made on Garland nomination but was held up because of rumor which entailed further investigation.

★ ★ ★

FORTHCOMING soon will be announcement by Milton H. Biow of appointment of Terry Clyne, vice president in charge of radio and television, as senior vice president. Mr. Clyne joined Biow in 1947, initially as account executive on Bulova, which he still handles along with other agency business.

★ ★ ★

FIRST TANGIBLE result of FCC's decision in so-called Denver case [B•T, July 6] seen in agreement reached between CBS and WREC Memphis, whereby each gives other first call on TV affiliation. In Denver case, FCC legalized similar arrangement of KLZ with CBS. WREC, applicant for Ch. 3 against WMPS, is long-time radio affiliate of CBS. Interim arrangement on CBS in Memphis has been worked out by CBS with WHBQ-TV (Ch. 13), scheduled to go on air this fall.

★ ★ ★

SURPRISING though it may seem, result of New York's mayoralty election this fall could have important bearing on FCC. If Rudy Halley, president of City Council, is elected over as yet unknown opposition, future of Madame Comr. Frieda B. Hennock could be assured. She's close personal friend and it's thought in New York circles that she probably could have any city judgeship within mayor's appointive power. Miss Hennock, who has been Democratic member of FCC since 1948, had been appointed to circuit court judgeship in New York by President Truman but nomination subsequently was withdrawn. Her FCC term runs until June 30, 1955.

★ ★ ★

CHICAGO agencies and representatives burning at what they describe as scheme used by some automobile and beer makers to avoid paying national rates. Charge is advertisers order campaigns, then cancel all or part, allowing their dealers to place same business with stations direct. Advertisers get advantage of usually lower retail rates while agencies and representatives lose their commissions.

★ ★ ★

FIRST CLASS audience rating rhubarb expected to develop as more uhf TV stations get on air, become affiliated with networks. Problem is this: If network show gets 25 rating in old-established vhf market, how is it going to get an equivalent audience rating when carried on uhf station in another market where only 10-15% of existing vhf sets have been converted to uhf? There's some thought in audience measurement circles of "weighting" results.

★ ★ ★

MORE AND more complaints being received by FCC from uhf licensees over their inability to reach affiliation agreements with major networks. While number of complaints is not staggering, one highly placed authority said that they make up for it in "vigorous language" of their protests.

★ ★ ★

MANUFACTURES of electronic hair removers constitute latest group to come to grips with FCC. They're protesting failure of FCC to classify their operations as "surgical" which would give them benefit of more liberal rules governing high frequency interference suppression. Despite deluge of petitions from manufacturers and their Washington spokesman, FCC refused change of regulation. Some years ago FCC faced same situation with diathermy manufacturers, whose machines played hob with high frequency transmission.

★ ★ ★

THERE'S MORE than meets eye in that Milwaukee Ch. *10 action of FCC on June 30. Former Comr. Paul A. Walker insists he didn't call up highly explosive issue in absence of Chmn. Hyde, as stated in this column last week. It develops that Chmn. Hyde, who had held up action for several weeks pending further study, wasn't present when item came up on regular agenda but did show up in afternoon session at which time regular order was pursued, with result that Hearst (WISN) petition for commercial grant was voted down 4-1. But it's even guess that if Chmn. Hyde had been present at morning session, item would have been passed over. Hearst now will appeal FCC action, contending it was improperly caught in 1948 freeze and that Ch. 10 improperly was made non-commercial.

IN THIS ISSUE

LEAD STORY

New NBC study relates TV viewing to sales of the sponsor's product. Sales are found to correspond with viewing levels. *Page 31.*

ADVERTISERS & AGENCIES

Five important accounts switch agencies and three others may move in fortnight. *Page 33.*

Emil Mogul proposes modernizing system of agency commission. He thinks the 15% concept should be discarded and payment based on client sales. *Page 33.*

FILMS

Specialty Films makes deal for English language Italian films. *Page 35.*

PROGRAM SERVICES

Box Office Television signs U. of Notre Dame to five-year contract covering home football games for closed-circuit theatre TV. *Page 36.*

FACTS & FIGURES

New ARB survey of uhf development shows how conversion rates are going in 32 markets. *Page 44.*

GOVERNMENT

Dormant for more than two years, controversy over pending North American Regional Broadcasting Agreement breaks out on Capitol Hill. *Page 54.*

Sen. Johnson's bill to legalize restrictions on baseball rights for radio and television is sidetracked by Senate. *Page 63.*

FCC asks National Television System Committee if it intends to file petition for approval of its color system, as companion to pending RCA-NBC case. *Page 64.*

NETWORKS

MBS proposal for new affiliate compensation patterns get cold shoulder from some stations. *Page 72.*

FEATURES

A special B•T survey shows how much film is used by U. S. television stations and networks. *Page 87.*

The care and feeding of TV film unions. *Page 88.*

How to use stock film footage. *Page 100.*

Thirteen good film deals for new TV stations. *Page 102.*

Tips for novice film buyers. *Page 112.*

What happened in Roanoke: The story of a uhf station that admitted it couldn't compete with vhf. *Page 115.*

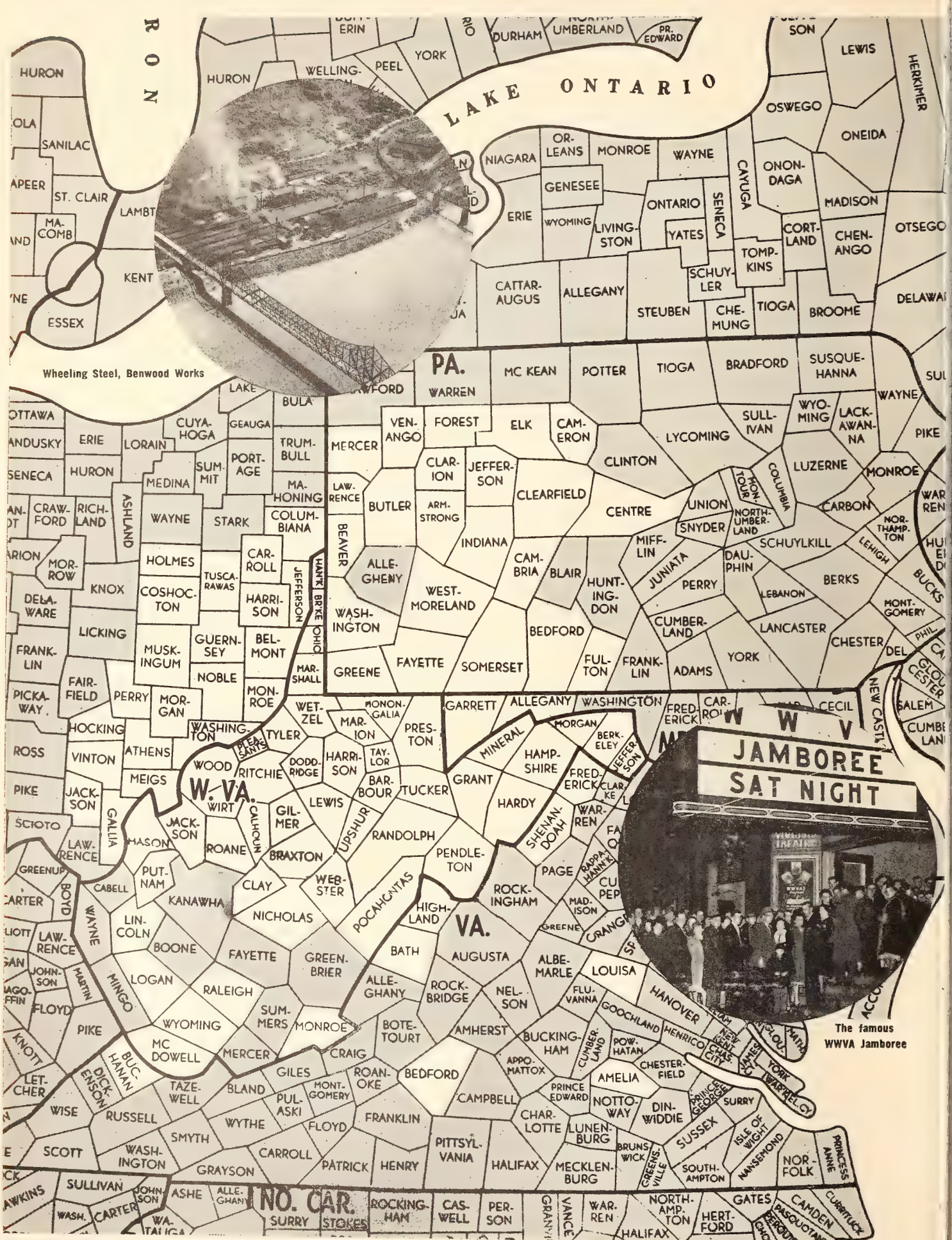
UPCOMING

July 15: RCA Symposium for Licensees to cover tri-color TV tube, Waldorf-Astoria, New York.

July 24-25: Columbia Records Inc. National Sales Meeting, Palmer House, Chicago.

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

(For other Upcomings, see page 145)


LAKE ONTARIO
HURON
ERIN
DURHAM
PR. EDWARD
LEWIS
HERKIMER
OSWEGO
ONEIDA
NIAGARA
ORLEANS
MONROE
WAYNE
CAYUGA
ONONDAGA
MADISON
GENESEE
ERIE
WYOMING
LIVINGSTON
ONTARIO
SENECA
YATES
CORTLAND
CHENANGO
OTSEGO
TOMPKINS
SCHUYLER
CATTARAUGUS
ALLEGANY
STEUBEN
CHEMUNG
TIOGA
BROOME
DELAWARE
SANILAC
ST. CLAIR
LAMBTON
MACOMB
KENT
ESSEX
Wheeling Steel, Benwood Works
PA.
MC KEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
WARREN
VENANGO
FOREST
ELK
CAMERON
LYCOMING
SULLIVAN
WYOMING
LACKAWANNA
WAYNE
PIKE
MERCER
CLARION
JEFFERSON
CLINTON
LUZERNE
MONROE
LAWRENCE
BUTLER
ARMSTRONG
CLEARFIELD
CENTRE
UNION
SNYDER
NORTHUMBERLAND
COLUMBIA
MONTOUR
CARBON
BEAVER
ALLEGHENY
INDIANA
CAMBRIA
BLAIR
MIFFLIN
JUNIATA
PERRY
DAUPHIN
SCHUYLKILL
LEHIGH
NORTHAMPTON
BERKS
LEBANON
BUCKS
MONTGOMERY
LANCASTER
CHESTER
DEL.
PHIL.
WASHINGTON
WESTMORELAND
HUNTINGDON
BEDFORD
FULTON
FRANKLIN
ADAMS
YORK
CUMBERLAND
GREENE
FAYETTE
SOMERSET
MARSHALL
OHIO
HANCOCK
BROOKE
JEFFERSON
CARROLL
HARRISON
TUSCARAWAS
STARK
WAYNE
ASHLAND
MEDINA
SUMMIT
PORTAGE
TRUMBULL
MAHONING
COLUMBIANA
CUYAHOGA
GEAUGA
LORAIN
ERIE
HURON
CRAWFORD
RICHLAND
MORROW
KNOX
HOLMES
COSHOCTON
DELAWARE
LICKING
MUSKINGUM
GUERNSEY
BELMONT
NOBLE
MONROE
FRANKLIN
FAIRFIELD
PICKAWAY
PERRY
MORGAN
WASHINGTON
HOCKING
ATHENS
MEIGS
ROSS
VINTON
PIKE
JACKSON
SCIOTO
GALLIA
LAWRENCE
GREENUP
CARTER
BOYD
WAYNE
CABELL
PUTNAM
MASON
JACKSON
ROANE
CALHOUN
WIRT
WOOD
RITCHIE
WETZEL
TYLER
PLEASANTS
MARION
MONONGALIA
PRESTON
TAYLOR
DODDRIDGE
HARRISON
BARBOUR
TUCKER
LEWIS
GILMER
UPSHUR
RANDOLPH
BRAXTON
WEBSTER
CLAY
NICHOLAS
POCAHONTAS
PENDLETON
HIGHLAND
W. VA.
GARRETT
ALLEGANY
WASHINGTON
FREDERICK
CARROLL
CECIL
MINERAL
MORGAN
BERKELEY
JEFFERSON
HAMPSHIRE
HARDY
GRANT
FREDERICK
CLARKE
WARREN
SHENANDOAH
PAGE
RAPPAHANNOCK
MADISON
ROCKINGHAM
GREENE
ORANGE
SPOTSYLVANIA
ALBEMARLE
LOUISA
FLUVANNA
GOOCHLAND
HANOVER
HENRICO
NEW KENT
CHARLES CITY
JAMES CITY
YORK
WARWICK CITY
NELSON
AUGUSTA
BATH
ROCKBRIDGE
ALLEGHANY
AMHERST
BOTETOURT
BUCKINGHAM
CUMBERLAND
POWHATAN
CHESTERFIELD
AMELIA
APPOMATTOX
BEDFORD
ROANOKE
CRAIG
GILES
MONTGOMERY
PULASKI
BLAND
TAZEWELL
MERCER
MCDOWELL
WYOMING
SUMMERS
MONROE
RALEIGH
LOGAN
MINGO
BOONE
FAYETTE
GREENBRIER
KANAWHA
LINCOLN
LAWRENCE
JOHNSON
MARTIN
FLOYD
PIKE
KNOTT
LETCHER
DICKENSON
BUCHANAN
WISE
RUSSELL
SCOTT
WASHINGTON
SMYTH
WYTHE
FLOYD
FRANKLIN
CARROLL
GRAYSON
PATRICK
HENRY
PRINCE EDWARD
CAMPBELL
CHARLOTTE
LUNENBURG
MECKLENBURG
HALIFAX
PITTSYLVANIA
BRUNSWICK
GREENSVILLE
SUSSEX
PRINCE GEORGE
SURRY
DINWIDDIE
NOTTOWAY
ISLE OF WIGHT
NANSEMOND
SOUTHAMPTON
NORFOLK
PRINCESS ANNE
SULLIVAN
JOHNSON
ASHE
ALLEGHANY
WASH.
CARTER
WATAUGA
NO. CAR.
SURRY
STOKES
ROCKINGHAM
CASWELL
PERSON
GRANVILLE
VANCE
WARREN
NORTHAMPTON
HALIFAX
GATES
CAMDEN
CURRITUCK
HERTFORD
PERQUIMANS
PASQUOTANK
JAMBOREE
SAT NIGHT
The famous WWVA Jamboree



STORERTOWN W. VA.

"Wheeling in Virginia"—1859

WWVA . . . The Folk Music Capitol of America
Wheeling, W. Va.

3-STATE MARKET WITH A BILLION-DOLLAR APPETITE

State	No. Counties	Total Retail Sales	Food Sales	Drug Sales
Pennsylvania	29	$2,017,041,000	$ 557,229,000	$43,973,000
Ohio	23	1,087,195,000	285,593,000	25,301,000
West Virginia	48	840,487,000	214,297,000	20,178,000
Total	100	$3,944,723,000	$1,057,119,000	$88,452,000

PLUS THIS BONUS LISTENERSHIP

Just four announcements on a recent Saturday night WWVA JAMBOREE
brought in 8,816 pieces of mail from
538 Counties in 22 States
covering
15,859,173 Radio families
with
$94,626,885,000 Buying Power
purchasing
$62,284,127,000 Annually
and representing
41.244% of the national retail sales
Another offer on a single Jamboree broadcast brought in 11,300
post cards from 577 counties—every county from Maine to
Maryland except Hamilton County, N. Y.

STORER BROADCASTING COMPANY

WSPD-TV — **WJBK-TV** — **WAGA-TV** — **KEYL-TV**
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas

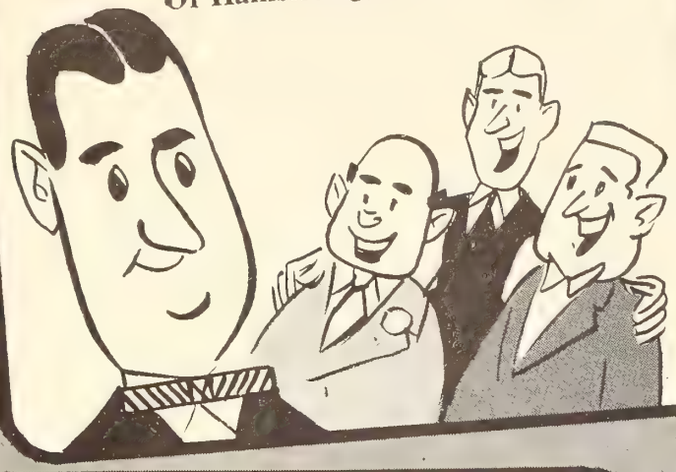
WMMN — **WSPD** — **WJBK** — **WAGA** — **WWVA** — **WGBS** **WSAI**
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Cincinnati, Ohio

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director **BOB WOOD,** Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

J. WILTINGHAM GERCH

Was appointed a Veep

Of Hamstrung, Harried & Bledded.



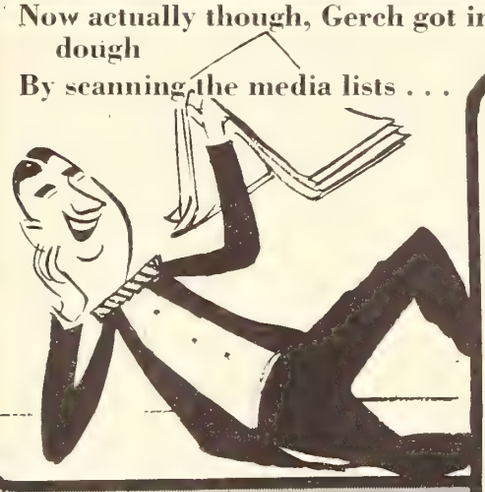


'Twas-not, you'll surmise, a terrific surprise

Since the daughter of Harried he'd wedded.

Now actually though, Gerch got in the dough

By scanning the media lists . . .



And assuring all clients with utter reliance . . .

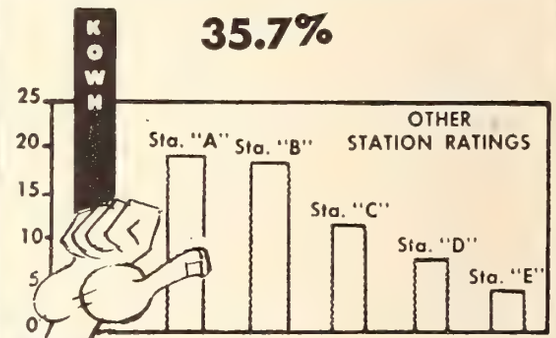
"No—KOWH* hasn't-been missed!



Hooper - Omaha - Council Bluffs,

Average from Oct., 1951, thru May, 1953.

35.7%



MORAL

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru May, 1953.)
- *Largest share of audience,* of any independent station in America! (May, 1953.)

Kowh

OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Sponsor Identification Rule Threatens Some 'Teaser' Ads

PROTESTS against FCC ruling requiring that radio-TV "teaser" commercials carry identification of their sponsors [CLOSED CIRCUIT, June 22] developed Friday in both sales representation and agency quarters. T. F. Flanagan, managing director of Station Representatives Assn., said such ruling would "severely handicap" radio-TV, while Aubrey Williams, radio-TV director of Fitzgerald Adv. Agency, New Orleans, circulated letter calling for "some immediate concerted action."

"The teaser," Mr. Flanagan said, "is an important and valuable technique of advertising. Certainly such important advertising media as radio and television should have the advantage of this technique, especially when no difficulty can be created that would need action by the FCC. This technique not only is useful but is imperative in the introduction of some types of new products. It would be a severe handicap to radio and television if the teaser were limited to other media."

Mr. Williams noted in his letter that at his agency "we use teaser copy for Jax beer, which refers to 'J Day' but does not offer beer for sale, suggest that you drink it, or even mention the word 'beer.'

"A large part of our 'J Day' budgets have been going into radio and TV. If this rule stands, and the FCC decides against radio and TV, while newspapers, magazines, billboards, streetcar cards, etc., etc., are permitted to run teaser copy, then we will lose that radio and TV activity. . . .

"The situation indicates pretty clearly to me that some immediate concerted action is required. . . ."

Mr. Williams' letter was sent to station representation organizations and perhaps others, and, after quoting account of FCC ruling, inquired: "Are you guys gonna stand for that?"

Editor's Note: FCC last month informally ruled that under Sec. 317 of Communications Act, adequate sponsor identification is required, i.e., that name of firm or product footing bill must be given [CLOSED CIRCUIT, June 22].

Informed of protests, high FCC authority told B•T last Friday that Commission has been liberal in its interpretation of Sec. 317. He cited this example: It is acceptable if announcement is, "Watch for the biggest development in automotive history by Buick." (He said it wasn't necessary to say: "Buick, a division of General Motors Corp.") Unacceptable, however, would be announcement: "Watch for the biggest announcement in automotive history," if in fact announcement was sponsored by Buick.

'BLANKET' TV IN 2 YRS.

WHILE testifying Friday on NARBA before Senate Foreign Relations subcommittee, Chmn. Rosel H. Hyde, FCC, was asked by Senators: How soon "blanket" TV coverage in country and how soon color TV? Predicted Mr. Hyde: Two years for nation-wide coverage, but color—that's up to FCC which is busily studying latest petition (RCA-NBC system). Chmn. Hyde also said FCC's rate of granting TV is pace ahead of manufacturers' rate of producing TV sets.

Vote to Repeal Movie Tax

HOUSE Ways & Means Committee Friday voted to repeal 20% federal tax on movie theatre admissions. Treasury Dept. estimated loss of revenue to Government would be more than $200 million a year.

DOUGLAS WANTS TO RENEGOTIATE NARBA

SEN. PAUL H. DOUGLAS (D-Ill.) is against North American Regional Broadcasting Agreement and believes treaty should be renegotiated rather than be ratified. His views Friday were given in letter to Senate Foreign Relations subcommittee hearing treaty provisions (see story page 54). Sen. Douglas' opposition, which centers on absence of Mexico and Haiti and so-called "concessions" to Cuba by U. S., is added to Sen. Homer Ferguson (R-Mich.), member of subcommittee, who was critical of radio's international treaty.

Sen. Charles W. Tobey (R-N. H.), subcommittee chairman, on hearing's close Friday said his group would give treaty "early consideration."

FCC Chairman Rosel H. Hyde re-appeared before subcommittee Friday declaring that U. S. should not pursue international situation where each U. S. clear channel has ideal conditions for its ideal facility at expense of no international radio treaty. Chmn. Hyde vigorously defended use of directional antenna by clear channel outlets as provided by NARBA. He declared farm groups have no cause for complaint, as less not more interference on clear channel frequencies will ensue.

Mr. Hyde reminded Senators that clear channel issue should be re-examined only when U. S. radio boundaries are stabilized.

Subcommittee reheard Mr. Hyde. Also broadcasters John E. McCoy of Storer Broadcasting Co. (see statement, NARBA story, page 54); A. Earl Cullum, consulting engineer, speaking on behalf of WFAA Dallas; KTHS Little Rock; KWKH Shreveport; KXEL Waterloo; WBAL Baltimore; KWBU Corpus Christi; WGBS Miami; WWEZ New Orleans; KTBC Austin, and WAGA Atlanta.

Also, Frank Marx, enigneering vice president, ABC; Joe DuMond, president, Josh Higgins Broadcasting Co. (KXEL Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg, representing 61 licensees, permittees and applications and state broadcasting associations of North Carolina, Washington, California and Missouri, and J. B. Hyman, representing WHTN Huntington, W. Va.

Mr. Marx said NARBA was supported by ABC as giving greatest benefit to great number of people and providing flexibility in domestic problems. Mr. DuMond asserted only less than 1% of broadcasting industry in country oppose treaty. If ratified, NARBA will not injure service to farm areas, he said. Messrs. Haley and Cullum echoed sentiments of broadcasters who support treaty.

• BUSINESS BRIEFLY

NON-TV MARKET DRIVE • Philip Morris Cigarettes, N. Y., going into 104 non-TV markets with radio spot campaign for its regular and king size cigarettes, effective today (Monday). Contract calls for 13 weeks then hiatus, followed by another 13 weeks. Agency: Biow Co., N. Y.

SPOT FOR STANDARD BRANDS • Standard Brands, N. Y., will be using extensive radio spot campaigns starting this fall for two of its products, Blue Bonnet Margarine and Royal Desserts. Blue Bonnet will go into 50 markets for 13 weeks starting in September and Royal Desserts will be using about 65 markets for 15 weeks and may use half-dozen small markets later on. Both schedules placed by Ted Bates Inc., N. Y.

TEST SPOT RADIO • Cash Value Tobacco, product of R. J. Reynolds Tobacco Co., to test spot radio in four semi-industrial markets through William Esty & Co., N. Y. Next stop understood to be expansion into industrial markets for this product.

COFFEE CAMPAIGN • Chase & Sanborn (coffee), N. Y., planning to start campaign in 80 radio and five television markets during August. Agency: Compton Adv., N. Y.

DUFFY-MOTT ON ABC-TV • Duffy-Mott Co. to sponsor *Jamie*, featuring Brandon de Wilde, effective Sept. 28, on ABC-TV, alternate Mondays, 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

SUPER BLUE SUDS PLANS • Colgate-Palmolive-Peet, Jersey City, through Cunningham & Walsh, N. Y., on behalf of its new Super Blue suds, preparing substantial radio and TV spot campaign to start in September and run through end of year in southwest markets. Account started with test in that area earlier and is now expanding.

GUINESS IN NORTHEAST • Arthur Guiness Son & Co., brewers Fox of Guiness stout and Burke's ale, starts new campaign for its ale on Aug. 1 in northeast areas. Radio and television will be used. Agency: Compton Adv., N. Y.

FIRESIDE FORMAT CHANGE • Academy TV Productions will film new format of Procter & Gamble's *Fireside Theatre* with Gene Raymond as host-salesman. Agency: Compton Adv., N. Y.

McFarland TV Principal

FORMER SENATOR Ernest W. McFarland, majority leader in 82nd Congress and author of McFarland Act amending Communcations Act, became principal owner of TV applicant last week when he became president and 40% stockholder of Arizona Television Co., applicant for Phoenix's Ch. 3. Stockholders Leon M. Nowell and Ralph A. Watkins reduced their holdings to 20% each in reorganization following the ex-Senator's inclusion. Among stockholders is Edward Cooper (10%), director of television, Motion Picture Assn. of America, and one-time aide to Sen. McFarland. Other Ch. 3 applicants for Phoenix are KTAR and Desert Adv. Co.

KEYL TV VIEWER LOYALTY SCORES

$135,582.00 in KEYL C.P. Telethon!
One of highest "per set" ratings for Cerebral Palsy in any market*

SAN ANTONIO, TEXAS, JUNE 28—Jubilant Telethon officials announced today the United Cerebral Palsy KEYL telethon had raised $135,582 to date, and contributions are still pouring in.

According to Seymour Flatow, chairman of the 16-hour KEYL television show, when all pledges are in, the total is expected to exceed $138,000.

Telethon officials were high in their praise of Dennis James, who acted as master of ceremonies for the night-long show, and for TV Star Laurie Anders, and stage and screen star Eddie Bracken, who assisted.

The second annual telethon, which was held from 10 p.m., June 6 to 2:30 p.m., June 7. was televised by KEYL and broadcast by KABC in cooperation with the San Antonio Light which sponsored this public service project.

UP $60,000.00

The present total, according to Flatow, is almost $60,000 more than was raised on the first telethon.

In addition to praising James and other top entertainers, Flatow gave special recognition to Tommy Reynolds and Pat Boyette of KEYL for their early morning stint as master of ceremonies, and for Pedro Gonzales-Gonzales, Latin-American comic who flew here from Hollywood to participate in this year's telethon.

Of the funds raised, 75 per cent will remain with, and be administered by officers and directors of the local association.

★ ★ ★ ★ ★

KEYL, San Antonio's dominant Television station can mean "Money in the Bank" for your TV schedule too. San Antonio viewers look to KEYL for the best in Public Service Programs . . . by far the most hours of television broadcasting in San Antonio . . . and time buyers know KEYL's consistently higher ratings mean greater coverage . . . more sales . . . "Money in the Bank". That's why, when buying San Antonio, they look to the station that delivers the MOST . . . KEYL, San Antonio's dominant Television Station.

*Markets exceeding 100,000 Sets!

A STORER STATION

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—Katz Agency

San Antonio's

KEYL

Channel 5

ABC • CBS • DUMONT

at deadline

WAPA Initial Decision; Other FCC Actions

INITIAL DECISION recommending grant of vhf Ch. 4 at San Juan, P. R., to WAPA there issued Friday by Examiner Benito Gaguine. Action made possible by withdrawal earlier in week of competitive bid of WKVM San Juan, which proposes to seek allocation of another channel there (story page 62). WAPA permit would specify ERP of 56.5 kw visual and 33.9 kw aural with antenna height above average terrain 221 ft.

Economic Protest Filed

Mid-June new TV grants to WPTR Albany for uhf Ch. 23 and Van Curler Bcstg. Co. for uhf Ch. 35 at Schenectady are asked to be set aside for hearing in Sec. 309(c) economic protest filed with FCC late Friday by WABY Albany. WABY contends it has been injured by unexpected shuffling of Albany-Troy-Schenectady applicants which resulted in immediate grants [B•T, July 15].

WSTV Charge Upset

Charge of WSTV Steubenville, Ohio, that competitive TV Ch. 7 application of John R. Osborne was filed to delay grant to WSTV was upset by FCC in order finding insufficient evidence to support allegation. Commission also denied WSTV's plea for conditional grant pending outcome of comparative hearing. FCC ruled that despite WSTV's charges Osborne bid is deficient, Osborne application is adequate to merit consideration.

Cascade TV Plea Refused

Renewed attempt of Cascade TV Co. to have FCC overthrow ruling of hearing examiner denying amendment petition and continuance of hearing plea in Portland, Ore., vhf Ch. 8 hearing was turned down by Commission in opinion affirming examiner's actions as reasonable exercise of discretion. Cascade's bid is in competition with those of Westinghouse Radio Stations Inc. (KEX), North Pacific TV Inc. and Portland TV Inc.

Unusual Rule Making

Unique proposed rule-making proceeding, in which two TV channel reallocation plans are mutually exclusive, ordered by FCC to settle controversy. Plans are that of WHIS Bluefield, W. Va., to add Ch. 6 at Bluefield by substituting Ch. 4 for Ch. 6 at Beckley, W. Va., and move Zone I line to include all of state, and that of WHPE High Point, N. C., to add Ch. 6 there by substituting Ch. 4 for Ch. 6 at Beckley, Ch. 3 for Ch. 6 at Wilmington, N. C., and moving Zone I line to include all of West Virginia. Deadline for comments is Aug. 17.

Oral Argument Set

Oral argument set Tuesday on multiple pleadings in comparative hearings for vhf Ch. 3 and Ch. 6 at Duluth, Minn.-Superior, Wis. FCC *en banc* will hear controversy. In Ch. 3 competition between WEBC and KDAL Duluth, WEBC seeks amendment to Ch. 6 proceeding. WEBC seeks channel at Superior, long has fought for consolidation of both cases into one hearing. In Ch. 6 proceeding, WDSM seeks completion of hearing with it as sole survivor. Competitor Lakehead Telecasters asks dismissal. Lakehead is part owned by WREX. Latter has merged with WDSM; WREX has been deleted.

Cal Tel Co. Petition

Cal Tel Co., which received initial TV grant for uhf Ch. 40 at Sacramento, Calif., earlier in week, petitioned FCC Friday to make proposal effective immediately (story page 62). Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision. Bureau chief also reported he would not file exceptions to initial decision to grant uhf Ch. 67 to WFMZ (FM) Allentown, Pa.

Harvey Petitions Again

Lawrence A. Harvey, permittee uhf Ch. 20 KBAY-TV San Francisco, petitioned FCC Friday to add uhf Ch. 58 at Beverly Hills, Calif., and uhf Ch. 30, instead of previously requested Ch. 50, at Washington, D. C. FCC earlier turned down his plea for Ch. 58 at Los Angeles.

WNOP Files for Ch. 74

WNOP Newport, Ky., filed application for uhf Ch. 74 there, going into competition with pending Cincinnati bid of Gordon Bcstg. Co., whose purchase of WSAI Cincinnati was approved by FCC earlier in week (story page 64).

Ch. 44 Application Dismissed

KPFA Berkeley, Calif., dismissed its bid for uhf Ch. 44 there, FCC reported Friday. No other application pends for channel.

Proposed Standards Amendment

Amendment of AM standards proposed by FCC Friday to add table for estimating coverage and interference effects of stations using simple, vertical omnidirectional antennas, in absence of field intensity measurements.

CBS-TV FIRSTS

CBS-TV's *I Love Lucy* won first place in five of six cities for June with CBS-TV's *Arthur Godfrey's Talent Scouts* in top position in Boston, C. E. Hooper Inc. reported. Service covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

CBS Sells Vine St. Theatre

CBS RADIO Vine St. Theatre, Hollywood, sold for over $200,000 to Huntington Hartford, part owner of A&P grocery chain and sponsor of philanthropic enterprises. CBS had owned theatre for 17 years. It was original home of *Lux Radio Theatre* and *Hallmark Playhouse*. New owner will use building as legitimate theatre and theatre workshop on assuming possession at end of July.

WVEC-TV Tower Accident

DURING erection of WVEC-TV Hampton, Va.'s, tower late last week, 175-ft. section dropped when guy wire loosened. Only minor damage reported to TV tower, causing two days' delay. However, WVEC (AM) tower was knocked over when TV tower section swung in arc. AM station's service was not affected with temporary antenna being in operation. Station had planned to use new TV tower for AM also.

GUS HAGENAH, vice president of Standard Radio Transcription Services Inc., appointed Chicago branch manager of United Television Programs Inc. He will handle local and national sales of UTP's TV film series to Chicago agencies, advertisers and stations, according to Milton Blink, UTP executive vice president. Mr. Hagenah continues with SRTS. Veteran of 27 years in broadcast industry, Mr. Hagenah has been active in Standard sales and management more than 10 years.

THOMAS E. MARTIN elected executive vice president and general manager of Hawley Broadcasting Co., owners and operators of WEEU-AM-FM-TV Reading.

E. HARRY CAMP, vice president and general manager as well as a stockholder in WDOK Cleveland, resigned to return to his home at Miami Shores, Fla., where he is planning non-radio business venture. He retains interest in WDOK and TV grant at Waterloo, Ind.

A. RAYMOND BERMOND, assistant advertising manager of Hallicrafters Co., Chicago, since 1951, appointed advertising manager of firm's radio division.

Six New ABC-TV Affiliates

SIX new television stations have joined ABC-TV as affiliates raising total number of outlets to 132, Alfred R. Beckman, director of ABC's station relations departments, announced Friday. They are:

WETV (TV) Macon, uhf Ch. 47 (effective Aug. 1), owned by Macon Television Co., Dixon Harper, general manager; WJHL-TV Johnson City, Tenn., owned by WJHL Inc., vhf Ch. 11 (effective Aug. 1), W. H. Lancaster Jr., general manager; WIRK-TV West Palm Beach, Fla., owned by WIRK-TV Inc., uhf Ch. 21 (effective Aug. 9), Joseph S. Field Jr., general manager.

WTOB-TV Winston-Salem, N. C., owned by Winston-Salem Bcstg. Co., uhf Ch. 26 (effective Sept. 1), James Coan, general manager; KYTV (TV) Springfield, Mo., owned by Springfield Television Inc., vhf Ch. 3 (effective Sept. 1), J. Gordon Wardell general manager; WTOK-TV Meridian, Miss., owned by Southern Television Corp., vhf Ch. 11 (effective Sept. 15), Robert F. Wright, general manager.

Elected to RCA, NBC Board

WILLIAM E. ROBINSON, publisher and executive vice president of *New York Herald-Tribune* and also member of RCA board, named to board of NBC, and Harry Coleman Hagerty, financial vice president and director of Metropolitan Life Insurance Co., elected to board of RCA, Brig. Gen. David Sarnoff, chairman of RCA and NBC boards, announced Friday. In their respective new posts, Messrs. Robinson and Hagerty succeed Lewis L. Strauss, who resigned from RCA and NBC boards when he was named chairman of Atomic Energy Commission.

Digges Funeral Services

FUNERAL services for Isaac W. Digges, 56, counsel for Assn. of National Advertisers, Advertising Council and Advertising Research Bureau, were to be held Saturday at Madison Ave. Presbyterian Church in New York. Mr. Digges, who also had helped advertisers, agencies and advertising media with their legal problems over past 30 years, died July 8 in St. Luke's hospital in New York after brief illness.

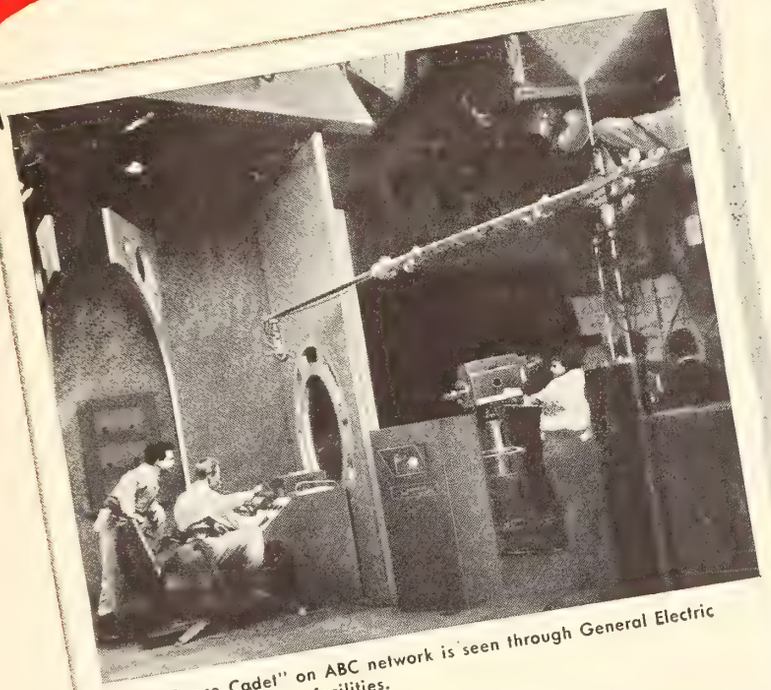
NBC Film Appointments

IN LINE with NBC Film Division's expansion plans, John B. Cron, division national sales manager, announced Friday appointments to division advertising department of James E. Swift as assistant supervisor of advertising and Jason Lane, who will specialize in research and market analysis (story page 74).

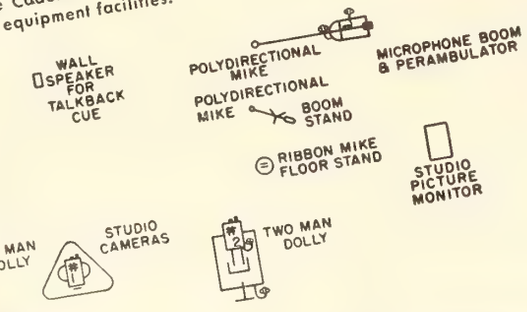
75 Years of G-E

YOUR COMPLETE LINE OF

STUDIO



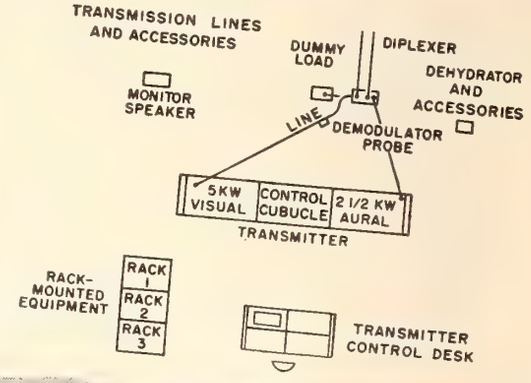
"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.



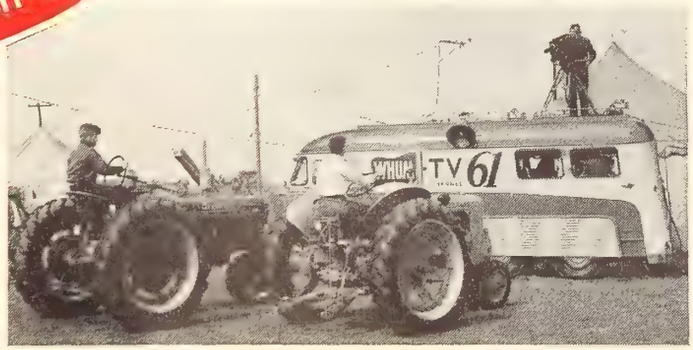
TRANSMITTER



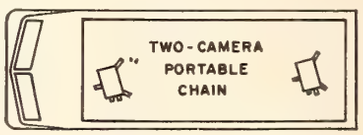
G-E transmitter equipment in CBS-Empire State Building, New York installation.



MOBILE UNIT



G-E mobile truck used by WHUM-TV.

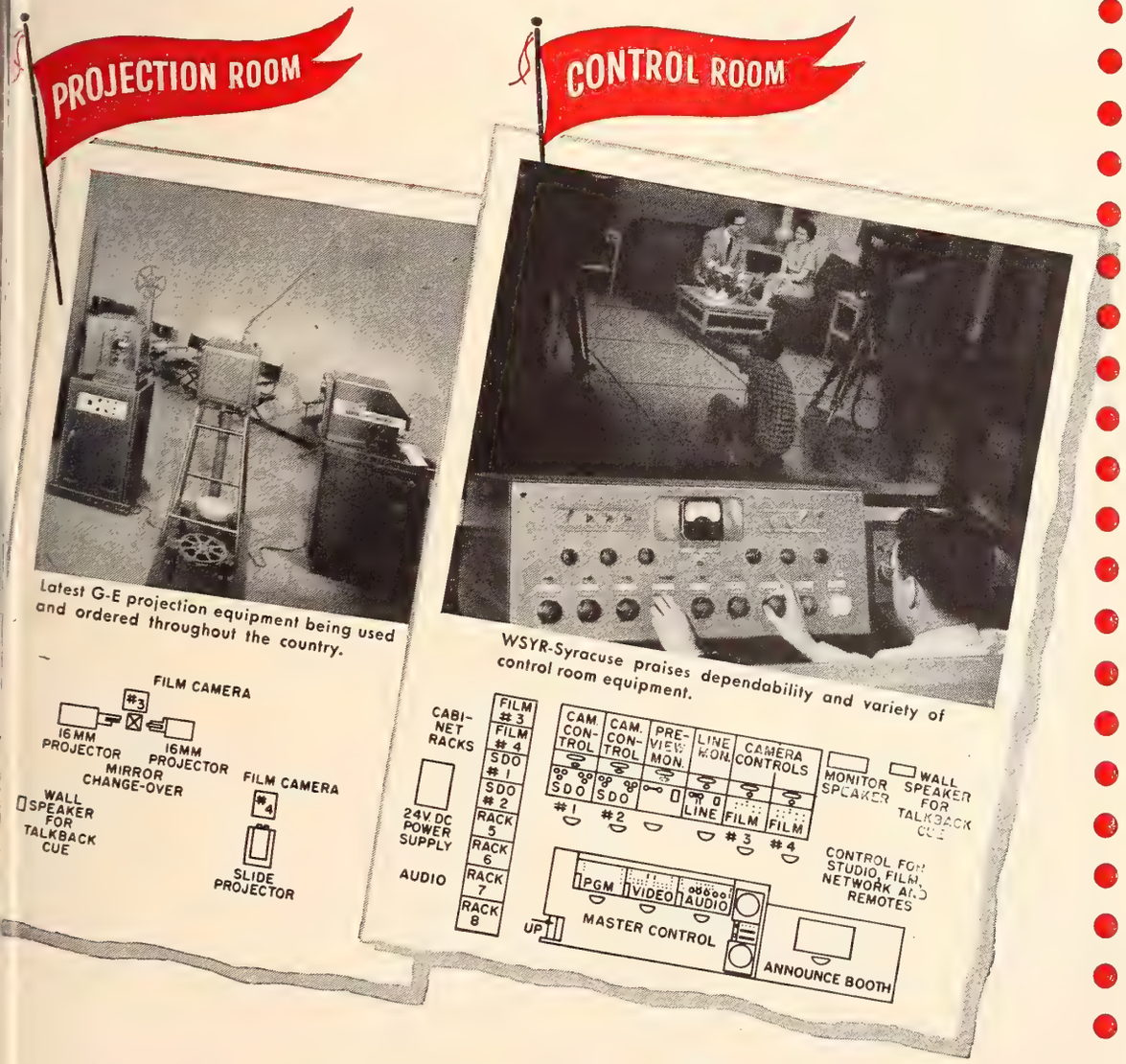


PORTABLE VIDEO & AUDIO EQUIPMENT

Pioneering behind

TV EQUIPMENT!

FROM the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the *world*—is backed by G-E's 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write: *General Electric Company, Section 273-13 Electronics Park, Syracuse, New York.*



Latest G-E projection equipment being used and ordered throughout the country.

WSYR-Syracuse praises dependability and variety of control room equipment.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

1878 **75** 1953
YEARS OF ELECTRICAL PROGRESS

1928
First demonstration of television broadcasting.
First TV play..."The Queen's Messenger." G-E station WGY, Schenectady.
First "remote TV pick-up" on record. Gov. Smith's acceptance of democratic nomination for President.

1930
First transoceanic TV broadcast. Schenectady, N. Y. to Sydney, Australia.

1939
First long-distance reception of modern high definition television...in Schenectady, 129 miles and 7900 feet below line of sight from New York City.

1940
First TV network. New York City programs brought to the Schenectady-Albany-Troy area via 5-hop G-E microwave.
Color television demonstrated.

1941
Increased transmitter power to make WRGB the highest power television station in the world.

1950
First high power UHF TV transmitter. High power klystron tube.

1951
First high-gain side-fire type of helical antenna for UHF TV transmission.

1952
Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

RADIO IN THE Upper Midwest...

Cost per Thousand..... Dollar for Dollar... Ratingwise... Anyway You Figure It KSTP Radio Is a Better Buy Than Ever!



KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annucl subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Things have changed in ARKANSAS, too!



If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are **276.9% ahead of ten years ago***!

There's a bright new star on the Arkansas radio horizon, too—it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives **primary** daytime coverage of 1,002,758 people —more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3¼ million people, and includes practically all of Arkansas!

Get all the big KTHS facts, **now.** Write direct or ask your Branham man.

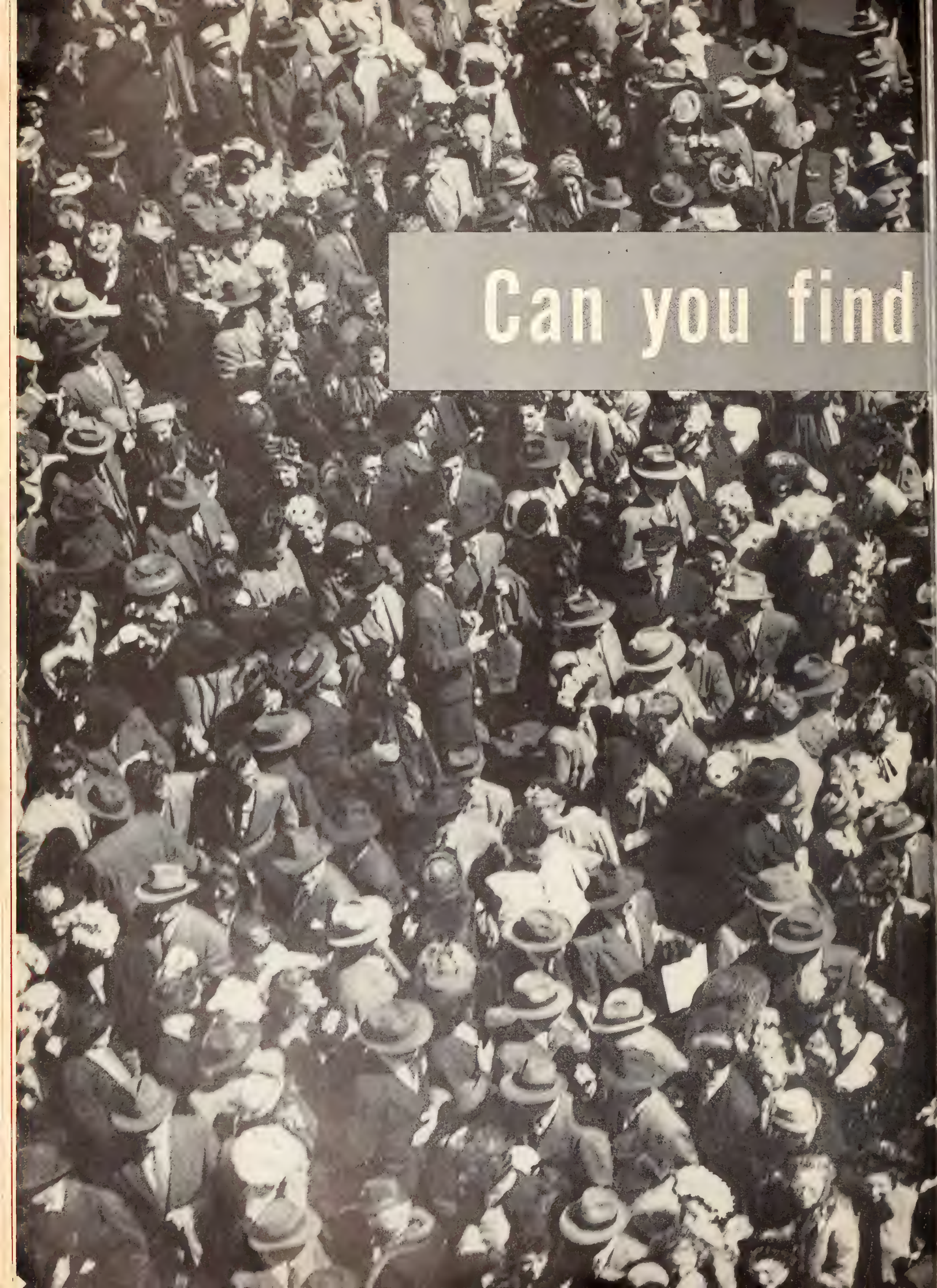
* Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS


Can you find

yourself in this crowd?

Are you ever unwittingly caught in a crowd . . . finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation". This means that serious thought is given to your individual needs . . . special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage . . . not now and then . . . but consistently, steadily, efficiently.

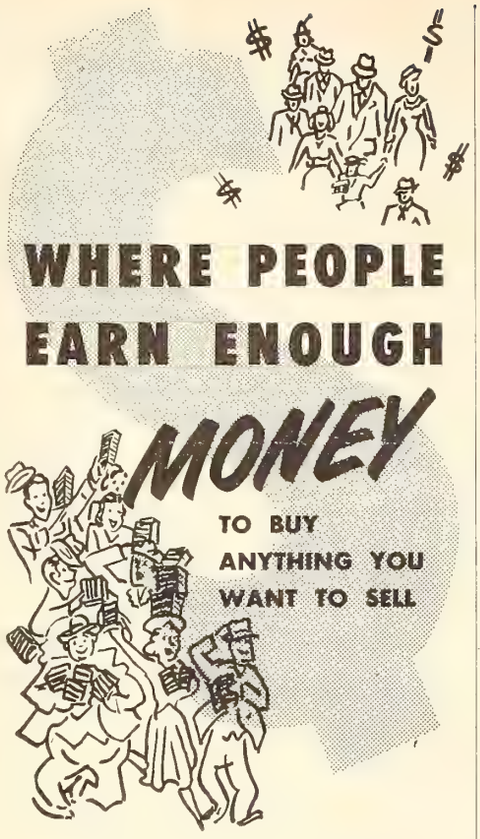
Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD



A 16-COUNTY MARKET
IN WESTERN NEW YORK
WITH A SPENDABLE
$2 BILLION INCOME

WHAM

will rate favorably in comparison with any Radio Station or market in New York State. "Sales Management Survey of Buying Power" quality of market index proves it.

WHAM has a complete market analysis of WHAM-land. Request a copy from George P. Hollingbery Company or WHAM.

WHAM ROCHESTER, N.Y.



50,000 watt—clear channel

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.

THE BENNETTS

Network: NBC-TV, originating in Chicago.
Time: 10:15-30 a.m. CDT (Monday through Friday); reviewed July 6.
Producer: Ben Park.
Director: John Hinsey.
Assistant Director: Harry Trigg.
Assistant Producer: Jim Troy.
Coordinator: Walter Welch.
Writer: Bill Barrett.
Cast: Don Gibson, Paula Houston, Jerry Garvey, Kay Westfall, Jim Andelin, Viola Berwick, Beverly Younger, Jack Lester, Sam Siegel.
Sets: Bill Rittman.

CONSIDERING the aspersions continually cast on the American soap opera by professional purists, NBC-TV probably deserves some sort of an accolade for bravely launching a new "dramatic serial" out of Chicago.

Network TV's newest venture along this line is *The Bennetts,* a story of the day-to-day life of a midwestern lawyer, his family, his friends and his cases.

By and large, *The Bennetts* is better than run of the mill daytime dramatic offerings. It also proved, on the initial program, to be good television, thanks to competent production and direction and a better than average script.

It is not enough to create a believable cast for the television novel; the viewer should have a pretty fair idea of the environmental and geographical factors which set off the motivations of the characters. Writer Bill Barrett has managed to do just this.

He blueprinted a typical Midwest industrial city (population: 72,000) and called it Kingsport—"situated in an area that might be likened to south central Ohio." As a result of painstaking scripting on politics (the town is strongly Republican, although it went for Roosevelt in 1932) and other details, *The Bennetts* manages to come alive at the outset.

The first program had all the necessary ingredients: Wayne Bennett parceling out a weekly allowance to his son, exuding marital happiness for his mate Nancy, demanding four eggs for breakfast and hinting that his friend, Bert, may have been connected with a $2,000 store theft when the latter turns up with an anniversary ring for his wife Elly and reports he's being shadowed.

Production by Ben Park and direction by John Hinsey are equally excellent.

NOTHING BUT THE BEST

Network: NBC-TV
Time: Tues., 9:00-9:30 p.m. EST.
Producer-Director: Bob Banner.
Music Director: Charles Naylor.
Writer: Robert Paul Smith.
M. C.: Eddie Albert.
Guest Stars 7/7/53: Louis Armstrong, Lee Wiley, Vera Zorina, The Mambo Knights.
Choral Direction: Keith Textor.
Audio Technician: George Anderson.

EDDIE ALBERT seemed relatively pleased with himself last Tuesday night when he faced the NBC television cameras as m.c. on a new half-hour show called *Nothing but the Best.* His was the softest touch in town, he said. Procter & Gamble, sponsor of the show for several of its products, has given him a free hand in presenting weekly hereafter stars whose talents have earned them a permanent niche in the nothing-but-the-best annals of the entertainment world as well as newcomers who Mr. Albert feels may be destined to join them. Should his guests continue to be as accomplished in their respective fields as are Louis Armstrong, Lee Wiley, Vera Zorina, and the Mambo Knights, a group of Negro youngsters who created some fine rhythmical effects on their make-shift instruments, *Nothing but the Best* will be worth watching.

The production itself, however, was not up to the calibre of the Armstrong trumpet and immortal song style, a Wiley treatment of slow on-beat unstylized tunes or a graceful Zorina ballet. The continuity, ordinary in content, was badly paced in delivery too. Between song, dance and trumpet numbers things fell pretty flat. Mr. Albert, well known for his ease in speech and mannerism, took it a bit too easy on this telecast. The pace of the production suffered.

But individual segments were well directed and well staged. The director concentrated on each personality, not on the show as a whole. Skillful use of lighting created several good effects. Particularly appealing was the show's introductory scene. Performers, as their names were announced, were hit with a single spotlight. Each stood at a different distance from the camera. In utilizing the depth of the set to its best advantage an almost three-dimensional effect was created.



EDDIE ALBERT

★ ★ ★

On the assumption that a woman is more inclined to follow a man's advice than that of another woman, P&G has Mr. Albert selling the ladyfolk on the advantages of Lilt home permanents. An attractive blond girl who has given the product a try is on hand for visual purposes but Mr. Albert does the talking. The show's theme is carried over into commercial copy too. Mr. Albert is doubly anxious that his feminine viewers try Lilt because after all they are entitled to "nothing but the best."

BOOKS

TELEVISION SCRIPTS FOR STAGING & STUDY by Rudy Bretz and Edward Stasheff. A. A. Wyn Inc., 23 West 47th St., New York 36. 332 pp. $4.95.

EXHAUSTIVE treatment of one area of television is contained in this book, which includes a guide to creative camera work. Original directors' scripts, marked to show floor plans and camera positions, are included. Accompanying one script are televised pictures of certain scenes to show what the TV audience actually saw. Techniques of good photography and staging are explained with an interesting text and many pages of pictures and drawings.

KGU

760 kc Honolulu, Hawaii, the First Radio Voice

of the rich Island Market of 500,000 people who have an Effective Buying Income of $569,000,000 annually



Effective July 1, 1953, KGU will be nationally represented by...

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N.Y.

Chicago Cleveland Washington
*San Francisco Los Angeles Charlotte**
*Atlanta** **Bomar Lowrance Associates*

representing
RADIO STATIONS

WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WRC	*Washington*
WTAM	*Cleveland*
KSD	*St. Louis*
KGU	*Honolulu, Hawaii*



High-gain VHF antenna

—with a 50-kw rating!

It delivers up to 316 kw ERP— with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

It provides null fill-in

With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system

Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*



This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

RCA 50-kw Superturnstiles to fit your need

Sections	Channel	Type No.
12	2 and 3	TF-12AL
12	4 to 6	TF-12AM
12	7 to 13	TF-12AH
6	2 and 3	TF-6AL
6	4 to 6	TF-6BM

Specially matched Styroflex line

No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position —even when line is coiled.

Complete VHF Antenna Accessories

RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

Remember

RCA makes five different types of high-gain 50-kw antennas for VHF. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—*tailored specifically for your VHF channel, power, and service area.* Play it safe. Let your RCA Broadcast Sales Representative help plan your TV antenna system.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.

KITE

NO DOUBLE SPOTS

NO SECRET RATES

the Other Guy never buys it for less on KITE

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

CLEVELAND'S Chief STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

Double Trouble

EDITOR:

We appreciate and thank you for your publicity, page 30, May 25, 1953, stating "Iowa Packing Co., Division of Swift and Co., appoints Rockett-Lauritzen."

However, we regret to inform you that the Iowa Packing Co. appointing Rockett-Lauritzen, was not a division of Swift and Co., but purely a local organization. There are two Iowa Packing Cos., so it is easy to see how this account could become confused . . .

Donald C. Lauritzen, President
Rockett-Lauritzen Advertising
Los Angeles

Thank You Note

EDITOR:

. . . Your generous contribution has helped immeasurably to create an awareness of the seriousness of the cancer problem and of the necessity of acting for the common good against a common enemy.

I do want to thank you most warmly, on behalf of the Society and its hundreds of thousands of volunteer workers, for the splendid help you have given us.

Elmer H. Bobst
Honorary Chairman
Board of Directors
American Cancer Society Inc.
New York

Equal Treatment

EDITOR:

. . . I fully concur with your judgment in the revised format of Telestatus. By handling the matter as now set up, it treats everyone equitably and I have no quarrel with that.

The only quarrel we have ever had was the fact that you recognized such situations as Dallas-Fort Worth as a common market and yet failed to recognize Kalamazoo-Grand Rapids as a single entity. Under that listing, it simply was unfair to us. Now that everybody starts even, we will be glad to tell the Kalamazoo-Grand Rapids story via the promotion route.

John E. Fetzer
President
WKZO-AM-TV
Kalamazoo, Mich.

Who's on First?

EDITOR:

Re: July 6 issue, B•T, page 22 "Our Respects":

The implication of paragraph 8 of the story is that Messrs. Walker, Renton and Linx originated the Conelrad system in toto. The basis of the system is the cluster operation of groups of stations, either synchronized or pulsed.

In 1941 the writer submitted the idea of the cluster system (with pulsating operation, on off mode and sequential mode variations, and some other ideas) as a deceptive device permitting operation of radio stations as does the present Conelrad system. The idea then, as now, was to permit the operation of stations during alert periods and at the same time deceive anyone using the signals for navigation.

This letter is not intended to reflect on any of the above named gentlemen, but rather to point out that the system. . . was conceived at the start of World War II.

Palmer A. Greer
Radio Engineer
Spartanburg, S.C.

Hocus Pocus

EDITOR:

. . . To impart some of the "sparkle" of our business to the minds of listeners, WJBS has begun making station breaks which say: "This is the *Magic of Radio* in Deland, Florida: WJBS". We were seeking to impart to the listener the idea that we deal in a day-to-day miracle. Many listeners have commented, "Why that's right, it is magic." Perhaps other stations might like to remind their listeners that radio is magic!

Robert H. Walton, Station Manager
WJBS Deland, Fla.

Stresses Competition

EDITOR:

June 29 issue of B•T, under the column AT DEADLINE, has an item about WGBI-TV and the recent decision by the FCC. The item states in part, "MCL is part-owned by WQAN."

One of the points at issue is that there has been, there is, and there will continue to be stiff competition between WQAN and WGBI, as well as WGBI-TV.

Elizabeth R. Lynett and Edward J. Lynett, as individuals (not as *The Scranton Times*, nor WQAN), are part of MCL.

Since MCL has stressed this matter of competition in its application, I wonder if you might not think it desirable to clarify the statement which appeared in B•T.

Cecil Woodland
General Manager
WQAN Scranton, Pa.

[EDITOR'S NOTE: FCC on June 29 designated for hearing the application of WGBI-TV for assignment of permit from Scranton Bcstrs. Inc. to MCL Telecasting Corp. upon issues involving continued competition between WGBI-TV, WGBI and WQAN, despite contentions of parties that competition will not lessen. MCL Telecasting Corp. is owned one-third by Scranton Bcstrs. Inc., now permittee WGBI-TV and licensee of WGBI; one-third by Meco Realty Co., controlled by Comerford theatre interests, and one-third owned by Edward and Elizabeth Lynett (each hold 16⅔% interest). The Lynetts, as co-partners, do business as The Scranton Times, WQAN licensee.]

More Than Meets the Eye?

EDITOR:

I note that Sen. Joe McCarthy has introduced a bill to require radio stations to make and keep recordings of all broadcasts. Tape for radio—film for TV stations. . . .

What a racket!

T. Doug Youngblood
General Manager
WFIG Sumter, S. C.

Bright Side

EDITOR:

The complaint of Arthur J. Barry [OPEN MIKE, July 6] about the poor radio sets manufactured these days is certainly a legitimate one, and his proposals to combat the situation have merit.

The situation is not without its compensations, however. The non-selective sets which cut his station out in the fringe areas are the same type which cut his outside competition out of his hometown zone. It's a standing gag here in Middletown that we have "rigged" most sets to receive only WALL.

This is another contributing factor to radio's emergence as the nation's real hometown medium.

James M. Patt, President
WALL Middletown, N. Y.

$1500

IN 4 HOURS AND 20 MINUTES

THAT SHOWS THE POWER OF

KWBE-RADIO

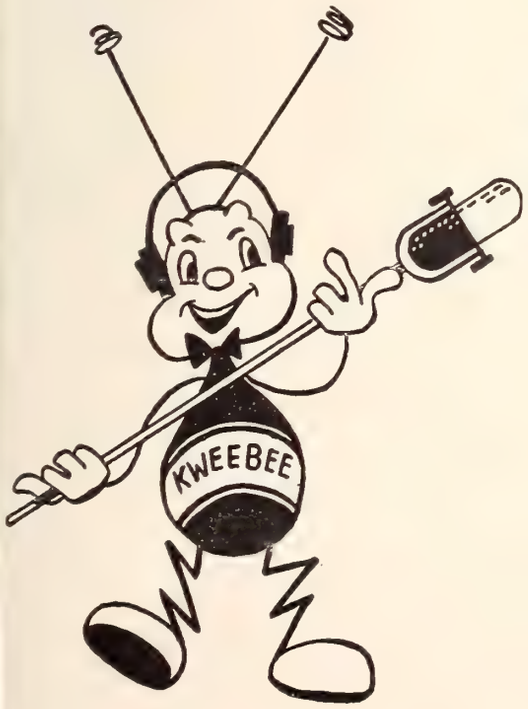
BEATRICE, NEBRASKA

$10.00 started the Monetary Donations to the Hebron Relief Fund through KWBE-RADIO—when Hebron, Nebraska, located 50 Miles Southwest of Beatrice was struck by a tornado at 9:45 P.M. on Saturday—May 9th—

$3,000 WAS THE TOTAL COLLECTED BY KWBE-RADIO.

THIS WAS AN EMERGENCY **THIS** SHOWS THE LISTENING POWER OF KWBE-RADIO.

KWBE-RADIO WAS ON THE JOB AND GOT TREMENDOUS RESULTS—



WE CAN "SAVE THE DAY" FOR YOU BY OFFERING OUTSTANDING BUYING POWER IN THE RICH BLUE RIVER VALLEY—

250 WATTS
1450 KC

KWBE
RADIO
BEATRICE, NEBRASKA



Today, no one anywhere has to be shown what a cigarette looks like—or how to smoke it. Lighting one is the first thing many people do in the morning. Putting one out is the last thing they do at night.

Everywhere people are smoking more cigarettes than ever before. Some 3 trillion since the war. An expected 400 billion this year. They have more choice than ever before. Regular. King-Size. Tipped. Filtered. Flavored. And some 27 brands.

That's Where Advertising Comes In

For the people who sell cigarettes know that a brand is by and large a state of mind. And that advertising creates this state of mind... turns a product into a brand . . . and slips it in the customer's pocket.

They know that a brand is no brand at all when it's in a market advertising doesn't reach.

And they also know that as advertisers, they have less than ½¢ a pack (taxes, 8¢ plus) to win their share of the market.

That's Where Radio Comes In

Of all media, radio alone exactly parallels the requirements of the cigarette industry—and of any industry that wants to speak to everyone, often, economically.

Like cigarettes, radios turn up everywhere—except in subways and the public library. Like smoking, listening knows no boundaries — geographic, economic, or educational.

And just as people are buying more cigarettes than ever before, they're buying more radios than ever before. Some 100 million since the war. Another 14 million indicated for this year. And among some 50 makes, radio sets also offer more choice than ever before. Auto. Portable. Clock. Console. Combination.

Naturally these radios command a lot of listening, in *all* markets. Day and night, the average family listens some 20 hours a week. For radio, as they say, satisfies and . . .

CBS Radio Satisfies Best

On CBS Radio, advertisers find their biggest audiences — and a cost per thousand that's 20 per cent lower than on any other network. Consequently, CBS Radio makes even smaller that "fraction of a cent" which most rapid turnover, cumulative profit products can afford to spend on advertising.

Perhaps that's why *all* of the five major cigarette companies — American Tobacco, Liggett & Myers, Lorillard, Philip Morris, and R. J. Reynolds — are using CBS Radio in 1953. And why cigarette billings on CBS Radio are up 33 per cent over last year.

For All Mass Products, Radio Is a Basic Medium

Whether the product costs pennies or thousands. Whether it lasts for a week or a lifetime. For example, *soap,* now sponsoring 32 CBS Radio broadcasts every week. And *drugs and cosmetics,* sponsoring 55. Or *household furnishings and appliances,* today investing 121 per cent more on CBS Radio than last year. Or *automobiles,* with two accounts new to CBS Radio this year alone.

The dollar vote from advertisers of all kinds is running 25 per cent stronger for the CBS Radio Network than for our nearest competitor.

Whatever your product, if you're looking for a low-budget way to maintain present market loyalties *and to reach out to new customers* . . . if your advertising requires frequency, and economy, and impact, strike up a match with radio.



SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

Automotive Sales for WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

$116,806,000*

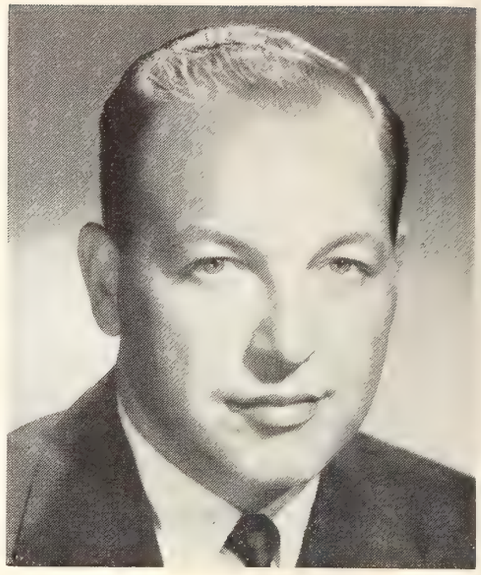
Sales Management 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

our respects

to ROBERT WILLIAM SARNOFF



BOB SARNOFF served more than three years in the Navy, two of them as communications officer under Admiral William S. (Bull) Halsey in the South Pacific. During that time he had no idea that nearly nine years later he would be standing in the office of the Secretary of the Navy, with two of his peacetime colleagues, to receive a Navy decoration for his civilian activities.

The trio was there to receive the highest award the Navy can bestow upon a civilian, the Distinguished Public Service Award. The honor was in recognition of their work on the NBC-Navy documentary of the Navy's role in World War II, *Victory at Sea*. Those who shared the honor with Mr. Sarnoff were Henry Salomon, producer and writer of the series, and the eminent composer Richard Rodgers, who composed the 13-hour original musical score for *Victory*.

In a way, *Victory* may be said to be an identifying mark of Mr. Sarnoff's rise, which has taken him to the NBC vice presidency in charge of the company's Film Division, one of the three major operating divisions of NBC.

Bearing a famous name in communications, the son of Brig. Gen. David Sarnoff, chairman of the boards of both RCA and NBC, young Bob Sarnoff elected to start his career elsewhere. When he was released from active Navy duty after the war was over, he turned first not to RCA or NBC, but to a communications entity which embraces both broadcast and printed media. He became assistant to Gardner Cowles Jr., publisher of the Des Moines *Register* and *Tribune* as well as president of Cowles Broadcasting Co. After a year in this Midwest post he moved East again, as a member of the staff of the Cowles-owned *Look* magazine.

To NBC in 1948

It was Jan. 1, 1948, when he joined NBC. He started out as an account executive in the sales department and became assistant to the national program manager for the television network the following November. When the Booz, Allen & Hamilton management advisory firm, then making an exhaustive study of NBC's organizational setup, found him doing all the things a production manager ordinarily does, he was named TV production manager. That was in June 1948.

Then followed a period as NBC-TV program sales manager, after which the need for coordinated management of the heavily budgeted, multiple-sponsored TV productions of NBC led to his appointment as director of unit production in January 1951. Here his responsibilities included the *Comedy Hour, All Star Revue, Your Show of Shows,* and *Kate Smith Hour* productions.

It was in this capacity that Mr. Sarnoff, who also was supervising the NBC-TV *Opera Theatre* at this time, launched *Victory,* a series of 26 half-hour episodes which made its first appearance on NBC-TV on Oct. 26, 1952; started on BBC the next day, later was carried by the CBC, and now is being syndicated by Mr. Sarnoff's film division.

In the meantime, in June 1951, Mr. Sarnoff had been elected a vice president of NBC. A year later the film division was created by the network and he was placed in charge, and in March of this year it was established as the third major operating division of NBC, coequal with the networks and owned-and-operated stations divisions.

Robert William Sarnoff was born July 2, 1918, in New York, a son of Brig. Gen. and Mrs. David Sarnoff. He attended private schools in New York and Phillips Academy at Andover, Mass., where he was graduated in 1935. He then went to Harvard, where he earned his BA degree in government and philosophy in 1939.

That summer he worked in the radio division of the New York World's Fair, followed by a year at Columbia Law School. Then, in August 1941, he entered government service in Washington, serving in what was the forerunner of the Office of Strategic Services, the office of Gen. William Donovan, then coordinator of information. He was on the international shortwave broadcasting side, sometimes referred to as "the Tower of Babel," which fed broadcasts to 11 international stations.

Mr. Sarnoff became Ensign Sarnoff in March 1942, served for a time as a communications officer under the Chief of Naval Operations and then for almost two years under Admiral Halsey in the Pacific. There he supervised establishments of direct radio circuits to the U. S. from Noumea, Guadalcanal, Bougainville, and other key islands for the use of network radio correspondents. He returned to the U. S. in December 1944 to serve as liaison officer between the Navy and the broadcasting networks in Los Angeles, after which he returned to inactive duty as a lieutenant late in 1945 and joined the Cowles organization.

Under Mr. Sarnoff's direction, the expanding Film Division now has offices in New York, Chicago, and Los Angeles, and plans to open others as new markets and new stations begin operations.

Mr. Sarnoff was married to Felicia Warburg in July 1950, and has a daughter, Rosita, by a former marriage. He was president of the Radio and Television Executive Society for 1952-'53 and is now a member of its board of governors. He is a member of the Board of Visitors for the School of Public Relations and Communications of Boston U., the American Arbitration Assn., and the Greater New York Councils of the Boy Scouts of America. His clubs include the Harvard Club of New York and the Century Country Club. He has traveled extensively throughout the U. S., Europe, and South America, and his hobbies are collecting art and sailing.



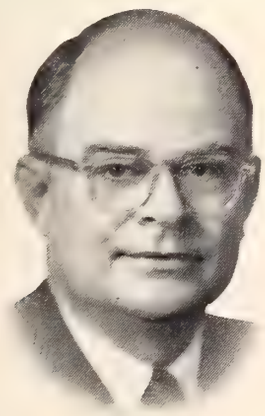
TELEVISION-GRAM

ALL TIMEBUYERS
EVERYWHERE, U. S. A.

DENVER'S NEWEST, MOST POWERFUL TV STATION JUST APPROVED BY FCC. CONSTRUCTION NOW IN PROGRESS. FINEST TV FACILITIES FOR LOCAL PRESENTATIONS ROCKY MOUNTAIN AREA. STAFF IN TRAINING FIVE YEARS. CBS TELEVISION NETWORK. EXPERIENCED, PROFESSIONAL OPERATION ASSURED. NATIONAL AND REGIONAL CAMPAIGNS SHOULD INCLUDE KLZ-TV CHANNEL 7 THIS FALL. BE ON LOOKOUT FOR STARTING DATE.

HUGH B. TERRY
KLZ-TV DENVER

KLZ-TV goes on the air this autumn with the largest, most completely equipped operation in the Denver area . . . a modern TV Center comprising 34,000 square feet of expertly planned floor space. TV antenna will rise 2380 feet above Denver. Important, too, is the experience and know-how which has given KLZ-Radio a distinguished record for creative programming and public service. This, expanded to our TV operation, will place KLZ-TV in a dominant position, teaming CBS Television and Top Local Programs to bring immediate audience acceptance for Channel 7 advertisers.



Hugh B. Terry

President and General Manager

KLZ-TV

CHANNEL 7 CBS TELEVISION



DENVER

ON THE AIR ABOUT NOVEMBER 1ST

ALADDIN RADIO AND TELEVISION, INC.
Represented by the Katz Agency

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
on NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. FARNHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM



Dan Seymour

on all accounts

DAN SEYMOUR, vice president in charge of programming, Young & Rubicam, New York, is conceivably the youngest old man in the industry. Still comfortably this side of 40, he has been a "name" in broadcasting for nearly two decades.

Now a substantial figure in agency operations, he has previously achieved recognition as "Radio's best announcer," an eminence he enjoyed, presumably, with the self-confidence that devolved from his somewhat simultaneous designation as "one of the ten best-dressed men in America." Or perhaps he viewed it with the paternal serenity resulting from his selection as "Favorite American Father."

The point is, Mr. Seymour is a man of parts, all of them meshing fluidly in the whole man at his present job.

Born in New York City, Mr. Seymour was graduated from Amhurst in 1935 with a BA degree, While at college he was active in dramatics, and at 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques.

After graduation, he landed an announcing job with a Boston radio station and shortly went to New York and CBS to launch his successful career as a national performer.

His list of programs reads like a virtual roll-call of a golden era in broadcasting, but his most significant assignment, as it turned out, occurred in 1941 when he began to officiate as announcer on the *We the People* show for Gulf Oil, through Young & Rubicam.

13 Years With Show

He remained with the program, the sponsor and the agency for 13 years, until last fall. For the past four years he has served it simultaneously as m.c.-host, editor and producer.

Shortly after the close of the show, in December 1952, Nat Wolff, vice president in charge of radio and television for Y & R, invited Mr. Seymour to do what he could to administer a lift to the General Electric program. He performed his doctoring mission so successfully that Mr. Wolff urged him to consider a permanent role with the agency as a television and radio executive. Mr. Seymour considered—and he capitulated; last April he was named a Y & R vice president. Shortly prior to that he had become a stockholder in the agency.

Mr. Seymour married the former Louise Scharff. They have four children, Mary Louise, 17, Judith Ann, 14, Stephen Dana, 11 and Kathie Joan, 3. Their home is in White Plains, N. Y.

His hobbies are golf, fishing and gardening.

Time Buyers who Dig for the FACTS

BUY SAN DIEGO

(. . . Because it's the Nation's fastest growing large city)

AND

BUY KSON

(. . . San Diego's only 24 hour music and news station)

Because, regardless of *what* survey they work with, they have only to consult SRDS to find-

KSON IS THE LOWEST COST PER THOUSAND

PULSE	NIELSEN	HOOPER
KSON . . . . . 44¢	**KSON . . . . . 06¢**	**KSON . . . . . 76¢**
"A" . . . . $ .80	"A" . . . . . 10¢	"A" $1.04
"B" $2.27	"B" . . . . . 25¢	"B" $6.18
"C" $1.68	"C" . . . . . 22¢	"C" $4.04
"D" $1.50	"D" . . . . . 21¢	"D" $4.63
"E" $1.50	"E" . . . . . 14¢	"E" $4.12
April-May daytime Inner Pulse 100% yardstick (Mon.-Fri.) daytime 15 time one minute rate.	Comparative cost per thousand homes based on average daily circulation daytime 15 time one minute rate.	April-May daytime Hooper radio audience index (Mon.-Fri.) daytime 15 time one minute rate.

REPRESENTED BY THE BOLLING CO.

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS AIMS

OWNED AND OPERATED BY FRED and DOROTHY RABELL

WWDC 1ST

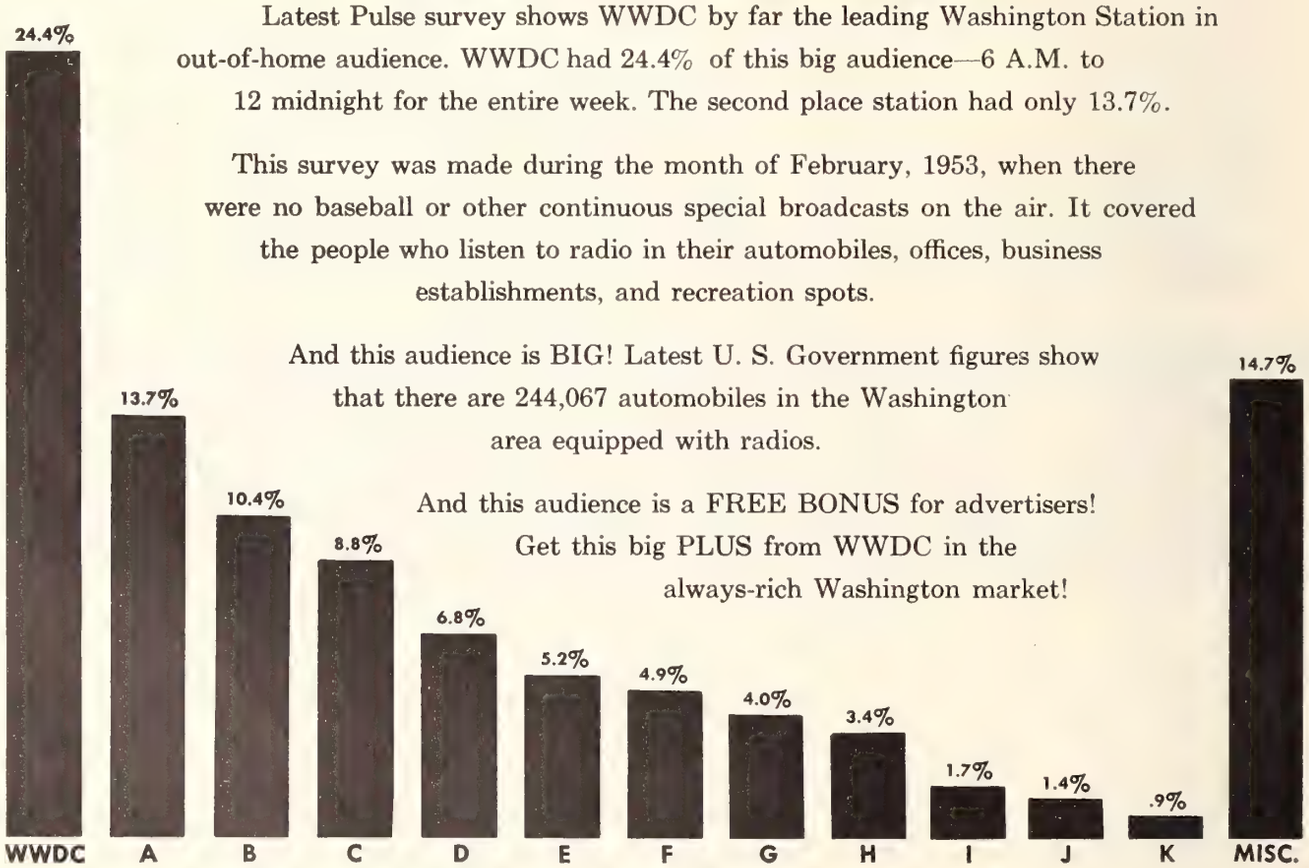
IN OUT-OF-HOME AUDIENCE!

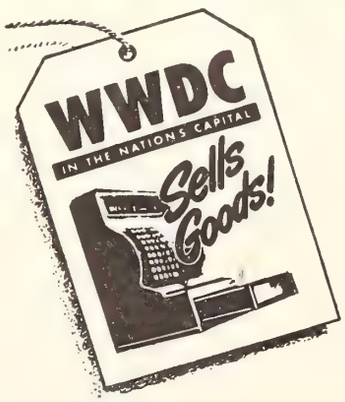
Latest Pulse survey shows WWDC by far the leading Washington Station in out-of-home audience. WWDC had 24.4% of this big audience—6 A.M. to 12 midnight for the entire week. The second place station had only 13.7%.

This survey was made during the month of February, 1953, when there were no baseball or other continuous special broadcasts on the air. It covered the people who listen to radio in their automobiles, offices, business establishments, and recreation spots.

And this audience is BIG! Latest U. S. Government figures show that there are 244,067 automobiles in the Washington area equipped with radios.

And this audience is a FREE BONUS for advertisers! Get this big PLUS from WWDC in the always-rich Washington market!





IN WASHINGTON, D.C., IT'S

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

July 13, 1953 Vol. 45, No. 2

NBC SURVEY DRAWS TV MAXIM: 'SEE PROGRAM, BUY PRODUCT'

And the reverse is true, Quad-City research purports to show. The loyal viewer will buy the product—the viewer who stops watching the show also stops buying the product. Moral: Keep your viewers, keep your customers.

A DETAILED survey showing the lift that TV viewing gives a sponsor's sales curve—and the drop that comes if he stops sponsoring or viewers stop viewing—was unveiled by NBC last Thursday.

Principal conclusions of the study, which is called "Why Sales Come in Curves," and is "a preliminary report of NBC's study of brand-switching":

- "If they begin viewing, they begin buying.
- "If they stop viewing, they stop buying.
- "If they continue viewing, they continue buying.
- "If they continue not viewing, they continue not buying."

These conclusions are backed up by a series of case histories gathered for NBC by W. R. Simmons & Assoc., New York research firm, in interviews on brand purchases and viewing habits conducted with people in 4,881 homes in February 1952 and with the identical people in May of the same year.

Locale: Quad-City

The locale was the Quad-City area—Davenport, Iowa, and Moline, Rock Island, and East Moline, Ill. This is a two-station TV market of some 72,000 families, both rural and urban. TV set ownership at the time the first survey was made was 66% (the national level reached about 66% in March 1953).

The same questions were asked of the same people in both February and May. The study covers 42 TV-advertised brands (18 product categories) and 45 TV shows on which they were advertised (programs from all four networks and also local shows, with high and low rating shows, high and low budget shows and both daytime and evening shows represented).

From the number of people who were buying a particular brand in February but were not buying it in May, it was computed that the average brand had a customer turnover of 66% but that total sales remained virtually unchanged—that is, two out of three people in the total customer group either stopped or began buying in this period.

Switching "All the Time"

"This sort of switching is going on all the time," the report continued. "It's a fact which makes it crystal clear why a brand has to advertise—and continue to advertise—to survive: To cut down customer loss . . . to build up the number of loyal customers . . . to increase the number of new customers."

"And television advertising . . . can have considerable influence on the direction this brand switching takes. We sorted out, for a wide variety of brands and products, the people who switched *to* the brand between February and May. We examined their exposure to each other brand's television advertising. We found, in case after case, [that] when they switch, they switch to brands they've seen on TV."

The report conceded that this does not prove that it was the program alone that led them to switch, but pointed out that "it does prove that television meets the first requirement of an effective medium: It has the opportunity of influencing them."

For the report's "Theme Brand" —a cleanser advertised on a big evening variety show, whose progress was followed throughout the report—it was pointed out that, of the people who were not buying this brand in February but were buying it in May, 72% said they had been watching the program either in one month or in both months. For a food product the percentage of these "new" customers who had seen that product advertised on TV was 66%; for a cigarette, 55%; for a beer, 76%.

(With respect to the examples cited, it was made clear that "while a few product categories are repeated in several examples, not a single brand-program combination—other than our Theme Brand—in the entire report is even used more than once.")

Among those who "began viewing" the "Theme Brand's" program between February and May, it was found that 21.5% also "began buying" the product in this period. By comparison it was found that among non-viewers—people who were not watching the program in either February or May—the number who "began buying" the product was only 15.3%. Thus, the report pointed out, there were 40% more new customers in the "began viewing" group.

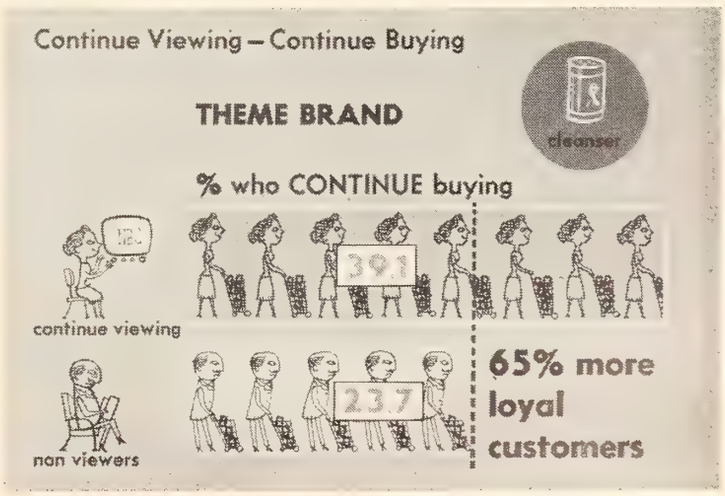
New-Customer Expectancy

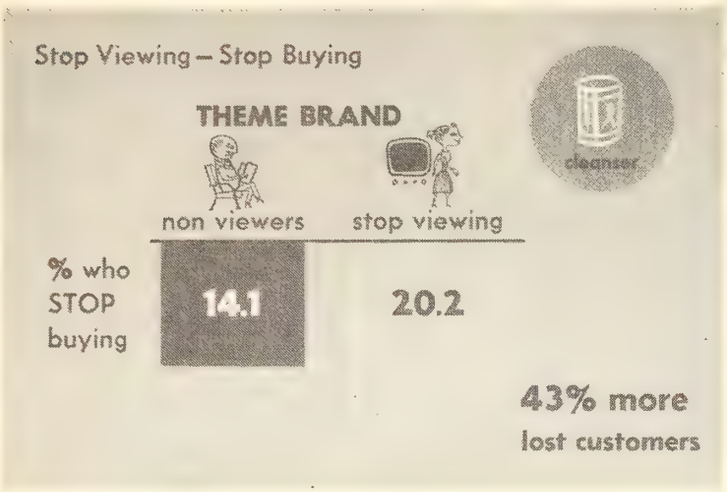
The 15.3%, the report asserted, "is what might be termed the normal, non-TV 'new-customer expectancy' for this brand in this period. In other words, with his other advertising, but without this television program, the advertiser could expect about 15% of the women to start buying his brand within this three-month period."

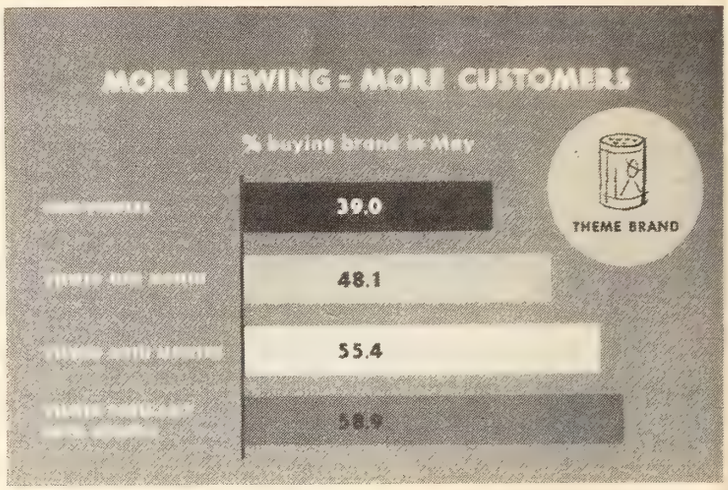
Along the same lines, it was found that a TV-advertised dentrifice had 33% more new customers among new viewers than among non-viewers; a hair preparation had 60% more; a packaged dessert had 38% more.

Looking at the relationship between the stopping of viewing and the stopping of buying, the researchers found that people who have been watching a program but have stopped watching are more inclined also to stop buying the product advertised on that program. For









the "Theme Brand" it was found that, of the people who stopped viewing the show between February and May, 20.2% also stopped buying the product, whereas among non-viewers, only 14.1% stopped buying. The difference: 43% more lost customers among the stop-viewing group. A soap product was found to have lost 38% more customers among viewers who had watched and stopped, and a beer product, 66%.

The study also found more "loyal customers" among "loyal viewers." For the "Theme Brand," it was pointed out, 39.1% of those who were watching it in both February and May were also buying the product in February and May. This compares with 23.7% of such "loyal customers" among people who were not watching the program in either month —a difference of 65% in favor of the loyal-viewing group. For a food product this difference was placed at 61%; a hair tonic, 50%; a drug product, 118%.

Total Customer Standpoint

Approaching the question from the standpoint of total customers, the survey showed that, among people who "began viewing" the "Theme Brand's" program, there were 23% more customers (both new and established customers) in May than in February, whereas among non-viewers there was only a 3% gain during this period. A food product had 13% more customers among "begin viewers" and 1% less among non-viewers, comparing May to February; a cigarette, 23% more among new viewers and 8% less among non-viewers; a dentifrice, 22% more among the new viewers and 9% less among the non-viewers.

The report at this point emphasized:

"When we speak of the changes within a group between February and May, we are not talking about a comparison of one matched group with another. *We are dealing with the very same individuals at two points in time.* The customer level in May is based on exactly the same persons as the customer level in February. The people are identical. But in the case of one group, there is a change inexposure to specific TV advertising. In the case of the other group, there is no such change in the exposure.

"And when there is this change in exposure, there is a marked change in the customer level: If they BEGIN viewing, you get MORE customers."

Looking at people who continued viewing the "Theme Brand's" program as compared with those who had viewed in February but had stopped in May, the study showed 3% more customers in the continue-viewing group in May than in February, but 11% fewer May customers among the stop-viewers.

There also is a relationship between length-of-viewing and product-buying. Of those who did not watch the "Theme Brand" program in either February or May, 39% reported buying the brand in May. Of those who viewed the program one month or the other, 48.1% bought in May; of those who viewed it both months, 55.4% bought, and of those who said they viewed it "regularly" both months, 58.9% bought.

'Loyal' Customers

Further, the percentage of "loyal" customers was shown to be greater among more "loyal" viewers, and "loyal" customers were found to buy in larger quantities.

The report also computed the number of customers the "Theme Brand" would have had without TV. First it was shown that in total customers, this TV-advertised brand registered a 3% gain between February and May. Then, applying the other information available, it was estimated that "without TV, this brand would probably have had about 6% *fewer* customers in May than it had in February.

"Thus the net difference television makes is the spread between the 3% increase in customers that actually developed, and the 6% loss that would probably have taken place without the TV program. With TV, the advertiser was about 10% ahead of where he would have been 'without TV'—in three months."

The study also investigated what happens when a sponsor goes off the air. A headache remedy advertised on a participating program in February but stopped shortly afterward. The program continued. It was found that 11.7% of the people who had been viewing the program stopped buying the brand after it went off the air, whereas 8.9% of the non-viewers stopped buying it. This, the report notes, amounts to "31% more lost customers among the viewing group." The report continues:

Must Continue Advertising

"The buyers among the February viewing group included new customers which television brought to the brand. The advertiser can't expect to retain them without continuing to advertise to them."

The report also contains a case history of a "new" TV advertiser, a toiletry with a low sales level and a sharply declining sales curve which started on a participating program shortly after the February interviews. Of the people who were watching the program in May, 4.6% had begun buying this toiletry. On the other hand, only 2.4% of the non-viewers were buying it. Additionally it was shown that among non-viewers the total number of customers dropped 38% between February and May. But among viewers, the drop was 6%, and the report said "it is reasonable to assume that sometime before May, the sales among the viewer group had stopped falling."

Appraising the effect of the introduction of a television set into the home, the researchers compiled figures on the number of TV-advertised purchases in new TV homes in May, and similar data for the same homes in February, before they got their TV sets. Thus it was found that between February and May, TV-advertised brands increased their share by 6% in the new TV homes, while other brands dropped 12% in the same homes.

6 Million More Yearly

"These changes are especially interesting in view of the fact that about six million homes each year are being added to the TV audience," the report observed.

The study findings were revealed by Dr. Thomas Coffin, NBC manager of research, at



Mr. Beville



Dr. Coffin

a news conference in New York Thursday. Research and Planning Director Hugh M. Beville presented Dr. Coffin.

Future Showings

Showings this week of the presentation include one tomorrow (Tuesday) at a luncheon for advertising agency repersentatives, and one Wednesday for representatives of clients, both to be held in New York.

During the balance of this month, NBC plans to further unveil its findings at other points across the nation. The schedule set up last week includes these six cities: Chicago on July 21; Detroit, July 22; Cleveland, July 23; San Francisco, July 28, and Los Angeles, July 30.

5 CLIENTS SWITCH AGENCY ACCOUNTS

Some advertisers move to new agencies, while others are expected to switch in the next fortnight.

FIVE advertisers switched agencies last week and at least three more are expected to do so within a fortnight.

Vitamin Corp. of America, currently serviced by Doherty, Steers, Clifford & Shenfield, New York, is expected to announce appointment of BBDO, New York, effective early this fall. The firm uses radio spot campaigns.

Emil Mogul, president of Emil Mogul Co., New York, reported at a luncheon last Wednesday in New York that he had just signed a new account whose annual billing will be about $1 million and that the official announcement will be made in about 10 days.

Advertising of the Friendly and Valentine brands of General Shoe Corp. by mutual agreement will be transferred Aug. 1 to Erwin, Wasey & Co., New York, from Anderson & Cairns. The decision results partly from a desire by General Shoe Corp. to consolidate its advertising with fewer agencies and partly from possible conflicts with another shoe account now serviced by Anderson & Cairns.

Garden Guild of America Inc., Devon, Pa., (horticultural products) named Smith, Hagel & Snyder Inc., New York, to service its account. Radio will be used.

Rilling Dermetics, N. Y., named Anderson & Cairns, New York, to handle advertising and promotion for the Dermetics line of cosmetics for the consumer and the Rilling beauty shop preparations.

Moore-McCormack Lines, appointed Young & Rubicam, New York, to handle its advertising effective immediately.

Meanwhile, Kenyon & Eckhardt, New York, is expected to announce a new account shortly.

Necchi Sewing Machine, in the market for a new television show and now serviced by Doyle Dane Bernbach, New York, was said to be looking for a new agency which can present a TV show to Necchi's liking. However, if DD&B should come up with just the show for the client, chances are Necchi would remain with the agency.

Thomas, Bolger Programs In Sponsorship Question

SPONSORSHIP outcome for the Danny Thomas show on ABC-TV this fall will depend on the outcome of the network's Ray Bolger pilot film, which is scheduled to be ready by the end of July.

American Tobacco Co., New York, has signed to sponsor the Thomas show on alternate weeks [B•T, June 29], but may sponsor it every week if it does not elect to take the Bolger show. But if the Bolger program turns out successfully then the tobacco company will alternate the two shows.

The decision as to which show would be sponsored by American Tobacco's Lucky Strike and which by its Pall Mall is still up in the air.

Meanwhile, Speidel watch bands is said to be ready to alternate with American Tobacco in sponsorship of the Thomas show if the tobacco firm does not sponsor him each week. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for both Pall Mall and Speidel, while BBDO, New York, handles Lucky Strike cigarettes.

Mogul Calls 15% Commission 'Archaic'; Urges Revision

THE 15% COMMISSION system for compensating advertising agencies is "archaic," Emil Mogul, president of Emil Mogul Co., said at a luncheon held last week to introduce the agency's newly appointed vice president and general manager, Nat C. Wildman.

Mr. Mogul told B•T later that instead of the 15% commission, a new "system of compensation based on client sales" should be installed.

The agency therefore will be put on its mettle to perform for sales of a client and would benefit accordingly, he asserted. Mr. Mogul added that if sales went up the agency's take would be more and if sales drop, the agency's share also would drop. The agency, he said, would have to be prepared to know each client's volume and its potential.

Mr. Mogul revealed to B•T he has such a system of "compensation based on sales" with one of his clients, Rayco automobile seat covers.

In introducing Mr. Wildman to the group, Mr. Mogul traced the history of the agency, which originated in 1940 with two accounts —still with the firm—and a third which was dropped later on. During the war the agency did not take on much new business but in 1945, when Charles Rothchild joined with three new accounts, the company then had five accounts, 11 employes and billing of about $600,000. Today, Mr. Mogul stated, the agency has 17 clients, 70 employes and in September will probably hit over $5 million in billing.

Each account that the agency had taken was either a small or non-advertising one, but today most of them are leaders in their fields with substantial advertising budgets, he pointed out.

In a brief rundown of his accounts, Mr. Mogul said that Barney's—now the largest independent clothing store in the country—was his first account, and when it started out it had a small advertising budget, but now its budget is around $15,000 to $20,000.

His second account, National Shoe Stores, also started with a modest ad budget and with 55 stores. Today it has over 100 stores and is still going strong with a substantial advertising budget.

Ronzoni Macaroni Co., with the agency for 11 years, started with a modest and limited budget and today is a leader in its field, outselling the next two brands combined, he said.

Esquire boot polish, whose account was acquired in 1945, was then dominated by three polish company giants but eight years later had changed the industry to the point that the 10-cent shoe polish was out of existence and the 25-cent polish sold by Esquire had established the industry price. The firm has the largest advertising promotion expenditure in the shoe polish industry, Mr. Mogul told the group.

He also cited the success of Rayco automobile seat covers and revealed that he had an unusual arrangement with this account, whereby he collects no fee and no 15% commission but has a special arrangement whose details he did not reveal at that time. Within a year, he predicted, the Rayco account will be over $2 million.

Mr. Wildman, the new vice president and general manager, has been with the Joseph Katz Agency, New York, for years.

Basford Management Group

A MANAGEMENT committee has been set up by the G. M. Basford Co., N. Y., composed of a four-man executive committee and five vice presidents. They are executive committeemen Roger L. Wensley, Henry C. Sildorff, Fred Adams and William C. Greene, and Vice Presidents John De Wolf, J. C. Snape, W. D. Murphy, Michael Turner and John Sasso.

Republic Includes Radio-TV

REPUBLIC Steel Kitchens, Canton, Ohio, will include radio-television in a new advertising campaign designed to capture the lead in the $250 million-a-year steel kitchen market, according to E. E. Bang, advertising manager of the firm's Berger division. Radio-TV plans have not been shaped up yet. Agency is Meldrum & Fewsmith, Cleveland. Production of firm formerly was handled by its Berger division.



STRATEGY talk for the new Fred Allen show, *Judge for Yourself*, takes place between the star, the sponsor (P. Lorillard Co.) and the network (NBC-TV). In huddle are (l to r): William J. Halley, president, and Herbert A. Kent, chairman of the board, Lorillard; Mr. Allen, and Frank White, NBC president. The show, for Lorillard's Old Gold cigarettes, begins Aug. 18 (Tuesday, 10 p.m., EDT).

P&G's AM STABLE RENEWED ON NBC

Total contract of sponsor represents $6½ millions in billings.

RENEWAL by Procter & Gamble of its entire program lineup on NBC radio—eight and three-quarters hours a week, representing about $6.5 million in gross annual billings — was announced last week by John K. Herbert, NBC vice president in charge of networks.

The renewals were for 52 weeks, effective June 29. They cover six Monday-though-Friday daytime programs: *Welcome Travelers* (10-10:30 a.m. EDT), and five quarter-hour serials carried from 3 to 4:15 p.m. EDT: *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness,* and *Backstage Wife.*

"This offers firm evidence of network radio's ability to attract the wise advertiser," Mr. Herbert asserted. "It represents a firm conviction on the part of a major advertiser in NBC radio's proven effectiveness . . . ."

Three of the six shows have been sponsored by P&G on NBC since the late 1930s—*Pepper Young's Family* since January 1936; *Road of Life* since September 1937, and *Life Can Be Beautiful* since September 1938.

Biow Co. is agency for *Welcome Travelers;* Benton & Bowles for *Life Can Be Beautiful* and *Pepper Young's Family;* Compton Adv. for *Road of Life;* Dancer-Fitzgerald-Sample for *Right to Happiness,* and Young & Rubicam for *Backstage Wife.*

Compton Promotes Three

THREE members of the account group of Compton Adv., N. Y., have been elected vice president: Orville Chase, Olin Saunders and Robert Tannehill.

R&R Elects Joyce

JOSEPH R. JOYCE, a member of executive staff of Ruthrauff & Ryan, New York, since January 1953, last week was elected a vice president.

NEW BUSINESS

Pepsi-Cola Co., N. Y., started intensive 13-week radio-TV campaign over 10 Southern California stations week of July 1, purchasing spots, participations and full programs to capture juvenile, sports and foreign language markets. Agency: Biow Co., Hollywood.

Radio Bible Class, Grand Rapids, Mich., has signed to sponsor *Radio Bible Class* over ABC radio, Sunday, 8-8:30 a.m. EDT, for 52 weeks, starting yesterday (Sunday). Agency: John M. Camp & Co., Wheaton, Ill.

Anson's Men's Jewelry has signed for participations on NBC-TV's early-morning *Today* series, Mon.-Fri., 7-9 a.m. EDT and CDT, starting early in September. Agency: Grey Adv., N. Y.

North American Van Lines, L. A. (drayage), renews sponsorship of quarter-hour segment of *CBS Radio News Room, Sunday Desk* on 20 CPRN stations, Sun., 5:30-5:45 p.m. PDT, for 13 weeks effective July 26. Agency: Castor & Assoc., L. A.

Bulova Watch Co. Ltd., Toronto, has bought for use on Canadian stations *A Day in the Life of Dennis Day, Boston Blackie* and *This is Paris* from All-Canada Radio Facilities Ltd. Agency is MacLaren Adv. Ltd., Toronto.

AGENCY APPOINTMENTS

Cudahy Packing Co., Omaha, Neb. (Old Dutch cleanser, Delrich margarine and meat products), appoints Young & Rubicam Inc., Chicago, to handle advertising of all of company's products in U. S., Canada and foreign countries.

Hosid Products Inc., Syracuse, appoints Barlow Adv. Agency, that city. TV will be used.

Garden Guild of America Inc., Devon, Pa., appoints Smith, Hagel & Snyder Inc., N. Y. Radio will be used.

Keystone Macaroni Mfg. Co., Lebanon, Pa., appoints VanSant, Dugdale & Co., Baltimore. **Ernest E. Cooke** is account manager.

Tops Music Enterprise, N. Y., names Kiesewetter, Baker, Hagedorn & Smith, that city, to handle its advertising. Variety of media will be used.

William Freihofer Baking Co., Allentown, and **Freihofer Baking Co.,** Phila., appoint Lamb & Keen, Phila., to handle advertising.

Town Manufacturing Co., Rio Grande, N. J., appoints Walter S. Chittick Co., Phila. Adv. Agency, for new foot cushion. **J. Warren Wynkoop** is account executive.

Contra Costa Real Estate Board (covering Lafayette,. Danvile, Walnut Creek and Mt. Diable, Calif.) appoints Ad Fried & Assoc., Oakland, Calif. Radio and TV will be used.

Thayer Inc., Gardner, Mass. (baby carriages, strollers, juvenile furniture), appoints James Thomas Chirurg Co., Boston and N. Y.

Gerity-Michigan Corp., merchandising div., appoints Ross Roy Inc., Detroit, as advertising counsel. Television will be used in future campaigns.

Canned Salmon Inc., Seattle, names Dudley, Anderson & Yutzy, N. Y., to handle industry association's consumer promotion. Agency has opened Seattle office to service account, at 766 Dexter Horton Bldg. Account executives are **George Anderson** in N. Y. and **Herbert O. Nelson** in Seattle.

Adams Co., Phila. (ethical pharmaceuticals), appoints Lee Ramsdell & Co., that city.

Betty Zane Corn Products Inc., Marion, Ohio (popcorn and popcorn oil), appoints Kight Adv. Inc., Columbus, Ohio. **Jane Dunlap** is account executive.

Seggerman Nixon Corp. (Perrier naturally carbonated water imported from France), appoints Albert Frank-Guenther Law Inc., N. Y. **Adrian Farley Jr.** is account executive.

Stylecraft and **Auto Metal Products,** L. A., appoint The Edwards Agency Inc. **Irwin H. Kurtz** is account executive.

De Mert & Dougherty (Heet gasoline additive, Shampane glass cleaner) appoints Arthur Meyerhoff & Co., Chicago, to handle its advertising.

Rilling Dermetics Co., N. Y., names Anderson & Cairns, N. Y., to handle its line of cosmetics advertising and promotion.

J. A. Folger Co., Kansas City, Mo., names Brooke, Smith, French & Dorrance, S. F., to handle consumer and trade advertising for Folger Instant Coffee. Radio will be used in test markets.

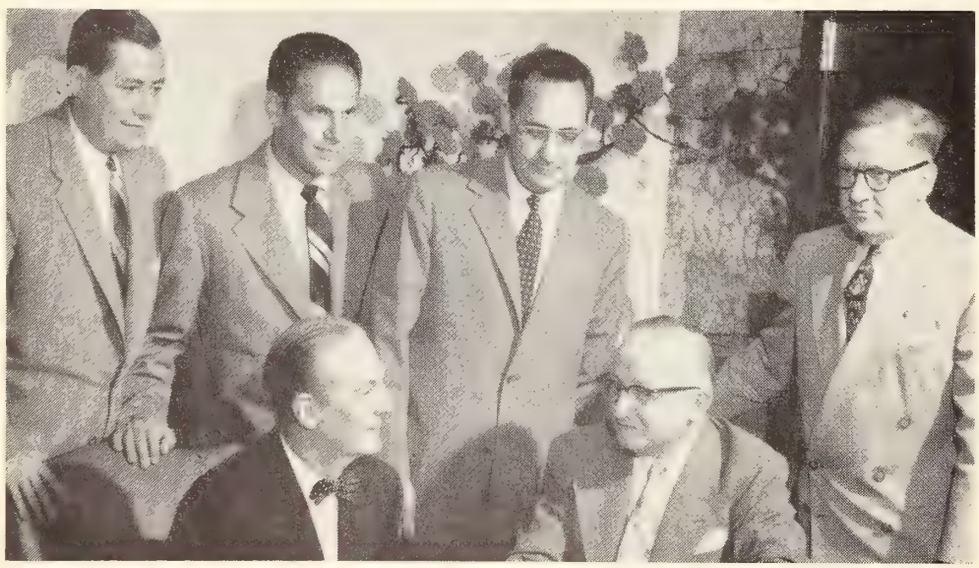
Vitaco Inc., Oakland, Calif. (Vita-Pakt orange juice), appoints Jewell Adv., same city. Radio-TV to be used.

Eldon Mfg. Co., L. A. (toys), appoints Markham-Buss Adv., same city. TV will be used.

Hawaiian Pacific Line, S. F., starting moderate-priced San Francisco-Hawaii schedule Dec. 5, appoints Beaumont and Hohman, S. F. **Ted White** is account executive.

Simple Simon Frozen Pies, L. A., names BBDO, that city. **Charles J. Hawkins** is account supervisor and **Jones Hawley** account executive.

Sarco Co., N. Y., and **Sarco Canada Ltd.,** Toronto (steam traps temperature controls



BELL Savings & Loan Assn. will sponsor a weather show on WNBQ (TV) Chicago, Monday through Friday, for 52 weeks. Completing negotiations are (l to r): Seated, Jules Herbuveaux, assistant manager, WNBQ, and Arthur Erdman, Bell president; standing, Thomas Horan, WNBQ account executive; Bud Fisher, M. M. Fisher Assoc., which handles the account; Clint Youle, WNBQ "weatherman," and Myron Fox, Bell senior vice president.

and heating specialties), and **Sarcotherm Controls Inc.,** N. Y., (weather compensating controls for hot water and steam heating systems), appoints Rickard & Co., N. Y.

Markson Bros. appoints H. B. Humphrey, Alley & Richards Inc., Boston and N. Y., as advertising counsel to promote Plana-Centric machine tools.

Robert M. Green & Sons Inc., Phila. (soda fountains, hospital equipment), appoints Lee Ramsdell & Co., that city.

Imperial Credit Co., Chicago (consumer finance loans), appoints Erle Baker Adv. Co. Radio will be used.

Nick Sciabica & Sons, Modesto, Calif. (olive oil), appoints Modesto Adv. Agency Inc., same city. TV will be used.

White Stag Mfg. Co., Portland (outdoor clothing), appoints Carson-Roberts Inc., L. A.

Intercollegiate Bcstg. System, nationwide organization of campus radio stations, appoints College Radio Corp., Columbus, as national advertising representative.

M. Seller Co. (houseware jobbers), and **Robert S. Atkins,** (men's clothier), both S.F., appoint Theodore H. Segall Adv., that city.

Pennsylvania Hotels Assn. appoints Adrian Bauer, Phila. **Kenneth A. Syfrit** is account executive.

AGENCY SHORTS

Caples Co. opens new office at 1617 E. McDowell St., Phoenix, Ariz. **Patrick O'Rourke,** account executive in L. A., heads new office which is handling radio and TV accounts almost exclusively at present.

Ted Workman Adv., Dallas, and **Albert Sidney Noble,** N. Y., elected to membership in AAAA, N. Y.

Market Basket Adv. Inc., Stockton, Calif., opens new offices in Monadnock Bldg., S. F., with **Archie E. Kerr,** manager.

Powell-Grant Inc., Detroit, changes name to **Powell-Gayek Adv. Inc.**

Stanley Adv. Agency, Oceanside, Calif., changes name to **Stanley & Assoc.,** with new offices at 515 Topeka St., that city.

Robert E. Clarke & Assoc., Miami, Fla., relocates on 16th floor of duPont Bldg. Telephone is 3-5486.

Harry Bennett Adv. & Public Relations Agency, L. A., moves to 3440 Wilshire Blvd. Telephone is Dunkirk 7-8371.

Frank Wright National Corp., S. F., opens branch office at 5746 Sunset Blvd., Hollywood. **Marjorie Moore** is executive manager.

Neville & Bell, Phila. Adv. Agency, is changing its name to **William H. H. Neville Co.,** effective immediately. **James T. Gallagher** has been named vice president and copy chief.

Sherwin Robert Rodgers & Assoc., Chicago, announces move from 720 N. Michigan Ave. to new quarters at 60 E. Scott St.

Walter Marto Adv. Agency, Pasadena, Calif., moves to 1846 Walnut St.

SPECIALTY TV FILMS SEALS PACT TO DISTRIBUTE ITALIAN MOVIES

Jules Weill of Specialty says the agreement involves $1 million in advances for some 100 American-language films. "Important" pictures of the last few years are among them.



AGREEMENT for distribution of American-language Italian films for television is reached by Ralph Serpre (l), head of Italian Films Export Television Dept., and Jules Weill, president of Specialty Television Films Inc.

SPECIALTY Television Films Inc., New York, and a group of Italian producers have signed a two-year television distribution agreement involving advances of approximately $1 million and as many at 104 American-language Italian films.

In an announcement last Wednesday, Jules Weill, Specialty president, said his firm has begun a dubbing program and the first package of films will be ready for release by this September. He added that the films include many of the important Italian motion pictures produced during the 1949-1953 period. They will be merchandised to U. S. TV outlets in groups of 13 and 26 per package, according to Mr. Weill.

The project was initiated by Mr. Weill through the office of Ralph Serpe, head of the Italian films export television dept. The agreement was completed by Mr. Weill and Mr. Serpe in New York after negotiation with the Italian film producer.

According to Mr. Weill, the films include such well-known Italian screen personalities as Anna Magnani, Vittorio Gassman, Silvana Mangano, Silvana Pampanini, Alida Valli, Eleanora Rossi, Lea Padovani, Pierre Aumont and the late Maria Montez.

The films will contain drama, comedy, suspense and spectacle, Mr. Weill said, and include the following titles: "The Three Pirates," "The Women Who Invented Love," "Letter at Dawn," "The Charge is Murder," "The Man With the Grey Gloves," "Lost Youth," and "S. O. S. Submarine."

Film Council Sums Up Anti-Overseas Efforts

FOREIGN TV film production by U. S. producers having tapered off, AFL Hollywood Film Council, to create more employment for organized craftsmen, is concentrating its "produce at home" campaign on movie companies doing "runaway" filming abroad.

Crediting its current letter campaign to advertisers and their agencies with having largely discouraged overseas TV filming, the council found also that many announced production plans for out of the U. S. actually have not materialized.

The council, however, will continue its "checking posts" to keep tab on any contemplated overseas TV film production. Where foreign background and authenticity of locale are essential to a TV series, the council offers no objection to it being filmed overseas, it was stressed.

Film Sales

George F. Foley Inc., New York, TV production firm, has been signed to produce a series of nine TV filmed commercials for the **Prudential Life Insurance Co.** through the **Calkins & Holden, Carlock, McClinton & Smith** agency for use on **CBS-TV**'s *You Are There* program. Foley has subcontracted the animated portions of the commercials to **United Productions of America,** New York.

•

KLAC-TV Hollywood has purchased 20 motion pictures, starring western musical personality **Jimmy Wakely,** produced in 1949 and 1950 for theatrical release by Monogram Pictures (now Allied Artists). Station plans to start telecasting films this month and is negotiating with Mr. Wakely to act as musical host. Under terms of contract with Allied Artists, KLAC will show each film five times over a two-year period.

Allied Artists paid each actor who worked on the picture a stated percentage of his total original salary under an agreement with Screen Actors Guild, providing for these payments on pictures produced since Aug. 1, 1948, and subsequently sold to TV. Actors on pictures sold to TV for less than $20,000 receive 12½% of their original salaries; those on pictures sold for over $20,000 receive 15%.

•

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Mrs. Bairds Bread, Dallas, Tex., one 8-second film through **Tracy Locke Co. Walter Kendall Dog Food,** Los Angeles, twelve 60-second films through **Dan Miner Adv. Columbia Bakery,** Atlanta, Ga., three 20-second and one 10-second film through **Freitag Adv. Southland Packing Co.,** Orangeburg, S. C., four 60-second films through **Bradley, Graham & Hamby Adv.**

Production

Frank Wisbar Productions, Hollywood, starts shooting July 20 in Eagle-Lion Studios on 22 half-hour programs for next fall's **Procter & Gamble** (Ivory Soap and Crisco Shortening) **NBC-TV** *Fireside Theatre.* Replacing Mr. Wisbar as host-narrator will be actor **Gene Raymond,** who additionally will act in several shows and assist in some commercials. Agency is **Compton Adv.,** Hollywood.

•

Transfilm Inc., New York, in conjunction with **Kagran Corp.,** has scheduled production of a new *Johnny Jupiter* TV film series for this week. Film work for the first 26 weeks will be done in Transfilm's New York studios. Show will be sponsored by M & M candies through **Roy**

S. Durstine agency, New York, and will be run on about 70 stations.

•

Frank Ferrin Productions, Hollywood, is shooting comedy sequences and commercials for **Brown Shoe Co.'s** jungle adventure show *Smilin' Ed's Gang,* which resumes Aug. 22 on new network **ABC-TV,** after summer hiatus. **Ed McConnell, Billy Gilbert** and **Vito Scotti** are featured in the series, for which footage was shot in India. Mr. Ferrin directs.

•

Guild Films, New York, has acquired film production and distribution rights to the *Life With Elizabeth* series that currently is being presented live over KLAC-TV Los Angeles. Film production on the series was begun by Guild in Hollywood last week and syndication is scheduled to begin in the early fall.

•

Film City Productions, new Hollywood company headed by **Andrew Hickox,** starts shooting July 7 on a 15 minute pilot film called "15 Minutes to Kill" at Motion Picture Center, Hollywood. Script is by **Stuart Jerome,** with **Perry Morse** directing, **Sid Hickox** on camera and **Chuck Hansen** as production manager.

Random Shots

Broadcast Information Bureau, New York, announced last week that its television film program directory division has taken over the operations of the **Thomas L. Milana Co.,** New York, TV film consultant firm. BIB will service the Milana clients, which include advertising agencies, television stations as well as other film consultants.

Thomas L. Milana, president of the Milana Co., has retired from the film program information field to join **Interstate Television Corp.,** TV film subsidiary of Monogram Pictures Corp.

•

WBKB (TV) Chicago will program approximately 46 feature film programs each week during the summer months, the station has announced. New film schedule went into effect July 5 and does not include regular dramatic film series aired on regular weekly basis, according to **George Rice,** film director of WBKB, ABC-United Paramount outlet. Heaviest film advertiser on station is Polk Bros. Central Appliance & Furniture Co., which now sponsors 10½ hours of feature motion pictures each week.

Film People

Bob Brahm, associated with **Screen Gems Inc.,** New York, since last April, named eastern sales manager of the film syndication operation of Screen Gems. He formerly was with United Artists Television and before that with P. Lorillard Co.

•

Lewis C. Cook, director of photography for Naval Photographic Center, Washington, has been appointed technical director of **Central Telefilms Inc.,** Peoria, Ill., producers of TV commercials.

•

Del C. Gardner, dean of men at Electronics Institute of Detroit, has been appointed to the technical writing staff of the **Jam Handy Organization,** Detroit.

•

Funeral services were held Monday in Los Angeles for **Ira Seidel,** 53, comptroller of **Gross-Krasne Inc.,** Hollywood TV film producers. Ill for the past six months and confined to his home, he died July 3. Besides his wife Madeline, surviving are a son, Donald J. Seidel, and a daughter, Mrs. Edward Kelly.

BOX OFFICE SIGNS FOR IRISH GAMES, LINING UP HEAVY SPORTS SCHEDULE

The closed-circuit theatre television firm will present all Notre Dame home football games for the next five years. Negotiations for other sports events are in progress.

SIGNING of a five-year contract with the U. of Notre Dame for presentation of all Notre Dame home football games via closed-circuit theatre television, starting this fall, was announced Wednesday by Milton N. Mound, president of the newly-formed Box Office Television Inc.

At a news conference in New York, Mr. Mound disclosed that BOTv also intends to use closed-circuit theatre television for the presentation of a variety of programming including sports events, entertainment, and business meetings.

Accent on Sports

The immediate plans of BOTv indicate the company will accent sports programming. Mr. Mound said BOTv also has signed a six-year contract with the Harlem Globetrotters basketball team and is conducting negotiations with the International Boxing Club for exclusive theatre telecasts of the middleweight championship fight between Carl (Bobo) Olson and Randy Turpin in August and for the heavyweight title fight, tentatively scheduled for September.

In addition to telecasting Notre Dame home football games, BOTv is in the midst of discussions to bring theatre audiences the Notre Dame-Pennsylvania game from Franklin field, Philadelphia, and the Notre Dame-Southern California contest from Memorial Colosseum, Los Angeles, Mr. Mound added.

The contract with Notre Dame was signed two weeks ago by the Rev. Edmund Joyce, G.S.C., executive vice president of the University. The Notre Dame-BOTv schedule is as follows: Oct. 17, Pittsburgh; Oct. 24, Georgia Tech; Oct. 31, Navy; Nov. 21, Iowa; Dec. 5, Southern Methodist.

It was brought out at the news conference that the contest with Southern Methodist will be presented simultaneously with the home telecast to be carried over NBC-TV as part of the NCAA football television series. Asa S. Bushnell, director of television of NCAA attended the meeting and said that Notre Dame and BOTv had notified his organization.

He explained that NCAA has taken no position with respect to theatre television at the present time and added that the feeling of the organization was that, unlike home television, it would supplement the audience at the game itself. He added that research would be conducted to ascertain the impact of theatre TV, as well as home TV, on gate attendance.

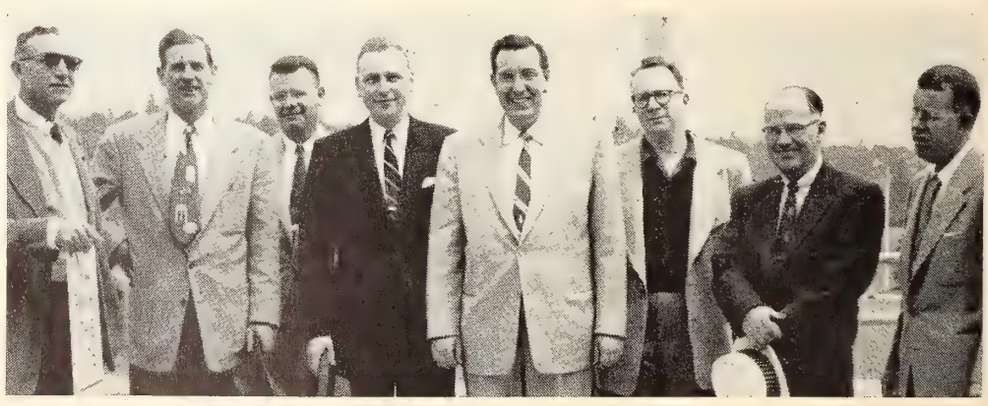
Mr. Mound pointed out that there are about 110 theatres in 62 cities in the U. S. equipped for closed-circuit theatre television and revealed that BOTv has been negotiating with 35 more in preliminary moves.

The company will use AT&T facilities, Mr. Mound said, but no decision has been reached on utilization of network equipment. RCA will be employed to check equipment in the subscribing theatres, he said, adding that BOTv is considering the use of its own mobile unit and technicians, pointing out that the organization has at its disposal the services of "skilled people" in various facets of television programming and production.

Other BOTv Officers

In addition to Mr. Mound, who is a New York attorney, other officers of BOTv are Sid Caesar, star of NBC-TV's *Show of Shows,* vice president; Abram Chasins, musical director of WQXR New York, vice president and musical and technical consultant; William P. Rosensohn, Florida and California businessman, secretary; and Ivan Veit, promotion manager of the *New York Times,* treasurer. The board of directors consists of the officers and Walter J. Bergman, president of Lily-Tulip Corp.; Dr. Irving Somach, New York physician; Bill Hobin, technical director of *Your Show of Shows* and Bernie Green, composer and conductor.

The entrance of BOTv into closed-circuit television presages sharp competition for Theatre Network Television (TNT) regarded as the most active up to the present time. TNT has conducted several business and sales meetings, plus the financially-profitable presentation of the first Walcott-Marciano fight from Philadelphia last October.



BMI CLINIC speakers arriving at Seattle airport are greeted by a committee of Washington broadcasters. L to r: Murray Arnold, WIP Philadelphia; Leo Beckley, KBRC Mt. Vernon, president, Washington Broadcasters Assn.; Carl Downing, Olympia, bureau manager, WBA; Hugh Smith, KXA Seattle; Jim Cox, BMI; Dick Pack, WNBC New York; Tom Olsen, KGY Olympia, and Jack Williams, KOY Phoenix. Clinic was held June 26 [B•T, June 29].

The Italian Influence



Americans today are eating more spaghetti, macaroni, ravioli, pizzas and minestrone than ever before, but the lady above has gone a step farther to express the new American enthusiasm for all foods Italian. She is being served an antipasto of pickled artichoke hearts and other delicacies which are now captivating the American palate.

Italian genius in gardening and cookery has long been at work to enhance American menus. Broccoli, zucchini, plum tomatoes, wine vinegar, Parmesan cheese, pastina baby food...Italian in origin, these and a host of other foods are American staples today or soon will be. New Italian cookbooks are rolling from the presses, and the American housewife is now discovering for her family the wonderland of hearty and wholesome Italian cooking. Thanks to the Italian Influence, we're all enjoying our meals more.

In New York -- most Italian of American cities -- the Italian zest for good food, the Italian art of enjoying all life's good things, is reflected in the remarkable Italian-language broadcasting of WOV. Serving a market exceeding two million, WOV applies the Italian Influence as a force to sell quality products of every kind in New York. It can work to that end for you, and we'll be happy to show you how.

One of America's Important Stations

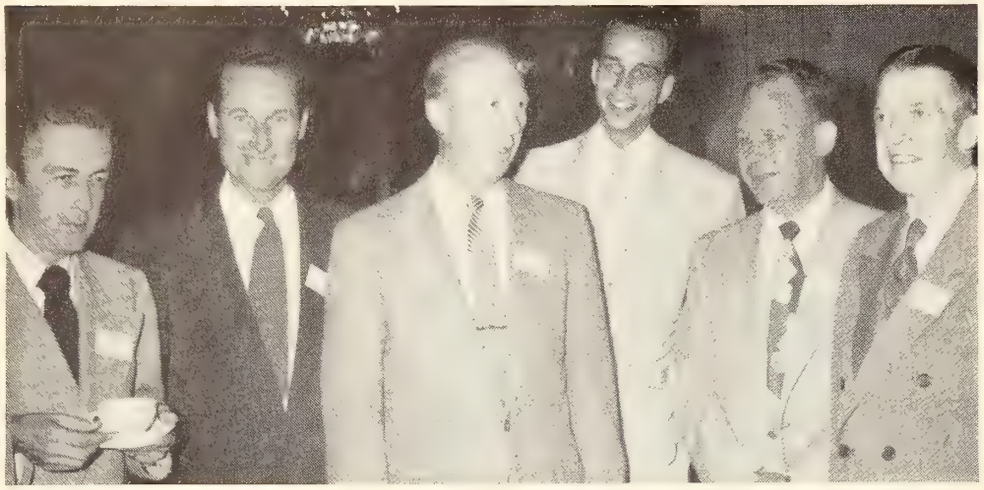
WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4



SAN DIEGO contingent at the BMI clinic in Los Angeles last month [B•T, June 22] included (l to r): Jerry Lee Pecht, KFMB; Frank Swan, Martin Harris, Carl Greene and Matt Levy, all KGB, and Paul White, KFMB.

COMMUNITY TV PLANNED IN ALASKA

PLANS for a community television system in Ketchikan, Alaska—with programs being originated by Ketchikan Alaska Television—were announced last week by Wally Christiansen, general manager.

Present schedule calls for the northernmost community TV operation to begin about Oct. 1 with wired TV transmission to about 20% of the residential area and the complete business district. By the end of 1953 the entire residential area is to be cabled in, according to Mr. Christiansen.

Since there are no TV broadcasts in Alaska —and none expected before the end of the year—the firm will feed film and kinescopes of mainlaind shows into its distribution system. The programs will be transmitted in their entirety with all commercials at no station time charge. Initial transmissions will be four hours a day.

Handling the technical engineering are Ron Merritt Co., Seattle, Wash.; Dage Electronics, Holmes Projector Co. and Jerrold Electronics.

Talk of community TV operators originating their own programs has been rife the last few months. Five have announced their intentions of entering this field: Trans-Video Corp. of Pottsville, Pa.; Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; and Potomac Valley Television Co., Cumberland, Md. [B•T, June 1].

Until recently all of the 200-odd community television operations restricted themselves to picking up existing transmissions from major city TV stations and relaying them via coaxial cable to individual subscribers. Latest estimate is that there are about 90,000 telescribers. General practice is to charge an installation fee to connect a home with the wired TV system (about $125) and a monthly service charge (about $3.50).

Only TV grant in Alaska is for vhf Ch. 2 in Fairbanks to Kiggins & Rollins, granted July 1. Station is due to go on the air in December.

World Business Up

NEW AND RENEWED business of World Broadcasting System, transcribed library and program service, during first six months of 1953 exceeded that of comparable period last year by 48%, it was reported June 26.

Indiana Hotel Group Warns of 'This Is It'

"WARNING" notices have been sent out by Indiana Hotel Protective Assn. Inc., Indianapolis, against Independent Radio & Television Production Assn., said to operate a radio merchandising project called "This Is It." The association claims member hotels and at least one radio station have received NSF checks or have failed to collect amounts due.

Named as manager of the group is C. L. Bates, whose address is given as Des Moines. Mrs. Bates was listed as treasurer of the production firm. Other representatives were named as Howard Dehner, Indianapolis, and G. H. Darley, Jerseyville, Ill. The "This Is It" project obtains merchandise from stores to be given customers, with cooperation by radio stations.

Stark-Layton Arranges Tie-Ins With Local Talent Contests

WILBUR STARK-JERRY LAYTON Productions has arranged tie-ins with local radio and TV shows whereby the local talent contest winners and their discoverers are flown to Hollywood for an appearance on the firm's *Ladies Choice* daily show over NBC-TV.

Tie-ins have been made with *The Guys Next Door*, KPRC Houston; *Inga's Angle*, WNBW (TV) Washington; *Captain Glenn's Boarding House*, WNBK (TV) Cleveland; *Breakfast Party*, WLW Cincinnati; *Cinderella Weekend*, WWJ Detroit; *New Talent, USA*, NBC radio; *Ladies Choice Auditions*, WSM-TV Nashville, and *Our House*, WDSU New Orleans.

RCA 'Thesaurus' Sends Clients Sales Service

RCA'S THESAURUS is distributing to station subscribers a complete merchandising service designed to assist in the sale to sponsors of the Thesaurus Jingl-Library.

Included in the merchandising service is the "Thesaurus Monthly Marketing Bulletin," which provides subscribers with advance information on various advertiser peak sales periods and with Thesaurus programs and jingles especially suited for each type of sponsor. Subscribers also are receiving a sponsor-selling Jingl-Library brochure, audition disc and a pamphlet on how to sell jingles to specific sponsors.

DAKOTANS HEAR BAB CHAIN STORE PLAN

As BAB clinics near end, Kevin Sweeney tells broadcasters from the two Dakotas of BAB's plans to launch two tests to prove radio's value to department store sales.

BAB neared the end of its 1953 series of spring clinics last week with sessions that explored such topics as radio's ability to sell for department stores and training of new salesmen in quest of more local business. The clinics were to end Friday with one in Charleston, W. Va.

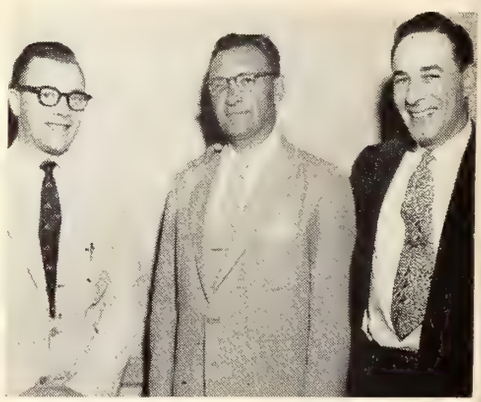
Kevin Sweeney, BAB vice president, told a North Dakota and South Dakota broadcasters meeting Thursday at Bismarck that two new tests will be launched shortly by BAB to prove the effectiveness of radio as a medium for department stores.

He said one of the tests, to involve a major chain operating throughout the country, will begin next month. It will involve advertising in at least 20 cities, Mr. Sweeney said, to check radio's ability to move a wide assortment of items in comparison with methods now being employed by the chain.

The second major test, Mr. Sweeney revealed, will involve about 40 key department stores, which will study the inclusion of radio on a major scale in their promotion plans through a series of more than 100 item promotions. This test, he added, will be conducted under the guidance of one of the nation's largest firms counseling department stores on sales promotions.

BAB will finance both these projects in the department store field, Mr. Sweeney said, and hopes to have the results in the hands of radio stations in time to affect department store advertising patterns in 1954.

The Dakota broadcasters also heard a discussion on merchandising, sales training, sales effectiveness tests and cooperative advertising by a panel consisting of Verl Thomson, KISD Sioux City; Bill McCracken, KOTA Rapid City, S. D.; Tom Barnes, WDAY Fargo, and Harman Livingston, KILO Grand Forks, N. D.



NEW OFFICERS of Rhode Island Radio & TV Broadcasters Assn., named at an organizational meeting June 26 [B•T, July 6], are (l to r): Mitchell Stanley, manager, WWON Woonsocket, vice president; Mowry Lowe, station manager, WEAN Providence, president, and Norman A. Gittleson, TV operations manager, WJAR-TV Providence, secretary-treasurer.



Coverage that Counts!

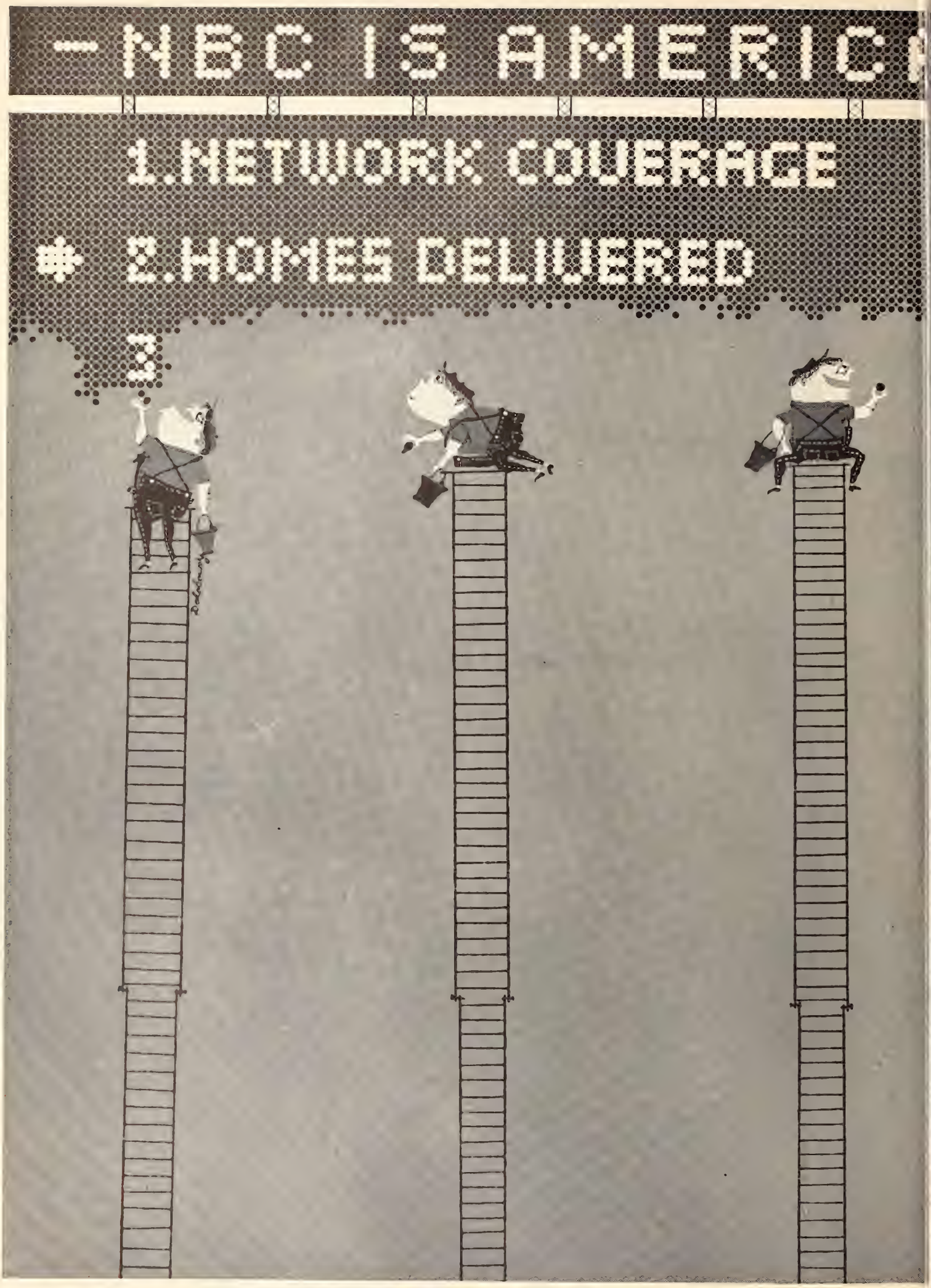


WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and Du Mont

H. R. Representatives

Truly an Area Station!


—NBC IS AMERICA
1.NETWORK COVERAGE
2.HOMES DELIVERED
3

NO. 1 NETWORK—

→ 2

NBC programs reach the largest audiences in television

Day and night, the average NBC sponsored program consistently reaches more homes than those of any other network.

The average daytime program on NBC Television reaches 448,000 more homes than the No. 2 network. NBC's average nighttime program tops the second network's average program by 1,224,000 homes.

NIGHTTIME	**NBC**	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF HOMES DELIVERED	**6,556,000**	5,332,000	3,173,000	2,131,000
DAYTIME	**NBC**	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF HOMES DELIVERED	**2,882,000**	2,434,000	*	*

The network delivering the largest program audiences offers the best opportunity for the success of *any* program, for *any* advertiser. This is a very important reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index; January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**No comparable daytime network service*

Chairman of the meeting was Orville Burda, general manager, KDIX Dickinson, N. D.

A session in Billings, attended by Montana and Wyoming broadcasting officials, heard a panel discussion on the most satisfactory methods of recruiting new radio salesmen. It was decided that the life insurance and automotive fields could supply salesmen who could absorb quickly the fundamentals of radio.

Members of the panel were Ed Yocum, general manager, KGHL Billings; Art Mosby, president and general manager, KGVO Missoula; Ian Elliott, president, KRJF Miles City, Mont., and Paul McAdams, president and general manager, KPRK Livingston, Mont.

The clinic, chairmanned by Ken Nybo, general manager, KBMY Billings, also heard Mr. Sweeney and Gale Blocki, BAB director of midwestern sales, summarize BAB's seven-point program for producing more retail business in 1954.

At a meeting in Salt Lake City July 1, John F. Hardesty, BAB director of local promotion, advised Utah broadcasters that "if radio stations want a substantial portion of retail cooperative advertising expenditures, it behooves them to assist the retailer in ascertaining the amount of manufacturer money that is at his disposal."

"Many manufacturers," he continued, "do not avail themselves of these funds because of the bookkeeping efforts required to determine their per case or per lot allowance."

Tax Effects on Advertising Cited By Murphy

EFFECTS of economic changes in the United States on advertising, was discussed last Monday by George Murphy, motion picture star and unofficial spokesman for the movie industry, at the Hollywood Advertising Club.

Changes in the tax structure, which at present favors advertising by making it a deductable business expense, will especially effect the advertising industry. Moreover, Mr. Murphy foresaw the return of a "buyer's market," with potential sponsors of radio and television shows "hanging back" to seek the most value for their advertising dollar.

The actor flatly predicted that ten years from now 80 percent of TV will be on film, using motion picture techniques. "Any other way is too troublesome and expensive," he said.

Various inconsistancies in present production and advertising practices were cited by Mr. Murphy. He said many advertisers aim, not to influence the public, but to impress other advertisers. As for sponsors, he cited those who hire experts in production and advertising and then proceed to tell them how to do their jobs.

'Quill' Prints TV Issue

SIGMA DELTA CHI journalism fraternity's national magazine, *The Quill*, has devoted its entire July 1953 issue to television and its various facets as a news dissemination medium. Articles are authored by Richard B. Hull, director, WOI-TV Ames, Iowa, Iowa State College outlet, on education and TV; NBC-TV commentator John Cameron Swayze, on a nationwide news show; Jack Gould, *New York Times* TV critic, on criticism; Frank La Tourette, ABC Western Division news and special events manager, on A-bomb tests TV coverage; Walter H. Annenberg, *TV Guide* editor-publisher, on trade and other magazines on TV; William Ray, NBC Central Division news and special events director, on program types; James A. Byron, news director, WBAP-TV Fort Worth, on remote TV, and Spencer Allen, WGN-TV Chicago, director of the outlets' newsreel program.

Public Events, TV Engineering Committees Set Up by NARTB

TWO more standing committees were appointed last week by NARTB President Harold E. Fellows. They are the Public Events Committee and Television Engineering Advisory Committee and will serve through the fiscal year ending next May at the NARTB convention.

The public events group was set up under board direction to study problems centering around access of radio and TV to public events on an equality with the press.

Membership of the committees follows:

Public Events Committee — Edgar Kobak, WTWA Thomson, Ga., chairman; Hugh B. Terry, KLZ-TV Denver; Victor A. Sholis, WHAS-TV Louisville; Victor C. Diehm, WAZL Hazleton, Pa.; Merrill Lindsay, WSOY Decatur, Ill.; Joseph W. Close, WKNE Keene, N. H.; E. R. Vadeboncoeur, WSYR Syracuse; P. A. Sugg, WKY-TV Oklahoma City; Richard A. Moore, KTTV (TV) Hollywood; Paul Raibourn, KTLA (TV) Los Angeles; John F. Patt, WGAR Cleveland.

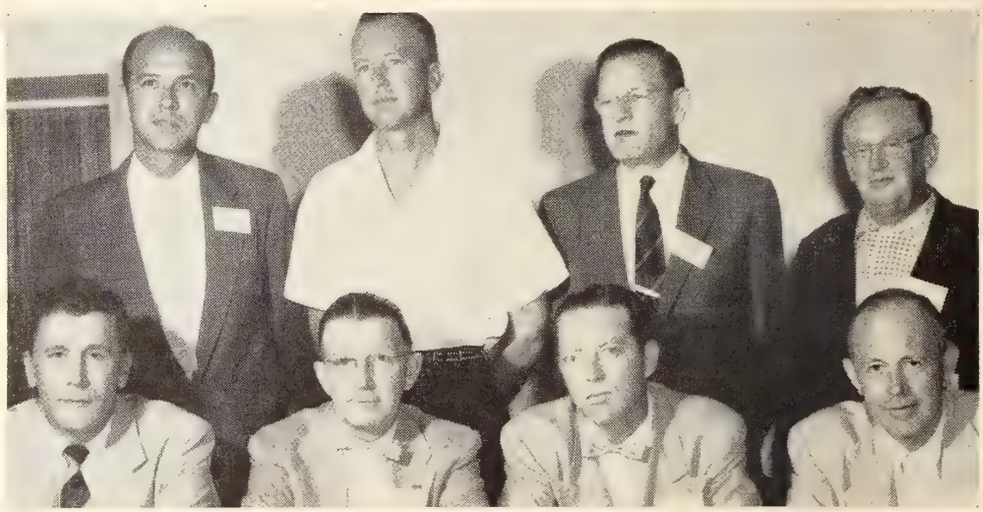
Television Engineering Advisory Committee— Raymond F. Guy, NBC, chairman; Rodney D. Chipp, DuMont Labs.; John Leitch, WCAU-TV Philadelphia; William Lodge, CBS; J. E. Mathiot, WGAL-TV Lancaster, Pa.; Carlton G. Nopper, WMAR-TV Baltimore; R. J. Rockwell, Crosley Broadcasting Corp.

PARTS SHOW BOARD SLATES N. H. MEET

EXECUTIVES of Radio-Television Manufacturers Assn. and four other trade organizations which sponsor the annual Electronics Parts Show are slated to attend the annual board meeting of the Radio Parts and Electronic Equipment Shows at Dixville Notch, N. H., Aug. 10-12, it was announced last week.

The parts organization said that James D. Secrest, executive vice president of RTMA, is expected to attend, along with representatives of the National Electronic Distributors Assn. and other groups. Harry Ehle, representing RTMA, is one of the new board members of the equipment shows organization. L. B. Calamaras is expected to represent NEDA, of which he is executive vice president.

Agenda calls for annual election of officers, selection of date and location for 1954 show and determination of a budget for the exposition, according to Kenneth C. Prince, show manager and legal counsel.



NEW BANK of officers for the Florida Assn. of Broadcasters includes (l to r): Seated, George W. Thorpe, WVCG Coral Gables, immediate past president, board member; John B. Browning, WSPB Sarasota, first vice president; L. Herschel Graves, WTAL Tallahassee, president; R. L. Bowles, WFTL Fort Lauderdale, director; standing, Dennison Parker, WTAN Clearwater, director; A. B. Letson, WCHN Quincy, secretary-treasurer; Owen F. Uridge, WQAM Miami, director, and Charles E. Davis, WWPG Palm Beach, director. Thomas S. Gilchrist (not shown) of WTMC Ocala is second vice president.

Manufacturing Groups Set Meeting Schedules

FOUR series of meetings of the electronic manufacturing industry groups will be held during the coming fiscal year, according to James D. Secrest, executive vice president of Radio-Television Manufacturers Assn.

Three-day industry meetings of the RTMA board along with committees and divisions will be held as follows: Sept. 15-17, Biltmore Hotel, New York; Nov. 17-19, Palmer House, Chicago; Feb. 16-18, 1954, Roosevelt Hotel, New York. RTMA committees and other segments will meet April 26-27, 1954, at the Roosevelt Hotel, New York. The board will hold its 11th joint conference with the Canadian RTMA board April 29-30, 1954, at the Gen. Brock Hotel, Niagara Falls, Canada.

In addition, RTMA will hold its annual convention June 15-17 at the Palmer House, Chicago.

Reeser Takes NARTB Post

GREGORY REESER, formerly with RCA Thesaurus, has been named an NARTB station relations representative by Harold E. Fellows, association president. He will start his duties Aug. 1, reporting to William K. Treynor, manager of NARTB Station Relations Dept.

After a Washington briefing, Mr. Reeser will start a field assignment covering midwestern states. He will maintain his present residence in Spirit Lake, Iowa. Before joining RCA Thesaurus he had been an ASCAP representative. During World War II he served five years in the Coast Guard. He attended Transylvania College, Lexington, Ky.

Van Volkenburg To AFA Board

J. L. VAN VOLKENBURG, president of CBS-TV, has been elected to the board of directors of the Advertising Federation of America. He is said to be the first television representative on the board.

BIG MIKE... THE FARMER



Big Mike . . . the 50,000 watt KFAB . . . is the "extra hand" for a million farmers. Big Mike doesn't till the soil or haul the grain . . . he helps out by doing a bigger, more important job. He keeps his farm friends informed with the latest weather information, crop and soil conditions, long-range forecasts and numerous other farm service features . . . plus entertainment . . . 24 hours a day.

Big mike is proud and justly so, of the job he does in helping farmers bring in the crops through better and faster radio farm service. He's proud that the average per farm income in Nebraska is way over $10,000 a year . . . with the state total reaching a staggering billion-and-a-half dollars annually. This prosperity in the nation's food basket is reflected in buying power for the products and service Big Mike advertises and sells. Find out why *more farm advertisers* use Big Mike to sell this BIG FARM MARKET. Free and Peters will be glad to tell you more . . . or call on General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—Nebraska's most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

THE UHF vs. VHF QUESTION: ARB TALLIES THE SCORESHEET

American Research Bureau releases its latest tabulations on the rate of uhf conversion. Conclusions: Set switch-over to the upper band will be slow when there are strong vhf stations in the area, but good uhf programming can accelerate the pace.

THERE'LL be many an argument about the American Research Bureau's latest figures on how many TV set owners have converted to uhf in the 32 markets on which ARB's latest study is based, but the results indicate two major factors:

1. If a uhf station is bucking several strong vhf signals, whether from the same city or from an outside city, the rate of conversion will be slow—but steady.

2. As in all things, there are exceptions. Strong, imaginative programming can boost a city's uhf conversion percentage immeasurably.

ARB's report—the second of its quarterly studies on uhf conversion—was sent to subscribers last week. It shows, according to ARB Director James W. Seiler, that a formula can be adduced to determine an individual city's rate of conversion to uhf based on length of time a uhf station has been on the air and the number of good vhf signals being received in the market.

The report covers 1,000 interviews in each of 32 uhf markets, made June 15-July 1. Three questions were asked: (1) Do you have a TV set? (2) Which stations or channel can you receive? (3) Which one station do you view the most?

This is the second uhf conversion study made by ARB. The first, covering 11 cities, was made during April [B•T, June 22].

In its latest study, ARB revised one factor which it considered significant; it decided not to list the television signals (vhf or uhf) not received by more than 20% of the TV families in each market covered by the report.

Although the ARB report is for clients only, the following generalized information was permitted:

• Only one city had a uhf station bucking eight vhf signals. It had a conversion to uhf of only 2.5% of the TV sets in the area. The uhf station, however, had only been operating six weeks.

• In 18 cities, each of which receive anywhere from three to seven vhf signals, the average conversion was 44.5%—but this ranged from a low of 1.7% for a city where the uhf station was 10 weeks old to a high of 94.3% for a city receiving four vhf signals and with the uhf station 10 weeks old.

• Where there are only one or two vhf signals, the conversion average reached the higher ratio of 55.4%—ranging from a low of 22.5% in a city where the uhf station was 18 weeks old to a high of 98% where the uhf operation was 10 weeks old. There are 11 cities in this category.

• Length of time during which uhf signals have been going out has a fairly definite relationship to the rate of conversion. Average conversion in seven cities where a uhf station has been operating 22 weeks is 65.7%—ranging from a low of 14.4% with three vhf signals available, to a high of 99.8% with no vhf stations being received.

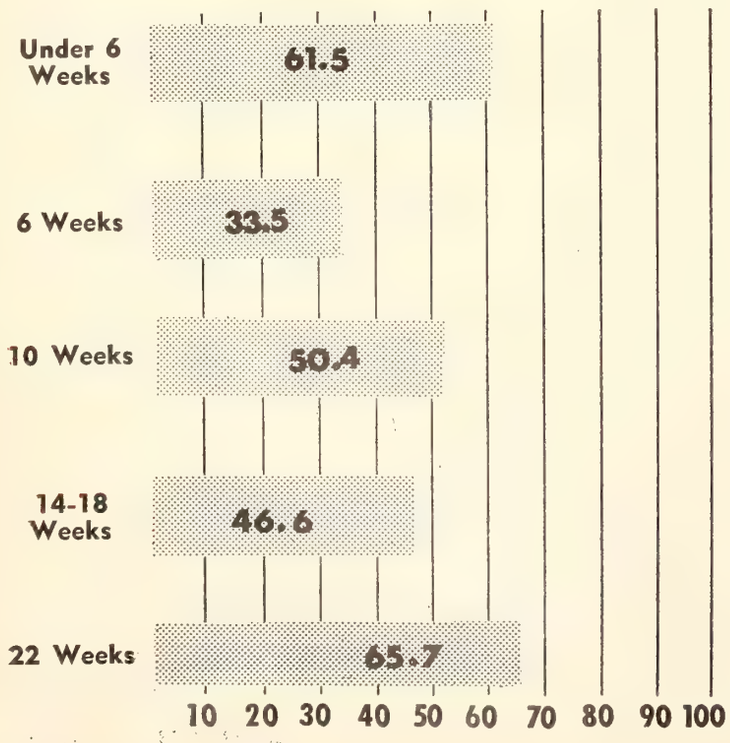
In six cities where uhf stations have been operating 14-18 weeks, the average conversion was 46.6%, ranging from a low of 11.5% in a single city with four vhf channels competing, to a high of 88.4% where five vhf signals come in. In nine cities where uhf signals have been on the air for 10 weeks, the average conversion was 50.4%, ranging from a low of 1.7% in a city with three vhf signals to a high of 98% in a city with one vhf signal. In nine cities where the uhf stations have been on six weeks, the average conversion was 33.5%, ranging from a low of 1.6 with three vying vhf stations coming in to a high of 89.4% with seven vhf signals. In the three cities where uhf has been operating for less than six weeks, the average conversion surprisingly was 61.5%. This is due, it is believed to the fact that one city has no vhf's and another only one.

Basic to a proper evaluation of the ARB report is a determination of the strength of the vhf signals received in each market. Although ARB has eliminated those received by less than 20% of the TV homes, it is the belief of some researchers that the cutoff should be even higher. One suggestion was that all vhf channels received by less than 80% of the TV set owners should not be counted.

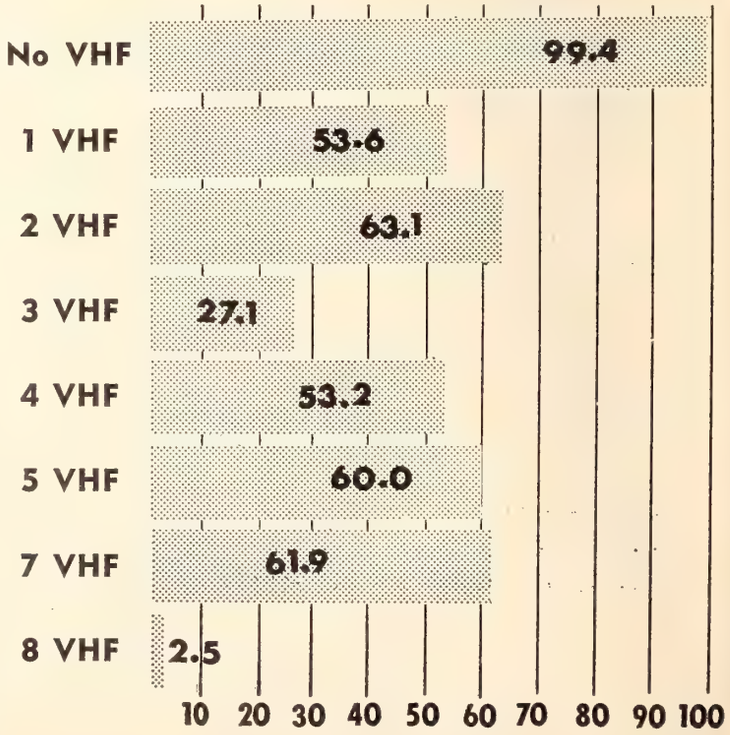
As an example of what imaginative, good local programming can do, ARB approved the release of the results on South Bend, Ind., where WSBT-TV (uhf Ch. 34) began programming last December. More than 85% of its TV receiver owners get the four Chicago vhf channels, and somewhat less than 50% receive the Kalamazoo vhf channel. Last April it had a conversion rate of 63.1%, and this has increased since then. This is due, according to ARB, to the fact that WSBT-TV carries a heavy schedule of basketball games—immensely popular in Indiana.

Cities covered in the July ARB uhf conversion report were Allentown-Bethlehem, Pa.; Ann Arbor, Mich.; Atlantic City, N. J.; Baton Rouge, La.; Battle Creek, Mich.; Bridgeport, Conn.; Columbia, S. C.; Ft. Lauderdale, Fla.; Fresno, Calif.; Harrisburg, Pa.; Holyoke, Mass.; Jackson, Miss.; Lafayette, Ind.; Lima, Ohio; Little Rock, Ark.; Mobile, Ala.; Montgomery, Ala.; Muncie, Ind.; New Britain, Conn.; New Castle, Pa.; Peoria, Ill.; Reading, Pa.; Roanoke, Va.; Rockford, Ill.; Saginaw, Mich.; Scranton, Pa.; South Bend, Ind.; Springfield, Mass.; Wilkes-Barre, Pa.; York, Pa.; Youngstown, Ohio, and Zanesville, Ohio.

Percentage of UHF conversion as compared to number of weeks on the air



Percentage of UHF conversion as compared to number of VHF Signals



"SEE THE AMARILLO MARKET BY PLANE?

Man, you need a Canberra jet!"



A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

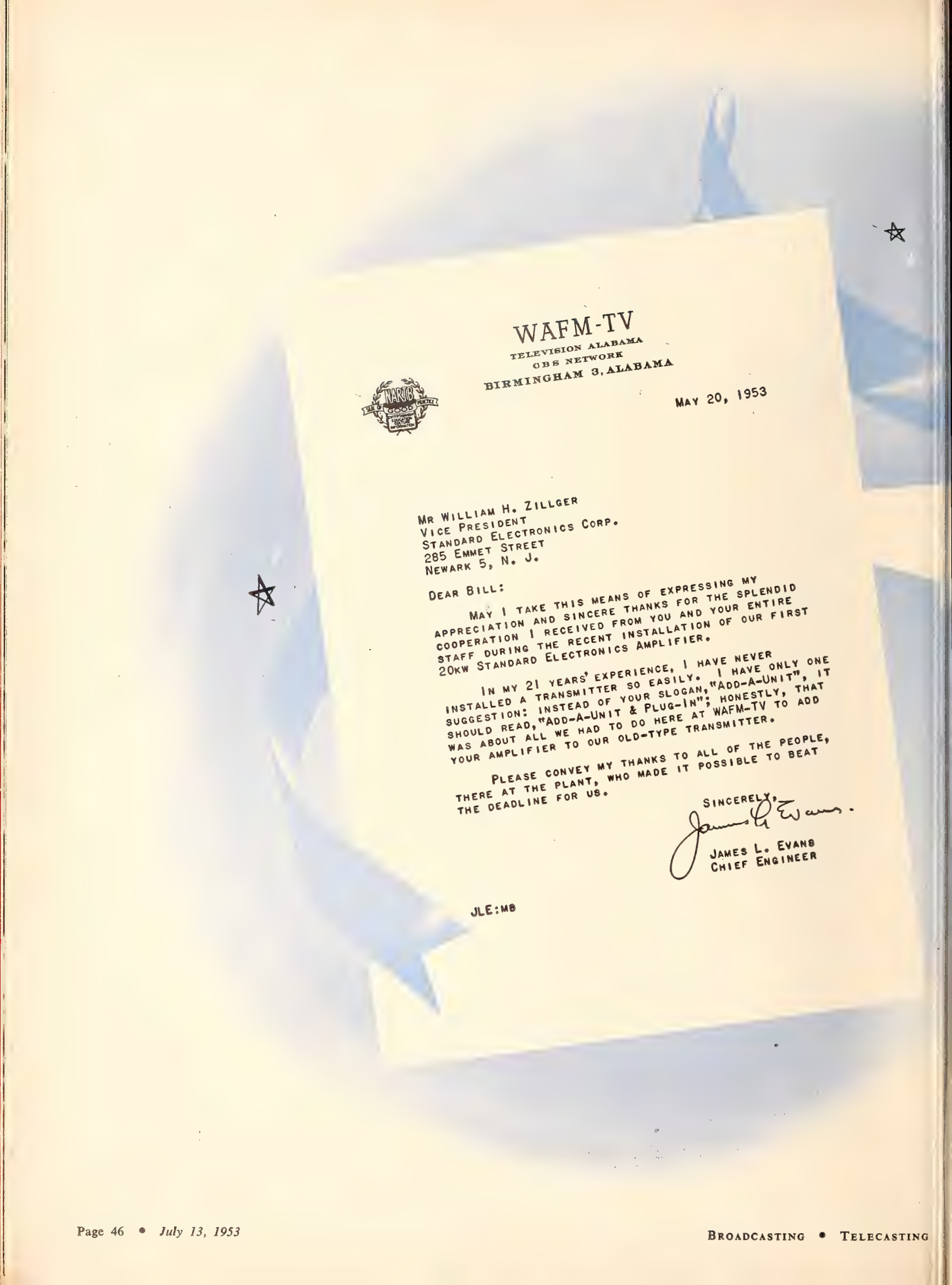
"Buzzed big ditch.[1] Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.[2] What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.[3] Up road, boys with Erector sets.[4] Turned nw, over vast oil refinery.[5] Another town, with kids fooling around space ships.[6] Guide pointed out three carbon black plants with huge smokestacks, one not working.[7] South, over scattered dozen lonesome structures.[8] Thin cloud across horizon; closed in on zinc smelter,[9] smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of. Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC-TV antenna, all 833 ft. of it.[10] Panhandle big place, all buildings new. People great—speak to stranger on street."

---

[1]Palo Duro Canyon, recreation spot. [2]Raw natural gas becomes plastic bases here. [3]Cabot Carbon's; pump units for oil wells also made here. [4]The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). [5]Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. [6]Town of Borger, with butadiene plant; looks like something from another world. [7]Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. [8]Natural gas pumping stations, on pipelines supplying 27 states. [9]The American Zinc Smelter, located near Dumas because of low gas rate. [10]Whence, powered with 100,000 watts, our Channel 4 signal reaches a potential audience of 398,700 in 30 Texas and New Mexico counties. Availabilities are available.



AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company



WAFM-TV
TELEVISION ALABAMA
CBS NETWORK
BIRMINGHAM 3, ALABAMA

MAY 20, 1953

MR WILLIAM H. ZILLGER
VICE PRESIDENT
STANDARD ELECTRONICS CORP.
285 EMMET STREET
NEWARK 5, N. J.

DEAR BILL:

MAY I TAKE THIS MEANS OF EXPRESSING MY APPRECIATION AND SINCERE THANKS FOR THE SPLENDID COOPERATION I RECEIVED FROM YOU AND YOUR ENTIRE STAFF DURING THE RECENT INSTALLATION OF OUR FIRST 20KW STANDARD ELECTRONICS AMPLIFIER.

IN MY 21 YEARS' EXPERIENCE, I HAVE NEVER INSTALLED A TRANSMITTER SO EASILY. I HAVE ONLY ONE SUGGESTION: INSTEAD OF YOUR SLOGAN, "ADD-A-UNIT", IT SHOULD READ, "ADD-A-UNIT & PLUG-IN"; HONESTLY, THAT WAS ABOUT ALL WE HAD TO DO HERE AT WAFM-TV TO ADD YOUR AMPLIFIER TO OUR OLD-TYPE TRANSMITTER.

PLEASE CONVEY MY THANKS TO ALL OF THE PEOPLE, THERE AT THE PLANT, WHO MADE IT POSSIBLE TO BEAT THE DEADLINE FOR US.

SINCERELY,

James L. Evans

JAMES L. EVANS
CHIEF ENGINEER

JLE:MB

STANDARD ELECTRONICS

FIRST
with
HIGH POWER

☆ There is a single factor—
almost indefinable—which makes one company
outstanding in its field. While it may manifest
itself differently for every form of human endeavor, the end result is
invariably the same: QUALITY OF ACHIEVEMENT.
☆ In our business, that factor is most nearly defined by the word
"Service", or as referred to in this letter, "Co-operation"... in
planning ... in delivery ... in performance ... in
maintenance. ☆ At Standard Electronics,
"Cooperation" is the guiding hand, continually
shaping the results of our thinking into products
for you which deserve the
confidence they inspire.



cabinetry by DREYFUSS

standard electronics corporation

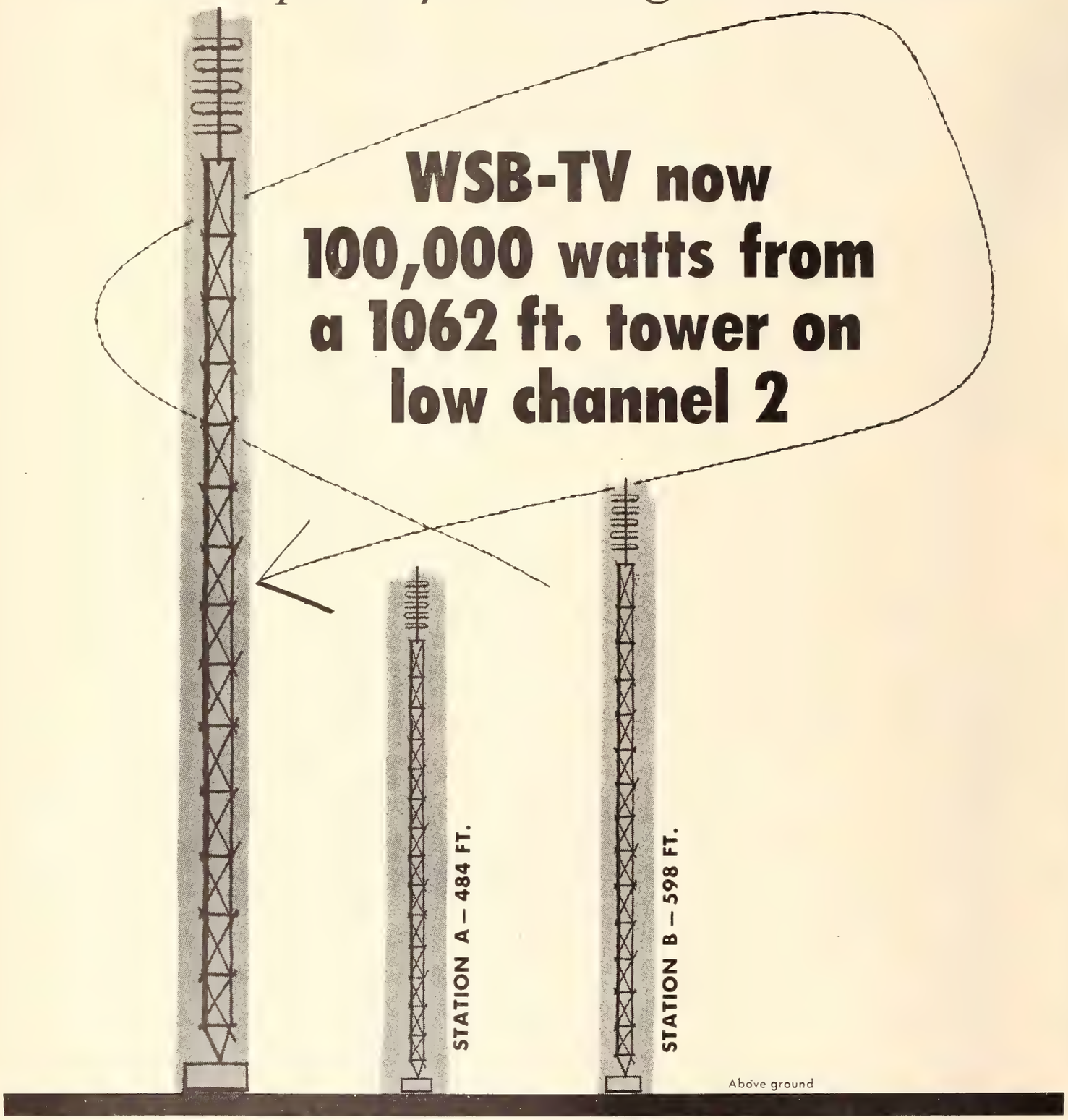
A SUBSIDIARY OF CLAUDE NEON, INCORPORATED

newark 5, new jersey

devoted exclusively to the
engineering, manufacturing, and servicing of equipment
for the broadcast and television industry

The most powerful TV signal in Atlanta

WSB-TV now 100,000 watts from a 1062 ft. tower on low channel 2



With the increase to 100,000 watts your competitive advantage in transmitting from a higher tower at a low frequency becomes even more pronounced. WSB-TV truly is one of America's great *area stations.* Get more for your money . . . *much more.* Get on WSB-TV.

NBC AFFILIATE

wsb-tv

Represented by Petry
Affiliated with The Atlanta Journal and Constitution

TELESTATUS®

Weekly TV Set Summary—July 13, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,000
Montgomery	WCOV-TV	.....	9,200
ARIZONA			
Phoenix	KPHO-TC, KTYL-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	22,070	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV, KCSJ-TV	20,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	68,674
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	139,168	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	124,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Belleville	WTVI (TV)	.....	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	.....
Peoria	WEEK-TV	.....	41,125
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	13,239
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	37,794
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	47,208	.....
KANSAS			
Hutchinson-Wichita	KTVH (TV)	.....	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	183,445	.....
Saginaw	WKNX-TV	.....	31,500
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	.....	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	298,633	.....
	KCTY	.....	45,145
St. Louis	KSD-TV, WTVI (TV)	518,894	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	57,478	.....
Omaha	KMTV, WOW-TV	188,646	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	104,800	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Rochester	WHAM-TV	184,000	.....
Schenectady	WRGB	271,500	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,747	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	99,814
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV	.....	66,400
Johnstown	WJAC-TV	666,881	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	39,375

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by The BRANHAM Company

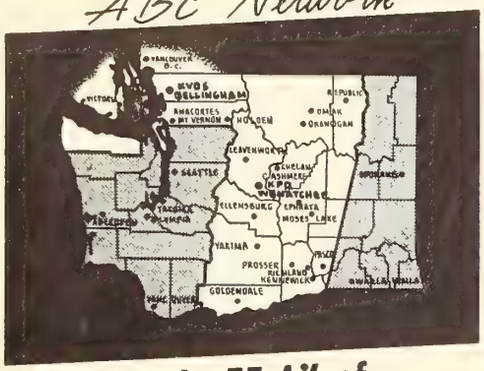
KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by

Robert Meeker Assoc., Inc.

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write, wire or ask Headley-Reed

WSYR ACUSE 570 KC

NBC Affiliate In Central New York

City	Outlets on Air	Sets in Station Area vhf	uhf
	PENNSYLVANIA		
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV	.....	45,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	61,330
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	.....	.....
Columbia	WCOS-TV	.....	20,300
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	31,000	.....
	TENNESSEE		
Memphis	WMCT	209,756	.....
Nashville	WSM-TV	117,450	.....
	TEXAS		
Amarillo	KFDA-TV, KGNC-TV	26,657	.....
Austin	KTBC-TV	38,791	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	256,000	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	147,444	.....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	.....
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	116,000	.....
	VIRGINIA		
Lynchburg	WLVA-TV	66,184	.....
Norfolk	KTAR-TV	173,729	.....
Richmond	WTVR	170,907	.....
Roanoke	WROV-TV	.....	20,405
	WSLS-TV	87,000	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Tacoma	KTNT-TV	266,900	.....
Yakima	KIMA-TV	.....	.....
	WEST VIRGINIA		
Huntington	WSAZ-TV	200,432	.....
	WISCONSIN		
Green Bay	WBAY-TV	44,380	.....
Madison	WKOW-TV	.....	.....
Milwaukee	WTMJ-TV	437,696	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 199*

Total Cities with Stations on Air 141*

Total Sets in Use 24,640,159

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

June Videodex Shows 'I Love Lucy' at Top

VIDEODEX Reports for June shows CBS-TV's *I Love Lucy* in first place among the top 10 network television programs, followed by President Eisenhower's "report to the nation" on June 3. Videodex listing of programs is as follows:

		No. of Cities	% TV Homes
1	I Love Lucy (CBS)	78	60.5
2	President Eisenhower (All)	69	50.0
3	Godfrey & Friends (CBS)	69	44.7
4	Dragnet (NBC)	70	44.1
5	Talent Scouts (CBS)	46	41.5
6	Red Buttons (CBS)	76	40.4
7	Groucho Marx (NBC)	81	40.3
8	What's My Line (CBS)	45	36.2
9	Comedy Hour (NBC)	75	36.1
10	Jackie Gleason (CBS)	53	34.8

		No. of Cities	No. TV Homes (000's)
1	I Love Lucy (CBS)	78	13,817
2	President Eisenhower (All)	69	11,271
3	Godfrey & Friends (CBS)	69	9,459
4	Dragnet (NBC)	70	9,349
5	Groucho Marx (NBC)	81	9,250
6	Red Buttons (CBS)	76	8,712
7	Comedy Hour (NBC)	75	8,046
8	Talent Scouts (CBS)	46	7,644
9	What's My Line (CBS)	45	6,563
10	Your Hit Parade (NBC)	76	6,442

Total number Videodex TV markets—91.
Total number TV markets in U. S.—91.
Number diaries tabulated for Videodex June report—9,200.

'Lucy' Polls at Top Of First June Report

THE LEADING THREE in television ratings for the first two weeks in June: *I Love Lucy, Colgate Comedy Hour, Philco TV Playhouse.* So states the A. C. Nielsen Co. report, which also shows how the Coronation fit into the popularity picture. The listings:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
First Report for June, 1953
(Two Weeks Ending June 13, 1953)

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,885
2	Colgate Comedy Hour (CBS)	11,006
3	Philco TV Playhouse (NBC)	10,168
4	Dragnet (NBC)	9,509
5	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	9,046
6	Coronation (General Motors) (NBC)	9,006
7	Red Buttons (CBS)	9,001
8	Pabst Blue Ribbon Bouts (CBS)	8,866
9	Studio One (CBS)	8,384
10	Gillette Cavalcade (NBC)	8,262

PER CENT OF TV HOMES REACHED
IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	59.7
2	Colgate Comedy Hour (CBS)	47.7
3	Philco TV Playhouse (NBC)	46.8
4	Dragnet (NBC)	44.3
5	Coronation (General Motors) (NBC)	43.4
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	41.5
7	Studio One (CBS)	41.4
8	Red Buttons (CBS)	40.4
9	Pabst Blue Ribbon Bouts (CBS)	40.0
10	Texaco Star Theater (NBC)	39.6

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

(Copyright 1953 by A. B. Nielsen Company)

CBS Radio Takes Most Places In May 31-June 6 Nielsen Poll

CBS Radio garnered seven of the ten top evening shows, according to national AM ratings of A. C. Nielsen Co. Leaders during the week of May 31-June 6, as listed by Nielsen, were:

EVENING, ONCE-A-WEEK
NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED (000)
1	Lux Radio Theater (CBS)	3,491
2	Jack Benny (CBS)	3,267
3	You Bet Your Life (NBC)	3,222
4	Charlie McCarthy Show (CBS)	2,864
5	Bob Hawk Show (CBS)	2,730
6	Big Story (NBC)	2,551
7	My Little Margie (CBS)	2,327
8	Great Gildersleeve (NBC)	2,327
9	Suspense (CBS)	2,283
10	Yours Truly, Johnny Dollar (CBS)	2,283

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

RTMA's Set Count

SALES of radio sets showed a sharp upswing in May, according to Radio-Television Manufacturers Assn. In its monthly analysis of retail set sales, RTMA found that 716,407 radios were sold in May compared to 412,802 in April.

RTMA reported 244,191 TV sets were sold in May compared to 319,721 in April. Five-month totals showed sales of 2,568,080 radios and 2,344,811 TV sets this year. Radio set sales do not include auto receivers.

reach RICHER Roanoke with TV



People are richer in Roanoke.
Look at these figures* just released:

$1,188,788,000 effective buying income
$5,867 per family per year
20% above national average
34% above Virginia state average

The most effective way to reach this important source of spendable income is with Television. And use WSLS-TV to be *sure!*

Call your Avery-Knodel man today. He will give you the eye-opening story about Roanoke's *dominant* TV station . . .

WSLS-TV

gives advertisers the lowest cost-per-thousand with

Preferred Programming (both CBS and NBC plus excellent local shows)

Broadest Coverage (314,600 families in primary area)

Clearer, sharper Image (Antenna nearly 2,000′ above city: soon 248,000 watts of power)

**Sales Management, 1953 Survey of Buying Power*

WSLS ROANOKE, VIRGINIA · **AM** · **FM** and now **TV**
NBC • 610 K.C. NBC • CBS • CHANNEL 10
OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.
CALL YOUR **AVERY-KNODEL** MAN TODAY

DOMINANT

To reach—and *sell*—the rich, expanding Denver and Colorado market, specify KBTV...for sales *results!* Now in its permanent new location, equipped with the latest equipment to serve every television need, KBTV is *proving* its dominance: *Four* KBTV-Denver *local* programs among the top ten multi-weekly shows...top network shows...and still more—between 6-12 p.m. Monday thru Fridays, KBTV DOMINATES its share of audience, 54% to Station B's 46%! (Source: Pulse,March, 1953.) Specify KBTV-Denver—for the great Colorado Market!



JOE HEROLD, Manager
JERRY LEE, Commercial Manager
Studios and Offices: 1089 Bannock Street
Denver, Colorado

in DENVER

BEAMING BETTER PROGRAMS from ATOP LOOKOUT MOUNTAIN

KBTV

CHANNEL 9 DENVER

1089 BANNOCK **TAbor 6386**

ABC • CBS Affiliate

Contact



FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

NARBA CONTROVERSY FLAMES ANEW IN SENATE SUBCOMMITTEE HEARING

Proponents of the agreement describe it as a must for the harmony of North American broadcasting; opponents, in turn claim harmful effects of the pact.

DORMANT for more than two years, the long-standing controversy over the pending North American Regional Broadcasting Agreement broke out last week on Capitol Hill. It was the first chance for industry leaders involved to fully express their views—pro and con—on NARBA on a common ground; they made the most of it.

The NARBA drama was unveiled in two days of hearings before Sen. Charles W. Tobey's Senate Foreign Relations subcommittee. Ses-



FCC CHAIRMAN Rosel H. Hyde (l) confers briefly with Sen. Charles W. Tobey just before the New Hampshire Republican opened the subcommittee hearing. Sen. Tobey wielded the gavel during the three-day NARBA hearing before his Senate Foreign Relations Committee unit.

* * *

sions began Wednesday morning and were to conclude Friday [see AT DEADLINE].

The third NARBA, which has been awaiting ratification in the Senate more than two years, must receive committee approval before it faces its Senate test. A two-thirds majority of Senators present and voting is needed to ratify the treaty.

Sen. Tobey told B•T that he could not predict how NARBA will fare. The Senator said, however, that the farm groups put forward a good case. He said the subcommittee would give the treaty its consideration as soon as it was possible to get the members together—apparently a problem.

Objectors to NARBA included spokesmen for the Clear Channel Broadcasting Service and Farm Bureau and Grange spokesmen. Their arguments centered on distrust of Cuba's ability to keep its high-powered stations in line, Mexico's refusal to go along with the agreement, and a belief that U. S. Class 1-A clears will meet with more interference, not less.

Against these arguments, supporters, aided by pertinent testimony of FCC Chairman Rosel H. Hyde, who headed the U. S. negotiating team, and Sen. Edwin C. Johnson (D-Colo.), influential member of the Senate Interstate & Foreign Commerce Committee, brought these points to bear:

Without NARBA the international broadcast field will worsen. Cuba will range rampant on the spectrum. Negotiations with Mexico can be helped by stabilizing standards for the rest of the North American region. In any event, NARBA affords protection to U. S. Class 1-A channels, certainly more safeguards than if no agreement exists.

Here is the list of the broadcasting representatives "for" and "against":

For—William Lodge, vice president in charge of engineering, CBS; Frank Marx, vice president in charge of engineering, ABC; E. V. Huggins, president, Westinghouse Radio Stations Inc.; John E. McCoy, secretary, Storer Broadcasting Co.; T. A. M. Craven of Craven, Lohnes & Culver; Joe DuMond, president, Josh Higgins Broadcasting Co. (KXEL Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg (representing number of stations); J. B. Hyman, WHTN Huntington, W. Va.; Paul R. Bartlett, president and general manager, KFRE Fresno, Calif.; Glenn A. Wilkinson, testifying for KSL Salt Lake City, and Elliot M. Sanger, executive vice president, Interstate Broadcasting Co., licensee of the *New York Times'* station WQXR.

Against—Hollis M. Seavey, director, CCBS; Reed T. Rollo, legal counsel, CCBS; Col. John H. DeWitt Jr., president, WSM Inc. (WSM-AM-TV Nashville) and chairman of the CCBS engineering committee; George W. Curran, research engineer, and Nelson McIninch, farm director, Earl C. Anthony Inc. (KFI Los Angeles); George Leydorf, vice president in charge of engineering, and Marshall Wells, farm director, both WJR Detroit and William Shomette, farm director, Southland Industries (WOAI San Antonio).

Mr. Hyde and Assistant Secretary of State for Economic Affairs Samuel C. Waugh were the government witnesses supporting the treaty.

Mr. Waugh said the agreement in the State Dept.'s opinion is in the overall interest of the listening public and the standard band broadcasting industry.

Pointing out that there has been no agreement since 1949, Mr. Waugh said: "Both the State Dept. and the FCC are convinced that there is little, if any, prospect of our being able to hold another conference in this field in the near future or to negotiate another agreement as good as this one." He said room for negotiation gets narrower as the industry expands in U. S. and elsewhere on the continent. He said the vast majority of the broadcasting industry favors the treaty "because of the stability it provides."

Both Messrs. Waugh and Hyde pointed out that 10 state broadcasting associations passed resolutions endorsing NARBA.

FCC Chairman Hyde presented voluminous testimony on behalf of the treaty. He served as chairman of the U. S. delegation which negotiated the third NARBA.

According to Mr. Hyde, ratification of the treaty would protect "the interests of rural peoples."

Reviewing the history of assignment of frequencies in the AM band, Chairman Hyde noted: "The ability our industry has shown to grow and prosper has been due in no small part to stability resulting from the protection it has received internationally, based upon these provisions of past agreement."

Chief points among the many presented by Mr. Hyde were:

1. U. S. Class 1-B Stations (which operate on clears) would receive a measure of protection from foreign 1-A stations but "in the absence of a treaty our 1-B stations are constantly in danger of the most serious interference from other countries."

2. Cuba in 1949 "jumped" its use of the 24 channels used by U. S. Class 1-A stations from four under the Interim Agreement to 14. Rural areas in the past several years have received "more and more interference—and less and less service." There's a danger, without international understanding, of "things getting even worse."

3. Under NARBA, Cuba would delete present nighttime station operations on all except six of these 24 clear channels. Of the six channels, Cuba agrees to "explicit and stringent" engineering provisions to provide a high degree of protection to U. S. stations.

4. Service to farm areas, therefore, "would be incomparably better than that which exists now or has existed since expiration of the Interim Agreement.

5. Of the mentioned six channels, one is 660 kc (WNBC New York), another 670 kc (WMAQ Chicago). Both these stations, he emphasized, are stations operated by NBC, which favors NARBA ratification. Two others are 1-A stations in Chicago and Minneapolis on 780 kc and 830 kc (WBBM and WCCO, respectively) operated by CBS, also favoring NARBA. The remaining two, on which Cuba would have limited use, are 640 kc (KFI Los Angeles) and 760 kc (WJR Detroit).

Chairman Hyde noted that KFI and WJR belong to CCBS along with 12 other Class 1-A stations "which is the only opposition to this treaty of which I am aware in the broadcasting industry." He added, "In fact I know of no

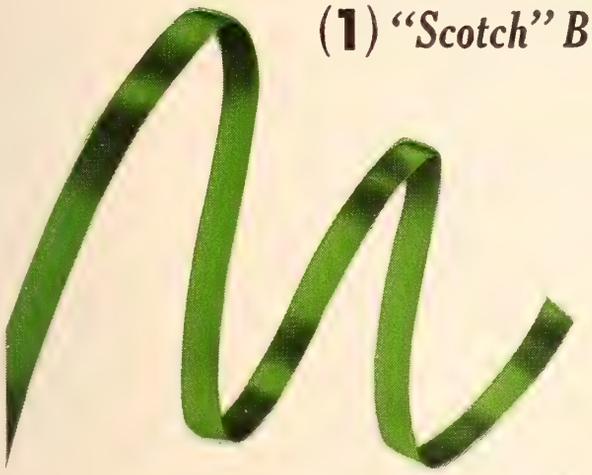


SIX of the Clear Channel Broadcasting Service's chief spokesmen against ratification of the North American Regional Broadcasting Agreement huddle before the hearing: L to r, in foreground, Col. John H. DeWitt Jr., president, WSM Inc. Nashville, and chairman of CCBS' Engineering Committee; partially hidden, William Shomette, farm director, Southland Industries (WOAI San Antonio); Reed T. Rollo, legal counsel, CCBS; Hollis M. Seavey, director, CCBS; George Leydorf, vice president in charge of engineering, WJR Detroit, and Marshall Wells, WJR farm director.

REG. U.S. PAT. OFF.

SCOTCH BRAND

gives you 2 new recording firsts!



(1) "Scotch" Brand 120A "High-Output" Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

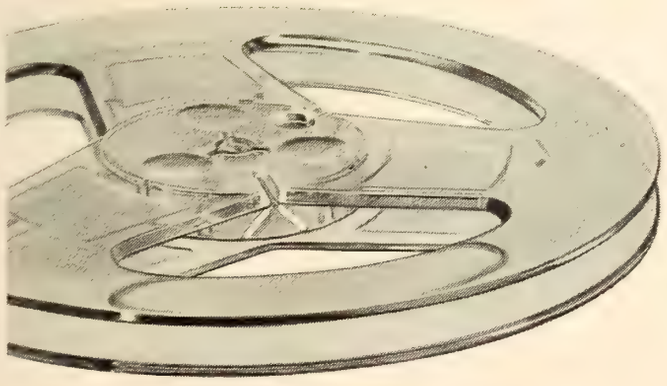
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!



Get Both from Your Distributor.

REG. U.S. PAT. OFF. SCOTCH BRAND *Magnetic Tape and "V" Slot Plastic Reel*

The acknowledged international standard of the recording industry

High-Output and HO TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

opposition brought here against the treaty that was not organized by the clear channel group." At another point, the Chairman asserted he was "shocked" that the clear channel stations—which would not be subject to limitations—"can be here objecting" to NARBA.

Anticipating objections to NARBA because it might limit the clears from increasing their power still higher, Chairman Hyde urged that "higher power use be re-examined in the light of the international treaty." He emphasized, however, that the power of the clears would not be limited.

Mr. Hyde, drawn by questioning of Sen. Tobey, asserted that the ability of the U. S. to "deal with Mexico will be enhanced" if NARBA is ratified. He also noted that the Dominican Republic under the treaty would be moved from the 1040 kc 1-A clear channel.

Also staunchly defended by Mr. Hyde was the agreement by Cuba to use directional antennas on the six clears it can use and limit signals to not more than 25 mv/m at any point within 800 miles of the U. S. dominant station.

Sen. Johnson appeared Thursday afternoon. In reference to Cuba, he asserted: "An international treaty must be give and take." Mr. Hyde, he said, "did a magnificent job in working out this agreement." Sen. Johnson said he was fearful at one time that the agreement could not be consummated. He noted that the U. S. delegation kept down concessions to Cuba to a "minimum."

The Senator said the terms of the treaty provide "flexibility." If the treaty is rejected, he said, Cuba can interfere with every clear channel station in the U. S. The latter stations, he said, stand to gain with ratification, but if the treaty is rejected it will be a return to "the law of the jungle—chaos will reign in the international broadcasting field." The U. S. then would have to make additional concessions, he warned.

"One of these days," he said, "we will have to work out an agreement with Mexico. If we can't work out NARBA, how will we work out an agreement with Mexico? We can't have everything." He said it would be "almost scandalous if after negotiating this agreement we fail to go through with the treaty."

Col. DeWitt summarized his argument:

- The 1950 NARBA threatens U. S. rural radio service by giving Cuba the right to use six specific U. S. clear channels and actually all 24 U. S. clears.
- It throws a roadblock against improvement of the presently inadequate U. S. rural radio service by seriously limiting any increase in power for U. S. Class I-A clear channel stations.
- It permits Cuban expansion of service on Class I-B, regional and local channels to the present and future detriment of U. S. radio service. By the proposed treaty Havana gets at least 31 stations, far more than any other city in the world.
- It offers additional threats to farm listeners in the U. S. by authorizing shared use of our clear channels by Jamaica and the Dominican Republic.

Here is an outline of Mr. Rollo's objections:

- Mexico and Haiti are not parties to the agreement.
- Concessions are given to Cuba, principally in permitting use of six U. S. 1-A clears, and by not binding the nation to the 650-mile rule, and by requiring Cuba to protect the U. S. stations only within an 800-mile radius of the U. S. station.
- Concessions to Jamaica and Dominican Republic. Jamaica under NARBA gets to use two U. S. clears (880 kc (WCBS) and 1180 kc (WHAM)) and the Dominican Republic gets to use one clear (820 kc, WFAA WBAP).
- Lack of enforcement powers in the treaty.
- Veto power is given other countries regarding increases in adjacent channel skywave signals—"a provision that in many instances may give Canada and Cuba the right to veto power increases by U. S. stations."
- So many changes have occurred since NARBA was negotiated that it should be reviewed.

Col. DeWitt, in his testimony, asserted Chairman Hyde did not use engineering information available in stating that no interference would occur on U. S. clears. Referring to side-channel interference, he said, if any one of the clear channel stations wanted to go above 50 kw, the station must get the approval from other countries.

He asserted that KFI, to place directional antennas in order to bring its broadcasting in line with NARBA, would have to use 10 towers on an 86-acre plot of ground and that WJR, to limit its signal directly south, would not be able to improve its 50 kw signal.

Col. DeWitt asked that good service be provided in this country first, "then go into a treaty with other countries." He said: "Mr. Hyde's hands are tied because of no decision in the clear channel case."

Mr. Seavey's statement submitted to the subcommittee substantially duplicated that of Messrs. DeWitt and Rollo. Other broadcast witnesses in opposition pointed to the individual clear channel station they represented, explaining the operation for the rural areas and why their station would suffer from NARBA ratification. KFI and WJR were the principal stations involved with testimony underlining the stations' problems peculiar to their areas.



FRONT row at Senate hearing is occupied by these NARBA supporters (l to r): T. A. M. Craven, of Craven, Lohnes & Culver; James A. McKenna Jr., McKenna & Wilkinson, counsel for ABC; John E. McCoy, secretary, Storer Broadcasting Co., and Glenn Wilkinson, attorney, representing KSL Salt Lake City.

* * *



TWO FCC staff members, who aided Chairman Hyde in preparing testimony, check their file before the NARBA hearing gets underway. They are James Barr, (l), chief of the aural facilities division in the Broadcast Bureau, and Joseph M. Kittner, assistant chief of the Broadcast Bureau.

* * *

The stations, they said, serve a great rural area where no other broadcast outlet can reach. They provide news, information and entertainment. Much of this news—particularly weather reports, livestock reports, frost warnings, and similar information—is essential to the farmer.

This was attested by the parade—some 18 or 19—of Farm Bureau and Grange officials who took the stand against NARBA. They asserted that they would favor no agreement in preference to NARBA, that a new attempt to negotiate a treaty be made—this time with Mexico a party.

McCoy to Testify

Mr. McCoy of Storer, in favor of the treaty, was scheduled to testify Friday. In his prepared statement, he said, "The main considerations should be to avoid the condition of radio anarchy in the North American Region which will result if the Third NARBA is not ratified by the U. S." NARBA, he said, is in the best interests of the listening audience in this country, in the interests of U. S. stations; business conditions in the radio industry require major adjustments to be made by U. S. stations in their operating, program and commercial policies—instability in international radio relations would only heighten the troubles.

Mr. Bartlett of KFRE (50 kw with directional antenna, CBS affiliate, not clear channel) declared the clear channel is not the only station which serves the farmer. He noted that KFRE operates on a frequency shared by foreign country frequencies. The new NARBA, he asserted, "is the only treaty which would set forth . . . standards for the determination of interference spelled out in language so clear that it should prove persuasive to the arbiters in the settlement of any dispute arising therefrom."

Mr. Bartlett attacked the clear channel stations as "a mere handful of the long privileged 25 stations who have enjoyed such a pampered existence throughout the years." He said it was "incredible" to him that they "should now appear to place more value on their imaginary personal losses than on the overall good of the nation"

Mr. Craven, former FCC Commissioner and an active participant in NARBA negotiations since 1937, noted that "the price paid by the

The Story of WGY, Don Tuttle, and the Farmer



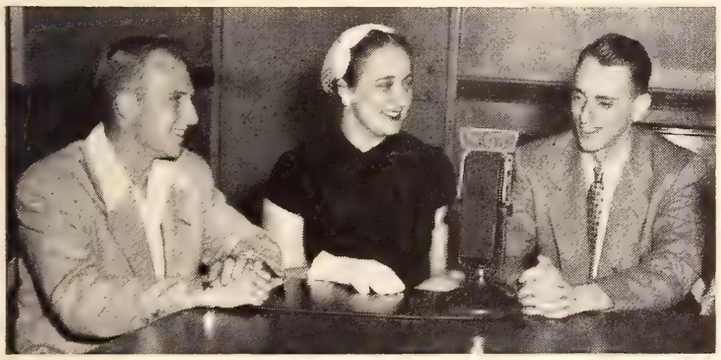
Don Tuttle is as well-known as Perry Como to the more than 100,000 farmers in the 45 counties served by WGY. And Don is much more important to his listeners in the 17th State*.

Don is editor of the FARM PAPER OF THE AIR, heard over WGY Monday through Saturday from 12:30 to 1 P.M. Now mid-way through its 27th year, Farm Paper of the Air has become a habit with farmers in the areas around Schenectady, Albany, and Troy. Even busy farmers stop for lunch, and they take Don Tuttle along with their dessert.

From Don they learn the latest auction and market prices, latest developments in labor-saving equipment, vital weather information, and important farm news from the State Extension Service and the Department of Agriculture.

FARM PAPER OF THE AIR pulls more than 20,000 responses annually, one of the reasons it became the cornerstone of WGY's farm programs. Its listening area is more populous than 32 of the nation's 48 states and it is heard over the only station in the area which has scheduled regular programs of interest to farmers.

The FARM PAPER OF THE AIR presents an excellent opportunity for an advertiser to cultivate an unusually fertile field—the large and prosperous farm audience of WGY.



On their way to Europe as International Farm Youth Exchange student delegates, Robert Sweetland of Cazenovia and Evelyn White of Hudson Falls, N. Y., stop long enough to talk with Don Tuttle (right) on FARM PAPER OF THE AIR.

USE THE CHARM, INTIMACY, AND INTEREST OF DON TUTTLE'S FARM PAPER OF THE AIR TO PUT ACROSS YOUR SELLING MESSAGE TO THE LARGE RURAL AREAS SERVED BY WGY

WGY AND THE FARMER	
Number of farms in the WGY area	96,550
Average value per farm	$10,828
Number of farms owner-occupied	77,265
Number of trucks	54,643
Number of tractors	75,013
Number of autos	89,947

*The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

The Capital of the 17th State

Represented Nationally by Henry I. Christal, New York—Chicago—Detroit—San Francisco

The Tobey Tax

SEN. CHARLES W. TOBEY (R-N. H.) departed long enough from the hearing on NARBA last week to suggest a "franchise" tax be leveled on each license granted to operate a station. He said a license was a privilege and broadcasters should pay for the right of domain on airwaves which belong to the public.

U. S. for this agreement is relatively small." The absence of Mexico as a signatory "is not a fatal defect," he said. Collateral measures against Cuba and Mexico as suggested by the farm groups and CCBS, according to Mr. Craven, are specifically prohibited by a treaty entered into by Pan-American nations, including the U. S. He noted that NARBA ratification would "afford flexibility for the FCC to make a clear channel decision," thus directing his remarks at testimony to the effect that the agreement would prevent clear channel stations from improving their service by upping power.

Mr. Huggins of Westinghouse (operator of 50 kw stations WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, KEX Portland, Ore., as well as WBZ-TV Boston and WPTZ (TV) Philadelphia, and WOWO Fort Wayne, which will increase its 10 kw to 50 kw this fall) noted that officials of his company served as advisers to NARBA. He referred to KYW's difficulty with a Cuban station on its frequency (KYW is a 1-B station). He said that since no agreement was in effect, Westinghouse had to work out a private arrangement to eliminate interference. Such a procedure could be forced on all clear channel stations should a treaty fail ratification, he said.

Mr. Lodge of CBS declared that the network did not believe the treaty's "impact" was directed at any particular segment of the broadcast industry—and affording "a reasonably acceptable degree of protection"—it "would be better than none at all." It is CBS' judgment that U. S. radio listeners and broadcasters stand to lose less service if NARBA is effective than would be the case if no treaty governs the North American broadcasting assignments.

Presents DPA's Views

Leonard H. Marks of Cohn & Marks, Washington, D. C., law firm, spoke for Daytime Petitioners' Assn., made up of daytimers. He said DPA favored NARBA's ratification because it "will permit an earlier decision" by FCC on permitting the daytime stations to have nighttime service on frequencies now bumped at night by foreign nations.

KSL, represented by Mr. Wilkinson, is the only 1-A station in the U. S. not owned by a network and not a member of CCBS. He said KSL favored non-interference—protection from foreign stations. It would prefer a roll-back to the 1946 terms of NARBA but realizes the number of stations has grown in every country —therefore, some adjustments and concessions are in order, he said.

Mr. Sanger noted WQXR's difficulty with Cuba in the past, citing this as "not only one reason why WQXR is urging ratification. . . . but as one example of how the treaty protects the interests of the U. S."

Paul Godofsky, president-general manager, WHLI-AM-FM Hempstead, N. Y., urged Sen. Herbert Lehman (D-N. Y.) and Sen. Tobey to vote for NARBA ratification.

Other Senators at intervals attending the subcommittee hearing, in addition to Sen. Tobey, were Mike Mansfield (D-Mont.) and Homer Ferguson (R-Mich.).

FCC SETS HEARING ON WTVP (TV)'S PROTEST OF WCIA (TV)'S MOVE

Uhf WTVP claims vhf WCIA's moving nearer to Decatur would cause economic injury. CBS-TV is said to have cancelled its affiliation contract with WTVP.

WITH issues including the effect on uhf development of CBS Television's withdrawal of affiliation from uhf Ch. 17 WTVP (TV) Decatur, Ill., in favor of vhf Ch. 3 WCIA (TV) Champaign, Ill., a hearing has been scheduled July 20 before an FCC examiner upon the application of WCIA (TV) to move its transmitter site in the direction of Decatur.

FCC has postponed the effective date of its grant of the WCIA (TV) move pending outcome of the hearing. A pre-hearing conference in the case is scheduled before the examiner, William G. Butts, today (Monday).

WTVP (TV) protested the WCIA (TV) move on grounds of economic injury under Sec. 309(c) of the Communications Act, alleging that CBS-TV cancelled its affiliation and cancelled "confirmed orders" for sponsored network programs in favor of affiliation with WCIA (TV) as a "must buy" outlet.

FCC was told that because of its transmitter site move, WCIA (TV) will cover Decatur with a "principal city" signal and local vhf set owners will not be inclined to convert their sets to receive the uhf signals from WTVP (TV).

Media Control Cited

WTVP (TV) also alleged concentration of control of mass media on the part of WCIA (TV) since it is identified in ownership with the only fulltime radio stations in Decatur (WSOY) and Champaign (WDWS) as well as with the only newspapers in Decatur and the *Champaign News-Gazette.*

The Decatur uhf grantee, which stated it has almost completed construction at a cost of nearly $400,000 and plans July 15 commencement, contended removal of the WCIA (TV) transmitter site to a site geographically located so it will provide "principal city" coverage over Decatur, 42 miles distant, "negates the very foundation principles and purposes of the allocation plan of assignment of channels on a city basis."

WCIA (TV), however, in its opposition to the protest, pointed out that the new transmitter site would extend its Grade A contour only 3 miles and Grade B contour only 3.5 miles beyond that set forth in its original station grant. WCIA (TV) argued that WTVP (TV) is not properly a party in interest and a grant of the protest "would do violence to one of the most basic and fundamental concepts of public interest, namely, that optimum use of broadcast facilities should be made."

The fundamental concept on which the protest is based, WCIA (TV) argued, "namely, the elimination or diminution of competition, is contrary to law."

While not adopting as issues the allegations of the protestant, FCC set forth the following issues for the hearing:

(a) To determine whether the granting of the application of Midwest Television Inc. [WCIA] is consistent with the provisions of the Commission's Sixth Report and Order and with the Commission's rules governing the television broadcast service.

(b) To determine whether the affiliation of Midwest Television Inc. with CBS Television, in the light of the circumstances, will deprive persons in the Decatur area of CBS and certain other network programs, contrary to the public interest and to the detriment of uhf television in Decatur, Illinois.

(c) To determine whether the effect of the actions of Midwest Television Inc. have resulted and will continue to result in a tendency to monopolize the media of mass communication to the detriment of the protestant's interests and the interests of the public.

(d) To determine in the light of the evidence adduced on the foregoing issues whether the public interest, convenience and necessity require that the grant of the subject application be vacated.

Comr. Robert T. Bartley, however, dissented from the majority decision and expressed the opinion "that the term 'party in interest' should be strictly construed. In the present case I am not persuaded that there has been any adequate showing that the modification of construction permit here at issue will injure the protestant economically."

WCIA (TV)'s permittee, Midwest Television Inc., is owned as follows: President August C. Meyer (24.9%); Clara R. Meyer (26.1%); Secretary Russel O. Derby (5%); Illinois Broadcasting Co. (20%), licensee of WSOY Decatur, 30% owner WTAX Springfield, Ill., and until February competitive Ch. 3 applicant there; Helen M. Stevick (10%), 60% owner of the *Champaign News-Gazette,* licensee of WDWS Champaign; Helen M. Stevick (10%), 40% owner of *News-Gazette,* and J. A. McDermott (2.1%), director of *News-Gazette.* Illinois Broadcasting is owned 100% by Decatur Newspapers Inc., publisher of the *Decatur Herald* and *Review,* and under same ownership as the *Champaign-Urbana Evening Courier.*

Prairie TV Co., permittee of WTVP (TV), is owned 88% by President W. L. Shellabarger, midwest investor who formerly operated grain and soy bean mills there. Vice president and 10% owner is Harold G. Cowgill, former Washington radio attorney.

Refusal From Others

Aside from losing CBS Television affiliation, WTVP (TV) asserted it has experienced comparable refusal of other networks to provide it with programs in view of the proposal of WCIA (TV) to blanket Decatur with a "principal city" signal. WTVP (TV) contended:

(a) Decatur area population will be discouraged from purchasing uhf receivers and from converting presently-installed vhf receivers for uhf signal reception.

(b) Advertisers will not buy WTVP (TV) air time because of the lessened number of uhf receivers in the area.

(c) WTVP (TV) may fail financially, because of lack of revenues and have to cease operation, with the result that the community will not have: (1) a local outlet for self-expression and (2) an outlet for local advertisers with a receiving area tailored to fit their Decatur advertising needs.

In its conclusions, FCC noted "the significance of a clear showing of causal relationship between the action being protested and the alleged economic injury cannot be minimized in this or any similar case since it is a jurisdictional factor which determines whether the protestant has shown standing as a party in interest to protest." Although terming WTVP (TV)'s allegations are not fully clear, FCC said ". . . there exists among said allegations sufficient facts to indicate a reasonable possibility of economic injury."

FCC found WTVP (TV) "has specified with particularity the facts, matters and things relied upon as required by the provisions of Sec. 309(c) to warrant the designation of the above-entitled application for hearing on the issues specified in the protest. However . . . in making this finding, we do not determine or imply that any or all of these issues, even if the facts with respect thereto are as alleged by protestant, are such that they could result in a determination that the grant to the applicant herein was improper."



To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline



This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, *inland* Californians will be buying yards and yards of garden implements and supplies.

To tell them about *your* product, tell them on the BEELINE — a 5-station radio combination that gives you: —

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco and 3 leading Los Angeles stations *combined.* (BMB State Area Report)

LOWEST COST PER THOUSAND More audience, more favorable Beeline combination rates. (BMB and Standard Rate & Data)

Ask Raymer for full story on this 3½ billion dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

MT. WASHINGTON TV WINS CH. 8; WEEK'S GRANTS: 2 VHF, 2 UHF

Triangle Broadcasting is granted Ch. 12 at Winston-Salem; Commonwealth takes Norfolk's Ch. 27; Lewiston-Auburn gets Ch. 17 at Lewiston.

TV TRANSMITTER on vhf Ch. 8 atop Mt. Washington, N. H., was authorized when FCC last week granted the facility to Mt. Washington TV Inc., owned by Maine and New Hampshire broadcasters, including U. S. Ambassador to Pakistan Horace Hildreth. The station, with studios at Poland, Me., will serve a radius of 100 miles, it is claimed.

In other actions announced Thursday, FCC granted vhf Ch. 12 at Winston-Salem, N. C., to Triangle Broadcasting Corp. (two-thirds owned by WSJS and one-third by Mary Pickford Rogers); uhf Ch. 27 at Norfolk, Va., to Commonwealth Broadcasting Corp. (WLOW Portsmouth, Va.), and uhf Ch. 17 at Lewiston, Me., to Lewiston-Auburn Broadcasting Corp. (WLAM).

The Mt. Washington, Winston-Salem and Norfolk grants were made as competing applications were withdrawn or amended on the eve of the FCC meeting Wednesday.

The Mt. Washington grant was made after withdrawal of a competitive Ch. 8 application at Lewiston, Me., by Twin City Broadcasting Co. (WLOU Lewiston) and amendment by Lewiston-Auburn Broadcasting Corp. of its Lewiston bid from Ch. 8 to 17, the latter also being authorized a permit.

Reimbursements

Mt. Washington TV reimbursed Lewiston-Auburn Broadcasting for $8,400 expenses, while Twin City Broadcasting was reimbursed $5,800, of which $4,000 is being deducted to cover Twin City's newly acquired 1.5% interest in Mt. Washington TV.

Ownership of Mt. Washington TV includes: President John W. Guider (11.8%), 99% owner of WMOU Berlin, N. H.; Director Horace Hildreth (35%), U. S. Ambassador to Pakistan, ex-governor of Maine, president of Bucknell U., 50% owner of Community Broadcasting Service, which owns WABI-AM-TV Bangor, Me., and is vhf Ch. 13 applicant at Portland, Me.; Tyrone Corp. (35%), whose stockholders control WENS (TV) Pittsburgh and Oliver Broadcasting Corp., licensee of WPOR Portland and vhf Ch. 6 applicant; Kennebec Broadcasting Co. (11.8%), licensee of WTVL Waterville, Me.; Granite State Network (5.9%), Manchester, N. H., subsidiary of Granite State Broadcasting Co., the licensee of WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H.

Additional directors of Mt. Washington TV Inc. include: Carleton D. Brown, president-75% owner of Kennebec Broadcasting (WTVL) and president-25% owner of WRKD Rockland, Me.; William F. Rust Jr., 40% owner of Granite State Broadcasting (WKBR, et al); William H. Rea, Pittsburgh, part-owner of Tyrone Corp., WENS (TV) and treasurer of WPOR; Harold H. Meyer, president-general manager of WPOR; and Portland residents Charles L. Hildreth (brother of Horace), Edward W. Atwood, John M. Kimball and Charles Allen.

The Commission majority, in making the grant, required that "Horace Hildreth and officers, directors and stockholders common to the Tyrone Corp. and Oliver Broadcasting Corp. dispose of (within 30 days) their interests in the applications of Community Broadcasting Corp. for Ch. 13 in Portland and of Oliver Broadcasting Corp. for Ch. 6 in Portland, or have such Portland applications withdrawn."

In his dissent on these conditions, Comr. E. M. Webster said, "I cannot join with the majority . . . since, in my view, the serious overlap question presented by the Community Broadcasting Service, Portland, and Mt. Washington TV Inc., Poland, Me., applications, in the light of this grant, should be considered at the time of the comparative hearing ordered on the Portland, Me., applications of Guy Gannett Broadcasting Services and Community Broadcasting Service."

Should Oliver Broadcasting drop its Portland Ch. 6 application, the competitive bid of WCSH there would be unopposed. Similarly, if Community Broadcasting gave up its Portland Ch. 13 application, the competitive bid of Gannett's WGAN Portland would be free for grant.

Portland earlier this year received a new TV grant for uhf Ch. 53, assigned to Portland Telecasting Corp. for WPMT (TV). The permittee is under common ownership with WLAM Lewiston, the new uhf Ch. 17 grantee.

FCC specified effective radiated power of 105 kw visual and 52.5 kw aural for the Mt. Washington outlet. The antenna will be 3,840 ft. above average terrain.

The grant to WLAM Lewiston calls for ERP of 15.8 kw visual and 8.51 kw aural with antenna 370 ft. above average terrain.

The Winston-Salem grant to Triangle Broadcasting, made possible by withdrawal of a competitive application by WAAA there, specifies ERP of 316 kw visual and 158 kw aural, with antenna 370 ft. above average terrain.

Originally, both WSJS and Mrs. Rogers were competitors for Ch. 12 but the latter took a third interest in the new firm of Triangle to avoid lengthy hearing. Before the merger bid was acted upon, however, another Ch. 12 application was filed, that of WAAA.

The Norfolk Ch. 27 grant to WLOW Portsmouth was made possible by the withdrawal of the competitive application of WSAP Portsmouth. ERP specified is 89.1 kw visual and 51.3 kw aural with antenna 380 ft. above average terrain.

John W. Guider, owner of WMOU-AM-FM Berlin, N. H., and newly elected president of Mt. Washington TV Inc., granted vhf Ch. 8 last week, said the station is aiming for an August or September, 1954, commencement.

Following FCC's action last Thursday, Harold Essex, vice president and general manager of WSJS, said the new vhf Ch. 12 outlet should be on the air by fall. The present FM tower will be used initially for WSJS-TV.

General Electric equipment will be used, Mr. Essex disclosed. It is expected that an NBC affiliation agreement will be negotiated shortly. Headley-Read, which represents WSJS, also will represent the TV outlet. Mr. Essex asserted that a number of additions to the staff of the stations shortly will be announced.

Robert Wasdon, vice president and general manager of WLOW, in commenting on the uhf Ch. 27 grant in Norfolk, said the station would go on the air as soon as possible after delivery of RCA equipment. Antenna site and studio facilities, he said, are available.

With CBS committed to WTAR-TV and NBC putting lots of steam behind WVEC-TV as its upcoming uhf outlet, it's logically presumed that WLOW will affiliate with ABC-TV. Forjoe, which represents WLOW, also will represent the TV outlet, Mr. Wasdon said.

Frank S. Hoy, general manager of WLAM Lewiston, Me., granted uhf Ch. 17, said it was too early to give a definite starting date but that he is shooting for November or December. Equipment will be RCA, he reported, and national representative will be the same as for WPMT (TV) Portland, Me., of which he is president—Everett-McKinney, New York, and Kettell-Carter, Boston.

Buys Competitor's Time

FOR WITHDRAWING its competitive TV application for vhf Ch. 12 at Winston-Salem, WAAA there received an agreement from Triangle Broadcasting Corp., the TV grantee whereby Triangle will purchase $20,000 worth of time on WAAA to promote the new Ch. 12 station. Triangle is owned two-thirds by WSJS Winston-Salem and one-third by Mary Pickford Rogers. Details of the WAAA-Triangle agreement were disclosed in correspondence in the Triangle application at FCC. Triangle will purchase the TV-promotion time at regular WAAA rates, it was indicated.

ANTI-TRUST ACTION FILED AGAINST KXEL

HEAT of fight for vhf Ch. 7 in Waterloo, Iowa, has reached such heights that one applicant has filed an anti-trust suit against another for $500,000 damages.

Scheduled to be heard July 17 in U. S. District Court in Waterloo is a request for a preliminary injunction, filed last week by KWWL against KXEL there. KWWL also asked for a temporary injunction against what it termed KXEL-inspired boycott by advertisers, misrepresentations and defamation—all to the end, the MBS affiliated station (on 1330 kc with 5 kw day, 1 kw night) charged, that it withdraw its TV application.

Position of KXEL could not be ascertained at last week's deadline.

KWWL also alleged that KXEL has built TV studios and transmitter buildings and tower before receiving a grant for video station, contrary to FCC regulations. This charge was basis of complaint to FCC last year, but the Commission refused to disqualify the KXEL application at that time. The Commission has not yet set the Waterloo applicants for a hearing.

WISCONSIN ADOPTS GOV.'s CH. 10 BID

KEEPING alive the fight for vhf Ch. 10 at Milwaukee, Wisconsin Attorney General Vernon W. Thomson advised FCC last week that on Monday the re-constituted State Radio Council met and unanimously resolved to "adopt as its own" the applications submitted earlier in behalf of the state by Gov. Walter J. Kohler for Ch. 10 at Milwaukee and uhf. Ch. 21 at Madison. Both channels are reserved for noncommercial, educational use.

Meanwhile, Hearst Radio Corp., operator of WISN Milwaukee, is to file this week in the U. S. Court of Appeals for the District of Columbia its protest of the FCC's ruling denying Hearst's plea that the channel be returned to commercial use. FCC also dismissed Hearst's application for the facility. Hearst went through hearing for Milwaukee before the TV freeze in 1948. Ch. 10 was reserved for education by the 1952 final reallocation plan.



KEX

GETS RADIO RESULTS!

KAY WEST—Two separate offers bring outstanding results: A 10c booklet offered has out-pulled every other station using it in the Pacific Northwest. Another has developed the lowest cost per inquiry of any Northwest city.

KEX promotion of "Breakfast Club" appearance in Portland resulted in 8,000 letters in one day. KEX plan for awarding tickets to Red Cross blood donors resulted in one of biggest weeks for Portland Blood Bank.

KEX received *TWO* B.A.B. Awards in recent "Radio Gets Results for Retailers." *Schumacher's Market* increased sales tremendously with KEX week-end spots; *Hermanek's,* women's apparel, upped business with radio.

Benjamin Franklin Savings & Loan Assn. With one-third of their advertising investment on KEX, has increased business every year. Now operating three big offices in Portland.

Hollywood Furniture—Exclusive KEX advertiser... doing bigger business than ever with spots and newscasts. Increased trading area with 50 kw. signal a big factor in gaining new customers.

Sherm Washburn, KEX 7 a.m. newscaster, pulled over 2,000 requests for flag booklet in one week. "Uncle Bob", KEX Children's Program star, named Grand Marshal of Portland's Rose Festival Junior Parade.

16 Food Products now getting special promotion in Portland grocery stores on the "KEX Summer Bandwagon". *Safeway Stores* report sales of Best Foods mayonnaise and other KEX Bandwagon products BIG during the campaign.

50,000 watt KEX receives listener mail in substantial quantities from every county on the Pacific Coast. Write for new coverage maps and mail origination maps.

CALL FREE & PETERS NOW—for Complete Details on ACTION-PRODUCING KEX

KEX Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

ESTES 'DELAY' TV BID DISMISSED

Failing to receive a response to its McFarland letter of June 24, FCC dismisses the Fort Smith application.

CHARGING the vhf Ch. 5 application of Burnett Estes at Fort Smith, Ark., was filed either to delay or hinder a grant to either of two other applicants there, FCC last week dismissed the Estes bid for lack of prosecution. The Commission sent Mr. Estes a McFarland letter June 24, inquiring about facts disclosed through special investigation, and gave him 10 days to reply. None was received, FCC said.

Mr. Estes is in the construction business in Dallas with Gaylord Shaw. It was the latter's application at Pine Bluff, Ark., which FCC dismissed a month ago, in precedent action, on the grounds it had been filed to delay a grant to Arkansas TV Co. for vhf Ch. 7 [B•T, June 22].

Mr. Estes earlier had filed for Ch. 7 at Pine Bluff but withdrew it. FCC found that the subsequently-filed Shaw application copied the engineering portion of the Estes bid.

The Ch. 5 applications pending at Fort Smith are those of George Hernreich, local jeweler, and American Television Co., one-third owned by H. S. Nakdimen, part owner of KWHN Fort Smith.

In its McFarland letter to Mr. Estes, FCC also indicated concern that the applicant's financial representations "may be a sham and an attempt to mislead the Commission." The letter also alleged that representatives of the Pine Bluff Chamber of Commerce stated in effect that Mr. Estes offered to withdraw the Pine Bluff bid for $25,000, which was not paid.

KGBS Call Letters Asked for Former KSOX

"KGBS" will be retained as call letters for the radio operation of Harbenito Broadcasting Co., Harlingen, Tex., it was announced last week by McHenry Tichenor, president and principal owner. Harbenito purchased KSOX Harlingen for $225,000 from Houston's Mayor Roy Hofheinz, pending FCC approval [B•T, June 29], and proposes to turn in the license for the present KGBS.

KSOX, operating on 1530 kc with 50 kw daytime and 10 kw directional night, will be renamed KGBS. Also now before FCC is an application for assignment of the Ch. 4 permit of KGBS-TV from Magic Triangle Televisors Inc., 50% owned by Mr. Tichenor, to Harbenito Broadcasting.

Harbenito Broadcasting proposes to increase its outstanding stock from the present 3,000 shares to a total of 5,000 shares, according to the KSOX transfer application. Mr. Tichenor holds 1,924 shares of the 3,000 shares issued and Genevieve Tichenor holds 750 shares. After the additional 2,000 shares are issued, Mr. Tichenor's interest will be 38.5% and that of Mrs. Tichenor, 12.2%.

Of the 2,000 new shares to be issued, 1,950 shares have been subscribed by James Cullen Looney, owner of KURV Edinburg, Tex., and 40% owner of Magic Triangle Televisors. Mr. Looney would sell KURV. The remaining 50 shares have been subscribed by Troy R. McDaniel, who already holds 310 shares in Harbenito Broadcasting. Mr. McDaniel also would buy 140 shares from Mrs. Tichenor. Price of the stock is $90 per share, the application said. After the stock acquisitions, Mr. Looney would become 39% owner and Mr. McDaniel 10% owner of Harbenito Broadcasting. The Tichenors together would hold 51% interest.

TWO INITIAL TV GRANTS PROPOSED

Withdrawal of competitive applications paves way for proposed uhf actions at Sacramento and Allentown.

INITIAL decisions recommending grants for two more new TV stations following withdrawal of competitive applicants were announced by FCC last week. They pertain to uhf Ch. 40 at Sacramento, Calif., and uhf Ch. 67 at Allentown, Pa.

In the Sacramento case, Hearing Examiner Thomas H. Donohue issued an initial decision proposed to grant the Ch. 40 application of Ashley L. Robison and Frank E. Hurd doing business as Cal Tel Co. The decision was made possible by the withdrawal of a competitive Ch. 40 bid by Maria Helen Alvarez, part owner of KFMB-AM-FM-TV San Diego and KOTV (TV) Tulsa.

Examiner Benito Gaguine issued an initial ruling in the Allentown Ch. 67 case proposing to grant the application of Penn-Allen Broadcasting Co., operator of WFMZ (FM) there. The action was made possible by the withdrawal of the competitive application of Allentown Television Corp., under common ownership with WHOL there. Allentown Television received $12,500 to partially reimburse expenses, the initial decision said.

Meanwhile, two other contested cases moved toward early solution last week as competitive applicants petitioned for dismissal.

WTAG Worcester, Mass., asked for dismissal of its Ch. 20 bid which would leave in the clear the Ch. 20 application of WAAB there. The applications are not in formal hearing status.

WKVM San Juan, Puerto Rico, petitioned to withdraw its vhf Ch. 4 application, now in hearing with the Ch. 4 bid of WAPA there. WKVM proposes to request the allocation of another channel there.

Identical Ownership

FCC last week released a tabulation of "identical TV-AM-FM ownership" covering the 374 construction permits for new TV stations issued by the Commission from July 1, 1952, to June 27 this year. Similar comparison for the 108 pre-freeze TV stations also is given. Of the 374 post-freeze permittees, the tabulation shows:

251 or 67.1% had identical AM or FM ownership in the same community;
13 or 3.5% had identical AM or FM ownership in another community;
37 or 9.9% had majority or minority interest in TV CP and majority or minority interest in AM or FM station in the same or other communities;
73 or 19.5% had no AM or FM interest.

Of the 108 pre-freeze operating commercial TV stations:
90 or 83.3% had AM or FM licenses in the same community (identical ownership);
10 or 9.3% had AM or FM licenses in other communities (identical ownership in different community);
8 or 7.4% had no AM or FM interests.

DR. ROBERT JOHNSON QUITS AS IIA CHIEF

The Temple U. president will resume his academic role, vacating his leading candidacy for top man in the proposed U. S. Information Agency.

WASHINGTON last week lost its most logical candidate for the top job in the proposed U. S. Information Agency when Dr. Robert L. Johnson—on leave from Temple U.'s presidency—quit as the head of the International Information Administration.



Dr. Johnson

President Eisenhower, accepting the resignation, asked Dr. Johnson to stay at IIA until the new agency comes into being. That changeover is slated for Aug. 1 providing neither the Senate nor the House disapproves the Chief Executive's reorganization request.

In another top development in the information field, a White House advisory committee has recommended that factual news and not outright propaganda should be used in U. S. broadcasts abroad.

Other recommendations were:

Spiritual belief of this country, wherein it is shared by other world nations, ought to be stressed in the information programs.

Information guidance from Washington should be confined to global or regional themes.

Substantial cuts in the information service budget should be avoided until new methods and approach have been tested.

Security regulations ought not to hamper the information flow from government to the public except where "need for security is clearly demonstrable." More study at the "highest level" of government was suggested.

The Psychological Strategy Board (set up in 1951) should be abolished. "Except for propaganda, there are no 'psychological warfare' instruments distinct from traditional instruments of policy."

Dr. Johnson had been favored to be the U. S. Information Agency director. The university president took over the helm when IIA floundered in angry waters churned by Sen. Joseph R. McCarthy's repeated attacks [B•T, March 2].

Dissatisfaction Seen

An undercurrent feeling is that the White House reportedly has been unsatisfied with the progress of IIA of which the Eisenhower Administration has expected much in the way of giving a lift to the U. S. psychological approach to the cold war. Dr. Johnson's resignation, it was explained, will open a key vacancy in an agency the Administration plans to make "dynamic."

The resignation was announced less than a week after Dr. Johnson appointed Leonard F. Erikson, vice president and director of McCann-Erickson advertising agency, to head the Voice of America [B•T, July 6].

Mr. Erikson's appointment completed staffing of the top divisional commands of IIA in anticipation of the U. S. Information Agency plans going into effect.

Dr. Johnson said his doctors had given him orders to leave the government service within 30 days. He was reported to have been suffering from hypertension.

DIRKSEN, LONG AID IN RULE 1 (d) SHUTOUT

Sen. Edwin C. Johnson's baseball bill is sidetracked by Sens. Everett Dirksen and Russell Long. Their moves may doom the measure this session.

BROADCASTERS opposed to the Senate baseball bill were breathing a bit easier last week after the measure struck a snag during debate.

For proponents, including the bill's sponsor, Sen. Edwin C. Johnson (D-Colo.), president of the Western League (minor clubs), the outlook was for a long, uphill fight.

There was strong indication last week that the bill (S 1396) will be stymied at least until the next session of Congress. It is more certain that the bill will not become law, as such a possibility would involve passage by both House and Senate. The House has not scheduled hearings.

While there has been considerable controversy behind the scenes, on the surface the jockeying has been by legislative or parliamentary maneuver. It was just that type of Congressional play by Sen. Everett L. Dirksen (R-Ill.) last Wednesday that gave the bill its biggest setback in the Senate thus far.

Sen. Dirksen was quoted as flatly opposing the bill—to exempt baseball's rule 1 (d) from anti-trust laws—and said he would use every possible parliamentary device to defeat it.

The Illinois Senator noted that NARTB had sent notices to every U. S. Senator expressing opposition to the bill. Both he and Sen. Russell B. Long (D-La.), who twice during the week stopped the bill from coming to a vote, emphasized that there is no proof that radio and television are responsible for minor league financial difficulties. Also questioned was the bill's intent of exempting baseball from the anti-trust laws. Sen. Long pointed to the motion picture industry as certainly being affected by television as much as baseball is affected by radio and television.

Sen. Dirksen said he had assigned a man to look into the situation further.

He said that the Dept. of Justice informally ruled that rule 1 (d) "could or might constitute a conspiracy in restraint of trade." "We are now asked to take action on a piece of proposed legislation which, if enacted, would nullify the effect of that very informal opinion, and would give the stamp of approval to something which otherwise would constitute a conspiracy against the anti-trust law," he said.

Rule 1 (d) would restrict radio-TV broadcasts of major or minor league games within a 50-mile radius of home team parks. The bill was amended subsequently by Sen. Johnson to permit any station, radio or TV, at any time to broadcast any game, regardless of rule 1 (d), provided that the broadcast was not sponsored.

Senate Group Clears Bill On Gambling Information

SENATE Interstate & Foreign Commerce Committee last week reported out S 2314, which would prohibit the transmission of certain gambling information (on horse or dog racing) by radio or wire. The bill was similar to one approved by the committee in both 1950 and 1951 (in 1951 bill was S 2116). Sen. Edwin C. Johnson (D-Colo.), author of most of the bill, said it was not intended to affect legitimate business services.

Obviously OUTSTANDING . . .



WMBD Festival of Flowers

IDEA PROGRAMMING AT ITS BEST! The WMBD Festival of Flowers, initially presented this year in cooperation with the Peoria Park Board, Peoria Playground and Recreation Board and the Florists Association of Peoria, promises to be one of the most popular annual events in the city.

WMBD live talent shows were presented throughout the broadcasting day of June 17 from Glen Oak Park. The theme was built around the flowers that grow in the parks, and gorgeous floral displays in Peoria's new conservatory. Simultaneously, a full day of games for children was presented by the Playground and Recreation Board. Thousands of Peorians over-flowed the bleacher seating capacity of 5,000.

"IDEA PROGRAMMING" is just one of the many reasons why WMBD dominates the rich Peoriarea market. Experienced advertisers know . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD!

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

FCC WANTS TO KNOW IF AND WHEN NTSC WILL FILE COLOR PETITION

As FCC awaits word from NTSC on its intentions about filing a petition supporting the RCA-NBC color request, the advent of color TV becomes a prime topic among set manufactures and film producers. Both groups feel black-and-white TV still has a long life ahead.

FCC made its first move in the color TV proceedings last week. It formally asked the all-industry National Television System Committee if it intended filing a companion petition to that of RCA-NBC for the adoption of a compatible color system [B•T, June 29, et seq.], and if so, when.

Commission's letter, addressed to Dr. W. R. G. Baker, NTSC chairman, referred to the fact that RCA-NBC was asking for the commercialization of the NTSC standards. It is believed the request was made to get NTSC's scheduled filing on the record. Dr. Baker has said NTSC will file its reports and a petition shortly after July 21, deadline for NTSC members to file comments on the results of the field testing of the industry-carved signal specifications.

Commission attitude toward RCA-NBC color TV petition remained unchanged last week. It was best summed up in the words of one staff member as "making haste slowly."

RCA, meanwhile, was preparing for its Wednesday meeting in New York with licensees. It will show and discuss the latest improvements in its tri-color tube. The meeting will disclose new manufacturing techniques and development of an all-glass envelope.

Weaver in Hollywood

NBC Vice Chairman Sylvester L. (Pat) Weaver, leading the network's color activity, was reported in Hollywood last week surveying NBC's Hollywood and Burbank studios with an eye for changeover to color. Mr. Weaver, it was reported, believes FCC will approve the RCA-NBC petition by Oct. 1.

Prediction that compatible color TV will be here in "one year, a year and a half, two years at the most" was made last week by former FCC Chairman Paul A. Walker before the Silver Spring (Md.) Rotary Club.

In his first public appearance since retiring as FCC commissioner, Mr. Walker disclosed that he was now convinced that the 18-month-long color hearings in 1949-50 were "a waste of time" because the Commission's authorization of CBS' field sequential system did not produce color TV. He also said that black-and-white TV could have had a year more behind it if the Commission had not spent that time on color.

Early FCC approval of the proposed color system will have a salutary effect on all phases of the television industry and will spur black-and-white sales, R. C. Tait, president of Stromberg-Carlson Co., declared Thursday.

Speaking to 200 distributors attending the company's convention in Chicago, Mr. Tait said the sooner the new color TV system is approved the sooner the public will learn about the receiver production and pricing problems which "will face the industry for the next two or three years."

Mr. Tait predicted 1953 will be the greatest volume year in Stromberg-Carlson's history, with all divisions, including broadcasting (WHAM-AM-TV Rochester), "enjoying volumes in excess of any previous year."

Sylvania's pilot color TV console was demonstrated at the company's annual national distributors convention in Buffalo Thursday amid reflections on the high cost of color receivers and on the "definite market potentials" for black-and-white TV sets "for some years to come."

This outlook on TV sets was offered by John K. McDonough, general manager of Sylvania's Radio and Television Division, after he had pronounced the quality of color pictures shown on the pilot set as "exceptional." He said FCC approval of compatible color is expected, but added the strong possibility exists that a small screen color set will cost up to three times as much as today's black-and-white picture sets.

He asserted Sylvania "will certainly have color television, when it is ready," but he pointed out there is "nothing in color television that will drive black-and-white sets into obsolescence."

"Black-and-white sets will survive for the same reason that black-and-white movies continue in popularity, in spite of the fact that technicolor motion pictures have been a reality for years," Mr. McDonough added.

Film Makers' Comments

Film makers continued to watch the proposed advent of color TV with a cautious but unworried eye.

Hal Roach Jr., vice president and executive producer of Hal Roach Studios Inc., said his studio can convert to color production on 24 hours' notice, since it previously had been set up for color motion picture production. But, he said, as studios learned with movies, color doesn't add box-office-wise to every film. Believing a lot will depend on the sponsor and what he can afford, Mr. Roach said he believed color will enhance only specific type video films, such as westerns, musicals and epics. The studio is experimenting with color commercials, which he believes will enhance audience identification of product and package. The main problem for the industry, Mr. Roach declared, is when will color be justified on a cost-per-thousand basis for the sponsor. As a producer, he said he may have to film a series in color eventually to protect its residual values, even though the sponsor is paying for black and white.

William F. Broidy, head of his own firm which produces *Wild Bill Hickock*, doesn't think color will be generally practical in viewers' homes for at least another five years, but at the end of that time it might be a national necessity.

Ralph Tuchman, Harris-Tuchman, producers of commercials, said color depends on what film is to be used for. He saw little value in color TV film commercials at present, since the advertiser is interested in circulation. Only the large advertisers can afford to experiment in color, he said.

Isidore Lindenbaum, president of Filmcraft Productions, believes the changeover from black and white to color will be relatively simple for the video film industry. There are many color-experienced artists and technicians in Hollywood, and firms such as his have been experimenting with color for years, he explained. He feels the biggest change will come to sponsors and advertising agencies, since costs of color filming run approximately 25% to 30% more than for black and white, he said.

Gordon's WSAI Purchase Approved by Commission

SALE of WSAI-AM-FM Cincinnati, by Storer Broadcasting Co.'s subsidiary, Buckeye Broadcasting Co., to Gordon Broadcasting Co. for $203,000 was approved last week by the FCC.

The sale of WSAI complies with the condition of the FCC's grant for purchase of WBRC-AM-TV Birmingham, Ala., by Storer so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has followed a policy restricting common ownership of more than seven AM stations.

This sale follows closely on the heels of Storer Broadcasting Co.'s purchase of KABC San Antonio and sale of WMMN Fairmont, W. Va. [B•T, June 29].

Principals in Gordon Broadcasting Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. & Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla.

Capital Dinner Fetes Retiring Comr. Walker

MEMBERS of Congress, fellow Commissioners and leaders in commercial broadcasting and educational television paid tribute to retiring FCC Comr. Paul A. Walker last Tuesday at a dinner at Washington's Hotel Statler. Hosts for the occasion were the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, both supported with Ford Foundation Funds.

Comr. Walker retired from the FCC effective June 30. He was the last of the "charter" members appointed to take office July 11, 1934, when FCC superseded the old Federal Radio Commission. A Democrat, he was FCC chairman prior to President Eisenhower's appointment of Chairman Rosel H. Hyde.

Mr. Walker, although born in Pennsylvania, became a legal resident of Oklahoma at an early age. He was incorrectly identified as a native of Oklahoma earlier [B•T, June 29].

Kessler Leaves FCC

SYLVIA D. KESSLER, chief of FCC's Office of Opinions & Review, which does the legal paperwork for the formal hearing case actions taken by the Commission in the broadcast and other fields, has resigned effective July 3. Although future plans were not announced, it is expected that Miss Kessler will enter private law practice, presumably in the radio-TV field.



Miss Kessler

A native of the District of Columbia, Miss Kessler engaged in the private practice of law there, prior to joining FCC in 1943 as special legal assistant to the late Comr. Ray C. Wakefield.



ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR AND COMPANY

as National Representatives effective July 15, 1953

IN ANNOUNCING the addition of WTCN Minneapolis-St. Paul to its list of important stations, John Blair & Company underscores "Personality Programming" as the key-word to the sales success of this station.

WTCN's policy of block programming of highest-rated local shows from noon to 6 p.m. has made a fact of WTCN's slogan: "Town Crier of the Northwest". WTCN now has more familiar and established personalities under one roof than any other station in this market: men whose salesmanship matches their talent . . . men who build one result story after another on their own shows at selected time periods.

John Ford, tremendously popular newscaster who has held two of his sponsors for eleven years, sets the pace at noon. Then, for the next five hours, advertisers are assured of steadily increasing impact with Sev Widman, voted "Top Northwest Disc Jockey" . . . audience favorite Daryl Laub . . . Jack Thayer, rated among America's first ten disc jockeys . . . music-man Jim Boysen who pulled over 5,000 mail entries in two weeks in a recent contest.

And these are just a few of the WTCN personalities who sell within a 65-mile radius of the Twin Cities, where over 70% of all retail advertising dollars in the state are spent.

For positive results in this market, call your John Blair man *today!*

WTCN
American Broadcasting Company Affiliate
5,000 Watts Day 1,000 Watts Night 1280 KC

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

48 MORE PERMITTEES PLAN TV STARTS BY MID-AUGUST

Total operating TV stations edge close to the 200 mark as permittees push construction at record-breaking pace.

TELEVISION timebuyers should have nearly 25% more stations to choose from within the next 30 days.

At the end of last week, there were 194 stations telecasting on a commercial basis and two more were to have gone on the air with regular programming yesterday (Sunday).

By mid-August, 48 more stations expect to begin operating.

At the present time, there are 88 commercial stations and one noncommercial on the air which have received construction permits since the thawing of FCC's four-year freeze in the spring of 1952. There are 46 commercial vhf outlets on the air (plus the noncommercial vhf) and 42 commercial uhf post-thaw stations operating.

These stations, added to the 108 pre-freeze vhf stations, raises the totals to 196 commercial, and one noncommercial outlets.

Starting this week, B•T will run a complete list of all the TV stations granted since the first TV post-thaw grants on July 11, 1952.

B•T's Coverage

All the grantees *not* on the air, their channel numbers, estimated starting dates, networks and representatives, will be listed in NEW GRANTEES' COMMENCEMENT TARGET DATES, page 132.

Those stations now on the air, and the number of TV sets in their claimed coverage area, are listed in TELESTATUS, page 49.

In addition, B•T will carry every week a separate list, at the end of this story, including all those grantees planning to go on the air within the next 30 days.

• These new stations now are broadcasting on a commercial basis: KAFY-TV Bakersfield, Calif., uhf Ch. 29, began July 5; KIDO-TV Boise, Idaho, vhf Ch. 7, was to have begun yesterday (Sunday); KTXL-TV San Angelo, Tex., vhf Ch. 8, began July 7, and WNAO-TV Raleigh, N. C., uhf Ch. 28, was to have started yesterday (Sunday).

KCMC-TV Texarkana, Tex., vhf Ch. 6, was supposed to have begun July 1 [B•T, July 6, June 29]. Now it is aiming for Aug. 16.

WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 54, has been delayed from July 1 to July 17 [B•T, July 6, June 29].

WROM-TV Rome (Ga). - Chattanooga (Tenn.), vhf Ch. 3, has a test pattern on the air and hopes to begin programming any day. It had set a June 15 date [B•T, June 15, 22].

One station did beat its target date by several days, KAFY-TV Bakersfield, which started ten days before its planned July 15 target.

• WKOW-TV Madison, Wis., last Wednesday began regular commercial operation on uhf Ch. 27. Michael Henry, general manager, said reception reports of the test pattern indicate coverage 40 to 50 miles in every direction.

• Charles Stone, general manager, WNAO-TV Raleigh, reported last Wednesday that the uhf station had gone on the air with a test pattern and was slated to begin regular commercial operation last night (Sunday). The station, a basic CBS-TV affiliate, will "start out in the black," Mr. Stone asserted.

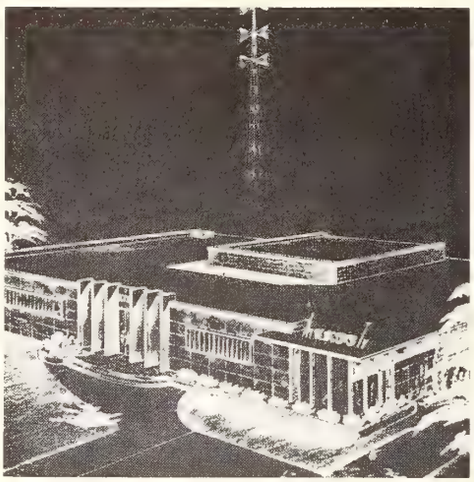
• Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C., reiterated that the target date for commercial programming has been Aug. 1, with test pattern date set for July 15. "We think that we may hold a record as being the only television station to set only one target date, and we are confident that we will make this date on schedule," he said. The station's studios are completed and all the major equipment is on hand, he added.

WGVL has signed with ABC-TV and DuMont and expects to carry NBC-TV shows.

• W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., uhf Ch. 17, reported that RCA had been delayed in the shipment of the station's antenna. He said it is still hoped that a test pattern can be aired tomorrow (Tuesday) so that commercial programming could start Thursday.

• S. Bernard Berk, president of WAKR-TV Akron, uhf Ch. 49, said programming will begin next Sunday (July 19).

• KRDO-TV Colorado Springs, Colo., also plans to get on the air with programming Sept.



ARCHITECT'S SKETCH shows new KRDO-AM-TV building, Colorado Springs, now under construction, which is due for completion next month. The $120,000 building will contain modern TV studios for KRDO-TV, which has a Sept. 1 target date for commercial broadcasting.

* * *

1, and expects to put on test patterns about the middle of August. The NBC-TV affiliate has appointed Herbert Schubarth chief engineer and George Jeffrey art director, reported Gidi Brookshire of the station's promotion department.

• Carl E. Haymond, president of KMO-TV Tacoma, vhf Ch. 13, said commercial programming is due to begin Aug. 2. Test pattern will be on the air the week of July 20, he indicated. KMO-TV is the first western station to use an RCA 12-bay antenna; it will be atop a 460 foot tower, Mr. Haymond said. He added that an RCA 10 kw transmitter was shipped from Camden July 3. ERP will be 95.5 kw visual.

• KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, has received all its equipment, including an RCA 10 kw transmitter, and expects to be operating with 52 kw ERP by Aug. 15, according to a station spokesman. Station is a CBS-TV affiliate.

• Frank S. Hoy, President of WPMT (TV) Portland, Me., uhf Ch. 53, expects the outlet will begin programming Aug. 30. Most of the equipment is on hand, he added, and the RCA transmitter was being shipped last week.

• The promotion director of WMIN-TV St. Paul, T. W. Letcher, said the vhf Ch. 11 share-time station definitely is counting on a Sept. 1 start. Progress on the studios, located in the Hamm Bldg., is ahead of schedule, he asserted.

• Another Sept. 1 starter is WICS (TV) Springfield, Ill., uhf Ch. 20 station. Adam Young will be national representative.

• Frederick L. Allman, president of WSVA-TV Harrisonburg, Va., says the vhf Ch. 3 station, too, plans to be operating by Sept. 1.

Mr. Allman said the equipment is GE, and that the 5 kw transmitter has been promised before July 31. Tests are to begin in mid-August. Representative is Devney & Co.

• Sales manager of WIFE (TV) Dayton, Ohio, Louis G. Froelich, says the uhf Ch. 22 outlet contemplates a Sept. 15 start. National representative will be Headley-Reed Television.

KFSD-TV Sets September

• John C. Merino, manager of KFSD-TV San Diego, assigned vhf Ch. 10, said an early September start is planned. The station will be a primary affiliate of NBC-TV, he asserted, and RCA equipment will be used.

• The new uhf station for San Francisco and Oakland, KBAY (TV), has set November of this year as its target date. Lawrence A. Harvey, licensee, said the transmitter site is atop Mt. Sutro, where KGO-TV and KPIX (TV) San Francisco are located.

• Keith Kiggins, partner in Kiggins & Rollins, granted vhf Ch. 2 in Fairbanks, Alaska, said the company's laboratory in San Diego was building the composite transmitter. A tentative Dec. 1 starting date has been set.

• William C. Grove, manager of KFBC-TV Cheyenne, Wyo., said the vhf Ch. 5 outlet expects to begin regular programming Dec. 25. The station, a CBS-TV affiliate, will operate with 100 kw ERP.

• RCA Victor, Camden, N. J., announces three more transmitters shipped last week.

A five-ton 25 kw low-band vhf transmitter was sent to KCMO-TV Kansas City, Mo. By using an RCA supergain antenna, the ERP will be 100 kw—maximum allowed—according to RCA. KCMO-TV is assigned vhf Ch. 5. It plans to begin programming Sept. 25. Representative is The Katz Agency.

WEHT (TV) Henderson, Ky., and WCHA-TV Chambersburg, Pa., have both been shipped 1 kw uhf transmitters. WEHT is assigned Ch. 50 and plans an Oct. 1 start. Meeker is representative. WCHA-TV, assigned uhf Ch. 46, plans a late summer start. Its representative is Forjoe.

• Frederic F. Clair, manager of WACH (TV) Newport News, Va., said the "beacon signal" on uhf Ch. 33 went on the air July 6. The signal is to help set servicemen align uhf TV receivers to the new uhf channel while the station is under construction.

• When KBTV (TV) Denver, vhf Ch. 9 outlet (it's been on the air since last October), opened

$75,000 Says 'NO'

IS RADIO dead? WLIB New York voices a vociferous "no" and backs it up with its dollars—75,000 of them—for a daytime station. It's putting the money in a new transmitter building near New York's East River, within 10 blocks of the absolute dead-center of the nation's largest city. According to Harry Novik, general manager, this is the only new commercial broadcast transmitter to be installed in town in a score of years. And, he observes, New York reputedly is the most radio-station-populated area in the world.



Firmly Anchored!

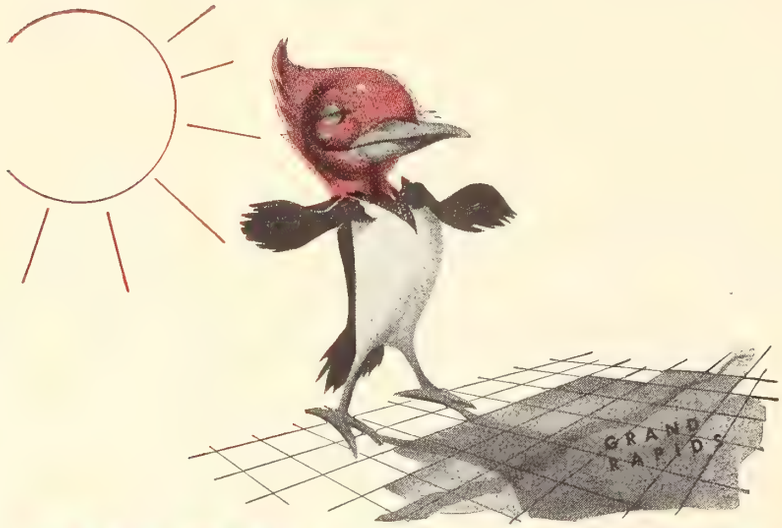
Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2 billion market. Planned, high quality programming enables Memphis No. 1 Station to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). The cost ?? 10% LESS, per thousand listeners, than in 1946. Give your sales program an anchor in the Mid-South by keeping your message on the station your customers prefer—WREC.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS

It's A Bright Daytime Picture!



WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a *terrific* share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY*
GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA
Share of Audience, Average ¼ Hour Homes Using TV

	MONDAY — FRIDAY 10 AM — 12 N	12 N — 6 PM
WOOD-TV	90%	60%
STATION B	10	38
STATION C	—	2
	SATURDAY	
WOOD-TV	85	63
STATION B	15	34
STATION C	—	3
	SUNDAY	
WOOD-TV	—	63
STATION B	—	35
STATION C	—	2

*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV . . . the area's *only* station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

its new $500,000 television studios, George Jessel was to have been on hand as ABC-TV's "goodwill ambassador." The new TV center, located at 1089 Bannock St., was to have had its official opening July 11.

KBTV says its huge new Studio 1 features an electrically operated display turntable for showing heavy appliances and cars, a rear projection screen and dressing rooms for show casts.

• According to the National Citizens Committee for Educational Television, Washington, D. C., three west coast TV stations are ready to begin operation in early autumn. Only one has received an FCC construction permit, however, the NCCET points out.

The station with a CP is KUSC (TV) Los Angeles, uhf Ch. 46. NCCET says San Francisco and Seattle are ready to begin building educational TV stations and can get on the air 60 days after FCC grants.

• The following stations contemplate the start of commercial operation within 30 days:

ARKANSAS

KFSA-TV Fort Smith, uhf Ch. 22 (ABC-TV and DuMont), represented by John E. Pearson TV Inc., July 19.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (all four TV networks), represented by Forjoe TV Inc., July 15.

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co. Inc., Aug. 1.

KUSC (TV) Los Angeles, uhf Ch. *46, noncommercial educational, July-August.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., July 25.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., July-August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Aug. 1.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

IDAHO

KIDO-TV Boise, vhf Ch. 7 (CBS-TV, DuMont and NBC), represented by Blair TV, yesterday (Sunday).

ILLINOIS

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., July 16-22.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Aug. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 15.

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 15.

KFEQ-TV St. Joseph, vhf Ch. 2, CBS-TV and DuMont, represented by Headley-Reed TV Inc., Aug. 15.

MONTANA

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV

and CBS-TV), represented by Weed TV, July 20.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., July 16.

WHKP-TV Hendersonville, uhf Ch. 27, July-August.

WNAO-TV Raleigh, uhf Ch. 28 (ABC-TV, CBS-TV and DuMont), represented by Avery-Knodel Inc., July 15.

OHIO

WAKR-TV Akron, uhf Ch. 49 (ABC-TV), represented by Weed TV, July 19.

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., July 15.

WUTV (TV) Youngstown, uhf Ch. 21, July 21.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., July 15.

WTPA (TV) Harrisburg, uhf Ch. 71, represented by Headley-Reed TV Inc., July 15.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1.

WQTV (TV) Pittsburgh, uhf Ch. 47, represented by Headley-Reed TV Inc., August.

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., July-August.

SOUTH CAROLINA

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 1.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 1.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Aug. 15.

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Aug. 2.

KIMA-TV Yakima, uhf Ch. 29 (CBS-TV), represented by Weed TV, July 19.

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, July.

WISCONSIN

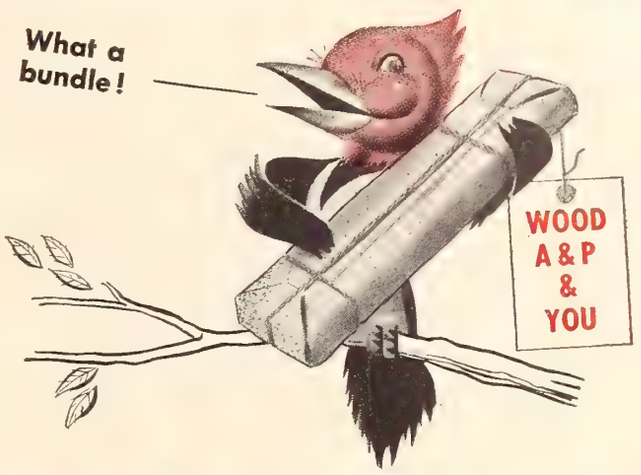
WMTV (TV) Madison, uhf Ch. 33 (ABC-TV, DuMont and NBC-TV), represented by The Bolling Co., July 15.

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., July 15.

Baltimore Tower Case

CHARGE of conspiracy "to corruptly extort" $15,000 from WBAL-TV Baltimore to expedite passage of an ordinance to permit tower construction in a residential area was made Thursday by a grand jury against Maurice J. Soypher, Maryland legislator and attorney [B•T, July 6]. The grand jury returned a special presentment after a two-week investigation by Acting Mayor Arthur B. Price, of Baltimore in connection with an alleged shakedown attempt.

Presenting the WOOD BUNDLE!



WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the *WOOD BUNDLE* is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays *in 29 A&P stores.* Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful... a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.



WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

WOR-TV's 'Double Exposure' Plan Gets Underway Saturday

LAUNCHING of WOR-TV New York's "Double Exposure" concept of programming on next Saturday with a series of juvenile programs in the early evening and of mystery-adventure shows later in the evening was announced last week by James M. Gaines, vice president in charge of General Teleradio's WOR-AM-TV division.

As disclosed two months ago [B•T, May 18], under "Double Exposure" sponsors of "outstandingly successful" filmed programs on other New York stations are invited to repeat them within certain program periods on WOR-TV on a no-time-charge basis for an experimental period of 26 weeks. WOR-TV's only stipulation is that running time of the programs be cut to give the station an extra minute for adjacent spots, from the sale of which it expects to derive revenue. The sponsor's commercials remain in the program.

The juvenile block, which will be presented from 5 to 7 p.m. on Saturdays, will include *Sky King* and three other children's shows for which negotiations were being conducted last week, officials said. *Sky King* is sponsored by Derby Foods Inc. on ABC-TV on alternate Saturdays, 11:30-12 noon EDT.

The "Double Exposure" mystery block will extend at the outset from 9 to 10:30 p.m. on Saturdays, although the plan envisioned a two-hour period of "Double Exposure" programming. Included are *Man Against Crime,* which will be shown from 9:30 to 10 p.m., *Inspector Mark Saber,* 10-10:30 p.m., and *Dangerous Assignment,* 9-9:30 p.m.

R. J. Reynolds Tobacco Co. sponsors *Man Against Crime* on CBS-TV on Wednesdays 9:30-10 p.m. EDT. *Inspector Mark Saber* has been carried on ABC-TV under the sponsorship of Sterling Drug. *Dangerous Assignment* is not a "Double Exposure" offering but was acquired by WOR-TV from the NBC Film Division, which syndicates it, in order to round out the mystery block and get the "Double Exposure" plan started. It ended a run on NBC-TV last spring.

KECA-TV UPS KING AS HOFFMAN QUITS

FRANK G. KING, general sales manager of KECA-TV Los Angeles, ABC-TV o & o station, became general manager today (Monday), succeeding Phil Hoffman, resigned.

At the same time, Earl Hudson, ABC Western Division vice president, revealed that Elton H. Rule, national spot sales manager for the station, has taken over Mr. King's former general sales manager duties.



Mr. Hoffman



Mr. King

Mr. Hoffman resigned to become stockholder-manager of a new unidentified TV station presently under construction.

HUBBELL HEADS EASTON RADIO-TV

RICHARD W. HUBBELL, television development officer of the U. S. State Dept.'s Voice of America, has been named assistant to the president in charge of television and radio properties owned by Easton Publishing Co., Easton, Pa., J. L. Stackhouse, president, said last week.



Mr. Hubbell

The firm, publisher of the *Easton Express,* is licensee of WEEX (FM) Easton, has under construction uhf WGLV (TV) that city, expected to go on the air Wednesday, and holds a construction permit for a new AM station in Easton on 1230 kc unlimited time, application for which was approved July 2 by FCC, climaxing a seven-year struggle for the Easton station [AT DEADLINE, July 6].

In heading the publishing firm's broadcasting interests, Mr. Hubbell will direct completion and operation of WGLV (TV), which Mr. Stackhouse describes as "the first super-high-power uhf station built by the Allen B. DuMont Labs., using the newest type of Klystron tube, rated at 5 kw power." Mr. Hubbell began his new duties June 25 and divides his time between Easton and New York. He will continue serving VOA in an advisory capacity on "a very limited basis," Mr. Stackhouse said.

Time Inc., Larson Assume KDYL Control

FORMAL transfer of KDYL-AM-FM-TV Salt Lake City from Sydney S. Fox and associates to Time Inc. for $2.1 million has been completed, it was announced last week by Mr. Fox and Roy E. Larsen, Time Inc. president. The sale was approved by FCC a fortnight ago. [B•T, June 29].

Under the transfer, effected June 30 at Salt Lake City, all the stock of the KDYL stations' licensee, Intermountain Broadcasting & Television Corp., is taken over from Mr. Fox and associates by TLF Broadcasting Corp. TLF is owned 80% by Time Inc. and 20% by G. Bennett Larson, newly elected president and general manager of the stations. Mr. Larson, who began his radio career 25 years ago at KDYL, most recently was vice president and general manager of WPIX (TV) New York. He acquires the 20% holding for $50,000.

FCC also approved assignment of license from Intermountain to TLF concurrent with the transfer grant. Time Inc. is 50% owner of KOB-AM-TV Albuquerque, N. M. The other half interest is held by former FCC Chairman Wayne Coy.

Holm, KSO Treasurer, Dies

HERBERT F. HOLM, 65, treasurer of KSO Des Moines, died July 4 following a heart attack that day. Prior to joining KSO in 1944, Mr. Holm was associated with the *Minneapolis Tribune* and WTCN there. Burial was in Minneapolis. His wife survives.

Zenith Loses Court Appeal

ATTEMPT by Zenith Radio Corp. to have the U. S. Court of Appeals in Washington revoke FCC's action in authorizing WBBM-TV Chicago to move from Ch. 4 to Ch. 2 on a temporary basis was unsuccessful. The three-judge court ruled July 3 that FCC's grant of special temporary authority was proper in light of its stay order to permanent channel switch while considering merits of Zenith's appeal from Commission's action dismissing its application for Ch. 2 in Chicago [B•T, May 25 et seq.].

WBBM-TV ON CH. 2; WTMJ-TV MOVE SET

WBBM-TV Chicago, which shifted from Ch. 4 to Ch. 2 July 5 under FCC temporary authorization, made the change with a minimum of complaints from viewers, according to reports compiled by the station late last week.

The STA issued by the Commission was conditioned on the outcome of Zenith Radio Corp.'s protest challenging FCC's final allocation order and its denial of the Zenith bid for a new commercial TV station on Ch. 2, on which the latter has been operating experimentally. WTMJ-TV Milwaukee was scheduled to move from Ch. 3 to Ch. 4 over the past weekend [B•T, June 29].

Clawson Heads KDYL Sales

DOUGLAS R. CLAWSON, assistant manager of Zion's Securities Corp., Salt Lake City, and former R. H. Macy Co. executive, has been appointed sales director for KDYL-AM-FM-TV that city, G. Bennett Larson, president-general manager of the stations, said last week. Mr. Clawson, a native of Salt Lake City, formerly managed the corporate buying offices of R. H. Macy Co., New York, from the period after World War II until 1949.



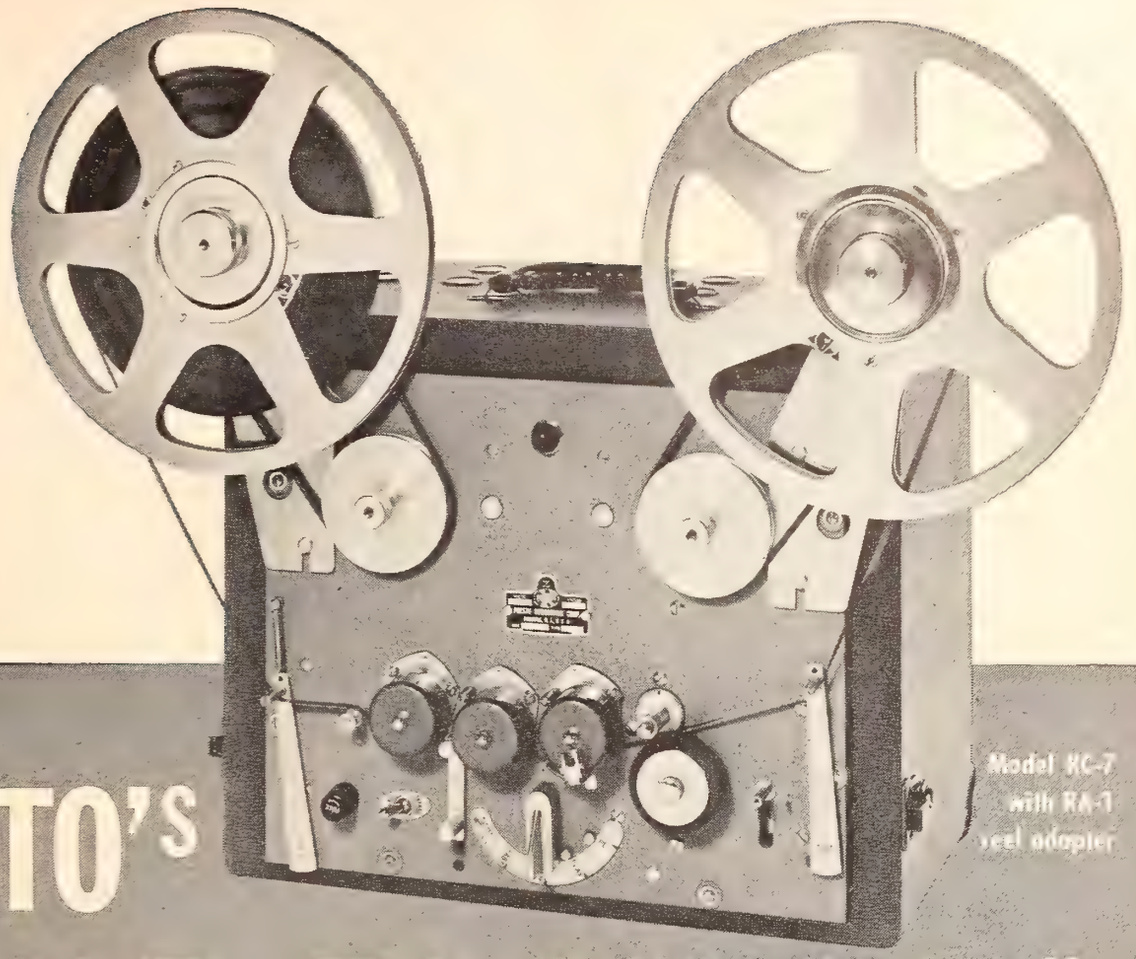
Mr. Clawson

WBAL Names Christal

WBAL Baltimore has named Henry I. Christal Co. to be its national representative, effective Aug. 1, it was announced today (Monday) by D. L. (Tony) Provost, vice president-general manager of the Hearst Corp.'s radio-TV division. Edward Petry Co. will remain representative for WBAL-TV.

'Big Top' Site Burns

CAMDEN (N. J.) Convention Hall, origination point for the WCAU-TV Philadelphia-originated CBS-TV network program, *Big Top,* was wrecked July 4 by a general alarm fire, a WCAU-TV spokesman said. He said *Big Top* will originate in WCAU-TV studios until a new location is found.



Model RC-7
with RA-1
reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

AFFILIATES QUESTION MBS FEELERS ON PROGRAM, SALES, PAYMENT PLANS

Although only a few affiliates had received Mutual's new exploratory proposals by last week, some stations were protesting revolutionary project. These objections were primarily against cutting stations' compensation.

OPPOSITION of major stations was heard last week as Mutual officials began acquainting affiliated stations with their current thinking on new program, sales, and compensation policies [B•T, July 6].

Not many stations had been apprised officially, and indeed MBS authorities said the process of accumulating affiliates' ideas on program needs, formulating plans and reducing the thinking into written proposals may take two or three weeks.

Sources who discussed the project with network officials said the whole proposition was exploratory and would be abandoned if not accepted by most affiliates in time to become effective Oct. 1. "Deadline" for stations approval was said to have been placed at Aug. 15, with "absolute deadline" Sept. 1.

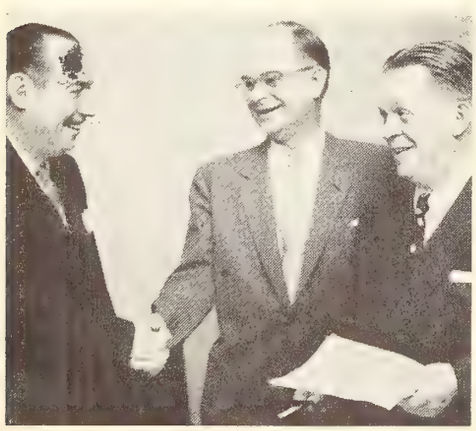
These sources, emphasizing the plan was suggested by the Mutual Affiliates Advisory Committee to "build a stronger network," said the proposals included the following:

- Affiliates would work on a "nonpayment" basis in carrying network commercial shows in network "fixed" or option time.
- To offset stations' losses in network compensation, programming for local co-op sale would be substantially expanded and its quality improved.
- The amount of network option time, or network "fixed" time, would be reduced to five hours a day on weekdays, four hours on Saturdays, and six hours on Sundays.
- If Mutual sold network programs outside network "fixed" time, affiliates would be paid 85% of their compensation rate.
- Receipts from chainbreaks sold in network "fixed" time would be divided equally between network and station.

Mutual authorities, who insist their planning has not passed the tentative stage and still embraces several alternatives—so that they hold the time is not ripe for public discussion—put the emphasis on their determination to improve MBS programming, both that offered for sale by the network, and that made available to the 565 Mutual affiliates for local sale. Any reductions in the network's compensation to stations—and MBS officials have denied compensation is to be eliminated—would be used in large part to "upgrade" programs substantially, they indicate.

Although it appeared late last week the planning had not been sufficiently circulated to the affiliates to permit any meaningful appraisal of reaction, several protests were heard—some of them loud.

They were directed primarily against cutting stations' compensation. Reduction of the amount of time the network can option, they feel, will mean little or nothing in actual practice, since Mutual has not utilized its quota in the past.



HANDSHAKE and a signature seal the agreement as KLZ-TV Denver joins CBS Television. Hugh B. Terry (l), station general manager, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations, exchange grips while Fritz Snyder, CBS director of station relations, holds the contract.

ABC REALIGNS EXECUTIVE POSTS

INTERNAL realignment of executive duties has been put into effect at ABC coincident with its granting of autonomy to its owned-and-operated stations. The o&o station autonomy, in line with the decentralization philosophy which the parent AB-PT Inc. follows in the operation of its theatres, is subject to "certain general policies to be established by the [ABC] management in New York."

The ABC vice presidency in charge of o&o radio stations, held by Theodore Oberfelder, and the vice presidency in charge of o&o television stations, held by Slocum Chapin, have been abolished. William Materne, acting general manager of the network's WABC-TV New York, has been named coordinator for owned radio and TV stations. Mr. Materne also will maintain liaison with sales organizations representing the o&o stations, Edward Petry & Co. and John Blair & Co.

Mr. Oberfelder becomes vice president and general manager of WABC, while Mr. Chapin will serve ABC-TV as supervisor of the development of daytime network TV for the 1953-54 season, and also will handle special sales. John Mitchell, ABC vice president recently transferred from Chicago, is vice president and general manager of WABC-TV.

CBS RADIO'S KAROL ANSWERS 'LIFE'

Network Sales Vice President John Karol says the study compares a single issue with a single program. Then he breaks out some of his own figures on his network's dominance over "Life."

BROADCAST media's fault-finding with *Life* magazine's advertising research study [B•T, June 15] was strengthened last week by a CBS Radio answer which accused the *Life* research of "comparing a whole apple tree (the entire issue of a magazine) with a single orange (a single program)."

In a letter to agencies and advertisers, CBS Radio's Network Sales Vice President John Karol declared that the *Life* study, made by the Alfred Politz Research Organization, compares "the audience for the whole issue of a magazine with the audience of a single radio program."

"This, of course," Mr. Karol continued, "ignores the fact that some 80 advertisers normally share in *Life's* audience, while in radio one advertiser has the exclusive attention of his program's audience.

"The odds (from Starch research) are that only three *Life* readers out of 10 will even notice the average full-page advertisement—and only one out of 16 will read as much as half of it. . . . Compare this with the odds that a listener tuned to a program will hear one or more of the three commercials in that program."

Mr. Karol conceded that it is difficult to compare printed media and broadcasting. But if comparisons are to be made, he asserted, there are others that are both "more logical" and "more realistic" than that in the *Life* study. For instance, he said:

"1. If you want to compare one network with one magazine: (A) CBS Radio has a single-week audience of 62,840,000 listeners; (B) *Life* has a single-issue audience of 26,450,000 readers.

"2. If you want to compare one radio network with one magazine for a four-week period: (A) CBS Radio has a four-week cumulative audience of 77,700,000 listeners; (B) *Life* has a four-issue cumulative audience of 52,550,000 readers.

"3. If you want to compare one program (nighttime) with a full-page ad in a magazine: (A) CBS Radio gives its average advertiser 5,076,000 listeners (on an 'average audience' basis); (B) *Life* gives its average advertiser 1,666,000 people (on a 'read-most' basis)."

Comparing the "time spent" with magazines as against radio, Mr. Karol said:

"If you want to compare time spent with one radio network and with one magazine: (A) people 10 years of age and over (U. S. population) spend an average of 181 minutes a week with CBS Radio; (B) people 10 years of age and over (U. S. population) spend an average of 17 minutes per issue with *Life* magazine."

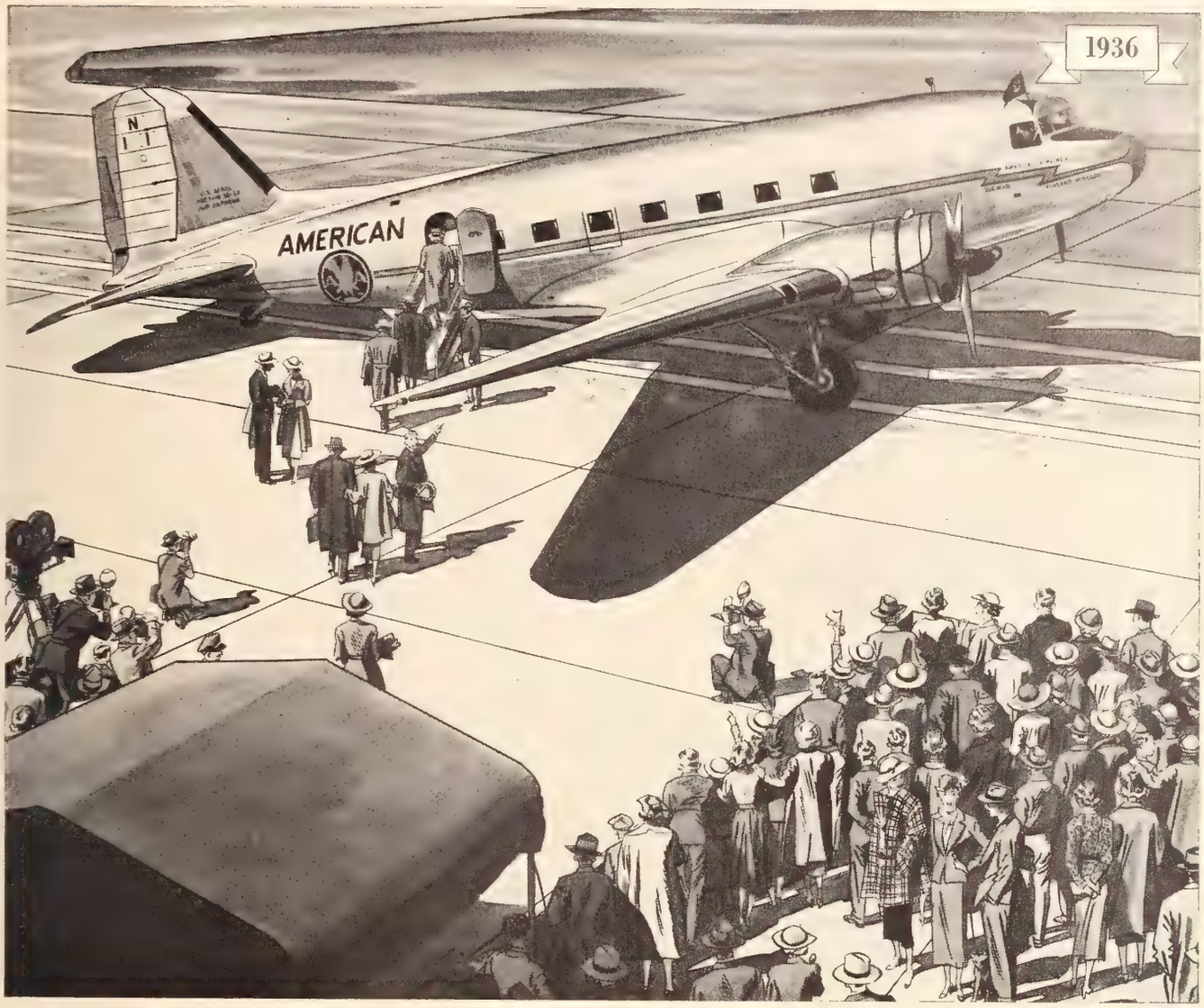
Accordingly, Mr. Karol wrote:

"As you see, in time spent, CBS Radio leads *Life* by a margin of more than *10 to 1*. This, to us, points up the essential reasonableness of the other three comparisons made above.

KLZ-TV Joins CBS-TV

SIGNING of KLZ-TV Denver as a basic affiliate of CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The station is slated to go on the air by fall, according to General Manager Hugh B. Terry; its construction was authorized by FCC less than two weeks ago. It will use vhf Ch. 7, with transmitter atop Lookout Mountain. The TV outlet's radio affiliate, KLZ, is a pioneer station and has been affiliated with CBS since 1929.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION



The DC-3-the Plane that put the Airlines "in the Black"

American Airlines celebrated its tenth anniversary in 1936 by introducing a completely new aircraft to the public—the Douglas DC-3. It had been built by a group of Douglas engineers according to specifications drawn under the supervision of William Littlewood, American's chief engineer.

Douglas was then searching for a dependable market for aircraft. American wanted a plane that would carry more people with greater safety to put the airline on a sound paying basis. The DC-3 was a triumph on all counts. It literally put the airlines "in the black."

For more than a decade, in peace and war, the famed dependability of the DC-3 earned it an affectionate title as "Queen of Transports." When, in 1949, the last of the DC-3 Flagships gave way to newer, faster planes on American's routes, the DC-3 had earned an immortal niche in history.

The development and inauguration of the Douglas DC-3 is only one of many milestones in the history of air transportation that have been introduced by American Airlines.



AMERICAN AIRLINES INC.

America's Leading Airline

they came! they saw! they BOUGHT!

Clark & Bobertz, Inc.

EIGHTH FLOOR FOX BUILDING · DETROIT 1 · MICHIGAN

Advertising and Marketing Counsel

May 15, 1953

Mr. Jerome R. Reeves
Program Director
WBNS-TV
495 Olentangy River Rd.
Columbus, Ohio

Dear Mr. Reeves:

We are very pleased to see that out of half a dozen quarter hour TV shows throughout the country under sponsorship of Kasco Dog Food, WBNS-TV'S "Animal Fare" series holds the highest rating.

A combination of experienced talent and outstanding production and camera work has brought this show to the highest rating enjoyed in over four years of operation in many markets. When you're up against one of the most popular children's TV shows and can consistently match their rating, frequently going above it, you definitely have a show above average.

WBNS-TV and its personnel are to be complimented on their efforts in putting on this series which has produced such excellent results for our client as well as for the Humane Society of Columbus.

Best regards,

MCI:la

M. C. Ivey
Vice President



WBNS-TV . . . *The Nation's Number 1 Test Market Station and recipient of duPont, Sigma Delta Chi, and Billboard Awards for 1952.*

WBNS-TV's multi award winning production and programming on public service and commercial top-notchers is a built-in service available to all sponsors, guaranteeing them full value for their investment in this rich test market area.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK ● **Affiliated with Columbus Dispatch and WBNS-AM** ● **General Sales Office: 33 North High Street**
REPRESENTED BY BLAIR TV

NBC FILM DIVISION PLANS EXPANSION

With sales tempo up, plan is to enlarge NBC film division's personnel setup and offer consultant service to customers.

EXPANSION plans embracing additional personnel and establishment of a consultant service for sponsors were announced by the NBC Film Division last week.

New sales strategy and increase in personnel were said to be an outgrowth of the quickening tempo of business activity. The division noted that sales for one week in June of this year were 290% over sales for a comparable week in June 1952. The Film Division was set up a little more than a year ago when NBC began film syndication activities. It was officially organized as an NBC division last March 3.

The new consultant-sales policy was said to have been evolved by Robert W. Sarnoff, vice president in charge of the division, and Carl M. Stanton, division director. It calls for the division to offer its services as merchandising, promotion and advertising consultants to advertisers interested in purchasing local TV film programs.

Under the new plan, division sales representatives will investigate each potential client's local or regional needs before selling a specific film series. It also was said that the division is prepared to give a purchaser full assistance on planning a promotional, publicity, exploitation and merchandising campaign to accompany local showing of filmed series.

To cope with increased business and additional service, the division announced the enlargement of sales and advertising staffs. Six new sales representatives have joined the division's offices in New York, Chicago and Los Angeles, and John W. Kiermaier has been named administrative sales manager to coordinate various sales services, such as planning, advertising and promotion, research, traffic and merchandising.

The division has turned over all its advertising activities to the Grey Advertising Agency, effective Aug. 15. Working with the agency in coordinating advertising efforts will be Jay Smolin, division advertising director, who has added three persons to his staff, including an assistant supervisor and a researcher.

Mr. Sarnoff also has established a special business office under Robert A. Anderson to handle all accounting, budgeting and sales analysis.

NBC-TV Rate Changes Announced Officially

NBC-TV's reduction in Saturday and Sunday afternoon time charges [B•T, June 8] was announced officially last week. Effective Sept. 1, rates for the 1 to 5 p.m. periods on Saturdays and Sundays, which heretofore have been designated as Class A time, will become Class B time, whose rate is 75% of the Class A level.

"With nighttime TV in such heavy demand," said George Frey, NBC vice president and sales director, "the weekend daytime periods are the only availabilities which offer a large 'evening' type audience, consisting of all-family members. The current NBC-TV daytime weekend program schedule is specifically designed to increase this growing family audience. It provides an ideal framework for future advertisers who wish to sponsor family-appeal programs. . . ."

Before you buy any remote control system

Make this comparison

If you like to make comparisons, here's a handy table which answers your questions about Rust Remote Control and provides space for similar statistics on other systems.

	RUST	(X?)	(Y?)	(Z?)
PERFORMANCE				
Total number of control operations:	11			
Total number of metering functions: (plus "% mod." and "freq. deviation")	9			
UPKEEP				
Phone pairs required:	2			
Does system use only DC voltages for lowest line rental?	YES			
Total power consumption:	165 WATTS			
VERSATILITY				
Adaptable to any transmitter?	YES			
Preamplifier available for any AM or FM monitors?	YES			
Will one system control two transmitters at once?	YES			
Ample spare capacity for future needs?	YES			
COMPACTNESS				
Are studio unit & transmitter unit self-contained?	YES			
Studio unit and preamplifier rack space:	15¾"			
Transmitter unit rack space:	8¾"			
RELIABILITY				
Vacuum tubes in control circuits?	NONE			
Total tubes used including preamplifier?	6			
Are numerous systems now in commercial operation?	YES			
PRICE AND DELIVERY				
Current delivery?	30 DAYS			
Per diem installation service available?	YES			
Average uninstalled price?	$2,475.			
Approximate additional cost, second transmitter or auxiliary:	15-20%			

Many leading station operators have already compared and bought Rust Remote Control. They are finding it pays for itself in short order Discover all the help and savings Rust can give you. Act now. Write, wire or phone.

the rust industrial company, inc.

608 WILLOW STREET — RUST INDUSTRIAL CO. — MANCHESTER, N. H.

RUST REMOTE CONTROL—ALREADY THE CHOICE OF MORE THAN 50 BROADCASTERS



NIELSEN

WCKY'S NIGHTTIME SOUTHERN

AUDIENCE IS LARGER THAN EVER

An Increase of 29%

Over 1949 BMB

1,689,300 4-Week Cumulative Families

1,193,920 Weekly Families

323,530 Average Nightly Families

AN AVERAGE NIGHTLY AUDIENCE

IN THE SOUTH

LARGER THAN ANY OTHER STATION

Fifty Grand

In Selling Power

WCKY . . . ON THE AIR EVERYWHERE ● TWE

CONFIRMS IT!

WCKY GIVES YOU THE LARGEST AUDIENCE

IN THE SOUTH ON THE FAMOUS JAMBOREE PROGRAM

AT THE LOWEST COST PER THOUSAND

Compare Audience - - Compare Cost

WCKY IS YOUR BEST BUY

Station	Power	Avg. NCS Nitely Aud.	1 Time Annc. Cost	Cost per M NCS Fams.
WCKY	**50 kws**	**823,530**	**$50.00**	**6.1c**
Sta A	50 kws	208,630	$50.00	24.0¢
Sta B	50 kws	501,090	$65.00	12.9¢
Sta C	50 kws	280,300	$50.00	17.9¢
Sta D	50 kws	819,530	$75.00	9.1¢
Sta E	50 kws	184,360	$45.00	24.4¢
Sta F	50 kws	239,630	$70.00	29.3¢

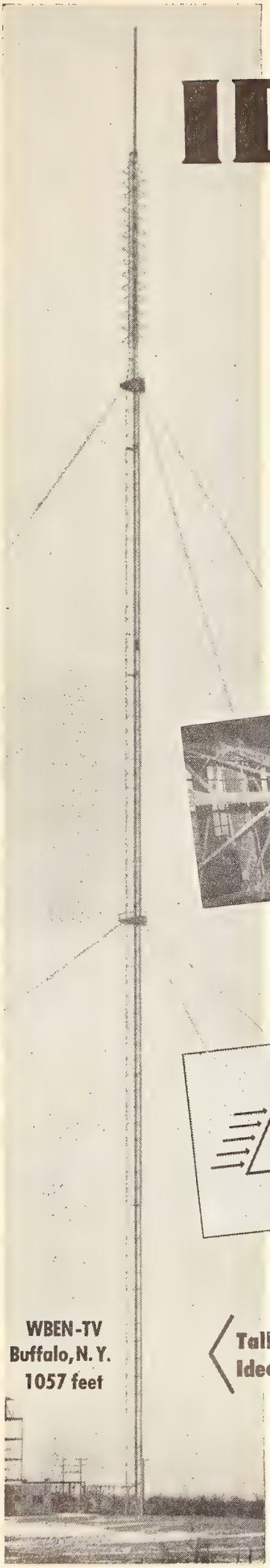
BUY WCKY's JAMBOREE

FOR THE SOUTH

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK



IDECO towers

You provide the Tower Site... Let IDECO do All the rest

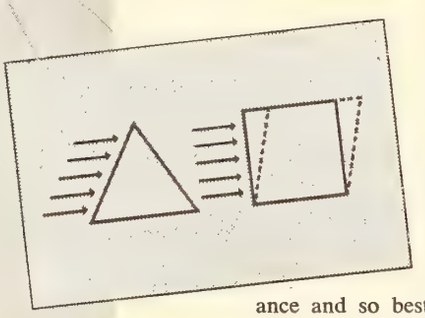
Select the location for your tower . . . then, under only one contract, turn over *all* your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes everything . . . planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way . . . let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day . . . year after year.



NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-fabricated to a minimum predetermined tolerance . . . it's a "true" structure all the way up. Jig-welded and jig-drilled . . . each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.



SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion . . . has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized . . . rust is stopped before it can possibly start.

WBEN-TV
Buffalo, N. Y.
1057 feet

Tall or short...for TV, Microwave, AM, FM... Ideco tower know-how keeps you on the air.

See you at NARTB

IDECO

Visit us in ROOM 2225

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

MBS-GT, Crosley Officials Hold Cincinnati Conference

A CONFERENCE of Mutual and General Teleradio Inc. executives and sale personnel was to be held with Crosley Broadcasting Corp. officials Thursday-Friday in Cincinnati, with MBS-GT president-board chairman, Thomas F. O'Neil, heading the visiting group. Robert E. Dunville, Crosley president, was scheduled to welcome the visitors.

MBS-GT officials to attend from New York were J. G. Taylor, Herbert Rice, Roy Danish, Adolf Hult, Sidney Allen, Howard Cann Jr., Walter Duncan, James McElroy, John Tallcott, Fred Schneier and Dwight Martin, with Bernard Musnik of Crosley sales in New York, accompanying them.

Chicago MBS-GT visitors were to include Carroll Marts, Virgil Reiter, Thomas Henry, Mel Goodrode, Tom Paro, Charles Helliwell and Bill Thompson, with Harry Albrecht of Crosley's Chicago offices, accompanying the group.

Lobster Network Established July 1 by Five Maine Stations

ESTABLISHMENT of a new Maine regional network, the Lobster Network, was announced last week. Affiliated stations are WPOR Portland, WCOU Lewiston, WFAU Augusta, WRKD Rockland, WTVL Waterville, and WRUM Rumford, the last named to go on the air shortly.

The network, said to cover 75% of the radio homes in Maine, began operations July 1. Several full network programming features will be established, the announcement said, to accommodate participating and single sponsors.

ABC Must Make Big Offer To Get KMPC—Reynolds

AN EXCEPTIONAL offer will have to be made by ABC before sale or trade of KMPC Hollywood for KECA that city will be entertained, Robert O. Reynolds, KMPC vice president and general manager, told B•T last week after additional "exploratory" talks with network executives.

Declaring the talks were not at the "negotiation stage," he stated no price figures have been discussed, "because we haven't made up our minds and aren't anxious to make a move."

Mr. Reynolds said he and KMPC President Gene Autry as well as other station stockholders "have put more than money into KMPC," and are reluctant to part with it despite any attractive offer. "Radio is good in Los Angeles, and regardless of what anyone else will say, I believe it will be better 10 years from today."

NBC-TV Trade Contest

A TRADE-AD contest was launched last week by NBC-TV in conjunction with its current advertising campaign stressing the network's "Leadership Theme" [B•T, June 22]. During the course of the campaign, a different claimed point of leadership will be emphasized each week for 12 weeks. Two of these already have run (network coverage and homes delivered). The person who lists the 10 others in the correct sequence of the advertising schedule will win $1,000 in his choice of RCA products for the home, and anyone who lists the correct 10 in any order will win an RCA 21-inch television set, completely installed.

INDUSTRY OF OPPORTUNITY

How Glenn Douglass Built His Own Oil Business

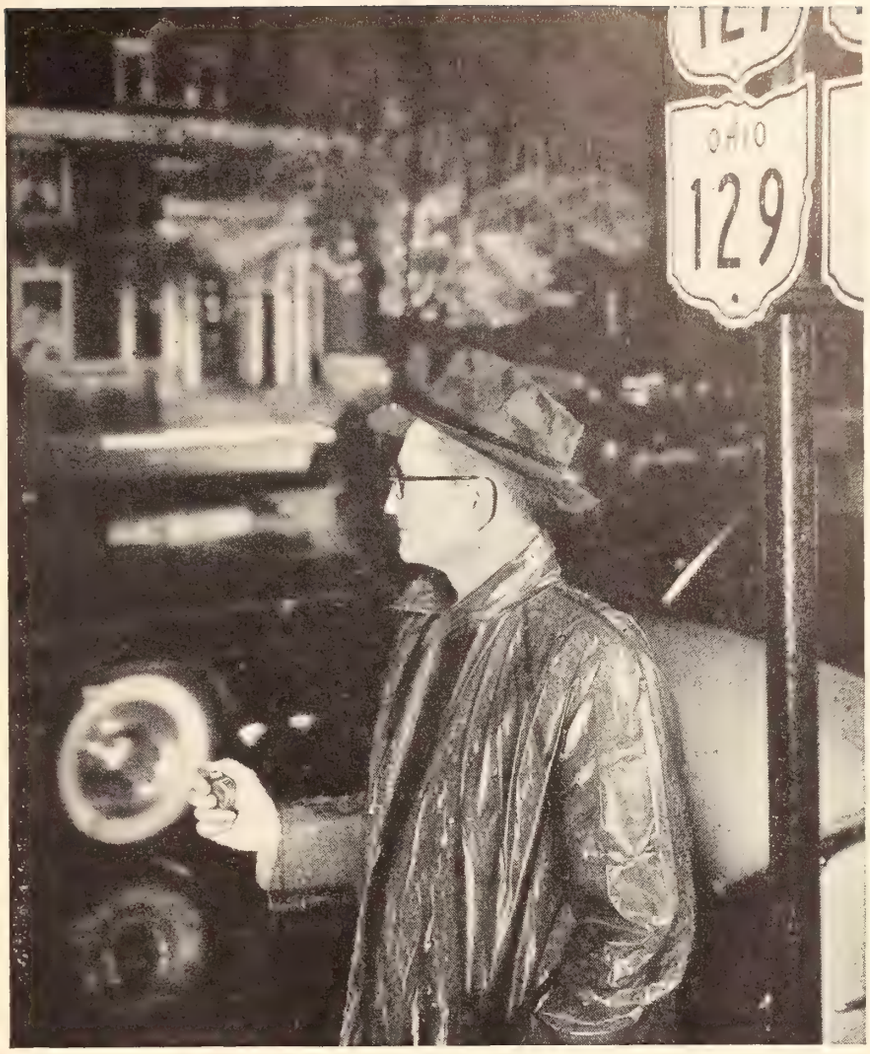
In 1946, after comparing dozens of business opportunities, Glenn Douglass invested his life savings in a small service station in Hamilton, Ohio.

Today, after 7 years of hard work, Glenn Douglass has built a highly successful oil business. His company operates eleven service stations. And, as a wholesaler, he sells over 4,000,000 gallons of oil products a year to service stations, farmers and fuel oil customers.

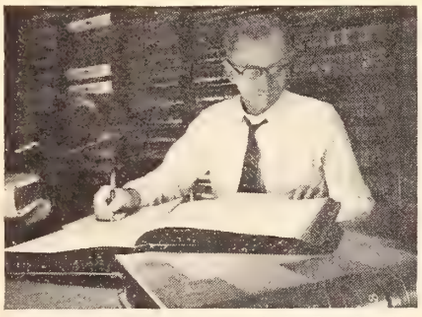
Glenn Douglass' success story shows the limitless opportunities in the oil business for men willing to work hard and meet the day-by-day competition for business that exists in every branch of this industry.

Throughout America there are thousands of local oilmen like Glenn Douglass. Called "wholesalers" or "jobbers," they compete with rival oil companies, large and small. To win your business they try to reach you first with the newest, most improved oil products and the best service possible. This is one more way you benefit from America's privately managed, competitive oil industry which provides opportunity for all.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N. Y.



CLOCKING TRAFFIC on a rainy night at a Hamilton, Ohio street corner, Glenn Douglass studies a possible location for a new service station. His painstaking study of local business conditions is one big reason why Douglass was able to build a small service station into an oil company in just 7 years.



MORE HARD WORK is put in by Douglass in County courthouse where he pores over records to spot likely future service station locations.



DOUGLASS DESIGNED this service station. Station operator reports that large display windows boost sales of tires, batteries and accessories.



SUCCESS STORY: Picture at left shows Douglass and *all* the employees he had in 1946. Picture at right shows how his company has grown in just 7 years. This year Douglass will buy over 4 million gallons of oil products from a refinery—distribute them throughout Ohio's Butler County.



CIVIC MINDED Glenn Douglass, a local Boy Scout director, introduces Scouts from Oxford, Ohio, to Ted Kluszewski of the Cincinnati Redlegs.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

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DuMONT NETWORK ADDS 10 OUTLETS

ADDITION of 10 affiliates to the DuMont Television Network has raised total outlets to 126, Elmore B. Lyford, DuMont station relations director, reported last week. New affiliates are:

WBCK-TV Battle Creek, Mich., owned and operated by the Michigan Broadcasting Co. and scheduled to begin on Ch. 58 Sept. 1; WPMT-TV Portland, Me., Portland Broadcasting Co., on Ch. 53 Aug. 30; WITV (TV) Fort Lauderdale, Fla., Gerico Investment Co., on Ch. 17 about Nov. 1.

WGVL-TV Greenville, S. C., Greenville Television Co., Ch. 23 Aug. 1; KFSA-TV Fort Smith, Ark., Southwestern Publishing Co., on Ch. 22 about July 20; KVTH-TV Hutchinson, Kan., Hutchinson Television Inc., on Ch. 8 July 20.

KCMC-TV Texarkana, Tex., KCMC-TV Inc., on Ch. 6 on July 15; KCTY-TV Kansas City, Mo., Empire Coil Co., on Ch. 25 in June; WMAZ-TV Macon, Ga., Southwestern Broadcasting Co., on Ch. 13 Sept. 27; KLAS-TV Las Vegas, Las Vegas Television Inc., on Ch. 8 July 20.

NBC Adds WPNF, WDLP

ADDITION of two new radio stations to NBC, raising the number of affiliates to 209, have been announced by Harry Bannister, NBC vice president in charge of station relations.

WPNF Brevard, N. C., joined the network July 6. The station, which operates on 1240 kc, is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president of the company.

WDLP Panama City, Fla., will become an affiliate of NBC on Aug. 13. Owned by the Panama City Broadcasting Co., the station operates with 1 kw on 590 kc. Cecil B. Kelley is general manager.

KFI Renews NBC Pact

RENEWAL of affiliation contract for two years by NBC and KFI Los Angeles, effective June 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. Earle C. Anthony, founder and president of KFI, commented that it was "fitting that the pioneer station of the Pacific Coast has been the Los Angeles affiliate of the pioneer radio network, NBC, since that network was founded in 1926."

KCMO-TV Goes ABC-TV

KCMO-TV Kansas City has signed as a basic affiliate of ABC-TV, effective Sept. 27, national director Alfred Beckman of the ABC station relations department announced last week. The station, assigned vhf Ch. 5, is owned by KCMO Broadcasting Co. and E. R. Hartenbower is general manager. Its radio affiliate is affiliated with the ABC radio network.

Blake To NBC o&o Post

BOB BLAKE, publicity director of WCBS New York, has resigned to accept the new position of coordinator of publicity for NBC's owned-and-operated stations. Before joining WCBS last year, Mr. Blake was publicity director of WOR-AM-TV New York for five years.

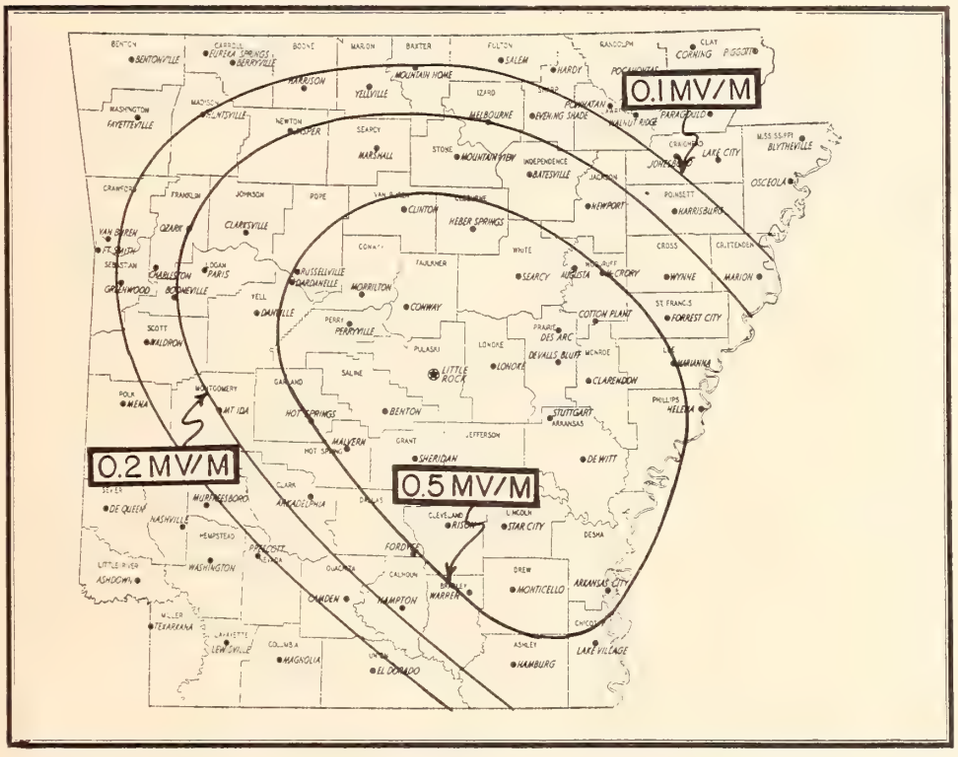
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10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

Skiatron Previewers Boost Subscription TV

SIGNS pointing to the practicability of subscriber television were claimed in an announcement last week by Skiatron Electronics & Television Corp.

Arthur Levey, president, disclosed that analysis of the first 1,000 questionnaires filled in and signed by men and women attending the first public demonstration of Skiatron Subscriber-Vision in New York June 9-17 showed that 93.6% of them would be "willing to pay nominal subscription fees for outstanding TV programs of types not now otherwise available."

A total of 5.1% would not pay for programming under those conditions, Mr. Levey said, while 1.3% replied they "don't know."

The members of the audience were questioned on which type of programming they would order on a TV subscription plan, Mr. Levey said, with the following results: Hit broadway shows, 83.1%; new feature movies, 78.9%; educational courses, 58.7%; leading sports events, 56.4%; grand opera, 53.7%, and children's programs, 29.6%.

Mr. Levey stressed that the broad program potentialities of Subscriber-Vision are indicated by the expression of desire on the part of 54.9% of those filling out these questionnaires to see four or more of the six program types listed.

"These figures speak for themselves," Mr. Levey commented. "They show conclusively that those who saw this dynamic new TV system in operation favored the subscription method—one that, if approved by the FCC, would make it possible for TV set owners to get outstanding programs in their homes of types not now available, and without interruptions by commercials."

He said the questionnaires and replies will be turned over to FCC later this year when Skiatron makes application for a commercial license.

GE Warehouse Expansion

GENERAL Electric Co. expects completion of a $325,000 addition to its electronic tube warehouse and eastern regional Tube Dept. headquarters at Clifton, N. J., by mid-September, Grady L. Roark, Tube Dept. marketing manager, said last week. The construction will add 46,000 sq. ft. to the existing 50,000 sq. ft. of warehouse floor space, he said. A "greatly increased demand in the eastern region" for GE picture tubes was given as reason for the expansion.

CBS-Columbia Meet Sales

ORDERS placed for CBS-Columbia television and radio receivers at the recently-completed distributors' meeting will amount to almost $7½ million in business over the next three months, Roland D. Payne, CBS-Columbia sales manager, disclosed last week. He said this represented an increase of almost 50% over the volume placed at the distributors meeting a year ago.

RCA Tube Packaging

RCA Victor Tube Dept. in a new packaging program is insuring TV broadcasters that RCA image orthicon tubes shipped them for replacement have been untouched since leaving the factory. The tubes are being sealed in "tamper-proof," transparent plastic containers with a red seal which must be broken before the tube can be removed, a spokesman said.

DuMont's 24 Weeks

ALLEN B. DuMONT LABS. Inc, reported last week that net profit for the 24 weeks ended June 14 was $913,000 as against $56,000 for the same period of 1952. Total sales for the period in 1953 amounted to $41,395,000 as against $29,036,000 in 1952.

Cathode Ray Tube Decline

SALES of cathode ray tubes for TV as well as radio receiving tubes dropped seasonally from April to May though still well above May 1952, according to Radio-Television Mfrs. Assn. May sales of cathode ray tubes at factory is estimated at 744,252 units with the five-month total reaching 4,450,249 units. May sales of receiving tubes were 37,253,308 units with 200,654,663 for five-month period. Almost 70% of cathode ray tubes were 19 inches or larger.

AT&T Links WFTL-TV, WTPA

LINKING of two additional stations to AT&T's television network facilities was announced last wek by the company's Long Lines Dept. WFTL-TV Fort Lauderdale, Fla., was reported connected as of July 1 with network facilities between Jacksonville and Miami. Meanwhile WTPA (TV) Harrisburg, Pa., was linked last Tuesday, with network shows to be beamed from microwave tower on the transcontinental radio relay route to a telephone building in Harrisburg.

Westinghouse Shows New Sets

WESTINGHOUSE Electric Corp.'s radio-television division introduced its new 1954 line of receivers Wednesday night via a 32-city closed-circuit telecast, which utilized NBC-TV's physical equipment as well as creative talent. Participating in the one-hour program were such NBC-TV personalities as Ben Grauer, Dr. Roy K. Marshall and Rex Marshall.

RCA Victor Plant Plans

PURCHASE of 45 acres in Van Nuys, Calif., by RCA Victor Division for a new West Coast electronic equipment distribution center was announced last week by Harold R. Maag, RCA Victor vice president and West Coast manager. The new plant will distribute electron tubes, kinescope tubes, test equipment, electronic components and radio batteries over the entire West Coast.

Ampex Tape Time Marker

AMPEX CORP., Redwood City, Calif., through regional distributors only, is making available to station engineers a new time-indicating reel marker, designed for use during recording and playback of magnetic tape. Stickers are calibrated for use on standard 10½-inch NARTB reels at 7½-inch and 15-inch tape speeds. They give an operator a good approximation of how much tape time is on the reel and are said to be an aid also during playback and editing when certain parts of a long program must be found quickly.

MANUFACTURING SHORTS

Gerald B. Miller Co., Hollywood, equipment representatives, announces opening of new divisional office at Room 101, King County Airport, Seattle, with **Dale Thompson,** field engineer, in charge of operations.

Yaou Radio Mfg. Co., Tokyo, appointed exclusive distributor in Japan for DuMont television receivers and cathode-ray television picture tubes.

Sylvania Electric Products Inc. has announced plans for construction of 416,000 square feet TV set manufacturing plant in Batavia, N. Y., with expected completion by Feb., 1954.

Thordarson-Meissner, Mt. Carmel, Ill. (transformers and coils), announces release of its 1953-1954 Automobile Radio Replacement Guide.

Amperex Electronic Corp., Hicksville, N. Y., announces release of its latest condensed catalog, available upon request from Amperex.

General Electric, Schenectady, N. Y., announces availability of new bulletin on miniature selenium rectifier stacks for electronic circuit applications.

AM-Tel Equipment Co., Hollywood, announces production of "E-Z Mount," permanent, through-the-roof TV antenna holder.

Charles Tombras & Assoc., Knoxville, Tenn., elected to membership in American Assn. of Advertising Agencies.

Dan J. Connor Co., Phila., incorporates as **Danco Corp.**

Mannfred Electronics Corp. moves to 21-38 36th Ave., L.I.C. 6, N.Y.

The Alliance Mfg. Co. announces production of new uhf converter known as Alliance Convaire converter.

Motorola Inc. announces development of "Handie-Microtalkie," new hand-held cordless microphone.

Crest Transformer Corp., Chicago, announces production of "Crest-Bright," multi-use video tube brightener and rejuvenator.

United Transformer Co., N. Y., has released catalog of transformers, reactors and filters.

Ortho Filter Corp., Paterson, N. J., announces new series of type DE filters for eliminating distortion from signal sources.

Atlas Sound Corp., N. Y., has published its 1953 catalogue, including illustrations and specifications for projectors, radials, pagings, talk-backs, tweeters, baffles, driver units, transformers, microphone floor stands, desk stands, boom stands, sky hooks and cable hangers. Free copy may be obtained by writing Atlas Sound Corp., 1449 39th St., Brooklyn 18.

Best Electronics Corp., L. A., announces two new designs of broadband TV antennas, one for vhf and one for uhf-vhf.

Semco Engineering & Manufacturing Co., L. A., has introduced new TV remote control device for station selection and volume control from distance.

CIA. de Ingenerios en Communicacciones Electricas, S. A., Mexico City, electronics and sales engineering organization, appointed sales representative in Mexico for Allen B. DuMont Labs.

OADCASTING
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TV FILM features

A section of
July 13, 1953
ADCASTING • TELECASTING
National Press Building
Washington 4, D. C.



26 episodes
9 brand-new

"Captured"

Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format... with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in *all* markets.

Call, write or wire NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES • In Canada RCA Victor Company Ltd., Montreal and Toronto

Tools for towering imaginations...

This country has them by the hundreds . . . imaginations that tower far above the commonplace.

Imaginations like these created today's skylines . . . are busy building tomorrow's books, magazines, radio and television programs.

To them, film pickup and film programing are logical and thrilling tools. With shows no longer held in by studio walls or by the barriers of time zones, they now are free to serve greater and greater audiences—better and better.

For complete information concerning film selection and processing, write to Motion Picture Film Department
Eastman Kodak Company, Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



Agents for the distribution and sale of Eastman Professional Motion Picture Films:

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.



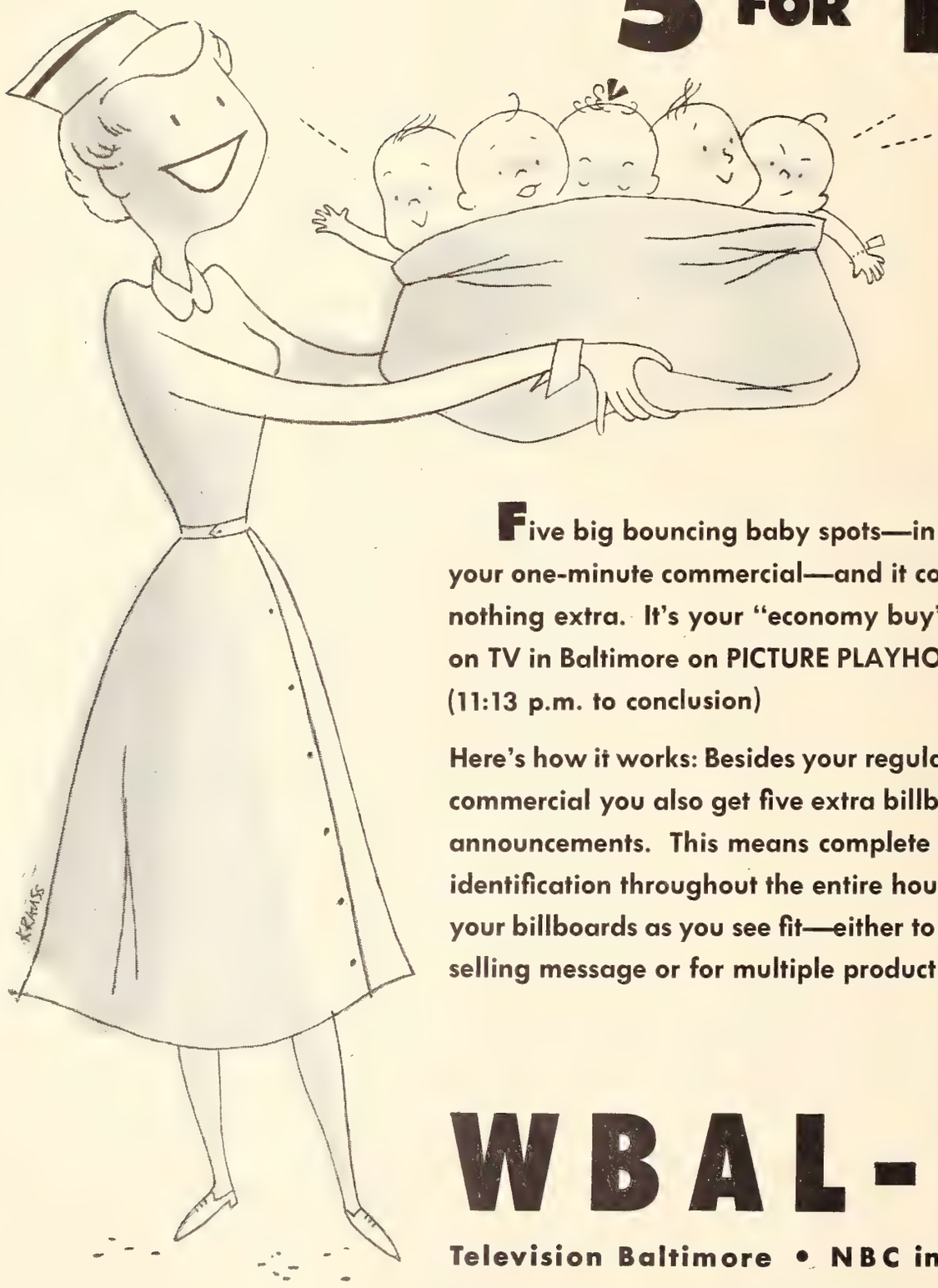
features

- A national survey shows how much film stations and networks use. Page 87.
- The care and feeding of TV film unions. Page 88.
- Film maker: a sketch of Sgt. Friday. Page 94.
- How to use stock footage and where to get it. Page 100.
- Thirteen good film deals for new stations. Page 102.
- Tips to the novice film buyer. Page 112.

PICTURE PLAYHOUSE

the television show that gives you

5 FOR 1



Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It's your "economy buy" on TV in Baltimore on PICTURE PLAYHOUSE (11:13 p.m. to conclusion)

Here's how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

WBAL-TV

Television Baltimore • NBC in Maryland

Nationally Represented by Edward Petry & Co.

HOW IMPORTANT IS FILM?

A special B•T survey shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies made originally for theatres are still ahead of films made especially for TV.

	Total Hours on Air Per Week (Average)	LIVE		FILM	
		No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air
ABC-TV	28:45	15:00	52.2%	13:45	47.8%
CBS-TV	60:00	52:00	86.7%	8:00	13.3%
DuMont	27:30	27:30	100.0%	0:00	0%
NBC-TV	68:00	55:40	81.9%	12:20	18.1%

ONE out of every four hours of operation at interconnected network affiliate stations consists of non-network film programs, according to an industrywide television survey conducted by B•T.

Non-interconnected network TV stations use such films more than half of their operating time, the survey shows. Non-network TV outlets use various types of film programs three-fifths of the time.

Results of the survey were computed from questionnaires received from more than a hundred TV stations of all catgories. The data show average number of operating hours for network and non-network stations, with breakdowns covering cable-microwave originations, network kines, local live and non-network film programs. In addition the study shows a breakdown of film programs between those made specially for TV and those made originally for theatrical showing.

Analyzing the film data, it was found that more hours were devoted to theatrical films than to those produced specifically for television use. Network interconnected stations used theatrical films 17% of total operating time compared to 10% for special TV films. Non-interconnected affiliates showed theatrical films 33% of the time compared to 22% for TV types, and non-network stations used theatrical films 43% of operating time compared to 18% for the others.

The B•T survey shows that interconnected network stations operate roughly 93 hours per week compared to 53 hours for non-interconnected affiliates and 51 hours for non-network stations.

The average interconnected affiliate devotes 51.6% of total time to network programs, 21.1% to local live programs and 27.3% to films.

The non-interconnected affiliate devotes 23.4% of time to network programs, 22.4% to local live and 54.2% to films.

The non-network station devotes 39.2% of time to local live programs and 60.7% to films.

Interconnected affiliates devote 40.4% of total hours to network programs coming off the cable or microwave compared to 11.2% to kinescope recordings. Non-interconnected stations devote 23.4% of total hours to network programs, all of which are kinescope.

Analyzing origination of programs by the four TV networks, it was found that the bulk of service consisted of live programs, though live and film originations were about equal in the case of ABC-TV.

Appearing on this page are breakdowns of program originations based on the B•T questionnaire survey.

	Average Total Hours and Minutes on Air Per Week	NETWORK ORIGINATED PROGRAMS						LOCAL LIVE PROGRAMS		NON-NETWORK FILM PROGRAMS					
		Total Network Programs		Off Coaxial Cable or Microwave		Kine				Total Non-Network Film		Specially Made for TV		Made for Theatrical Showing	
		No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air
Interconnected Network Affiliates	93:34	48:71	51.6%	37:42	40.4%	10:29	11.2%	19:46	21.1%	25:37	27.3%	9:27	10.2%	16:10	17.1%
Non-Interconnected Network Affiliates	53:31	12:37	23.4%	0	0%	12:37	23.4%	11:53	22.4%	29:01	54.2%	11:41	21.5%	17:20	32.7%
Non-Network Stations	50:57	0	0%	0	0%	0	0%	19:57	39.2%	31:00	60.8%	8:43	17.7%	22:17	43.1%

THE CARE AND FEEDING OF TV FILM UNIONS

By Isidore Lindenbaum

DURING the next 12 months Hollywood will produce approximately four times as much film for television as it will for release in theatres. The baby films-for-television industry is growing faster than the most optimistic predictions of several years ago—but so are the problems involved in the production of these video programs.

Only the unenlightened are envious of the television film producer. Those in the know are quick to doff their hats, shake their heads and murmur something about a glutton for punishment.

Save the envy for the producer of theatrical films! He makes one or two pictures a year for a healthy monthly salary. The TV film producer makes a minimum of one a week; usually three or four programs weekly. His salary usually falls under the heading of profits—if and when. The "major" studio producer is responsible only to the company head. His video counterpart must please the sponsor, the advertising agency and its many representatives, the network, usually the star, and last, but by no means least, the many *unions* involved in the production of films for television.

To remain long in the highly competitive field, the TV producer must not only be a creative showman well-schooled in business, he must also be a human encyclopedia of union requirements and scales. If he isn't, he's likely to find that his cast and crew are comfortably riding in chartered buses back to the studio from location—each of the 30- to 50-man crew getting triple time in wages for the scenic tour, and each minute ticking off a bigger and bigger loss that the producer will suffer.

When television came along, the unions were completely organized. They had had many years of struggle and had negotiated with the best and toughest. They had made their gains and knew all the angles of bargaining. Their unions were already formed, their rules already set up, and their personnel already operating.

The unions simply moved over from motion pictures into television.

The employer in TV started off wholly disorganized. Each employer is an independent. Alliances were started on many occasions, but hierarchies and jealousies developed. The stronger producers invited only the strong to join them. The weaker producers were annoyed and started their own alliances. Each began to throw harpoons at the other.

The stronger alliances, suddenly realizing that the law might regard them as official bargaining agencies for all TV employers, became frightened and withdrew from activity, then petered out. The little fellows used their meetings primarily to solicit business from each other.

Other groups of employers were formed, but none has yet received sufficient support to be able to represent the producers as the unions represent the employes.

Thus, we find the extreme swing of the pendulum; management wholly disorganized, labor completely organized.

The result has been what might be expected. Bargaining is almost as nonexistent today as it was originally, when management ruthlessly imposed its terms on labor. Labor could then take the terms or be locked out and the individual employes could starve. Who cared?

Today unions decide what they wish. The overall picture of the industry, and its future, are seldom their primary considerations.

Their terms always become more harsh.

Today, TV producers must either accept the terms of the unions, or be locked out. If they go out of business because of that, who cares?

In early days of TV film (meaning four or five years ago), a few guilds made special rules to help the new born industry.

The Film Editors Guild, for example, permitted members to work for what was called "short-subject" scales. That meant that editors could work on TV film for the same scales as major studios paid for cutting theatrical short subject pictures.

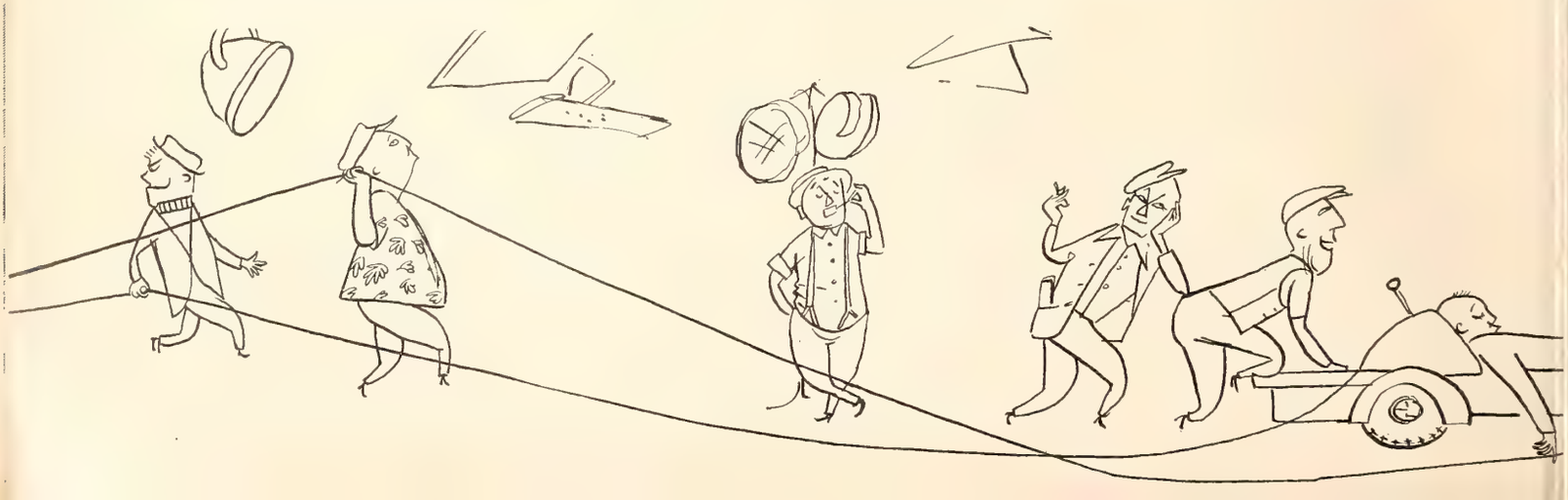
Another example was the cinematographer's union. It permitted a head cameraman to work for $50 per day for TV. The motion picture rate was approximately double at the time.

In general, at the outset, the unions did not "crack down" on TV film producers.

The field the unions were to play in TV was very cloudy at first. Many questions appeared and required answers.

Were TV *film* and TV *live* to be handled by the same or different unions?

Was TV a new industry, not motion pic-



The 24 unions listed below are all engaged one way or another in Hollywood production of films for TV. Their caste system is as rigid as India's, the fate of anyone who violates it as irrevocable as the defilement a Brahman suffers by rubbing shoulders with an Untouchable. In this article the president of Filmcraft Productions explains the diplomatic intricacies and economic hazards TV film producers face every time they hire union help (there is no other).

- Screen Actors Guild
- Screen Extras Guild Inc.
- Society of Motion Picture Art Directors
- International Photographers, Local 659, IATSE (cameramen)
- Studio Carpenters, Local 946, AFL
- Screen Directors Guild Inc.
- Motion Picture Film Editors, Local 776, IATSE
- Motion Picture Electricians, Local 728, IATSE
- Motion Picture Studio Grips, Local 80, IATSE
- Motion Picture Laborers and Utility Workers, Local 727, IATSE
- Make-up Artists and Hair Stylists, Local 706, IATSE
- Motion Picture First Aid Employes, Local 767, IATSE
- Musicians Mutual Protective Assn., Local 47, AFM
- Motion Picture Studio Mechanics, Local 468, IATSE (painters)
- Scenic & Title Artists, Local 816, IATSE
- American Federation of Guards (studio police)
- Motion Picture Studio Projectionists, Local 165, IATSE
- Affiliated Property Craftsmen, Local 44, IATSE
- Script Supervisors Guild
- Office Employes International Union, Local 174, AFL
- International Sound Technicians, Local 695, IATSE
- Studio Transportation Drivers, Local 399 (AFL Teamsters)
- Motion Picture Costumers of IATSE
- Screen Writers Guild Inc.

ture, radio nor stage, but something brand new, though a composite of all?

If a new industry, might it not call for entirely new unions?

The unions began to solve these problems in their own inimitable way.

Each element of TV insisted that TV belonged to it.

As of this period, an artificial line has been loosely drawn.

Television has been cut into parts. TV done live looks toward one group of unions. TV done on film by means of kinescope looks toward another group of unions. TV done on film by means of motion picture equipment looks toward different unions.

Whereas the unions were somewhat careful in handling the baby TV, the rules applicable to major picture production soon began to be applied to TV, the child.

Minimum wage scales in each craft became the same for major films and TV. All concessions were removed.

Rules as to overtime, double time, golden time, meal penalties, and all other penalties were invoked for TV film. Size of crew requirements became the same for TV and theatrical film. Rigid separation of crafts was emphatically enforced.

In some instances the scales in TV are actually higher than in theatrical film.

Musicians are an example. The same wage scale for musicians exists in pictures and in TV, but in TV an additional payment must be made to the union's welfare fund. It amounts to 5% of the station rate for each station for each telecast.

The Screen Actors Guild has a complicated list of residual payments. The Screen Directors Guild and the various writing groups are asking for such rights. The American Society of Cinematographers is readying similar demands. And the day isn't far away when we'll be hearing from set designers, editors, sound technicians, and other guilds.

Whenever one union claims that it has sole jurisdiction and another union claims the same right, the clash that results is bound to injure not only the two unions involved, but also the companies involved.

Here are some examples of existing union disputes over jurisdiction:

The unions to whom the employes of the networks belong are primarily NABET or IBEW.

The unions to whom the employes of the motion picture industry belong are primarily IATSE.

Only IATSE employes are permitted to run motion picture cameras. Network employes have refused to permit IATSE employes to operate within the premises, or to use the physical facilities of the networks, even though the program is to be filmed.

Thus, at the present time, no TV program can be filmed in a network station, and no facilities, lights, cable, etc., belonging to the network can be used by a crew, unless that crew belongs to the network union.

There appears to be one exception, however, and oddly that is the Groucho Marx program which is being filmed by Filmcraft Productions. It is now entering into its fourth year of photographing this series. During this entire time, it has filmed the program using an NBC studio. Because of special circumstances, and agreements between NABET and NBC, this single exception in the entire United States has been made.

But even with this concession, none of the network's facilities may be used.

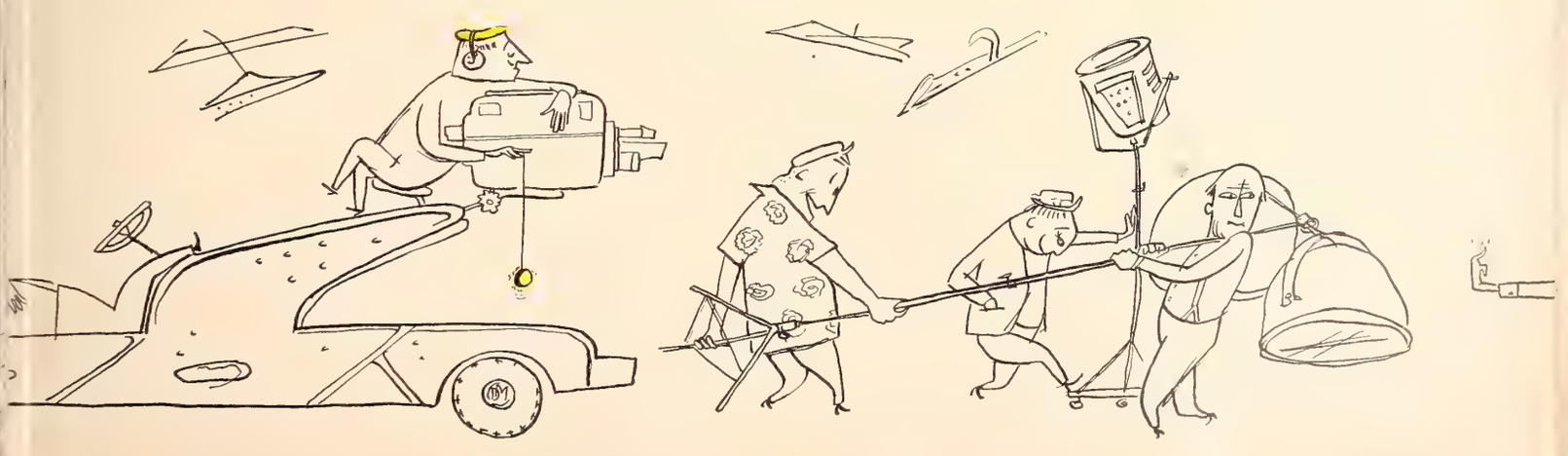
The network supplies Filmcraft with a bare four-wall stage. Filmcraft, using its own trucks, brings in its own lights, its own cameras (eight are used), its own cable, even lamps to light the audience and a 1,000-pound dimmer board, while an immense dimmer panel, which is part of the studio, stands covered and unused.

As soon as the program is shot, back to Filmcraft studios go the lights, cameras, cables, dimmer board, and all items brought in by Filmcraft and set up to film the program at the network.

The reason? As pointed out above, Filmcraft crews are all motion picture crews, members of the IATSE.

To cover such a problem as this, Filmcraft has taken over a theatre in the center of Hollywood, enlarged the stage so that it is comparable in size to any acceptable motion picture studio stage. About 500 theatre seats remain in front of the stage for an audience during filming.

On some occasions, the projectors must



be put into use. Here again a union jurisdictional problem arose. There are two unions for projection operators. One is for theatres, the other is for studios. Each claimed the right to put its men into our stage.

Just to make the situation more emphatic, both unions are members of the A. F. of L.

At first, Filmcraft was required to hire two projectionists, one from each union, to do the job of one man. The issue has not yet finally been determined.

Here are some examples of inefficiency caused by rigid enforcement of the separation of crafts:

A scene is being taken wherein an actor driving an automobile moves the car from a standing position past the camera, about 40 feet distant. In rehearsal, the car is then backed up and the scene repeated. The union requires that the actor must get out, a driver take his place and back up the car 40 feet, each time the scene is rehearsed.

Another case. The sets have been struck, and the equipment is being loaded into a truck for delivery back to the studio. The truck driver may not lift a lamp onto the truck. Only an electrician may do that.

Your Car, Sir

Preparation is being made on location in the morning for shooting in the afternoon. The director, not needed in the morning, wants to drive his car from the studio approximately eight blocks to the location in the afternoon. He has no right to do that. He must be driven that eight blocks by a union driver.

It is a rare day in Hollywood when a producer isn't asked by a sponsor or an agency "How much does a TV film cost?"

Certain costs are fixed and these usually fall under the heading of union scales and requirements.

Film directors, for instance, receive a minimum of $585 a week and must be hired for not less than one week. An assistant director receives a minimum of $345.80 per week. He may be hired by the day, in which case he receives $74.48 per day.

It would thus seem best to hire an assistant director for a week rather than five days. However, if the hiring of this particular individual is by the week, a half week must be added. That is called "severance" pay. The employer needing an assistant five days must carefully specify that he wishes the man for five days, not for a five-day week. Five days will cost five times $74.48 or $372.40. A five-day week will cost $345.80 plus $172.90 or $518.70.

Production managers, generally speaking, are a part of the studio's regular staff. As a rule they are paid $150 a day. For a half-hour dramatic-type program they are needed a minimum of three days for each show to be filmed.

Script clerks require a salary of $23.54 per day. In most cases they are needed several days before, as well as during actual shooting.

TV film shows must use, according to guild requirements, an assistant director. If the production is large, with a big cast of extras, additional second-assistant directors and a script clerk must be added to the staff. One or more secretaries, usually obtained at $15 a day each, also are needed for this production group if the best efficiency is to be maintained.

Dialogue and dance directors are seldom used in the TV film field. When they are, however, their wages usually are $150 to $250 and $277.93 weekly. Casting directors, in many instances a part of the regular studio staff, draw $50 a day. A technical assistant also is needed in most productions. For the usual half-hour show, he is needed at least two days, usually three or more days for preparation, in addition to the actual shooting days. His pay is generally $50 a day. First-aid men are required by union contracts to accompany trips to locations. Most "major" studios have these people on the sets at all times but in TV filming they are used usually when the shooting is away from the studio on location. These men must be paid at least $22.20 for an eight-hour day.

The director of photography has a minimum scale of $113.84 a day. Most TV film studios have these experts under contract and as a result many cinematographers are paid more than the union requirement. A 35mm camera crew must also have an assistant cameraman and an operator. The operator receives $56.96 a day and the assistant receives not less than $30.52. The assistant almost always puts in three or four hours overtime as these men report to the studio early to load film magazines and leave only after the film is unloaded and sent to the processing laboratories.

If still pictures are desired for the sponsor or agency for publicity or advertising purposes, a union photographer must be paid $45.52 in addition to the cost of film, rental of equipment, and processing of negatives and prints. If the photographer shoots special portraits or the like, then a still gaffer ($22 per eight-hour day) must be hired. The union also requires that a guild photographer be on the set if a magazine wishes to shoot pictures for its publication.

Color Will Add One

Most TV films at present are not photographed in color. When they are, however, a color director will be needed as well as a camera mechanic.

A minimum of four men are needed to record the sound of a television film. The mixer receives $75.27 a day, a recorder gets $37.21, a boom man also gets $37.21, and a cable man must be paid $28.50 per day. Usually the last three put in several hours overtime daily getting ready and putting away the expensive equipment. In some instances, an extra boom man, extra cable boom man and public address system operator are required.

Few TV film studios design and make their own costumes and wardrobe. Most of these are rented. The designers guild, however, now is attempting to put through a requirement that would make it necessary for a TV film company to hire designers. A wardrobe girl and a wardrobe man are required, though, and each is paid $26.18 a day. Usually each is needed for two days additional to the time spent in actual production. These days are needed to pick up costumes and to return them following shooting. Special productions, however, might make it necessary to hire tailors, seamstresses and extra wardrobe help.

Make-up men receive $39.44 per day and



ABOUT THE AUTHOR

An attorney before he entered the TV film production business, Mr. Lindenbaum handles all labor negotiations for Filmcraft Productions, of which he is president and executive producer. Filmcraft is among Hollywood's foremost TV film makers. It produces Groucho Marx's *You Bet Your Life* (on NBC-TV with DeSoto-Plymouth Dealers as sponsor), is readying *The Mark Twain Television Theatre* series, having acquired radio and TV rights to Twain works, and has other packages in preparation.







KECA-TV, Channel 7, is the most Powerful Television Station in California

Our recent power increase from 29,000 to 118,000 Watts provides new SUPER-POWER television on Channel 7 offering greater coverage with the following improvements for both viewer and advertiser:

1. **Picture sharper.**
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5. **Strengthens fringe area reception.**
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Super-Powered KECA-TV unites all of Southern California

(and even portions of Northern California)
into one BIG Channel 7 viewing area.

Now, more people in more places can enjoy a brighter, clearer interference-free picture than ever before on the Super-Powered Channel 7, KECA-TV.

There's a difference now on

KECA-TV

The Highest Power of all Los Angeles' Stations

American Broadcasting Company

Channel 7

Represented Nationally by
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a hairdresser is paid $29.44. The make-up man cannot touch the hair, nor can the hairdresser meddle with cosmetics. Each usually gets in several overtime hours a day because the players are readied for filming early, before camera crews report for work. If a scene calls for the women to be in V-neck formal attire or in bathing suits, then a body-make-up girl also must be hired at $25.04 a day. The regular make-up man is not allowed, according to union regulations, to apply make-up below the collar line. A large cast requires additional make-up experts and hair stylists. Each, the guild insists, can handle only four people a day.

Five "grip" technicians generally are needed for TV filming. The first grip receives $28.40 a day and the "best boy" gets $25.52. Both of these are needed two days in addition to actual shooting time to prepare and to "strike." Set operation grips, working under the first grip, have a minimum of $23.44. Camera boom operators receive $28.40. Usually two or more of the latter are used, one of these two working several days in addition to actual shooting.

Property Men

Two property men are needed for the average video film production. A head property man is paid $28.40 a day while the second property man gets $25.52. One or both are needed (to pick up and to return props) for several additional days over the time required for actually photographing the program.

Four members of the set dressing guild are usually required for the average TV picture. A head set dresser gets $52.09 a day and he's generally needed two days additionally. Regular set dressers working on a "swing gang"—changing over sets during night hours—get $21.32 a day. Several are usually needed. A drapery man, who handles only draperies, gets $21.32 as does a nursery man, who is the only one who can handle shrubs and flowers. Even though these different men complete their own particular job early, they are unable to do work that might fall in another's classification.

Each TV film production differs from another. The size of the electrical crew, consequently, is different for each program. As a general rule six men are needed in this category. A gaffer receives $28.40 a day while his "best boy" gets $25.52. Both are needed several days additionally to "rig" and to "strike" equipment. Lamp operators, usually four or more depending on the amount of equipment needed for filming, have a minimum of $23.44. Electrical operating laborers are paid $21.32. A generator operator, needed for location filming or in studios with generators, receives $17.58 per day but works only a six-hour regular day. Any time over the six hours is overtime.

Two men are usually needed in the stage labor department. Both, as a rule, report a day ahead of shooting and remain a day after. These men are paid $16.24. A special effects man draws $31.52 daily.

A set standby carpenter is required. He draws $23.44. A set standby painter and paperhanger also is necessary and he gets $27.60. Usually a sign writer is needed and he gets a minimum of $33.20. These men also are necessary during actual construction of sets. The number of men and time employed for this work, of course, depend on how large and luxurious the sets. The construction supervising foreman, usually a member of the studio's regular staff, is paid a weekly salary around $150. Cost of material for sets, as a rule, comes to about the cost of labor.

One must also have a watchman for the set to keep out unwanted visitors. The watchman gets $22.20. During location filming more than one might be needed. Also during locations, especially those on city streets, one or more motorcycle policemen are required to supervise traffic and to keep the more venturesome element of the public from dashing into the middle of scenes to get autographs. Cities, unfortunately do not provide these men. Usually off-duty officers may be called upon to help. Each receives a "welfare fund" gratuity of about $35 per day.

Hollywood Cowboys

If a picture being produced calls for horses, then a wrangler is required. A head wrangler gets a minimum of $36.71 per eight-hour day. His assistants, the number depending on how many horses went thataway, draw $17.44 for eight hours. Most, however, average around $40 a day for they "must" stay up to 2:00 a.m. to cover the horses from the cold and rise early to feed them.

If animals such as dogs and cats are used, then a trainer must be hired for a minimum of $4.58 an hour with an eight-hour guarantee. Generally, however, these men make their own deals and as such rarely run less than $50 a day. If tricks are required of animals, then an S.P.C.A. man must be on the set to see that no harm befalls the animal. He usually gets a gratuity.

Art departments of most TV film studios today are usually made up of one man, the art director. His guild calls for a minimum of $350 a week. There are also assistant art directors, sketch artists and draftsmen but these are not required at present.

The film editor has a minimum salary of $256.25 per week. There is no daily rate set for him. For this salary, he is supposed to work 54 hours per week, *i.e.*, six days of nine hours each (rarely done). However, the head film editor is usually an "on-call" editor. He is supposed to be available at any time he is needed. For this he is paid $324.22.

Most once-a-week programs need two film editors (usually the second man is at scale wages) in addition to one or two assistants. The assistants, who do not actually edit film but prepare it for the editor, making splices, syncing, etc., get $27.84 a day or $139.43 a week. Sound cutters get $21.44 and are usually needed a day for each half-hour show. Negative cutters receive $21.44 a day or $107.20 a week. These people are needed approximately a week for each 30-minute film presentation.

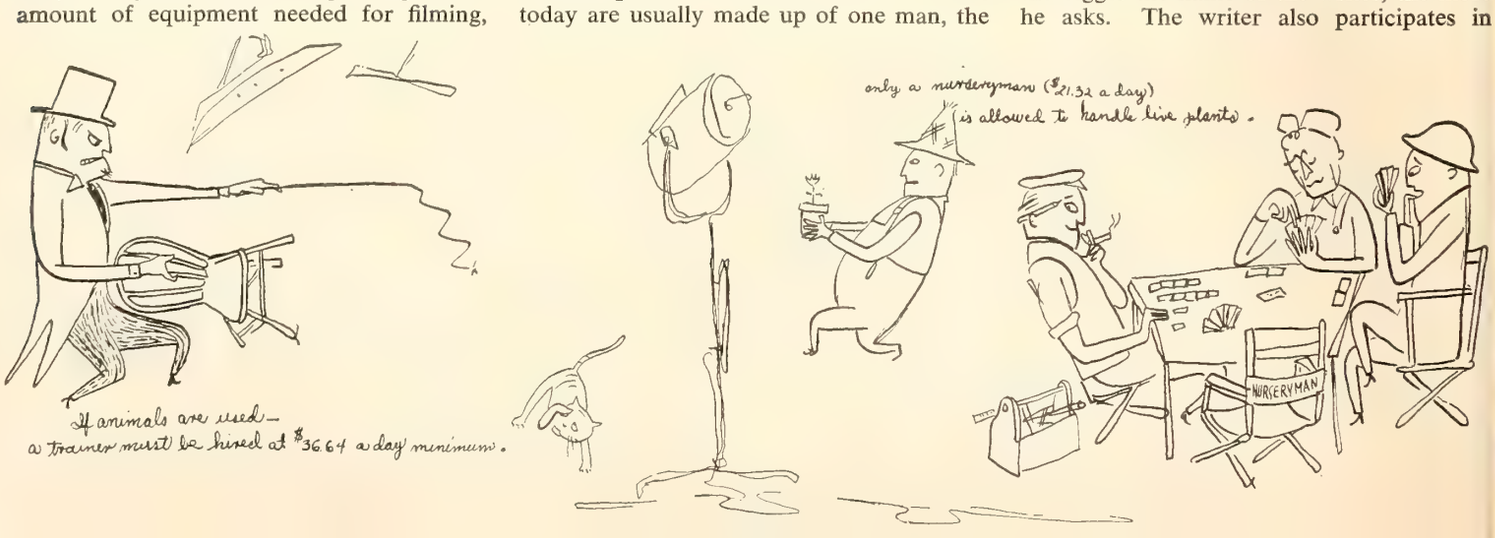
Projectionists, for running process equipment or screening of rushes and rough cuts, are paid $22.16.

Truck Drivers

Union requirements also call for a driver for each piece of rolling equipment taken to locations. The key driver gets $21.08 a day. Equipment drivers receive $21.44 and additional drivers get $18.60. All, as a rule, make much overtime.

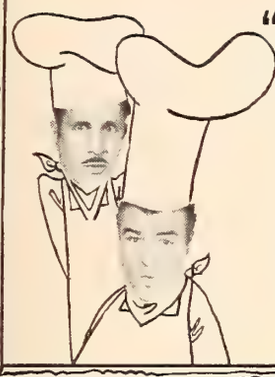
Music costs can come to almost anything, depending on what is wanted. An unpretentious score might run around $2,500, not including the AFM's 5% royalty fee. Musicians each get $42.75 for a three-hour minimum session. The contractor for the orchestra gets double the $42.75. Then there is the music supervisor, the director of the orchestra, the composer, singers, arrangers, copyists and royalties for use of tunes.

If the producer provides the story, then he must negotiate under terms of the Screen Writers Guild and the other organizations which now are challenging the SWG in the TV film field. Generally, these minimums for an episodic series are as follows: Story only, $120 for a quarter-hour, $200 for a half-hour and $380 for a one-hour show; teleplay only, $330 for quarter-hour, $550 for half-hour and $1,045 for a full hour program. If writer does both, however, there is a special rate of $420 for quarter-hour, $700 for half-hour and $1,330 for a full hour show. These are minimums and the bigger the name of the writer, the more he asks. The writer also participates in



your customer's frame of mind...

is the biggest factor in making a sale. That's why these success-proven Advertising Showcases on film — all created expressly for television — are making sales easier for aggressive **LOCAL** *and* **REGIONAL** *advertisers all over America.*



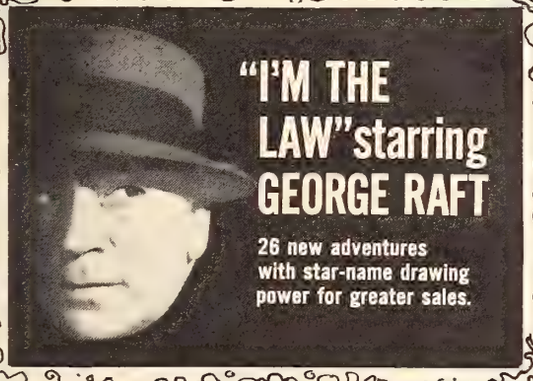
"The ABBOTT & COSTELLO Show"

52 top-rated comedies... big budget names at low budget prices!



"FOLLOW THAT MAN" starring RALPH BELLAMY

the exciting "Man Against Crime" films retitled for FIRST-RUN use in many TV cities.



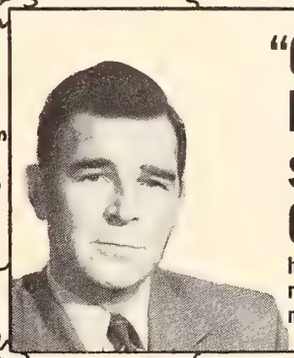
"I'M THE LAW" starring GEORGE RAFT

26 new adventures with star-name drawing power for greater sales.



"FAMOUS PLAYHOUSE"

over 200 half-hour original dramas.. Hollywood names.. family appeal..proven sales-makers.



"CITY DETECTIVE" starring ROD CAMERON

high suspense and realism with Hollywood's man of action.

Every MCA-TV Advertising Showcase is expertly designed to create the **right** *frame of mind . . . week after week . . . that compels TV viewers* **to buy!** *For outstanding television shows on film THAT SELL — contact any MCA-TV office:*

another advertising *SHOWCASE ON FILM* from **MCA-TV** *Ltd*

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

residuals. Added to this is the cost of stenographers, researchers and for mimeographing.

Much has been written heretofore regarding the Screen Actors Guild agreement with advertising agencies and television film producers. Basically it is this: An actor must be paid a minimum of $70 a day and he must be paid a day's wages for each commercial he does. If an actor regularly gets $200 a day for a spot announcement appearance, he must be paid that for each announcement he makes, even though he appears in as many as 10 in one day. He also gets paid by the number of times the commercial is telecast. In brief, the $200 a day actor can easily make $2,000 in one day (10 spots) and $8,000 from repeat telecasts. This is the reason the production of filmed commercials in Hollywood has dropped to practically nothing. And it is the reason for discord among various Hollywood unions at the present time.

Cinematographers are blaming the SAG for the large drop in the production of announcements. The SAG maintains actors use up their usefulness by repeat appearances. Both are loudly proclaiming their views in the Hollywood trade publications.

Extras in TV films get $22.50 for an eight-hour day. Sundays and holidays, of course, mean double time. Extras are paid transportation to and from the studio during interviews for roles and are paid for time spent in wardrobe fittings. Stand-ins get $17 for a day. Children under 18 years of age must have a school teacher on the set. Teachers are paid $23.54. Stunt people get $70 up depending upon the difficulty of the stunt.

Castes in Crafts

Each craft in Hollywood must do its own job. An electrician, for instance, is unable to lift a camera or move a prop. If a fire is to be lighted for a beach scene, a special effects man must strike the match. After eight hours, the workman goes on time and a half. Four hours of this and he goes on double time. Four hours of this and he is on triple time—or golden hours as it is referred to in the trade. If golden hours run into Sunday, it means the man is receiving five times his regular hourly rate. All daily labor, incidentally, must be paid within 12 hours of finishing the job.

These are just a few of the things the producer considers in budgeting a show. So-called "fringe" labor benefits for all basic crafts can amount to a costly sum rapidly. There is a 4% vacation minimum, a 2.4% for holidays and a five cents an hour (for guaranteed hours) for health and welfare funds. The producer also has to worry about camera and sound equipment, wardrobe and props, transportation, grip equipment, negative raw stock for camera and sound, prints, dupe negatives, answer prints, fine grains, fades, dissolves, titles, royalties for sound, dubbing sessions, scoring sessions, location equipment, transportation, retroactive wages, negative insurance, compensation and public liability insurance, social security, publicity, overhead, and several hundred other items.

Some days the producer feels he should have "stood" in bed.

Here are some problems which have



film maker

Jack Webb

KNOWN to radio-TV audiences for his portrayal of Sgt. Joe Friday in NBC-AM-TV *Dragnet*, Jack Webb is also one of the industry's most enterprising young business men. On the talent side, he is creator, director and star of the documentary series; on the business side, he is the video film executive who masterminds Dragnet Productions, Dragnet Enterprises and Mark VII Ltd.

Born in Santa Monica, Calif., 33 years ago, Mr. Webb passed up a scholarship to Chouinard Art Institute, L. A., to later join the Air Force, serving in World War II. Following his discharge as a pilot, he appeared on the radio scene portraying the title role in *Pat Novak for Hire*, heard over ABC West Coast radio stations for about a year out of San Francisco.

He returned to Hollywood in 1949 and, after appearing in such movies as "Sunset Boulevard," "The Men" and others, introduced *Dragnet* on NBC radio in June of that year. Liggett & Myers assumed sponsorship of it the next fall.

In December 1951, Mark VII produced a pilot film in which Mr. Webb asked for viewers' response and reaction to a proposed video version. The next month Liggett & Myers took it on an alternating weekly basis on NBC-TV, changing over to every week a year later.

Friday's Office

With contracts extending through the summer of 1956 with NBC and Chesterfield, production is in full swing at the Dragnet offices in the Walt Disney Studios in Burbank. One of the permanent sets is a complete replica of a Los Angeles Police Dept. detective squad room, authentic in every detail from calendars and photographs on the wall to the placement of the telephones. With approximately 150 people involved in the video operation, Mr. Webb and his two partners, Michael Meshekoff and Stanley Meyer, plan their production schedule by carefully budgeting their working time.

During shooting, they film four programs in a period of two weeks, take a week off for editing, cutting and narrations and then resume the two-week filming schedule. Each program takes about three days of production and calls for approximately 10,000 feet of film.

Thus far, 65 films have been completed and by December enough films will be in the can to provide weekly telecasts until November of next year.

Planning to take advantage of this backlog of product, Mr. Webb the first of next year will start production in color of *Pete Kelly's Blues*. The adventure-mystery series with a jazz background, broadcast on NBC radio for 13 weeks two years ago, has long been one of his favorites and he will star in the series. Meanwhile, the first *Dragnet* films are being syndicated by NBC Film Division for re-runs this fall as *The Cop*, in addition to the current series seen in 58 markets.

Aim Is Realism

Working closely with the police department in his insistence on authenticity and realism, he is an exacting perfectionist. Coupled with his untiring effort to draw the finest performance from his staff, crew and actors are his inherent qualities of patience, understanding and insight into human behaviour.

Jack Webb, the family man, lives with his wife, former actress Julie London, and children, Stacy, 4, and Lisa, 9 months, in suburban Encino. They met 16 years ago at a jazz concert, later started dating and married in 1948. His free time, of which there is very little, is spent indulging his hobbies of art and music—he is a collector of jazz records. Perhaps his principal interest, though, is the 16mm camera projector on which he runs movies in his efforts to study and master techniques.

A tireless worker for Cerebral Palsy, he serves on the executive board and is president of the Southern California funds drive, in addition to emceeing numerous telethons and benefits on behalf of the cause.



Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

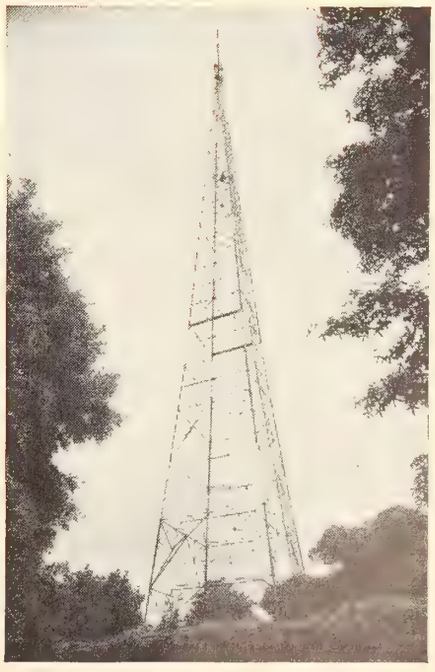
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

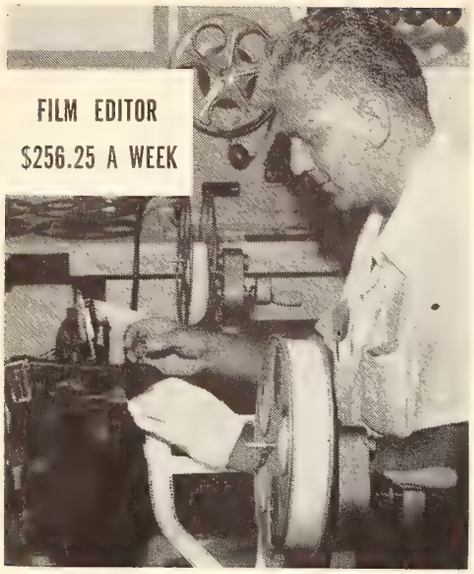
Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.







arisen because of the union requiring a *larger minimum of men* than the producer believes he should have for most efficient operation!

The camera union requires for each camera an operator and an assistant. In addition, there must be a head man (director of photography).

If the camera is to be moved, the grips' union requires at least one grip to push and pull the camera, and the sound union requires a cable man to move the cable attached to the camera.

If there are three moving cameras at one time, we would find on each two cameramen, a grip, and a cable man, or four men. In addition, there is still the head cameraman.

Six Do Work of Three

The electricians, too, now require a minimum crew of six men per day on each program. In many cases an electrical crew of half the number can in normal times, with easy effort, suffice. In some cases the producer may think it is wise to divide the electrical crew, so that some do the rigging on days before shooting, and others work on the days of shooting. Such planning goes counter to union requirement of minimum crews.

The teamsters union requires a union driver on location to stand by each vehicle as long as the vehicle is not completely unloaded. Thus, if a single piece of heavy equipment remains on the truck, the driver cannot be used to drive another vehicle. It matters not that the item remaining on the truck has its best use in that place. It must be placed on the ground before the driver can be released to do other work.

We have been considering TV labor primarily in Hollywood. Analogous, but different, problems exist outside Hollywood.

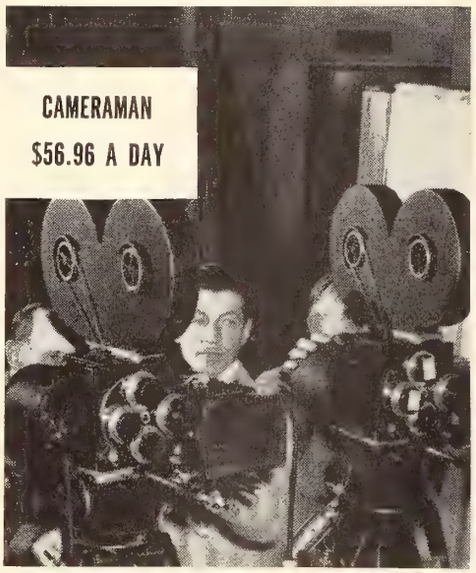
But TV cannot be considered a local matter. For TV, the entire country is one community. In fact, the entire world becomes a single world for TV production.

The fine separation of crafts does not prevail in New York as it does in Hollywood. Electricians, grips, and even sound men, can be found in a single local union. In most instances the men can do whatever work is assigned to them.

However, a producer budgeting a TV film to be made in New York or Hollywood, must use totally different scales. The hours of labor in New York end at 5:30 in the afternoon. Any time after that is time and a half. In Hollywood, the time begins to run at any time during the day (except Sundays, holidays, etc.). There is a 10% penalty after 8 p.m.

Since so many programs which require audiences prefer the evening audience, they must be filmed at night. For Groucho Marx, our crew call is 4 p.m. and the men are finished at about 11 p.m. In New York, we would be required to pay for a full day for the time from 4 p.m. to 5:30 p.m., and time and a half for the period from 5:30 p.m. to 11 p.m.

Outside New York and Hollywood, the union rules are not strongly enforced. It is very difficult to police the vast area of the United States. Competition of producers not bothered with union scales has, in many instances, seriously hurt the New York and Hollywood producers. That is particularly true as to commercial films. A great many of them are filmed outside the two large



film centers.

Recently, the American unions began to realize the encroachment of foreign TV film making on American film producers. There are, of course, labor unions in practically every film center in the world. But the rules are lax, and enforcement more lax.

That entire problem is in flux at this time.

As TV matures, producers and unions will mellow in their relationship. Perhaps all will realize that *TV is in fact a completely separate industry,* composed of the best elements of radio, stage, and motion picture, but not confined to any one.

Perhaps all television, live, film, kinescope, or any new development, will come under one jurisdiction.

Perhaps new equipment will be developed for the new medium, which will junk the ridiculous equipment now used by motion pictures. No longer will it be necessary to waste 12 seconds, and all the film raw stock, developing and printing, and time of handling, used while a camera comes up to speed when started, and slows down at the end.

TV electronic cameras start and stop instantaneously. Motion picture cameras will have to compete.

No longer will outrageously large dollies and cumbersome tracks be necessary to move cameras. TV dollies have put motion picture dollies to shame. No longer will it be necessary to have a man on the camera, just to keep it in focus as it moves.

A live TV camera operator can move his light-weight camera and dolly, focus it as he goes, kick his cable out of his way and take an excellent picture.

One man can do the work it takes *four* men to do in motion picture technique. And the one man works no harder than any of the other men. But he does work so much more efficiently.

Personnel will be trained especially to do work for television.

Motion picture sound men, untrained to catch audience reactions, and radio ground men, untrained to catch the finer qualities of sound beyond present radio needs, will merge their talents and become *television* sound men.

When such advances occur both in technology and in union-managment relations, they will represent a more logical way of doing business than now obtains in this new and different industry.

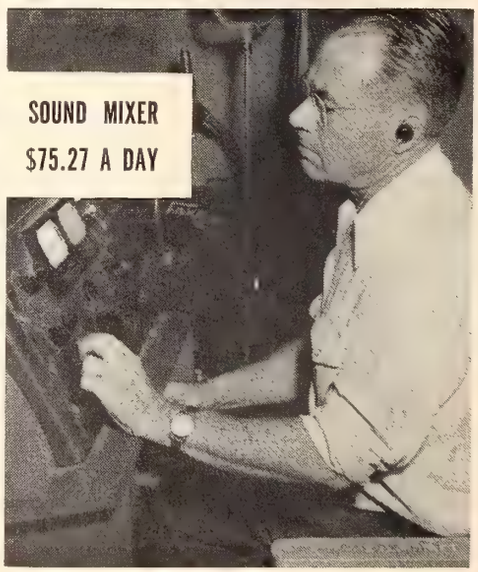
What Came Naturally

But however illogical the current situation may appear, it is the natural consequence of historical developments. When unionism first appeared on the horizon many years ago, the employer was solidly entrenched. He resented and resisted the theory that labor had a right to be represented in industry because of its vast contribution to the product.

Labor union organizers were considered agitators and Bolsheviks. Beatings, lockouts, physical violence and other forms of abuse by the employer were regular procedure.

Organized labor, however, continued to gain strength, and the pendulum began to swing violently in the other direction. In the TV film industry it has swung to an extreme, and what is now needed is a restoration of balance.

Such a balance can be achieved only when management and labor begin to cooperate.




"NEED WE SAY MORE!"
To RUSS DAVIS
International Wrestling Films
Chicago, Illinois
Delighted to inform you that the February pulse shows your
"WRESTLING FROM CHICAGO"
in the top 10 shows in San Antonio with a 36.8 rating. Congratulations and the best of luck.
George B. Storer Jr.
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For Availabilities Write:
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imperial WORLD films, inc.
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS
RUSS DAVIS, President Phone: ANdover 3-5337

ZIV's NEW SHOW IS
TV DYNAMITE!

FROM THE SECRET FI

STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

"I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**

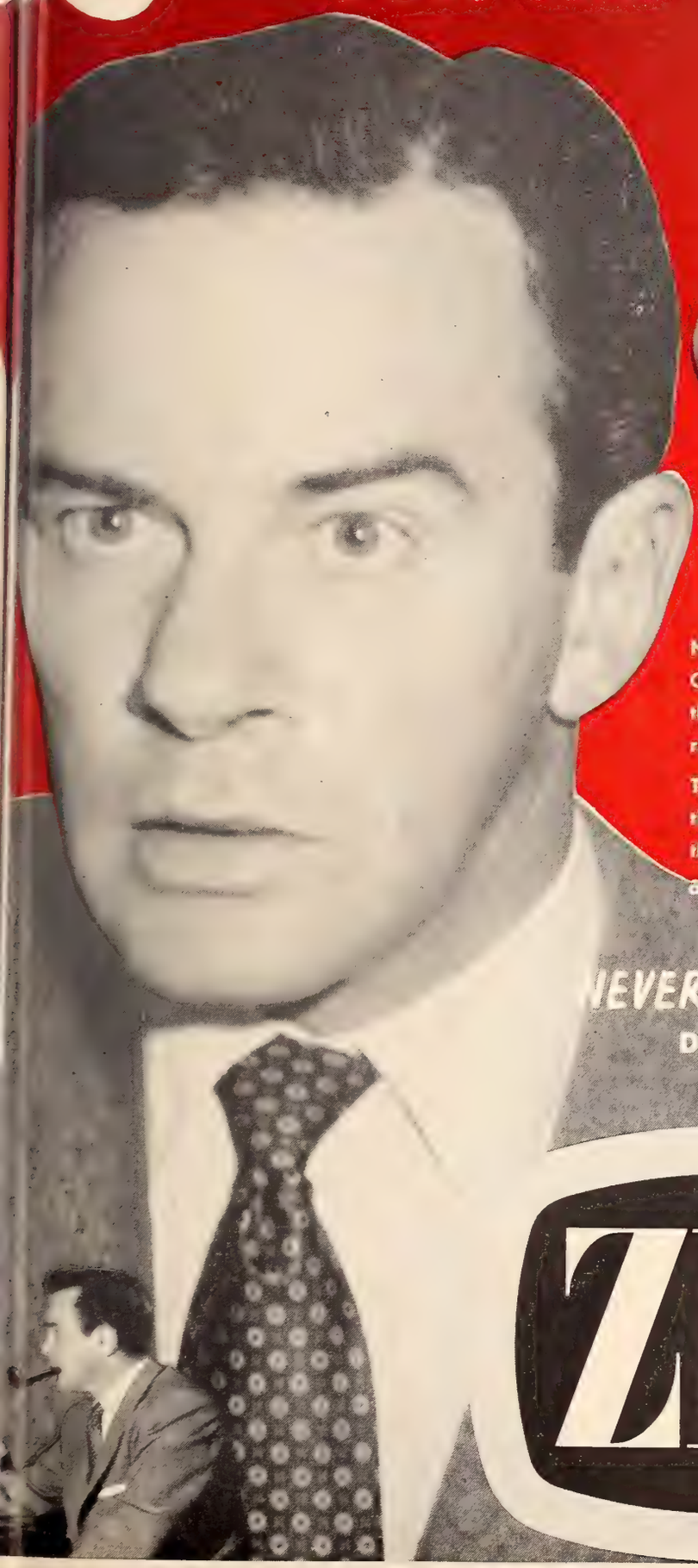
EACH HALF-HOUR A TRUE-LIFE ADVENTURE!



YOUR OPPORTUNITY
TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!



ES OF A COUNTERSPY FOR THE F.B.I.!



TREASON ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

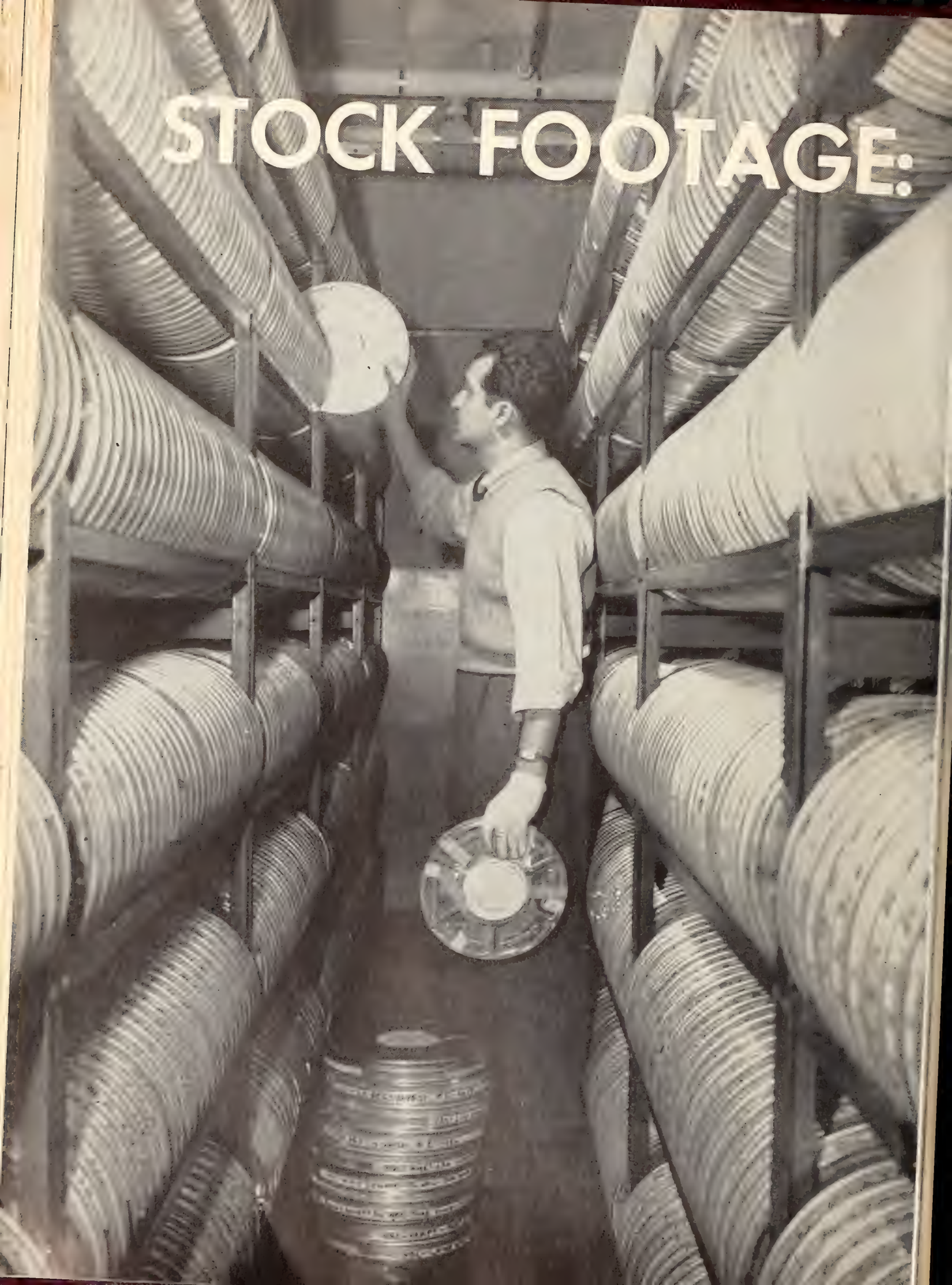
Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a *supposed* Communist who reported daily to the FBI!

NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD


STOCK FOOTAGE:

HOW TO USE IT

Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren't already in the can.

By Frank C. Lepore

Manager, Film & Kinescope Operations,
NBC Film Division

YOU are shooting a motion picture or a full-minute TV film commercial spot, or maybe producing a live television show. You suddenly find you need a film sequence of an Arab riding on a camel through the desert at high noon, looking very hot.

Do you go into the desert to shoot? It would cost a fortune. Do you hire a Pinkerton man to track down the necessary footage? No longer necessary.

TV producers, motion-picture producers, advertising agencies, industries both light and heavy, and many other organizations and individuals are gradually discovering that a library of stock film footage can save them time, money, headaches and worry.

Suppose you are the program manager of a new television station. You have some time to fill, and you want to do it inexpensively as well as attractively. A music school in your city has excellent performing talent. You can avail yourself of this talent, but you also know that a purely musical show on television might be visually static. To enliven the program, appropriate film clips to accompany the music will do much to rivet the attention of the TV audience.

For Local Programs

Entire local programs can be, and have been, built with stock film footage. Sports shows, quiz programs, panel discussions and educational shows can be based on film. A popular local announcer, using film clips for his material, can run a quiz program. A locally televised football game can be preceded by a sports show on film. The same is true for other games.

Local commercials, composed of stock film footage, are highly effective. Many local events, which may have been covered briefly by an NBC newsreel cameraman, make fine local special-events programs, with the footage supplied by the NBC Film Library. The visit of a celebrity during a campaign trip, a pancake-eating contest which took place in the city—there is always more footage available on these subjects than was originally shown on the network news program for which the film was taken.

A local little-theatre group may want to do a production on your station. A film library has every kind of scenic background for rear projection. A live dramatic production, furthermore, can be given polish and authenticity with the use of stock film footage, interspersed between live scenes, to denote passage of time, transition and travel.

Or you may have made time for an educational program. A local authority on nuclear fission is scheduled to deliver a talk on the atom bomb. You can illustrate his lecture with fascinating film footage about atomic energy (the "Atom Bomb" category in the NBC Film Library includes everything from "cyclotron" to "secrets stolen").

By the same token, a local discussion program can be given another dimension with the use of appropriate films—whether the subjects range from conservation of natural resources to military preparedness, or from beauty contests to zebras in Africa.

A tire manufacturer may want to produce a film commercial about the rubber industry. A soft-drink distributor may want to take the TV audience inside a bottling plant. A refrigerator manufacturer needs to make his potential customers feel cool on a hot summer night with pictures of winter sports at Lake Placid. All of these clients can obtain the right footage in a stock film library.

The producer of an entire TV film series can save vast amounts of money by submitting his scripts to a film library, which can supply more stock shots than he ever dreamed existed.

Located at 105 East 106th Street, New York City, the NBC Film Library, with 17,000,000 feet of minutely cross-indexed film, is the world's largest library of stock film footage especially adaptable to television. Eighteen people, working under the supervision of Irving Traeger, keep abreast of the new film as it comes in, at the rate of 240,000 feet a month, primarily from NBC's newsreel operation. Nine years ago, NBC began cataloguing and cross-indexing the film it had on hand, then about 2,000,000 feet. Today the 17,000,000 catalogued feet of film are broken down into more than 18,000 subjects ranging from "Academy" to "Zululand."

The most completely cross-indexed library of specially photographed film for television use, the NBC Film Library is composed primarily of closeups and medium closeups, with a minimum of long shots. The library is home grown to the television industry, built from the ground up as an important by-product of TV's dynamic growth.

The sub-classifications are so carefully broken down that the "Food" category includes everything from "anchovies" to "zabaglione" and the "Personalities" file runs from "Acheson" to "Zacharias." The library services the mystery-drama field with such subject headings as "blood," "corpses," "coffins," and "mortuaries." Public service plugs are augumented with every kind of "drive" from "bonds" to "tuberculosis."

Many NBC-TV shows use the Stock Film Library on a regular or parttime basis. Supplied are fashion and food shots for women's shows; scenic background for rear projection; round-the-world coverage for travel programs; boat, train and plane shots denoting passage of time or plot action to heighten the impact of dramatic shows. Now available to local stations and outside producers, the NBC Film Library helps to solve many local programming and production problems.

Examples of other demands made on the library are calls for such shots as a montage of parades to illustrate martial music on *Voice of Firestone,* various scenic backgrounds for *Your Hit Parade* (Las Vegas gambling tables for "Wheel of Fortune," shrimp boats for the song of that name). When station KTXL-TV came on the air in San Angelo, Tex., recently, the program manager wanted to present films of the tornado which had struck that city. We supplied the film for the station's premiere program.

Handbook of Service

The NBC Film Library handbook—the first such guide ever published by a film library—is a detailed booklet listing all the major subject headings (over 2,200 of them) and giving complete, easy instructions on how to obtain exactly the footage a producer needs in the shortest possible space of time.

The booklet indicates that a written request for a specific shot will be answered immediately with file cards giving full descriptions of the film which incorporates the shots or sequences desired, and a price list. Some users of the library have acquired the habit of sending in entire shooting scripts, because they know that the library can supply a large amount of the footage required.

The Library was established to make available a wide variety of subjects for immediate use to avoid the expensive alternative of sending a camera crew out on location to obtain the same shot.

13 Good Film Deals for New TV Stations

TO attract new television stations in their quest for film programming, several companies lately have come up with special offers for beginner outlets. The principal ones of these, as found in a B•T survey of the field, are listed in the accompanying tables with essential details of their respective plans. The list is limited to firms making special offers to new outlets. In some cases, however, the "number of markets sold" listing includes sales to established stations at the regular rate as well as sales to new stations at the special rate. And in some cases there is no figure on markets sold—where the beginner plan is new, for example, and currently is, or only recently was, offered to stations for the first time.

CONSOLIDATED TELEVISION SALES

Sunset Blvd. at Van Ness, Hollywood 25, Calif.

(Station Starter Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FRONT PAGE DETECTIVE	Crime	30 min.	39	45	
PUBLIC PROSECUTOR	Crime	15 min.	26	45	
HOLLYWOOD HALF HOUR	Drama	30 min.	26	45	Station's one-hour Class "A" rate per week for period of 18 months for unlimited run of entire catalogue.
JACKSON & JILL	Comedy	30 min.	13	45	
RINGSIDE WITH THE RASSLERS	Sports	60 min.	52	45	
PARADISE ISLAND	Musical	15 min.	26	45	
CRUSADER RABBIT	Children's	5 min.	195	45	
TELEVISION CLOSEUPS	Variety	5 min.	26	45	
GOING PLACES WITH UNCLE GEORGE	Travel	10 min.	26	45	

DuMONT TV FILM SALES

515 Madison Ave., New York 22.

(New Station Film Package)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MADISON SQUARE GARDEN	Sports	30 min.	39	4*	$1,170 ($30 per showing)
SCOTLAND YARD	Mystery	30 min.	13	4*	780 ($30 per showing)
PATHE HY-LIGHTS	News Features	15 min.	26	4*	780 ($15 per showing)
FEATURE FILMS	Varied	Varied	28	4*	1,400 ($25 per showing)
					$4,130 total

* *Sales to date as a package. Individual series are running in other markets at regular list prices.*

NOTE: To qualify for this New Station Film Package, a station must have commenced telecasting after Nov. 1, 1952, and must be located in a city having a population under 75,000. Package provides for one run of Madison Square Garden, two runs of each of the three other series.

(Continued on page 104)

45 television station owners have stopped worrying!



They've bought the STATION-STARTER PLAN*

are, they have problems. Stations always . But the owners of 45 new television ations have something else . . . *profits.* ast, substantial profits from the programs cluded in the Station-Starter Plan.

In fact, the Station-Starter Plan is the st film package plan to offer stations a ay to make money during the initial onths on the air. It's also the only plan offer completely diversified programming: comedy, drama, mystery, sports, avel, music, juvenile.

And... it's the *only* plan to include these ecial advantages:

OP-QUALITY PROGRAMMING. No old movies . but nine complete film series made xpressly for television, including: ront Page Detective, Hollywood Half our, Public Prosecutor, Ringside With the Rasslers, Crusader Rabbit . . . literally hundreds of different programs.

ROCK-BOTTOM COST. 100% of the new station's class A, one-hour *starting* rate. With no increases in cost as the rate goes up. As few as five one-minute spots a week will cover all of the costs of the Station-Starter Plan.

UNLIMITED USE. No reservations on sales. No restrictions on runs. Yours for 18 months to sell as often as you like . . . for as much as you like.

COMPLETE MERCHANDISING. Slides, ad mats, publicity photos, posters, premiums . . . full promotion for faster sales.

AUDITION PRINT LIBRARY. Prints on every series to sell your local prospects. Plus a continuous supply of rating and sales ammunition.

No wonder the Station-Starter is television's fastest-selling package plan!

Start your new television station with a profit. A quick, sizeable profit on programming that is currently successful in markets large and small, established and new!

For further details, write or wire the nearest Consolidated office: 25 Vanderbilt Avenue, New York 17; 520 N. Michigan Avenue, Chicago 11; Sunset at Van Ness, Hollywood 28; P.O. Box 6445, Houston 6; 890 Peachtree Street, N.W., Atlanta 3.

Consolidated Television Sales

By the way, there is just one "Station-Starter Plan." It belongs to Consolidated. It's widely imitated. Just imitated, not equaled.
If you would like the addresses of the stations that have bought the Plan, drop us a line.

KLING STUDIOS INC.

601 No. Fairbanks Court, Chicago.

(Kling Studios Inc. Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FILE FACTS	Women	3 min.	10	5	Rental $15 per unit
PARADOX	Dramatic	3 min.	26	7	Rental $15 per unit
BOXING AT RAINBO	Sports	30 min.	26	11	Rental as low as $40.50 per unit
OLD AMERICAN BARN DANCE	Musical	30 min.	26	19	As low as $65 per unit
UNCLE MISTLETOW	Children	15 min.	26	—	Now being offered for Christmas programming. Can run as low as $25 per unit with 10% discount for 26 unit contract
KING CALICO	Children	15 min.	65	—	As low as $22 per unit

MARCH OF TIME

369 Lexington Ave., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MARCH OF TIME	Documentary	30 min.	52 per year	80 in '52-'53 series	$75 up per show
CRUSADE IN THE PACIFIC	Documentary	30 min.	26	50 in first run	$50 up per show
AMERICAN WIT AND HUMOR	Drama	30 min.	13	—	$35 up per show
BALLETS DE FRANCE	Music-Dance	15 min.	26	—	$50 up per show
OUR LIVING LANGUAGE	Educ.-Drama	15 min.	—	In production for fall	———

MCA TV LTD.

598 Madison Ave., New York.

(New Market Formula)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FOLLOW THAT MAN	Crime	30 min.	26	—	"New Market Formula" said to provide substantial savings to new stations buying one or more properties on 52-week basis.
ABBOTT & COSTELLO	Comedy	30 min.	52	—	
I'M THE LAW	Crime	30 min.	26	—	
FAMOUS PLAYHOUSE	Drama	30 min.	200	—	
CITY DETECTIVE	Crime	30 min.	26	—	

MOTION PICTURES FOR TELEVISION INC. (MPTV)

655 Madison Ave., New York.

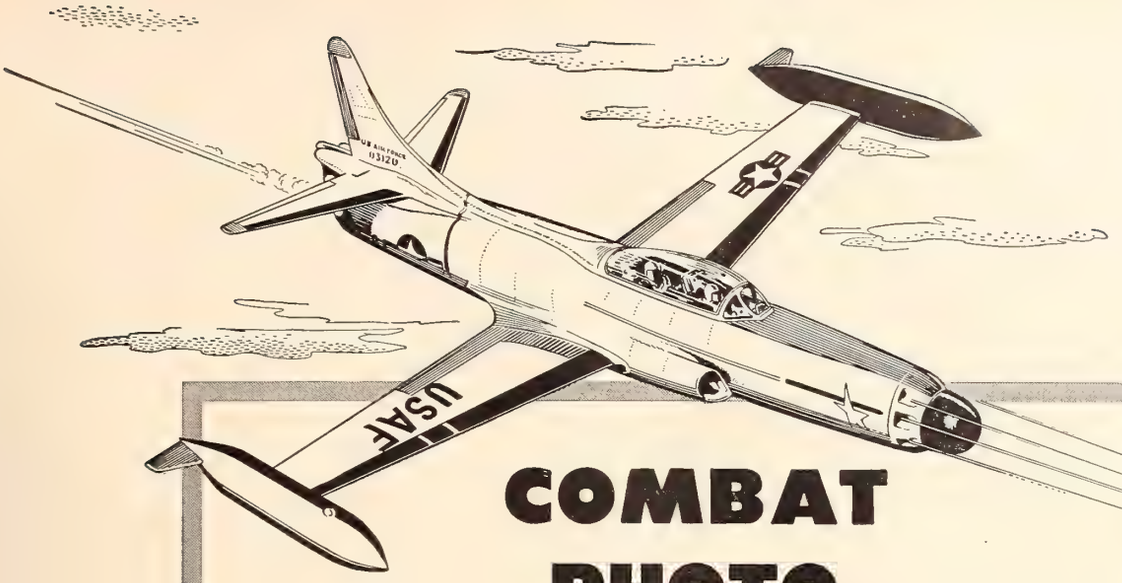
(MPTV Library Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
WESTERNS & FEATURES	Westerns-Features	Full-Length	1,000	70	Reduced rates depending on volume of hours purchased, the market itself and station rate card.

OFFICIAL FILMS INC.

25 West 45th St., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MUSICAL-SHORTS	(Top names in entertainment world)		300 to 500	over 50	Entire library is available to new stations at "very low cost."
CARTOONS			50 to 75	over 50	
SPORTS AND MISCELLANEOUS SUBJECTS	(Including animal, adventure, religious, educational, other subjects).		26	over 50	



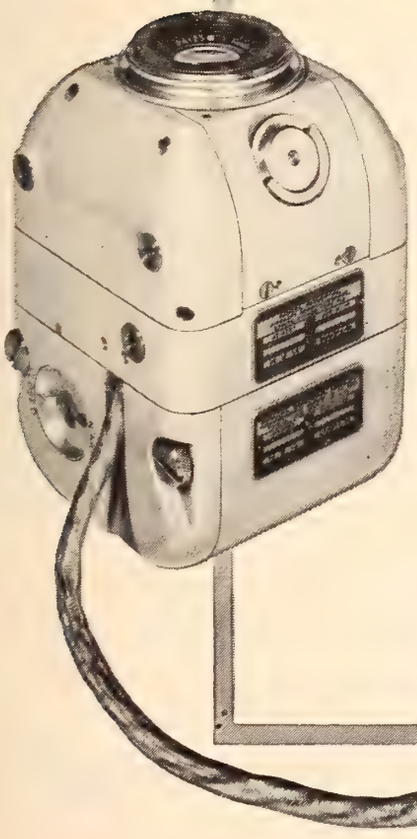
COMBAT PHOTO RECORDS

FROM WORLD'S FASTEST FIGHTERS...

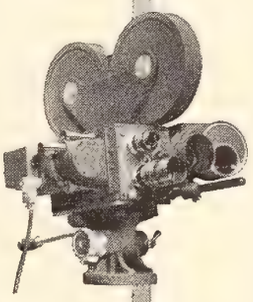
A supersonic jet fighter on a bombing or rocket-strafing mission needs something special in the way of a camera for recording impact and destruction by its weapons. Such a camera is the Maurer P-2 illustrated.

Designed by John A. Maurer, President, developed and now in volume production at the Maurer plant, the Maurer P-2 meets specifications of the Photographic Reconnaissance Laboratory of the Air Research and Development Command—yet is only *one-third the weight* of any previous type camera designed for this function.

Write for detailed information on other high-precision cameras and related photographic equipment.







THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

•

Cable Address: JAMAURER

16mm maurer

maurer *means finer motion pictures!*

SPECIALTY FILMS

1501 Broadway, New York 36, N. Y.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FEATURE FILMS	Varied	Full-Length	69	—	Entire library is available to new stations at $30 and up per subject for one run, with frequency discounts for multiple runs.
FULL LENGTH WESTERNS		Full-Length	37	—	
THE IVAN SANDERSON-BIG GAME HUNT	Jungle Adventure	30 min.	26	—	
STARRING BUSTER CRABBE	Adventure	30 min.	26	—	

STERLING TELEVISION CO.

316 W. 57th St., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
PAUL KILLIAM SHOW	Comedy	15 min.	52	3	Any show available on 13-week contract at price "way" below basic commercial price for that market. If show becomes sponsored during 13-week period, price reverts to regular commercial rate.
INTO THE NIGHT	Drama	30 min.	26	23	
ADVENTURES OF FEARLESS FOSDICK	Comedy-Satire	30 min.	13	.3	
RAY FORREST SHOW	General Interest	30 min.	39	new	
THIS WORLD OF OURS	Travel	15 min.	26	1	
ARMCHAIR ADVENTURE	Adventure	15 min.	104	42	
BEAT THE EXPERTS	Sports Quiz	15 min.	65	10	
VIENNA PHILHARMONIC ORCHESTRA	Classical Music	15 min.	13	2	
KING'S CROSSROADS	General Interest	30 min.	104	24	
		60 min.	52		
WONDERS OF THE WILD	Wildlife	15 min.	26	3	
ANIMAL TIME	Children's	15 min.	104	new	
MEET THE VICTIM	Mystery	15 min.	26	36	
GOING PLACES WITH GADABOUT GADDIS	Fishing	15 min.	26	18	
WORLD WE LIVE IN	Travel	15 min.	52	new	
FOR THE LADIES	Women's	15 min.	52	new	
ADVENTURES IN SPORTS	Sports	15 min.	26	2	

UNITED ARTISTS TELEVISION CORP.

729 Seventh Ave., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
(Special Package Offer No. 1)					
UNK & ANDY	Children's	15 min.	26	—	All three for $40 per week on 52-week contract
FUN WITH FELIX	Comedy	15 min.	13	—	
FEMININE ANGLES	Women's	15 min.	13	—	

(Continued on page 108)



In the latest TV spots for Lucky Strike, Sarra again amuses, amazes, and sells with stop motion. To Lucky's conga theme song, trademark-disks line up, parade and 'bout face to show "L.S.M.F.T."; then dissolve into dancing cigarettes followed by a solo turn of the "tear down" test. A surprise twist introduces a flash of live action with a girl emerging from the trademark bull's-eye to drive home the sales message. Produced by SARRA for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"



- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

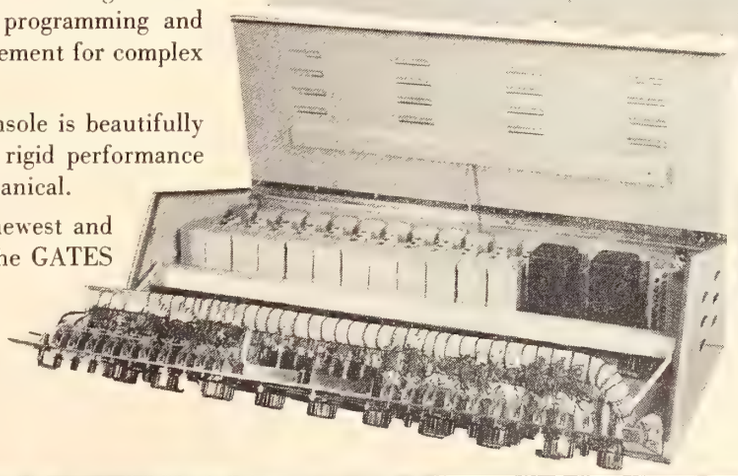
The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities



GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City

Canadian Marconi Company, Montreal, Quebec

(United Artists—Continued from page 106)

(Special Package Offer No. 2)					
CLETE ROBERTS' WORLD REPORT	News-Interviews	15 min.	150	—	One to three per week on 52-week contract for $30 weekly
(Special Pacakge Offer No. 3)					
JOHN KIERAN'S KALEIDOSCOPE	General	15 min.	52	—	Both for $55 per week on 52-week contract (one run each)
BROKENSHIRE, HANDYMAN	Men's	5 min.	52	—	
(Special Package Offer No. 4)					
COWBOY G-MEN	Western	30 min.	26	—	Two runs each for $75 per week on 52-week contract
("Super-Special Offer")					All four packages for $187.-50 per week on 52-week contract

NOTE: These offers available to new stations with no more than 30,000 receivers in their service areas.

UNITY TELEVISION CORP.

1501 Broadway, New York.

(Unity Television Corp. Library Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FEATURE GROUP S	Drama	60 min.	17	—	All films to new stations are at a discount. Prices upon application.
FEATURE GROUP R	Drama	60 min.	37	—	
FEATURE GROUP K	Drama	60 min.	67	—	
FEATURE GROUP E	Drama	60 min.	62	—	
FEATURE GROUP N	Drama	60 min.	14	—	
FEATURE GROUP T	Comedy	60 min.	4	—	
FEATURE GROUP L	Comedy	60 min.	10	—	
FEATURE WESTERNS	Western	56 min.	43	—	
STREAMLINERS	Comedy Features	50 min.	16	—	
SERIALS		First chapter 28 min., subsequent chapters 18 min., (15 min. segments available).	22	—	
HALF HOUR THEATRE	Drama	30 min.	36	—	
HALF HOUR WESTERN THEATRE	Western	30 min.	41	—	
1-REEL SOUND CARTOONS	Cartoon	8 min.	125	—	
LAUREL AND HARDY	Comedy	18 min.	53	—	
CHARLIE CHASE	Comedy	18 min.	53	—	
TWO-REELERS	Comedy	18 min.	99	—	
STARS ON PARADE ("Plus 80" Package)	Shorts	10 min.	20	—	
INTERNATIONAL MASTERPIECES	First Class Features	60 min.	20	—	



In a series of TV spots just completed for Salada Tea, Sarra establishes identity with a novel device . . . To the tick-tock rhythm of the "Tea Time" theme song a pendulum wipes in, wipes out tea-making and serving situations and the Salada package. Animation tells the story of "high grown" teas with mountains and a close-up of tea leaves silhouetted against a rising moon. A reprise of the pendulum, glasses and the package gets over the sales message with dramatic impact. Produced by Sarra for Hermon W. Stevens Agency and the Salada Tea Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

CHARLIE CHAN SERIES	Mystery-Adventure	60 min.	20	—
ALL STAR ADVENTURE CLASSICS	Outdoor Epics	60 min.	20	—
MAJOR HOLLYWOOD PACKAGE	Drama	60 min.	20	—

UNITED TELEVISION PROGRAMS

360 No. Michigan Ave., Chicago.

(Package Program Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
ROYAL PLAYHOUSE (Fireside Theatre)	Drama	30 min.	52	47	Savings of about 1/3 on individual price of each show — 286 half-hours, 65 quarter-hours. In minimum-size town cost averages less than $37 per half-hour of program time.
HEART OF THE CITY (Big Town)	Adventure	30 min.	52	56	
COUNTERPOINT (Rebound)	Drama	30 min.	52	39	
DOUBLE PLAY WITH DUROCHER & DAY	Sports	15 min.	39	31	
HOLLYWOOD OFFBEAT	Mystery	30 min.	26	38	
ENCHANTED MUSIC	Musical	30 min.	26	21	
SLEEPY JOE	Children	30 min.	26	21	
THE CHIMPS	Comedy	15 min.	26	23	
OLD AMERICAN BARN DANCE	Musical	30 min.	52	37	

ZIV TELEVISION PROGRAMS INC.

488 Madison Ave., New York

(Program Package Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost*
CISCO KID	Western Series	30 min.	104+	105	
THE UNEXPECTED	Non-Serial Dramas	30 min.	39	89	
FAVORITE STORY	Non-Serial Dramas	30 min.	52	100	
BOSTON BLACKIE	Detective Series	30 min.	104+	96	
YESTERDAY'S NEWSREEL	Historic Newsreel	15 min.	104+	66	
STORY THEATRE	Non-Serial Dramas	30 min.	26	60	
LIVING BOOK	Bible Stories	30 min.	13	42	
YOUR TV THEATRE	Non-Serial Dramas	30 min.	52+	70	
SPORTS ALBUM	Great Sports Events of the Past	5-, 10- and 15-min. segments	104+	47	

** Price of combination film package will be based on a number of factors, including population of market and trading area, retail sales volume, effective buying income, number of TV receivers, plus graduated discount plan based on volume of programs purchased.*



There's never a let-down when fight telecasts shift into fast-paced TV commercials made for Pabst by Sarra. The transition to the viewer's own experience of sports activity followed by relaxation with a glass of beer is made with explosive cartoon shots. A catchy theme song leads him to "WHAT'LL YOU HAVE?" in giant letters and the answer, "Pabst 'Blue Ribbon' Beer!" The knockout sales punch comes with "Sm-oo-ther——Sm-oo-ther" appearing against a beer glass as the OOs enlarge and turn into winking eyes. Fun and hard sell created by SARRA for Pabst Sales Company, through Warwick & Legler, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

COMPARATIVE NETWORK TV SHOWSHEET

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TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F			Revere Meet the Press L
6:15		*Adventure* L		
6:30	Gruen Walter Winchell			Gen Foods Roy Rogers F
6:45	Brown & Williamson Award			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	*Operation Neptune* L
7:15				
7:30	TBA	American Tobacco Your Play Time L	*Washington Exclusive*	*American Forum* L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45	Gerald W. Johnson			
9:00	TBA	General Electric GE Theatre L	Clorets Chlorophyll Gum Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	DuMont Labs What's the Story	*Wonderful John Acton* L
10:15	*Film*			
10:30		Jules Montenier What's My Line L		
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15				
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L	*Easy Chair Theatre*	*Bob and Ray* L
7:45		Chesterfield B. Eberle & H. O'Connell		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich	*It's a Small World*	Crosley Div. Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris Racket Squad F		Serutan Juvenile Jury L
9:15				
9:30	TBA	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One Summer Theatre L		
10:15				
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		*News of the Night & Sports Spot*		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			Capt. Video	
7:00				
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Co-op Eddy Arnold L
7:45		*T. Brewer & M. Torme*		Camel News Caravan L
8:00			Hazel Bishop (alt. wks.) Toni Co., Blind Date Jan Murray	Revlon Mirror Theatre L
8:15		*Feature Film*		
8:30			*The Music Show*	Associated Products Break the Bank L
8:45				
9:00		Carter Prod. Anyone Can Win (alt. wks.)	Welch's Wine The Dotty Mack Show	P&G Nothing But the Best
9:15	ABC Fights (Co-op)			
9:30		Electric Auto-Lite Suspense L	*Where Was I*	Hazel Bishop This Is Your Life
9:45				
10:00		Block Drug Danger L	*Summer Star Theatre*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L		*Royal Playhouse*	
10:45				Mutual of Omaha, Bob Considine
11:00				*Meet the Veep* L
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Sweets Co. Tootsie Hippodrome L			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Junior Press Conference* Ex ABC			
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining. Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		
10:15				
10:30				*Glamour Girl* L
10:45				
11:00		*I'll Buy That*		*Hawkins Falls* L
11:15				*Bennett Story* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		TBA
11:45		Gen. Mills Bride & Gr'm MWF only L		
12:00 N		Amer. Home All Products Love of Life		
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15	*Film*			
3:30				
3:45	Ralston-Purina *Space Patrol* F			
4:00				
4:15	*Comedy Circus* F	*Rod Brown, Rocket Ranger*		
4:30				
4:45				
5:00		National Dairy The Big Top L		
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

	THURSDAY				FRIDAY				SATURDAY				
	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
6:00 PM														6:00 PM
6:15											What In The World			6:15
6:30				Capt. Video				Capt. Video		Music at the Meadow-brook	Stork Club			6:30
6:45			Amer. Cig. & Cig. Co. News 7:30-7:45 pm GE T. Brewer & M. Torme		Co-op Eddy Arnold L		GM-Oldsmobile News		Coca Cola Eddie Fisher					6:45
7:00	Coca Cola Eddie Fisher	General Mills Lone Ranger F			Camel News Caravan L	General Mills Stu Erwin F	Chesterfield B. Eberle & H. O'Connell	Front Page Detective	Camel News Caravan L		Sylvania Beat The Clock L		My Son Jeep L	7:00
7:15	Camel News Caravan L						Gen. Foods Maxwell House Coffee Mama L		RCA The Goldbergs L					7:15
7:30	GE I Married Joan F	Film		Drama at Eight	DeSoto-Plymouth Groucho Marx F	Myrt & Marge F					Purex Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show Larry Storch 7/11-8/29		Dunhill My Hero F	7:30
7:45			Willys Motors, Inc. Willys Theatre (alt.) Singer Swng. 4 Star Plhs.				R. J. Reynolds Man Against Crime	Guide Right	Gulf Oil First Person	Feature Playhouse F				7:45
8:00	Scott Music Hall L	Lorillard Chance of a Lifetime L		Associated Tide Water Oil Broadway to Hollywood	Toni Co. Place the Face L								Pet Milk Original Amateur Hour L	8:00
8:15			Lever Lux Video Theatre L		Chesterfield Dragnet F	Film	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Doorway to Danger L	Bayuk Cigar Saturday Evening Fights L	This Is Show Business			8:15
8:30	Krafts Foods Television Theatre L	Madison Square Garden F TBA	Lever Rinso Big Town F	Treasure Hunt!										8:30
8:45				Author Meets the Critics	Ford Theatre F	Half Hour Theatre F	General Foods Sanka Footlights Theatre		Campbell Soundstage L		Meet Millie			8:45
9:00	Candid Camera L&F	Local	Philip Morris My Little Margie	Big Idea	U.S. Tobacco Martin Kane		Colgate Mr. & Mrs. North	Bauer & Black Twenty Questions	Gillette Sports Reel	Fight Talk				9:00
9:15													Saturday Nite Revue L	9:15
9:30		TBA	Carter Prod. alt. Toni City Hospital (alt. wks.) Toni Racket Squad					Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F	Local	Chrysler Medallion Theatre	Co-op Wrestling from Chicago		9:30
9:45														9:45
10:00														10:00
10:15											Simmons It's News To Me		American Tobacco Private Secretary F	10:15
10:30														10:30
10:45							News of the Night & Sports Spot		It Happened In Sports			11:05 Boyle-Midway Sports Showcase		10:45
11:00														11:00
11:15 PM												11:20 Wrestling Resumes		11:15 PM

M E

	SUNDAY		MONDAY - FRIDAY				SATURDAY			
	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L		Garry Moore Show (See footnote)						
				Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th			Warmup Time Game of the Week			
				Art Linkletter's House Party (See Footnote) 2:30-3 pm						
				Colgate Big Payoff MWF Big Payoff Sust. Tu., Thur.						
				Action in the Afternoon 3:30-4 p.m.	Paul Dixon Show	Break the Bank L				
		Youth Wants To Know L		Summer School St. 7/6 4-4:30 p.m.		P&G Welcome Travelers L				
		Quaker Oats Zoo Parade L				On Your Account				
		Recital Hall F				Ladies Choice				
						Atom Squad L				
		Super Ghost				Gabby Hayes**				
						Howdy Doody				

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th. International Cellucotton & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore. Tues. 1:45-2 p.m. Pillsbury; Fri. 1:45-2 p.m. Kellogg; Wed. 1:30-1:45 p.m. Purex.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 13, 1953

Here's Value...
WITH A
BIG PLUS!

GUILD
SPORTS LIBRARY
a complete TV Station
SPORTS PACKAGE!

Motion picture action films of virtually every well known sports personality . . . Here's what you get . . .

400 FILM CLIPS...

Each Film-clip runs about half a minute; is on its own ready-for-use reel! Name the personality you want . . . he's in the library! Every clip in its own numbered box!

10 UNITS MONTHLY...

At no extra cost, you receive 10 new film clips monthly to keep your sports library up-to-the-minute!

UNLIMITED USE...

The unlimited use of the personalities in your sports library enables you to program your daily schedule however you please!

CATALOGUE...

Every catalogue lists both sports and personalities separately in alphabetical order. In addition, card index file contains individual synopses and timing.

and the BIG PLUS!

Three 5-minute scripts weekly built around the personalities in the sports library. These scripts were written by the famous Mac Davis, co-originator of the Bill Stern show. Each script is fast paced and well integrated . . . exceptionally easy to use . . . station merely provides the announcer. The use once a week of this one feature alone should more than pay for the entire library service.

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TIPS FOR NOVICE FILM BUYERS

In a smaller market station the general manager should keep close control over film buying and film handling. Costs are more apt to be kept in line if he is on the job.

By Hugh M. Smith*

PERHAPS nothing is so baffling to the new television operator in a non-interconnected smaller market than the organization of the film department. Yet there are a few simple steps that will eliminate much of the confusion that exists, mainly due to inexperience.

First of all, the general manager of the station should devote his time to the selection of the film library and film service. This is true, even though he has employed an experienced film editor who is more aware of film programming than of film costs.

A primary rule for the general manager to follow is to dicker on the price of films. Film producers may not like this statement, but it is a fact that film salesmen, who are largely theatre trained, seem to have bargaining blood in their veins.

Free Ones First

With this in mind, the first step is to assemble films that will not cost you money. These are known variously as "free films" or public service films. Your national representative is a big help in this case. Have your rep organization supply you with the list of firms that furnish these public service films. Admittedly, many of them are advertisements, yet the advertising is subtle and not obviously a presentation for business. A number of very large firms have excellent libraries of 5, 10 and 15 minute films that are really interesting to viewers. Right now in Montgomery, due to a polio epidemic, we have found unusual interest in films dealing with medical subjects.

As soon as your TV grant is announced, you will hear from many film organizations. They will write you, telephone you, and call in person. Even then there may be some films that you will need and for which you are not approached, so go over the field thoroughly. Read trade papers for names of films and organizations that can supply you with what you need for your library. Having done this, you get into actual buying. There are several organizations which will supply you with from 200 to 500 annual film hours. These include features, westerns, cartoons, serials and comedies. In 5 to 60 minute lengths, you will have to select one package. We selected a 500 hour contract. In addition to this, there are some small selections you may want to make in groups of from 5 to 25 films.

The selection of the above group is necessary as a sales and audience tool. After you have this group, you will look for your musical soundies which are comparable to records used by your disc jockies. Only a few firms make these, but you will have to have one musical soundie library. These are usually three-minute musical numbers, and by proper production they can be made into extremely interesting 15 or 30 minute shows with plenty of participation time. National agencies like these.

Sports Sell Well

The next item to take care of is your sports films. These are often wrestling or boxing, usually 30 minutes in length. We contracted for several of these in 13 week cycles and immediately sold them all to national and local advertisers.

You will also need special films supplied by film organizations. These are reviewed and then bought, usually by local advertisers. We did not buy any of these films, unless they were sold from audition filming and we always have the local advertiser contract directly for the film.

Having assembled your film, the next step is to thoroughly screen every film as received. To save money and space, we use the studio for screening. Incidentally, the biggest film contract we signed was for so many thousands of dollars that it made our AM library seem a bargain. The smallest film contract we have signed is for $12 a show. In this particular film, we have sold three sponsors who pay for time, film cost, screen-

Mr. Smith is general manager of the Covington stations, WCOV-AM-TV Montgomery, WGWC Selma and WGWD Gadsden, all Alabama.

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BIG FILM BUY IN OHIO

WBNS-TV Columbus, Ohio, has signed contracts with six top film distributors to secure "first-run" films for its late evening film show, *Armchair Theatre,* with the first runs to be programmed for over a year, Jerome R. Reeves, station program director, said last week.

WBNS-TV secured the films at a price of $100,000, reported to be the largest ever paid for a film package in central Ohio. The station's *Armchair Theatre* will be the only "first-run" feature film show in that area, Mr. Reeves said. The contracts guarantee WBNS-TV more than 300 first-run features, he said.

The station began a search of the film market for first runs after a WBNS-TV survey of central Ohio viewers in which it was found that, although there is public acceptance of second and third runs, any showings beyond that number in the same time segment creates strenuous objections, Mr. Reeves said. He said the Columbus outlet was one of the first TV stations to buy film on a library basis, but that after two and a half years the station finds it necessary to change its policy on feature film showings.

The station will back up its *Armchair Theatre* showings with a promotion campaign to include on-the-air plugs, local show tie-ins, newspaper advertisements and publicity, car cards and direct mail pieces, Mr. Reeves said. The contracts became effective July 5.

ing costs, and shipping charges. We do not try to make a profit on our film.

Every novice operator should follow one word of caution. Be sure that you have arranged for a well designed film room. We have had as many as 200 films on hand at one time, and we never have less than 75. You will need a film bin, carefully indexed. Be sure your film room meets local insurance requirements and do not build it until you are sure you will not have to change to meet fire protection and safety laws. The most important single operation in film procedure is the proper use of these film bins. These must be card indexed and the cards should show the date received and the date reshipped. This reshipping is a problem and you must get rid of films quickly, otherwise you will find you have a jumble in your film room. We have a rule that no film is on hand more than 30 minutes before it is indexed.

Shipping Charges

On film that we buy, we pay shipping charges when received and we bill the advertiser for these charges, as well as when we re-ship. Kinescopes are paid for by us on receipt and shipped collect. We try to ship kines within 30 minutes after opening in the morning or, if the show is in the daytime, immediately after the film is run. If you do not do this you will have problems.

In a small station television operation, the general manager must check carefully to see that his editor screens every film, then indexes it and files it immediately. After use, it is equally as important that the bin be clear for another film.

To sum this up, film buying is the responsibility of the general manager. The organization of the film room is his responsibility. The prices paid for the films are his responsibility. Proper attention to these details will do much to make your film operation smooth and profitable.

GREAT AMERICANS

Superbly produced • dramatically portrayed

26 quarter hour episodes . . . .

This saleable prestige TV film series (authenticated by Encyclopedia Britannica) highlights lives of these great Americans and their contributions to our American heritage.

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John Greenleaf Whittier
LaSalle
George Washington
Daniel Boone
Alexander Hamilton
John Quincy Adams
Andrew Jackson
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Horace Mann
Abraham Lincoln
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Washington Irving
Louisa May Alcott
Oliver Wendell Holmes

This series offers unlimited merchandising opportunities, local school and civic tie-ins, etc.

GREAT AMERICANS has been tested and proved by such outstanding accounts as:

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Southwestern Bell Telephone Co.
North Pole Ice Cream, Pittsburgh
Old Stone Bank, of Providence
Adams Dairy, Kansas City, Mo.

. . . and scores of other "sales-conscious" advertisers.

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(A Division of Muzak Corp.)
237 West 54th St., New York 19, N. Y.
Phone: Plaza 7-7700

GAC Named Representative For Columbia's Screen Gems

AN AGREEMENT was announced by Columbia Picture Corp. and General Artists Corp. last week whereby GAC will serve as exclusive national representative for Screen Gems Inc., Columbia's TV film subsidiary.

Under the arrangement, GAC immediately will take over sales to national and regional sponsors. Sales to local advertisers will continue under Screen Gems Sales Manager John Mitchell and his staff.

General Artists, a talent agency for more than 20 years, maintains offices in New York, Chicago, Beverly Hills, Cincinnati and Dallas.

Among the Screen Gems properties made especially for TV are *Manhunt, Fair Trial, Meet The Family, The Law Strikes Back, The Tales of the Texas Rangers, The Ford Theatre* and *The Big Playback.*

MADISON SQUARE GARDEN

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is available now for Fall sponsorship

* sold in 33 markets last year
* Marty Glickman and Stan Lomax
* exclusive film coverage
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* boxing, hockey, rodeo
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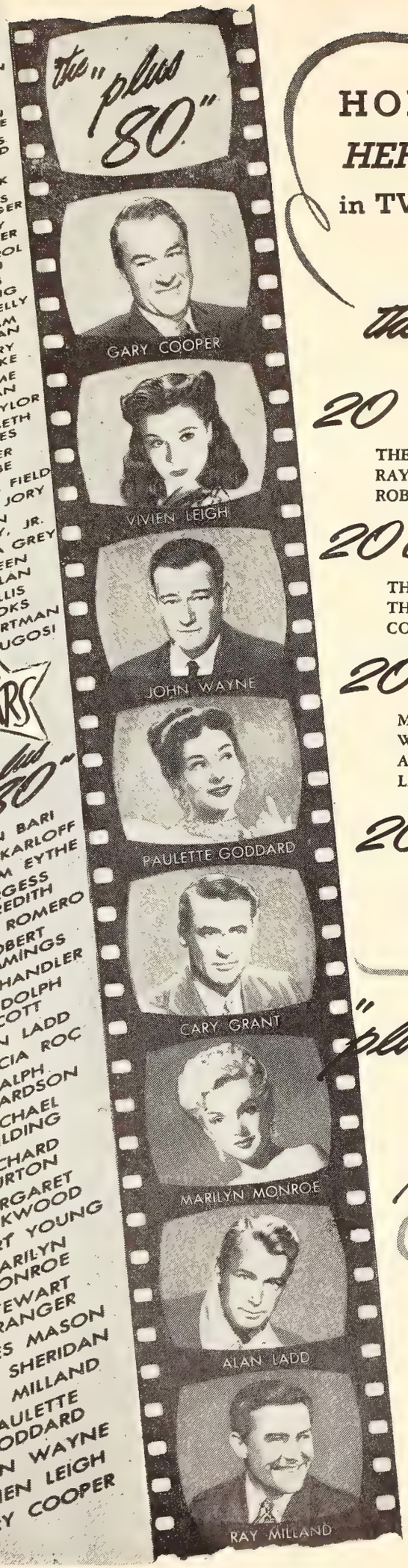
THE ROMANCE THE ACTION . . . THE DRAMA OF THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.



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ALAN LADD
PATRICIA ROC
RALPH RICHARDSON
MICHAEL WILDING
RICHARD BURTON
MARGARET LOCKWOOD
ROBERT YOUNG
MARILYN MONROE
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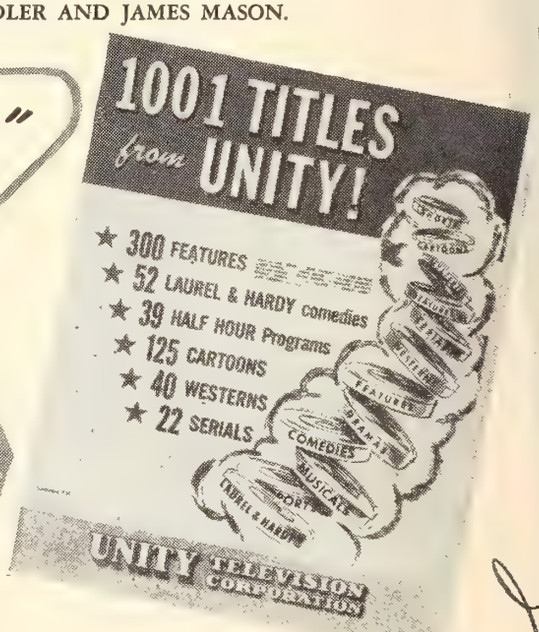
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VICTOR MATURE
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DICK POWELL
JEAN SIMMONS
FREDERIC MARCH
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A uhf station's candid announcement that it couldn't meet vhf competition has provoked widespread doubts about uhf's future. Here's the report of a B•T editor who found out that what happened in Roanoke won't necessarily happen elsewhere.

WHAT HAPPENED IN ROANOKE?

By J. Frank Beatty

THE eyes of the television world are turned toward Roanoke, a thriving industrial city in the Blue Ridge Mountains of western Virginia.

This rather conservative but steadily growing market has developed into an electronic field laboratory where the merits of uhf vs. vhf are on trial.

To date the competition has been one-sided—so one-sided that the results have started comment all the way from Madison Ave. to Hollywood & Vine as timebuyers wonder if uhf is going to follow the pattern of FM.

In brief, WROV-TV Roanoke has decided it simply can't compete on uhf Ch. 27 with WSLS-TV's vhf Ch. 10 service [B•T, June 29, July 6].

What WROV-TV wants to do is get FCC to make an exception to the rules so the station can continue operating on Ch. 27 while it competes for a third channel available to Roanoke vhf Ch. 7.

Contrary to a widespread impression, the Roanoke case has not demonstrated that uhf is a weak or impotent service. Nothing of the sort has been shown.

On the other hand, the Blue Ridge laboratory shows that uhf can deliver a good signal over the bottom of the Roanoke bowl.

It shows, however, that a uhf signal from a 2,000-foot point can't climb 4,000-foot mountains 10 or 12 miles away.

It shows, too, that a uhf station hemmed in by mountains faces frightening odds in trying to compete against a vhf station sitting on a favorably located peak that permits coverage of good markets out to 100 miles and more.

And it shows, finally, that people hesitate before spending extra money to tool up their homes for uhf when most of the popular network programs are on a vhf channel.

Things are rough in Roanoke for WROV-TV. Its income has been falling steadily. Expenses keep climbing. Every week the losses are getting heavier, and the stockholders are gravely concerned about their $250,000 investment.

Problem Is Complete

No single factor is responsible for WROV-TV's troubles. Rather, the station can look to a combination of events and attitudes.

In any case, the coveted Ch. 7 is still unassigned because there are two applicants. WROV-TV asks for the right to make it a threesome, while still operating on Ch. 27.

The Roanoke case gets to the fundamentals of TV engineering and economics. Its impact already has become serious as snap judgments have been made on the basis of cursory examination of the facts.

Obviously the only way to find out what's wrong in Roanoke is to make a first-hand study of the situation.

Many questions are raised by WROV-TV's expressed desire to get out of uhf and into vhf scarcely five months after the first test pattern was fanned out over the city.

Is there something inherently wrong with uhf—in Roanoke, that is?

Has WROV-TV given uhf a fair shake?

Have dealers and distributors cooperated fully? It not, what's to be done?

Why can't WROV-TV get more network programs when there's only one other station in the city and connections are available?

Is WROV-TV the victim of a "Madison Avenue complex"?

Are TV receivers well engineered for uhf?

Is the trouble due entirely to circumstances beyond WROV-TV's control or is it the fault of ownership or management?

Would more power and/or a higher site do the trick?

These questions, and others, can be matched against the story of Roanoke television since WROV decided back in February 1951 that it wanted to add TV to its successful local radio service.

Pleased with their monthly financial statements, the half-dozen local businessmen who had started WROV in 1946 decided they wanted to be the first to apply for a TV station in Roanoke. A Ch. 7 notice was filed despite the freeze.

Later WSLS, regional Roanoke station operated by Shenandoah Life Insurance Co., applied for Ch. 10 as did Polan Industries, which had several TV projects in the works. Last summer, after the freeze, WDBJ filed on Ch. 7 beside WROV. WDBJ is owned by Times-World Corp. and is Roanoke's

oldest radio station, a 5 kw regional.

At that point there were two applicants for Ch. 7 and two for Ch. 10, but nobody had applied for uhf Ch. 27, the third commercial facility available to the city.

WROV's stockholders met one day in July, 1952 after they found WDBJ seeking the same Ch. 7 facility. They wanted to get into television as quickly as possible. After all, the FCC was encouraging use of the new TV band and the RCA Bridgeport, Conn., project was demonstrating that uhf really works.

Bridgeport-Bound

The only sure way to get into television without long and costly hearings would be via Ch. 27, the stockholders decided. That evening Frank E. Koehler, WROV general manager, was Bridgeport-bound for a first-hand look at uhf service.

The new medium looked good, and WROV went into action. An RCA 1 kw uhf transmitter was ordered, "and please hurry." Next was the question of finding a site. The choice narrowed down to Mill Mountain, a colossal 750-foot hump stuck right in the south end of the city, and 4,000-foot Fort Lewis mountain, about a dozen miles to the southwest.

Since uhf has strong line-of-sight traits and high-power transmitters were a year or more away, it was decided to use the Mill Mountain site. There the antenna could look right down into the living rooms of nearly every home in Roanoke.

With the main policy decisions out of the way, WROV continued its studio experiments with an RCA TV camera it had owned nearly a year, still its only camera.

It also twiddled its corporate thumbs for weeks and more weeks while awaiting delivery of the transmitter. Eventually it had to abandon all hope of being Roanoke's first television station because WSLS had meantime been granted a Ch. 10 permit. Polan Industries had switched its Ch. 10 application to Ch. 7 after WROV's selection of uhf Ch. 27, leaving the way open for WSLS.

The delay in getting a transmitter was a cruel blow to WROV-TV. Last Dec. 11 WSLS-TV took the air on Ch. 10 from Poor Mountain, a lofty peak 4,000 above sea level and 3,000 feet above Roanoke itself. This peak is 13 miles from the city.

At that time Roanoke had a thousand or more TV sets, fed from $150-$200 stacked yagis and assorted dipoles that could catch WFMY-TV Greensboro, N. C., 100 miles away and frequently WSAZ-TV Huntington, W. Va., or WTVR (TV) Richmond.

Even before WSLS-TV was transmitting, local appliance stores were conducting campaigns to sell vhf sets. Local merchants were joined by fiery promoters whose gorgeous claims and easy credit helped stimulate the demand for sets—all this during the pre-Christmas season when TV sets move at their fastest, and on into the winter.

Eventually WROV's transmitter arrived. After a fortnight of testing, the station started program service March 3.

By that time WSLS was claiming over 40,000 sets in its service area—relatively few of them able to receive a uhf signal.

AGENCY VIEW OF UHF

CHARLES WILDS, chief timebuyer at N. W. Ayer & Son, New York, told B•T last week:

"With the bugs being taken out of uhf more and more every day and as more uhf stations get on the air, I'm sure that uhf will be as satisfactory as vhf.

"The most important thing uhf has to do is educate the audience on uhf —make the program appealing, perhaps emphasize local events so that people will either convert their sets or buy a uhf one."

WROV-TV had started promoting conversion during the winter and had conducted dealer-distributor educational campaigns.

That was the situation last March. A heavy share of TV sets, nearly all vhf-only, had been bought on time. To catch WROV-TV's picture meant $30 to $50 for an antenna or lead-in, plus $5 to $50 for a strip or converter ranging from one channel to the whole uhf band.

An educational campaign aimed at dealers and distributors was showing signs of results. Installation crews were learning the hard way that uhf presents special problems. Sometimes they threw up their hands and said they guessed there wasn't a uhf signal anywhere on the roof.

Bow Ties and Yagis

Even so, bow ties and yagis started sprouting from Roanoke rooftops. At the same time, dealers began meeting some sales resistance. Having sunk $200 to $400 or so in a TV set, customers raised this point—why spend all the dough tooling up for uhf when all the NBC-TVand CBS-TV programs are on WSLS-TV?

WROV-TV had ABC-TV service, picking it up from a 35-mile AT&T microwave link. This added up to only a few hours a week. WSLS-TV, on the other hand, started off the day with NBC's Garroway and was possibly 80-90% network right through to the 11 p.m. news. Nearly three-fourths of the network programs on WSLS-TV are NBC, the rest CBS.

The WROV-TV program service starts at 5:30 p.m. with a religious series, moving along with local personalities to 6:30 when it has a western film. Local news and assorted local programs and film shows are carried to signoff, usually around 11 p.m. Like WSLS-TV, it is limited to one rather small studio though WSLS-TV has two cameras plus a third in the Appalachian Power Co.'s auditorium.

At first the local merchants and services were buying plenty of WROV-TV time, enough to justify its backers' hopes that life with television would be quite merry after the first few months. The conversions weren't fast enough to suit them, however, and they started comparing WROV-TV's programs and coverage with those of WSLS-TV.

Then began real sponsor trouble. Local contract cancellations started to come in—polite, as a rule, but quite firm. New York timebuyers were courteously indifferent.

The networks, too, were disinterested, aside from ABC-TV. The AM part of the



WSLS setup had an NBC affiliation. Since WSLS-TV carried many more NBC-TV programs than CBS-TV, why couldn't WROV-TV get the unused CBS-TV programs? "You answer it," WROV-TV officials say when the question is posed, adding, "We've tried and tried."

Near-70% Saturation

Since March WROV-TV has watched the number of uhf installations increase steadily if not spectacularly. By May there were signs of nearly 50% uhf saturation in Roanoke TV homes and the figure has been described as approaching 70% or even more.

But that's in Roanoke proper, with a population of 91,000 (28,000 families) in 1950. The Roanoke metropolitan area (Roanoke County) has nearly 140,000 people, or 38,000 families.

According to WROV-TV, it can slap a good signal into most of the populous parts of Roanoke County, with an estimated 19,000 homes having uhf equipment.

The station frankly says it is practically blind beyond 12 or 15 miles because Roanoke is nearly surrounded by mountain ranges that overtower its own 1,750-foot Mill Mountain. The signal sneaks out through some valleys, but unfortunately many of the valleys have their openings turned away from Mill Mountain. Thus WROV-TV says it can't do a good job in Rocky Mount, Bedford or Troutville, for example.

Can't Get Over

WROV-TV plants a 2,000 microvolt signal on Catawba Mountain 12 miles away, but simply can't get over it to reach the other side. The signal averages 2,000 microvolts in an 8-mile radius, according to James W. Robertson, chief engineer. Though WROV-TV's 21-slot antenna puts out a signal of 18 kw, the FCC rates it at 9.77 kw because of a 1 degree electrical tilt and 0.3 degree mechanical tilt.

Now take a look at the coverage story of WSLS-TV, with a 2 kw RCA transmitter driving a high-gain antenna radiating a rated 26.2 kw. WSLS-TV's antenna reaches 4,007 feet above sea level compared to 2,000.7 for WROV-TV. The WSLS mail map shows regular response from such cities as Bristol (125 miles), Richmond (140 miles), Lynchburg (45 miles), Bluefield (70 miles), Henderson, N. C. (120 miles), Danville (60 miles), Beckley (80 miles), Winston-Salem (90 miles) and many other North Carolina cities.

The WSLS-TV set count of 87,000 is said to include Bluefield, Lynchburg (which has its own WLVA-TV), Martinsville, Danville, Radford and Bedford. Its total market adds up to 396,000 families or 1½ million people, according to WSLS-TV.

WSLS-TV Rates Up

Believing it really has 100,000 sets and anticipating a total of 300,000 sets in its area in the not too distant future, WSLS-TV is in the process of revising its rate card upward. It plans a big Radio-TV Center.

A vicious circle is thus apparent—vicious from the WROV-TV standpoint and a matter of sincere concern to its friendly competitor, WSLS-TV, which wants to see Roanoke become a saturated, satisfied and competitive television market.

The vicious circle starts at the perimeter mountains whose forested slopes refuse to let Ch. 27 impulses pass on to the other side. That limits WROV-TV's potential audience roughly to the 38,000 families in the metropolitan area or county. The circle moves on as WROV-TV faces dealer resistance to the more severe installation problems and customer resistance to paying more for uhf receiving sets plus $30-$50 antennas. Lacking wide coverage, WROV-TV now has only two national accounts and 10 local accounts, at least one being a stockholder.

Circle Continues

The circle continues as advertisers sponsoring network shows fail to show interest in WROV-TV when they see the WSLS-TV market data. Since WROV-TV has only a few ABC-TV network shows in its log, it can't interest New York timebuyers in buying adjacencies because there aren't any—or at least, only a few.

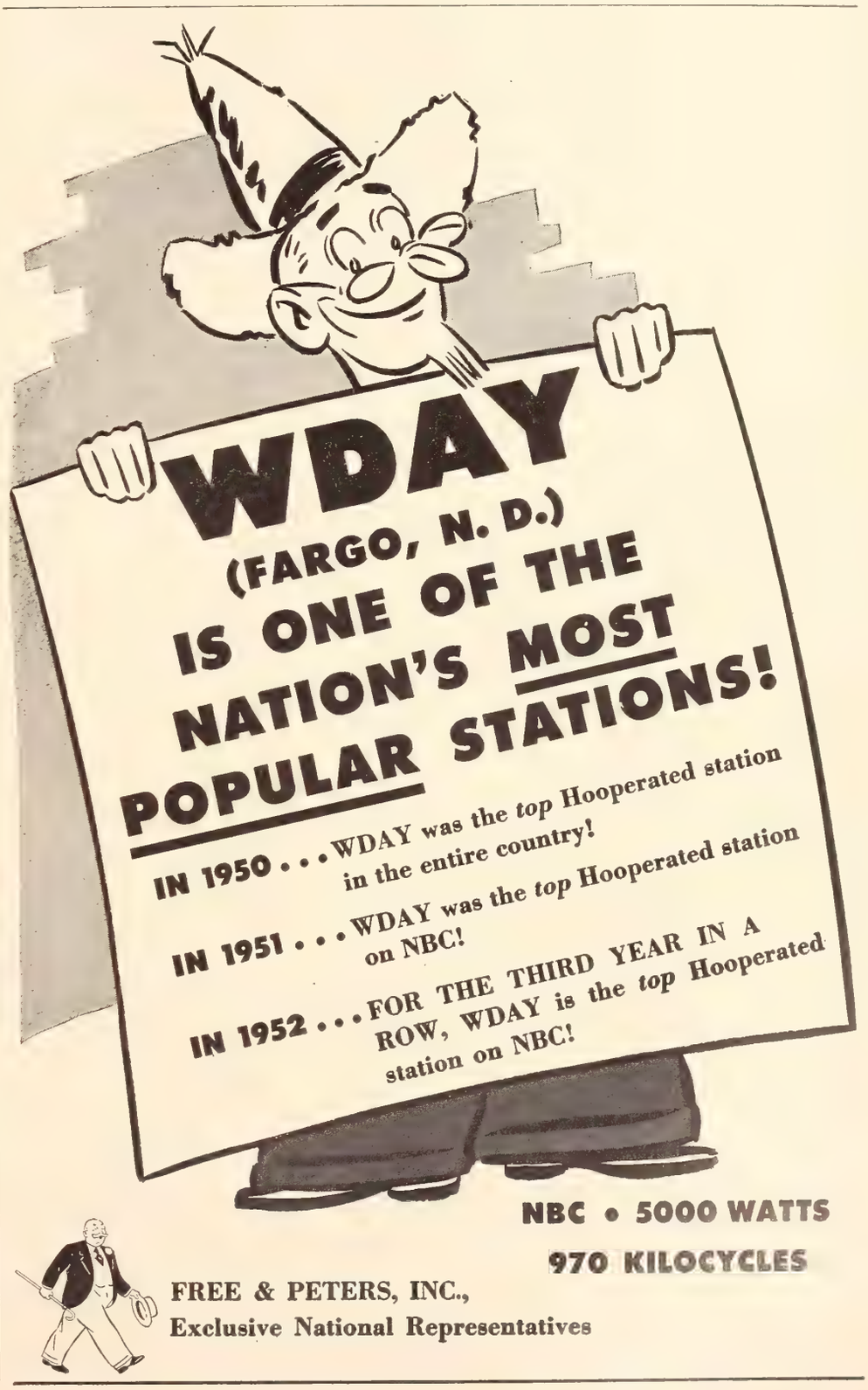
Now take a look at the WROV-TV financial picture.

Financial Picture

In its first three months of operation, WROV-TV took in $15,569 (March $6,829, April $4,771, May $3,969). Its expenses totaled $27,045 (March $9,068, April $8,730, May $9,247).

Just for the sake of argument, project the three-month figures to an annual basis. WROV-TV, then, would show income of $62,276, expenses of $108,180 and loss of $45,896—assuming the last nine months of the year were like the first three.

That's enough to scare the financial wits out of the businessmen who have put up



the funds to start this electronic operation.

And just for the sake of another argument, take those projected figures and compare them to the estimated income, expenses and construction cost in the early application.

This application carried the following item: Estimated operating cost for first year, $165,504. This is far above the $108,180 figure derived from a projection of WROV-TV's first three months.

Then the application carried a second figure: Estimated revenue for first year, $160,000. The 12-month projection of the first three month's income falls roughly $100,000 short of this figure.

Enough to pucker any stockholder's brow, especially when it is observed that the third month produced barely five-eighths the revenue taken in the first.

The Loss Trend

But what really alarms WROV-TV is the loss trend. March, the first month, was pretty good—$2,238 in the red. That wasn't bad for a new electronic enterprise. April, however, brought bad news in the form of a $3,959 deficit.

And then came May, with a frightening $5,277 loss. That's red ink at the rate of $63,224 a year, if the figure is multiplied by 12.

Now, WROV-TV admits, June was worse than May and July is more of the same.

In its June 23 petition to FCC, WROV-TV, asking that FCC rules be waived so it could continue operating on Ch. 27 while applying for Ch. 7, said: ". . . . if the Commission will not waive the provisions of its temporary processing precedure it (WROV-TV) will relinquish its permit for Ch. 27 in order that this application (Ch. 7) may be received and processed."

WROV-TV's Troubles

Citing WROV-TV's troubles in an accompanying letter, Leo F. Henebry, station president, said the station believed half the sets in the immediate Roanoke area could tune Ch. 27. Since that time an independent survey has around seven out of every 10 sets can get the WROV-TV picture.

Taking the most recent highest TV saturation figure for Roanoke, one out of every two homes, WROV-TV would appear to be reaching at least 13,300 homes in the immediate area.

Like the other WROV-AM-TV stockholders, Mr. Henebry is a businessman full of enthusiasm for the market and eager to provide it with a profitable television service.

"My jewelry store in Roanoke has not been off radio a single day in a quarter-century," he told B•T, recalling he put time signals on WDBJ free when it took the air in 1924. "All of us are Roanoke businessmen. We are really interested in the stations.

"We had accumulated about $100,000 from radio though we lost heavily when we started in 1946 as the original $75,000 ran up to $130,000.

"We aren't men who throw money away. Right now we have forgotten profits. We're fighting for existence. We have more than $250,000 invested. The networks aren't sympathetic and people who strained to buy TV sets are thinking twice before spending $50 more to get uhf."

There's the WROV-TV problem. It shows that a uhf station in the rugged Roanoke terrain can't compete with a vhf station with better coverage and network programs. After all, when WROV-TV was picking a site it didn't dare take a chance on putting a costly uhf installation atop a mountain 10 or more miles away when 10 kw uhf amplifiers were over a year away. It feared Roanoke coverage might be inadequate, choosing the safer Mill Mountain instead.

WROV-TV showed business courage when it came out into the open with the facts of uhf service in Roanoke. It knew what Madison Avenue would say. It knew what Roanoke people would say. It knew the legend would be spread that "WROV-TV has given up the ghost" whereas it merely was asking for the right to apply for Ch. 7 frequency it had originally sought.

Would high power solve the Roanoke uhf problem? Engineers aren't giving a definite answer. Even with 100 kw, the signal still would get bumped around and be blind to many areas. People would still have to buy expensive gadgets. There would still be the problem of competing with the WSLS-TV vhf signal and two-network service.

Worst of all, Ch. 7 will be opened one of these months.

A Steady Market

Roanoke is a steady, dynamic market, third in the state and has high buying power. The town has adopted television as a medium—not spectacularly because it leans toward the conservative side. People do a lot of viewing. The *Times* and *World-News* (WDBJ and applicant for Ch. 7) print complete logs of both local TV stations plus Richmond, Lynchburg, Huntington and Greensboro TV stations.

The WSLS-TV basic rate is $300 an hour. WROV-TV has a national rate of $200 and local rate of $140.

Obviously, in Roanoke the program's the thing. WROV-TV originally envisioned 11 or 12 daily hours of top local programming, a policy that had been responsible for its success as a local outlet in a market that had two regionals and has recently added a radio daytimer (WRIS). Such an array would require vast sums of money. Live TV and and remotes are costly.

What would you do if you were sitting on Ch. 27 in Roanoke, competing with Ch. 10 and facing additional Ch. 7 service?

THE KOA STORY...

Nielsen Reports Guarantee 57% of all radio homes in 303 counties in 12 states listen regularly to KOA every week.



Plus BONUS COVERAGE...

CAR RADIO BONUS

KOA is the best Outdoor Advertising Medium in all the West with appeal that's ***alive*** wherever you drive... in more locations than you could afford to buy!

GEOGRAPHICAL BONUS

Nielsen only counts Coverage ***of 10% and up.*** Mail response proves KOA is a favorite with as many as 9% of the radio families in hundreds of additional counties in over 34 states.

SUMMER BONUS

More than 12.5 million tourists vacation an average of 8.8 days in the Mountain States and spend more than $600 million.

If you believe more people should be buying what you're selling...
KOA IS YOUR ANSWER.

Write for your copies of the "BONUS COVERAGE" and "VACATION" issues of KOA's *The Western Markets.*

NBC



Covers The West...*Best!*

National Sales Representative: Edward Petry and Company
Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis, and Dallas

850 KC 50,000 Watts

WIOU Brand Ratings

MANUFACTURERS of food products have a better idea how their individual brands are selling in Kokomo, Ind., thanks to that city's WIOU. John Carl Jeffrey, vice president and general manager of the station, reports the outlet has distributed lists of products ranking in different categories according to local sales. Frank Gregory & Assoc. compiled the survey, interviewing managers of 75 grocery outlets in the community. Ratings were based on "comparative" sales.

'CREATIVE IDEAS'

TITLED "Creative Ideas or Stagnation?," Robert Acomb Inc., Cincinnati advertising agency, has released a clever little booklet which is quite creative itself. The simply-written booklet, with eye-catching designs colored in green, points out that creative ideas will always provide the foundation and the reason for an advertising agency's existance.

PENCIL PROMOTION

KSL-TV Salt Lake City has sent out bunches of pencils on which is written, "KSL-TV, Serving the Intermountain West." Accompanying the pencils is a letter which explains that each pencil is worth 4¢, representing the cost to reach 57.2 viewers on KSL-TV in the afternoon. There are nine pencils in the bunch which, the letter continues, represents a typical KSL-TV "nine plan." The price of all the pencils is 36¢ "for that amount 514.8 viewers are reached by an advertising message telecast on KSL-TV during the afternoon."

SPECIAL TV SECTION

COLORED in green, the first page of *The Honolulu Advertiser's* special TV section featured an impressive ad for KONA (TV) Honolulu on June 24. All the Hawaiian Islands were pictured together with KONA's antenna, with copy reading, "The new improved KONA. . ." The 12-page section was full of news of the station's plans for programming, information about its staff, etc.

SKYHOOK SUPERINTENDENT

KRDO Colorado Springs has released a small membership card stating: "This certifies that (place for signature) is a qualified Skyhook Superintendent for the erection of Colorado's highest structure at 399 eighth Street." The reverse side of the card gives channel number, affiliation and further information.



SOON TO BE Bermuda-bound (courtesy of WJIM Lansing, Mich.) is Andrew Elsesser (c), president of the American State Bank of Lansing, who was the winner in a drawing among advertisers who had been on WJIM for 20 years. Drawing was held at a luncheon presided over by Harold Gross, station president. Gov. G. Mennen Williams drew the number. Presenting the tickets and a guide book are Howard Finch (l), WJIM vice president, and Willard E. Walbridge, WJIM vice president-general manager.

FREE SPOTS

WOPA Oak Park, Ill., has come up with a new twist built around an old patriotic tradition. The station offered free spot announcements to all local merchants who displayed the American Flag on Independence Day. The offer was made to all merchants and business establishments by Martin Bouhan, WOPA program director, who noted that on Memorial Day and Flag Day only two downtown merchants had displayed the red, white and blue. The announcements were aired on a special salute program from 1-2 p.m. July 11.

'CHAIN LIGHTNING' PLAN

WMAQ Chicago's "Chain Lightning" merchandising plan is striking the fancy of leading chain and independent food stores in that area, judging by the congratulatory messages received by John M. Keys, NBC Chicago advertising and promotion manager. Mr. Keys reported last Tuesday he has received a volley of plaudits commending the cooperative selling plan, which covers 771 chain stores and over 50% of all retail food sales in metropolitan Chicago. Mr. Keys cited messages from Coca Cola Bottling Co. of Chicago Inc., and Realemon-Puri-



QUALITY PAYS OFF

—in the Kansas Farm Market

Right now, here's what's happening all across Kansas. Farmers check the quality of their harvested wheat and are pleased. They're finding plump, firm, heavy grains . . . top quality wheat that will bring top prices . . . give them more money to spend.

And when advertisers check the quality of WIBW, they too are pleased. Their sales charts show RESULTS that bear out the findings of unbiased, independent surveys * that consistently show WIBW to be the *Number One listening choice* of Kansas farm families.

Boost your Kansas sales with this powerful combination of a Quality Station in a Quality Market.

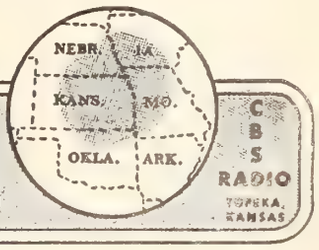
* Kansas Radio Audience '52

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



FIRST television *Esso Reporter* in South Carolina started June 29 on WCSC-TV Charleston, according to the station. WCSC-TV commenced operation June 19. Gathered for the debut of the TV program are (l to r): Vern Carrier, assistant advertising manager for Esso; A. M. (Joe) Graves, South Carolina district manager for Esso; Curt Peterson, partner, Marshalk & Pratt, Esso agency, and John M. Rivers, manager and principal stockholder of WCSC-AM-TV. *Esso Reporter* has been on WCSC for nearly 14½ years.

tan Co. Both praised results of the plan, which also is being offered in other cities with NBC o & o stations, including New York.

AMBULATORY BILLBOARD

WHEN John Poole cast about for an idea to publicize his September-opening of KPIK (TV) Los Angeles, he put his pretty new car to work. Now when the Pooles scoot between their Corona Del Mar home and the various Poole properties in Southern California (KBIG Catalina, KBIF Fresno and the KPIK transmitter being built on Mt. Wilson) they promote KPIK with their ambulatory billboard—"Coming Soon! Channel 22, More TV For You," written in large letters on their car.

'HOMES FOR BETTER LIVING'

PUSH-BUTTON kitchens, automatic home laundries, air conditioning units and other appliances are being demonstrated to home owners on a new program started by WGN-TV Chicago. Titled *Homes for Better Living* and aired each Saturday, the program is designed to acquaint present-potential home-owners with the latest advanced styling and architectural features and trends in home design. Highlight of the program is a regular interview with an outstanding personality in the building industry. Russ Reed serves as emcee, giving information on home construction, financing, styling and the growing popularity of appliances. The program is co-sponsored by Hotpoint Co. and General Electric Supply Co., local Hotpoint distributor.

MBS 'DEADLINE'

STORIES behind the headlines and bylines in the nation's newspapers form the basis for a new series, *Deadline,* launched by MBS network July 8, 7-7:30 p.m. Dramas run the gamut of romance, tragedy, comedy, crime and exposés. Narrators are reporters, editors, columnists and legmen who cover events. Jerry McGill writes and directs the program.

'AMERICA HELPS'

A NEW 13-week series of radio programs telling of America's assistance to the peoples of the world is being presented by WOL Washington, Sundays, 9:00-9:15 p.m., starting yesterday (Sunday). The programs feature recorded interviews, stories and comments by prominent Americans and leading citizens of other countries. Dramatizing the help America is giving by means of feeding the hungry and providing medical care and technical assistance, the programs tell the story of work being done by nearly fifty organizations, such as CARE, Heifer Project, Church World Service and World Neighbors. The programs feature Dr. Frank C. Laubach, missionary-statesman and head of the Koinonia Foundation of Baltimore, which has released the series.

LARGE TURNOUT

WHEN J. C. Kellam, general manager of KTBC-TV Austin, Tex., planned the tenth birthday party of the Texas Broadcasting Corp., which operates the station, he never expected the turnout he got. A two-hour open house was planned, with an expected crowd of a thousand people, to be divided into groups of six or ten, guided through the studios and ending up by looking at themselves on monitors. Shortly after the station was opened, a line formed, four deep and a block and a half long, reports the station. Counting them was impossible. Others came, saw the line and left. Mr. Kellam says

All Aboard for Safety

KWK St. Louis disc jockey and boating enthusiast, Gil Newsome, concerned about the number of swimming and boating accidents in the area, decided to dramatize safety precautions on his programs.

Collecting members of the local Coast Guard, Red Cross and Safety Council of Greater St. Louis, Mr. Newsome boarded his 35-ft. Chris-Craft cruiser on Alton Lake of the Mississippi River north of the city. As the group cruised over the lake, Mr. Newsome recorded a series of five-minute tape interviews and a round-table discussion on safety precautions, playing them back the next day on his three KWK programs, *Bandstand Revue, First Five Revue* and *First Five.*



AM Traffic Cop

WFDF Flint, Mich., attracted considerable favorable attention over the Independence Day weekend, according to Lester W. Lindow, general manager, by scheduling six special five-minute broadcasts from three state police posts strategically located in the "heavy northern Michigan resort traffic" area which also is the station's coverage area. The programs, plus announcements urging caution on highways, carried police reports enabling listeners to gauge their travel to avoid traffic jams, Mr. Lindow said.

it was Austin's biggest crowd since General MacArthur's return. Nevertheless, each visitor is reported to have seen his picture on TV.

CLOSED CIRCUIT HOSPITAL TV

KRON-TV San Francisco solved one of the problems of televising hospital operations. On four consecutive days 71 student doctors from 11 western states, Alaska and Canada watched a series of operations on three TV sets in the hospital amphitheatre. The main drawback to former televised operations was that the camera was too large to be in a permanent spot close to the operating table. To eliminate this, KRON-TV technicians built a special 5-foot boom which supported a sequence of mirrors controlled by the cameraman. Thus, the camera was well to one side of the table yet able to obtain a good shot of the patient from above, reports the station. Microphones were set up near the monitors permitting the audience to ask the surgeon questions during the operation and hear his answers immediately.

CONCERT OF CANADIAN MUSIC

MORE THAN 100 works of Canadian composers have already been received by the committee of BMI Canada Ltd. and BMI for the Concert of Canadian Music to be held in New York on October 16 under the direction of Leopold Stokowski. The concert is being sponsored by BMI for the greater development of past and present Canadian music. The progress report on Canadian compositions received was made by Ken Soble, CHML Hamilton, and Carl Haverlin, BMI and BMI Canada Ltd.

'BREAKFAST IN HOLLYWOOD'

INDEPENDENCE DAY marked return to NBC radio of *Breakfast in Hollywood*, the late Tom Breneman's program, on weekly basis, with Jack McCoy as m.c. The program has been on 17 western division NBC stations for the past six months. Chet Mittendorf is owner-packager-producer and Ralph Hunter is director of the show.

MINNEAPOLIS AQUATENNIAL

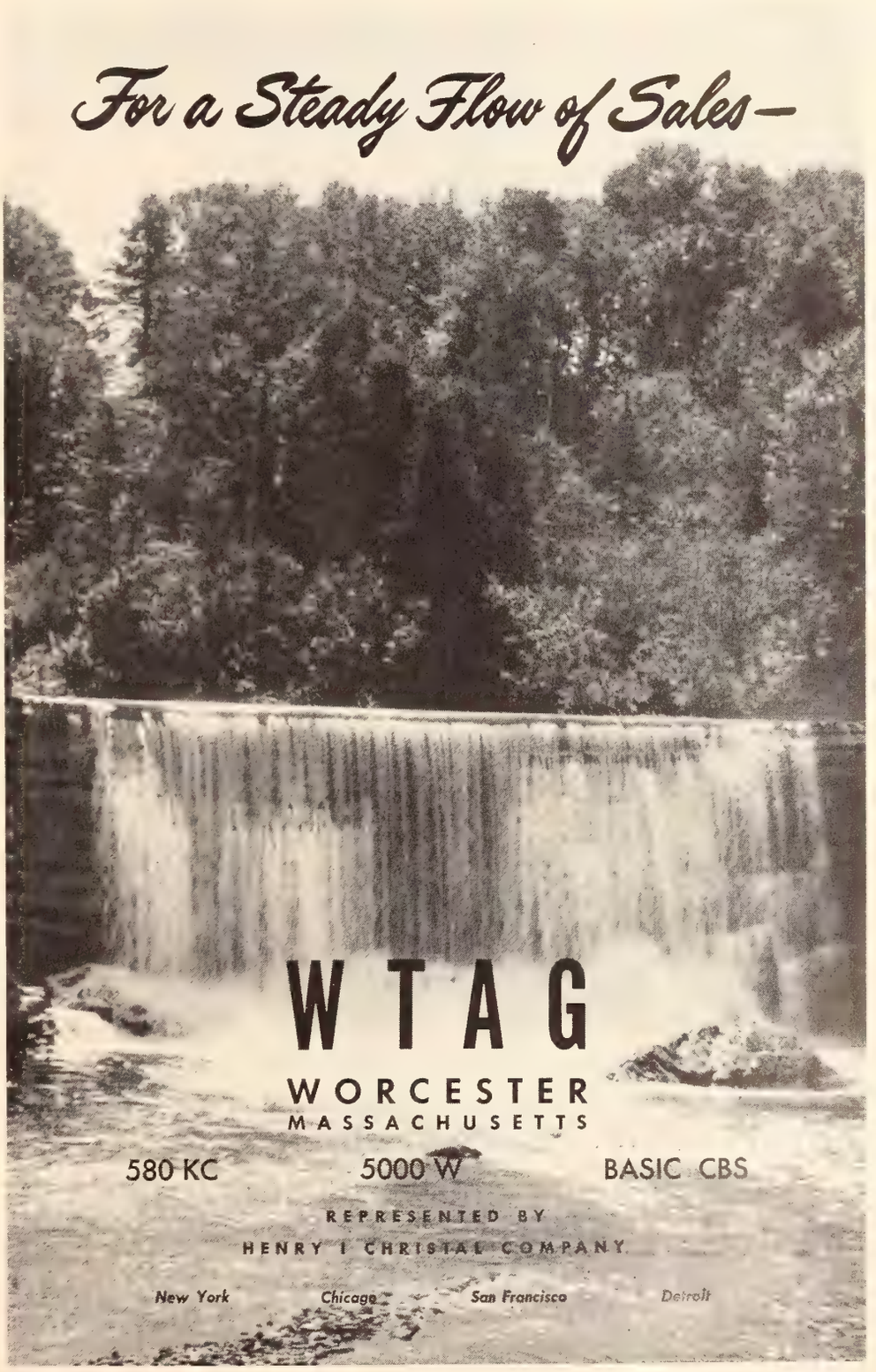
WCCO Minneapolis' all-star aquatennial show at Minneapolis auditorium on July 18 will feature Victor Borge, Georgie Jessel, Lu Ann Simms and the McGuire Sisters from the Arthur Godfrey shows. This is the station's contribution to the city's ten-day annual water festival. The station reports that it always kicks off the event with a two-hour show at the city's 10,000-seat auditorium.

SCHOOL DISC JOCKEY CONTEST

BILL VALOR, disc jockey at WLYN Lynn, Mass., recently ran a high school disc jockey contest on his 3-5 p.m. program, which the station reports was very successful. Students who wished to participate sent letters to the station, after which those eligible spinned six records apiece, two appearing on the program each day. The youngsters selected their own records, gave their own ad-lib and read two public service spots. Four winners were chosen by means of votes from listeners, which totaled fifty thousand, according to the station. The final elimination took place in the window of Youth World, a teen-age clothing store. Police were needed to keep traffic moving, so jammed was the street with listeners, the station reported.

HUSBAND-WIFE SERIES

MAKING efficient and economical use of food is the subject of new husband-and-wife series begun by WGN Chicago last June 29. Titled *Meet the Kraefts*, program features Norman Kraeft, WGN farm service director, and his wife, Jean. Program is sponsored by the Pure Milk Assn. and is heard Monday through Friday, 12:15-30 p.m. The Kraefts analyze and comment on new ideas designed to aid the homemaker—how to give meals more zest, turn shopping into a more profitable venture and make living more pleasant. They also present data offered by the home economic departments of various state agricultural colleges.



IN THE 75th MARKET
– TEXAS' 5th
EL PASO

KEPO is on the alert, day and night, cultivating the friendship of listeners throughout the Great El Paso Southwest area, the nation's largest trade territory.

KEPO's faithful audience includes businessmen, workers, farmers and ranchers, housewives . . . people who last year spent well-over one half a billion dollars in retail sales alone. In addition, because of its faithful coverage of all local sporting events, as well as complete day-by-day coverage of the new world-famous Mexican Pan-American Road Races, right from the heart of Mexico itself, KEPO has been labeled "The Sports Station"! It's only logical to realize that if you want your message to reach the prosperous people of the El Paso Southwest, send it through KEPO, with its 10,000 watts of power making it El Paso's most powerful station.

Ask Avery-Knodel for complete details.

Figures from Sales Management, May 10, 1953

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 · 10 kw

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

PEOPLE

Advertisers

J. C. Porter, division manager at Spokane, and **E. R. Cluff,** mid-continent division manager at Tulsa, named vice-presidents in charge of consumer and dealer sales and of painter and maintenance sales, respectively, General Paint Corp., S. F.

Thomas Emerson, vice president in charge of sales, named vice president and general manager of Eversharp Inc., N.Y.



Mr. Emerson

Wilmore H. Miller, vice president in charge of advertising and brand promotion, appointed vice president in charge of operations, Toni div. of Gillette Co., Chicago. **Stuart K. Hensley,** sales manager for Toni, appointed vice president in charge of sales, advertisng and brand promotion.

Florence Muller, Louis Cowan Production Agency, to character merchandising div. of Walt Disney Productions Inc., N. Y., to handle radio and TV promotion for Walt Disney character merchandise.

Sara Pennoyer, vice president and sales promotion director, McCreery & Co., N. Y., to J. W. Robinson Co. (department store), L. A., as vice president in charge of advertising and publicity.

Edwin B. Dexter, rear admiral USN retired, named director of public relations for Pan-American Coffee Bureau, N. Y. **Ellen Saltonstall** named director of consumer services in charge of food publicity and educational projects, and **John Burns** becomes director of advertising and sales promotion.

Samuel A. Krasney, wine and spirits editor of *New York Journal of Commerce,* to public relations dept. of Publicker Industries Inc., Philadelphia.

J. G. Hagey, advertising manager of B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont., appointed president of Waterloo College, affiliate of U. of Western Ontario, London.

Warren E. Thompson, public relations officer of Chicago Title & Trust Co., elected president of Publicity Club, Chicago.

Agencies

Karl A. Brautigam, account executive, McCann-Erickson, N. Y., appointed vice president of agency.

John Monsarrat, senior vice president and management account supervisor, Lennen & Newell, N. Y., named general manager of agency.

G. Albert Honold, account executive, Ralph H. Jones Co., Cincinnati, and **William O. Mincher,** W. Earl Bothwell Agency, N. Y., to Rhoades & Davis, L. A., as vice presidents.

J. M. Bowman, formerly vice-president of Stewart-Bowman-Macpherson Ltd., Toronto advertising agency, to senior executive post with J. Walter Thompson Co. Ltd., Toronto.

H. Richard Seller, secretary and publicity director, Don Allen & Assoc., Portland, Ore., resigned to open own advertising agency with **Elizabeth Seller** at 206 S.E. Grand Ave., that city. **Rolland Gabel** promoted to senior account executive at Don Allen & Assoc., with **Bob McCullough** added to plans board. **Don James,** copy chief, becomes publicity director and **Newman Myrah** heads art dept.

Lou Smith, public relations director, Council of Motion Picture Organization's "Movietime, U.S.A." campaign, opens public relations office at 340 N. Rodeo Dr., Beverly Hills, specializing in motion picture and TV producer organization accounts.

Alex Evelove, publicity director of Warner Bros. studio, opened his new office as free-lance publicity and public relations firm at 332 S. Beverly Dr., Beverly Hills.

Ford C. McElligot, senior account executive, John H. Riordan Co., L. A., (recently taken over by Roy S. Durstine, Inc.) opens own agency, **Ford C. McElligot & Associates,** at 742 S. Hill St., that city.



LLOYD E. YODER, general manager, KNBC San Francisco, and Alma Cella, concert singer, whom he married on June 20 [B•T, July 6].

Mark H. Fuller, sales promotion director, Pacific Finance Corp., L. A., to Western Adv. Agency Inc., that city, as account manager and specialist in financial advertising.

Donald S. Briese, director of TV production, Cole & Wober Agency, Portland, Ore., to Frank Wright National Corp., S. F., as account executive.

Ralph Holmstad, formerly Washington State radio news editor for Associated Press, named publicity director for Miller & Co., Seattle advertising agency.

Howard Flynn, chief announcer at KMPC Hollywood, to Walter McCreery Inc. of Beverly Hills, as radio and TV director.

Jerry Steimle, advertising and sales promotion manager, Magna Engineering Corp., Menlo Park, Calif., to Dancer, Fitzgerald-Sample Inc., S. F.

Ted Keady, radio-TV director, Pitluk Adv. Co., San Antonio, to Ruthrauff & Ryan Inc., Houston, as account executive.

John Gaunt, director, NBC-TV Hollywood, to Grant Adv. Inc., that city, as radio-TV director. **Roger Patrick,** account executive, elevated to director of administration, research

and media of agency. **Lee Hogan,** KNBH (TV) Los Angeles fashion editor and commentator, to agency as head of women's promotion div.

Laura Fisher, assistant media director at Glenn Jordon & Stoetzel Adv., Chicago, named media director of Burton Browne, that city.

Joan Landry appointed radio-television time buyer, L. C. Cole Co., S. F.

John Motyl, formerly of CJCA Edmonston, named copy chief of Edmonton office of Stewart-Bowman-Macpherson Ltd., advertising agency.

Donald E. Gehring, sales and advertising manager, Nutrena Mills Dog Food Div., to Erwin Wasey & Co., L. A. office.

James M. Stewart, advertising manager at J. T. Baker Co., N. Y., to William Esty Co., N. Y., as assistant account executive on National Carbon Co. account.

Douglas Cornwell, *U. S. News and World Report,* to Compton Adv., N. Y., in market development dept.

Jerry Gordon, Sun Ray Drug Co., Phila., to Sherman & Marquette, N. Y.

Betty Bakalian and **Robert Luebbers** to art dept., N. W. Ayer & Son, Phila. **Charles N. Robinson** to agency's outdoor adv. dept., and **Ira Rothbaum** to copy dept.

Richard Yeager rejoins art staff of Beaumont, Heller & Sperling, Reading.

Stations

J. W. Timberlake Jr., W. L. Stenesgaard & Assoc. Adv., named general sales manager of Jefferson Standard Bcstg. Co., WBT and WBTV (TV) Charlotte.

David F. Milligan, promotion manager at WFBM-AM-TV Indianapolis, Ind., appointed general manager of WASK and WFAM-TV Lafayette, Ind. He succeeds **E. R. Herkner,** who died May 30.

Milton D. Friedland, former sales service manager at WBBM-TV Chicago and national spot manager at WBKB (TV) Chicago, appointed manager of WICS (TV) Springfield, Ill., slated to go on air about Sept. 1.

F. E. Busby, general manager of WKRG-AM-FM Mobile, Ala., appointed general manager of WPFA-TV Pensacola, Fla.



Mr. Busby

Charles Parker, program promotion dept., of WDRC-AM-FM Hartford, promoted to account executive.

Polly Kaufman, publicity director, KFI Los Angeles, retires July 15. **Jack Littleton,** KFI sales promotion, replaces Mrs. Kaufman.

John D. Kennedy, program director of KFYO Lubbock, Tex., to WLW Cincinnati. **Pete Katz,** senior producer-director-writer at WHAS-TV Louisville, appointed producer-director at WLWT (TV) Cincinnati. **Clark Crume** to WLW client service staff and **Joe Dwyer,** WLWT (TV), to WLWA (TV) Altanta, as office manager. **Joe Beckman** succeeds Mr. Dwyer in Cincinnati office.

James Strickler, part-time announcer and teacher, becomes full-time program director of WMGW Meadville, Pa.

Ward Glenn has resigned as public relations director of WIRE Indianapolis, Ind., to become manager of Erie (Pa.) Philharmonic Orchestra July 20.

Robert Woodburn, former member of NBC o&o stations division accounting office in N. Y., transferred to Chicago as chief accountant for WMAQ and WNBQ (TV).

Pat Cooney, manager, Ley & Livingston advertising agency, Phoenix, to KHJ-TV Hollywood, as account executive.

Ray Beindorf, chief traffic coordinator, KNXT-TV Hollywood, promoted to account executive, KNXT.

Bill Burns, formerly newscaster at KQV Pittsburgh, named news director of WDTV (TV) Pittsburgh.

Richard Victor, Carl Tubbes, Cliff Brown and **Herb Cuniff** named TV directors at WBKB (TV) Chicago.

Alice E. Cook, traffic manager, **Jack F. A. Flynn,** weekend manager and program administrative assistant, and **John Tillman,** night man-



SPOKEN WITH THE VOICE OF

Authority!

Just as your doctor's training and study gives AUTHORITY to his health directions . . . so does WWNC's performance for the public welfare of Western North Carolina. WWNC has never failed to champion a worthwhile cause . . . and by the same token, the station has fought those moves detrimental to the community.

How to reach Western North Carolina . . . a factual sixteen-page booklet . . . is a MUST if you want your product to have "authority" in this rich area. Ask H-R, or write direct to WWNC.

Western North Carolina puts its faith in WWNC . . . the words the station broadcasts are the voice of authority to 82.4% of the radio homes in an 11-county area. YOUR message over WWNC carries this same "authority" . . . and carries it to people who are able to buy . . . and do!

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

ager and chief announcer, appointed assistant operations manager of WPIX (TV) New York.



Mr. McCarthy

Dean McCarthy, formerly director of TV for National Council of Catholic Men, Washington, and producer of *The Catholic Hour* for NBC-TV, to WCAN-TV Milwaukee as producer-director.

Johnny Parker, sports director at WCOG Greensboro, N. C., in addition to other duties, appointed program director. **Russ Reardon** to WCOG staff as announcer-disc jockey.

Robert House, NBC-TV production dept., and **John Farley,** formerly with CBS-TV production, to production staff of WHAS-TV Louisville, Ky.

Sidney Barbet, executive director of Buyer's Assoc. Inc., appointed film buyer for WBAL-TV Baltimore.

Joan Kolberg, assistant promotion manager, named director of WNAX-KVTV (TV) promotion dept.

Ed Presnell, sales staff of Saphron Bros., St. Louis, named sales representative of KSTL St. Louis.

Leo Gold appointed news editor of WSTC Stamford, Conn. **Frank Lennon Jr.** and **Anthony Pia** to news staff of WSTC.

Jack Van Nostrand, supervisor of CBS Hollywood guest relations staff, promoted to chief traffic coordinator, KNXT-TV Hollywood.

Jerry Keefe appointed assistant chief engineer at WHBF-AM-FM-TV Rock Island, Ill. **Anne Slenker** is music librarian of station.

John Briggs appointed a full-time studio engineer at KUSD Vermillion, S. D.

Billy McReynolds reappointed farm and ranch director for WOAI San Antonio.

Robert C. White, news staff, WAVE-AM-TV Louisville, Ky., to announcing staff, that station, replacing **George Barnes,** now announcer at WDSU New Orleans.

Walter Renchinsky appointed to engineering staff of WICC-TV Bridgeport, Conn.

Vera Massey, radio and TV personality, to staff of WDSU-TV New Orleans.

Buell Dalton, studio engineer, KBIG Hollywood, to KPIK (TV) Los Angeles, to handle transmitter construction. Replacing Mr. Dalton is **John Haradon,** studio-transmitter engineer, shifted from KBIG Avalon, Calif. **Leo Elton,** engineer, WGN Chicago, to KBIG as studio-transmitter engineer.

Connie Cook named home service director, WOW-TV Omaha, Neb.

Helen Tucker to continuity staff of WPTF Raleigh, as continuity writer.

Barbara Burge, WWOD Lynchburg, Va., to continuity staff of WFDF Flint, Mich.

Alone in Triumph

SALESMAN DON BELL thought he had "fractured" the folks back home in Des Moines when he appeared on NBC-TV's *Big Payoff* program and won the grand prize worth $8,000, including a mink coat for his wife, a trip to Holland and a Kaiser Manhattan sedan. Before leaving for New York, he had asked all his friends to watch him on WOI-TV Ames "for some sharp answers." Following his triumph, he called WOI-TV to share his moment of glory but learned that the station was off the air because of antenna trouble and that no one in Iowa had viewed his feat.

Robert Rohrs to sales staff of KOA Denver.

Brad Lacey, disc jockey and announcer at WKXL Concord, N. H., to WTSL Hanover, N. H., as disc jockey and sales representative.

Paul Snider, program director, KOWL Santa Monica, to KPOL Los Angeles as disc jockey and staff announcer. **Paul A. Compton,** staff announcer, KOWL, named program manager of that station, replacing Mr. Snider.

Bill Stewart, sales staff of Tax Div. of Research Institute of America, to sales staff of WTAM Cleveland.

Mary Rhodes, featured performer on *Les Malloy Show* on KGO-TV San Francisco, to KGO-TV San Jose as conducter of *Bar 1950* program.

Jim Trahan, announcer at KSIG Crowley, La., to KLFY Lafayette, La., in same capacity.

Deke Miles, program director at WSDC Marine City, Mich., to WHLS Port Huron, Mich., as disc jockey.

Marion Hegarty to traffic dept. of WCCM Lawrence, Mass., and **Jeff Kalik** to station as announcer.

Norman Ross Jr., son of late **Norman Ross,** announcer-disc jockey who died June 19, will be m.c. of *Olson Travel Show* on WMAQ Chicago, formerly conducted by his father.

Mary T. Stella to traffic dept. of WDRC-AM-FM Hartford.

Johnny Grant disc jockey of KMPC Hollywood, signed for similar role in Universal-International feature film, *The Glenn Miller Story.*

Bill Brundige, sportscaster, KHJ-TV Hollywood, portrays himself in Hall Bartlett Productions' feature motion picture "Crazylegs—All American."

John Pattison Williams, executive vice president of Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio), reappointed to advertising committee of U. S. Chamber of Commerce.

Harry W. Hoth, commercial manager of KRDO-AM-TV Colorado Springs, elected vice president of U. S. Junior Chamber of Commerce.

Walter B. Hasse, general manager of WDRC-AM-FM Hartford, Conn., named member of executive committee of Hartford Chamber of Commerce.

Gunnar O. Wiig, executive vice president of KQV Pittsburgh, honored by International



League and Rochester baseball club for originating "recreated play-by-play baseball broadcasting."

Frank Tooke, general manager of KYW Philadelphia, received citation from Prisoners' Family Welfare Assn. in recognition of station's service in drive to obtain funds for families of prisoners.

Harvey J. Struthers, general manager of WEEI Boston, appointed to advertising advisory council to Mass. Dept. of Commerce.

Bruce Barrington, assistant general manager of KXOK St. Louis, promoted to colonel in U. S. Army Reserve.

Harry B. Shaw, sales manager at WSJS Winston-Salem, N. C., elected president of Winston-Salem Sales Executives' Club and director of Lions Club, that city.

George Mance and **Kent Redgrave,** producers for WBAL-TV Baltimore and WBAL, respectively, received citations from U. S. Navy Recruiting Station in that city for their respective shows, *Call to Arms* and *Operation Question Mark.*

Arthur Riklin, account executive with KPRC-AM-TV Houston, Tex., elected national junior vice president for Air Force Reserve Officers Assn.

Donald Bruce, newsman at WIRE Indianapolis, Ind., installed as second vice president of downtown Indianapolis Lion's Club.

Winford McDaniel, program director at KLFY Lafayette, La., father of boy, Winford II, June 26.

Paul Sullivan, newscaster with WIP Philadelphia, received citation from *Collier's* for "excellence in reporting."

Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, presented with Baltimore YMCA "citation for service."

Ray McCay, WLWA-TV Atlanta, voted most popular hillbilly artist in Atlanta area, according to *TV Digest* pole, and received award to that effect.

W. C. Porsow, station manager, WNAM Neenah, Wis., father of girl, Christine Ann, July 5.

Jim Hawthorne, KNX and KNBH-TV Hollywood, father of girl, Deone, July 1.

Milton Boyd, announcer at WHBF-TV Rock Island, Ill., father of boy, David George, June 23.

Networks

Alan Beaumont, formerly station director of WMTV (TV) Madison, Wis., (which began test patterns last week) rejoins NBC Central Division and has been appointed production manager of NBC o&o WMAQ and WNBQ (TV) Chicago.

M. Clay Adams, director of NBC-TV's *Victory at Sea* series, appointed manager of film production for CBS-TV.

Jack B. Purcell to CBS-Hollywood legal dept. as attorney.

Gregory Peters, continuity editor, NBC Hollywood continuity acceptance dept., promoted to assistant manager. **John Spence,** communications editor, network's traffic dept., promoted to continuity acceptance as commercial editor.

Jim Duffy, former head of ABC Central Division sales promotion dept., transfers to sales dept. as account executive.

Frederick DeCordova, CBS-TV contract producer-director, assigned to *George Burns and Gracie Allen Show* next season, replacing **Ralph Levy** who is taking year's leave of absence to develop own package shows for CBS. Mr. Levy will continue as director of CBS-TV *Jack Benny Show.*

Leon Forsyth, merchandising manager, CPRN and KNX Hollywood, adds duties of program promotion, and **Arthur W. Sawyer,** CPRN research dept., promoted to assistant sales promotion manager.

Betty and **Jane Kean,** song-and-dance comedy satirists, signed by NBC to five-year contract for radio and television.

John Crispe to NBC Chicago staff as studio engineer, **Fred Whiting** as newswriter, **David Gray** as production facilities assistant, and **Alfred Charnas** as member of program-production services.

Jim Backus, radio-TV actor, signed by Republic Pictures for featured role in *Geraldine* starring **John Carroll** and **Mala Powers.**

Irving Reis, 47, founder of CBS *Columbia Workshop,* died July 3.

Chet Campbell, manager of NBC Chicago press dept., father of girl, Alice Jayne.

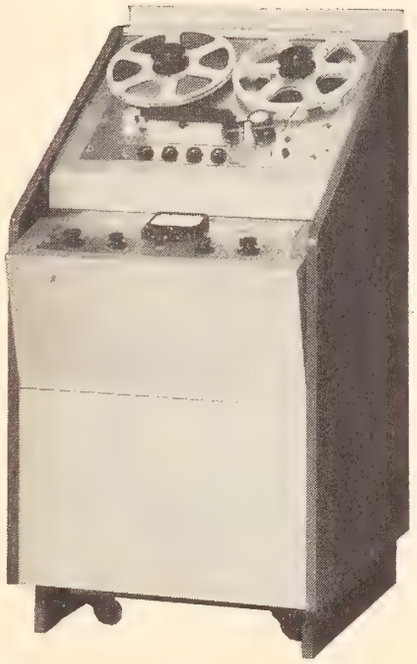
Dick Noble, NBC Chicago staff announcer, elected vice president of Illinois State Normal Alumni Assn.

Manufacturers

Ben Z. Kaplan IT&T Distributing Corp., named advertising and promotion manager of CBS-

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds — 7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

• A NEW MODEL *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• A NEW SLANT *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• A NEW STANDARD *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• A NEW REASON *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228C

AMPEX
ELECTRIC CORPORATION
934 Charter Street, Redwood City, California

Columbia Distributors Inc., N. Y.

John H. Ganzenhuber, manager of government contracts div., Hoffman Laboratories Inc., L. A., elected vice president and general manager of Hughey & Phillips, Tower Lighting Div., with headquarters at company's Burbank, Calif., plant.



Mr. Ganzenhuber

Walter F. Brown named Chicago area sales representative for General Electric Co.'s silicone products dept.

Joseph L. Noveski, district manager, General Electric Supply Co., L. A., named national sales manager for Sunbeam Lighting Co., same city.

Westley J. Tuite, Chicago district manager, W. H. Brady Co., promoted to general sales manager at company's main office in Milwaukee. **Fred C. Kluhsman** appointed Chicago district representative. **Joseph I. Stone,** eastern district representative, promoted to eastern district manager with headquarters in Newark, N. J. **Paul J. Leonard** appointed mideastern district representative with headquarters in Philadelphia.

C. G. Barker has resigned as sales manager of Magnecord Inc., Chicago.

Russell J. Tinkham, mid-western sales district manager for Ampex Corp. (magnetic recording equipment), transferred from Chicago to Redwood City, Calif., headquarters as manager of audio sales. Taking over Chicago assignment is **E. L. Koller,** manager of Ampex field service engineering dept. His former post is being filled by **J. I. Stultz.** Newly created southwestern sales district to be headed by **E. G. Swanson.**



Mr. Tinkham

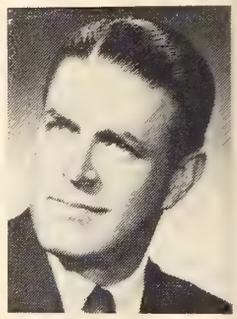
John William Hines, mid-west sales manager for Erico Products, appointed director of sales for Magnecord Inc., Chicago, replacing **C. G. Barker,** who has resigned.

Berne Fisher, chief engineer and production manager at General Instrument Corp., named director of engineering for Standard Coil Products Co.

John S. Brown named engineering director and **Lawrence R. Krahe,** chief of advance development group of Andrew Corp., Chicago.

Ralph R. Stubbe, design engineer for TV receivers, Hoffman Radio, L. A., appointed assistant chief engineer at General Instrument Corp., Elizabeth, N. J.

Neal W. Welch, director of sales, Sprague Electric Co., North Adams, Mass., appointed vice president in charge of sales.



Mr. Welch

S. M. Vance appointed sales manager; **Loys Griswold,** Chicago office manager; **George D. Downing,** apparatus product sales manager; **James M. McNulty,** component sales manager; **F. Ire Richards,** Chicago office manager of resale industries sales, and **Richard M. King,** Chicago office manager of user industrial sales, General Electric Co., in company's realignment of its apparatus sales organization in its central district.

Representatives

Robert S. Mandeville, formerly with NBC and John H. Perry Assoc., appointed vice president and western sales manager of Everett-McKinney Inc., radio-TV station representative.

Program Services

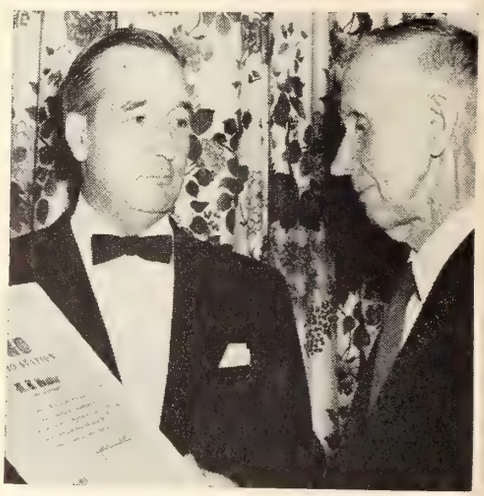
Wes Cameron, account executive, Len Wood Co., L. A., to Target Productions, Hollywood, as production assistant on NBC-TV's *Place the Face* show.

Frank Samuels Jr., West Coast manager of radio and television, William Morris Agency, Beverly Hills, has resigned.

John Beck, in radio and screen dept., William Morris Agency, Hollywood, resigned to become independent TV packager.

Services

William C. Cothron, Allen B. DuMont Labs., to Unitel Inc., N. Y., consultant firm, as supervisory engineer in Tokyo for first chain of TV relay stations sponsored by Nippon TV Network Corp.



SCROLL for 30 years of radio public service is presented to W. R. Beattie (r), 82, as he takes extended leave from his *Gardening With Beattie* (on WRC Washington since 1930), by Carleton D. Smith, vice president and general manager of WRC WNBW (TV), NBC o&o outlets. Mr. Beattie's radio program is claimed to have the longest continuity of any in the Nation's Capital.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ...



Roanoke's LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience DOUBLE the second station's — at LESS than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare — then call — Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., National Representatives



CANADA-U. S. FIRMS PLAN JOINT FILMS

MAKING the first major move to develop Canadian TV film production, All-Canada Radio Facilities, independent station operator and transcription syndicator, has closed a deal with Robert Maxwell Assoc., New York and Hollywood packager, to co-finance a half-hour Lassie TV series.

Deal involves mutual financing with All-Canada getting exclusive distribution in Canada and the Maxwell firm retaining U. S. and world-wide rights. Guy Herbert, All-Canada general manager, worked out arrangements in Hollywood with Mr. Maxwell. Harold Carson, president and board chairman of All-Canada in Calgary, Alberta, approved them.

Mr. Maxwell, who recently acquired all TV and movie rights to the former M-G-M dog star, with a $27,500 budget for each, has set July 25 as starting date for the first two films in the 39 TV series. They will shoot in 35 mm Eastman color as well as black and white. Outdoor scenes will be shot on location in Canada, with interiors in Hollywood.

Scripts are being written by Claire Kennedy, Jackson Gillis and Dave Dortort. Fred Wilcox, who directed the initial M-G-M "Lassie Come Home," will have the direction assignment, if a loan-out agreement can be worked out with the motion picture company. Clarence Eurist and Stan Cortez will film the series.

A veteran New York radio packager, Mr. Maxwell set the original financing for the Superman TV series and produced the first 26 films. Robert Maxwell Assoc. is headquartered at Samuel Goldwyn Studios, Hollywood.

CAB Committee Formed To Write Video Code

WITH early start of independent television in Canada, the Canadian Assn. of Broadcasters has formed a special committee to formulate a code of ethics and standards for Canadian TV.

The committee was appointed by the nine CAB members licensed for TV in Canada to date, following their meeting at Ottawa June 22. Chairman is Ken Soble, CHML CHCH-TV Hamilton; Clifford Sifton, CKCK-TV Regina and CHCH-TV Hamilton; Henri Lepage, Quebec Television Ltd. and CHRC Quebec; and J. E. Campeau, CKLW-AM-TV Windsor-Detroit.

A CAB committee has met with the Canadian deputy minister of national revenue to discuss practices and charges for importing TV films into Canada.

CAB Lists 59 Agencies

FIFTY-NINE advertising agencies are listed by the Canadian Assn. of Broadcasters as having been enfranchised for the year ending May 31, 1954. This does not include agencies enfranchised in past year, as all applications are not yet in. Of the 59 agencies listed, seven are Canadian offices of U. S. agencies at Toronto or Montreal. These are Atherton & Currier Inc.; Erwin, Wasey of Canada Ltd.; Hutchins Adv. Co. of Canada Ltd.; Kenyon & Eckhardt Ltd.; Ruthrauff & Ryan; J. Walter Thompson & Co. Ltd.; and Armand S. Weill Co.

Outlets Clearing Time For Politician Airings

CANADIAN stations are beginning to clear time for paid political broadcasts for candidates in the forthcoming federal election, Aug. 10. Bulk of the paid campaign speeches are expected in the last three week of the campaign. Many stations have submitted to local candidates time schedules on which time will be available for paid broadcasts, and have offered them on a first come, first served basis. Canadian Broadcasting Corp. political broadcast regulations have been changed this year to allow stations to sell time for campaign speeches in any quantities the stations desire.

Stations are expected to make available time to all parties, and the CBC station relations department will not interfere except on complaints that stations will not sell time to a particular party. Only restriction on time is that no station in any city may have a local political campaign speech on the air opposite a free time CBC network political broadcast. Most stations on the networks are privately-owned stations. The regulation previously in force that there must be a 15-minute buffer between paid political broadcasts and free time political broadcasts has been dropped for this election.

The present election campaign on radio is being regulated under the revised CBC white paper on political broadcasts issued late in May. Under revised rules only four parties are now recognized as being national parties for free time, but any other party which on nomination date, about two weeks prior to the election, can put 66 candidates in the field across Canada, will be allotted free time as a new national party. There are 264 seats in the Canadian House of Commons for which members are to be elected.

Dramatized political broadcasts are not permitted.

New CBC Regulations Allow More Advertising

INCREASED advertising content under new Canadian Broadcasting Corp. regulations [B•T, July 6], which went into effect July 1, is based on two time periods, midnight to 6 p.m. and 6 p.m. to midnight. More advertising is permitted in the first time period. Thus a five-minute program can have one minute 15 seconds of advertising time in the midnight to 6 p.m. period, and only one minute in the 6 p.m. to midnight period. Half-hour program periods can have four minutes 15 seconds advertising content in the first period and three minutes in the evening period. In a one-hour program advertising content time is seven minutes and six minutes, respectively.

Stations also are permitted to use more than four flash or spot announcements of three minutes time in any 15 minute period, if arrangements are made with the CBC. A proportionate decrease in such spot or flash announcements in other periods of the day must be made to compensate for the increase.

Stations may not sell time for insurance advertising not authorized under Canadian law, nor for the sale of securities other than those of a federal, provincial or municipal government or public authority, nor for the sale of interest in any mining or oil property. Stations may sell time for giving general quotations of market prices presented without comment.

top performance guaranteed

RADIO & TV

Minerva STOPWATCH



Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

U.S. Shows Still Win Popularity in Canada

UNITED STATES programs are most popular with Canadian listeners, according to surveys by the Radio Panel of Canada, conducted by International Surveys Ltd., Toronto and Montreal. A diary report is kept by a sample of 400 radio homes in each area studied, and marked off in quarter-hour periods. For May, 1953, the most popular evening network programs were *Radio Theatre* with 34% of radio homes tuned in, followed by *Our Miss Brooks,* 28%; *Edgar Bergen Show,* 27%; *Amos 'n' Andy,* 27%, and *CBC 10 p.m. News,* 25%. Daytime network shows were led by *Ma Perkins,* 36%; *Pepper Young's Family,* 35%; *Road of Life,* 32%; *Right to Happiness,* 32%, and *Life Can Be Beautiful,* 31%.

On French-language evening network, the most popular programs were *Un Homme et Son Peche,* 81%; *Metropole,* 48%; *Radio Carabin,* 41%; *CBC 10 p. m. News,* 29%, and *La Famille Plouffe,* 28%. Daytime French shows were led by *Je Vous ai Tant Amie,* 61%; *Jeunesse Doree,* 59%; *Francine Louvain,* 59%; *Grande Soeur,* 55%, and *Rue Principale,* 54%.

U.S. Stations Name McDermott

ANDY McDERMOTT, Toronto, has been appointed Canadian representative for ten U. S. television stations: WABD (TV) New York, WKTV (TV) Utica, WHEN-TV Syracuse, WHAM-TV Rochester, WICU (TV) Erie, WXEL (TV) Cleveland, WWJ-TV Detroit, WTVN (TV) Columbus, WGN-TV Chicago, WOW-TV Omaha as well as WGR (AM) Buffalo. Mr. McDermott, general manager of Radio & Television Sales Inc., Toronto and Montreal, formed his own company to represent U. S. TV stations. A growing amount of Canadian advertising is appearing on border TV stations which have a sizable Canadian audience or whose viewers travel to Canada during vacation time. Beer and travel advertising form the basis of most Canadian advertising placed on U. S. stations.

Sign for Hockey Broadcasts

IMPERIAL OIL Ltd., Toronto, and Maple Leaf Gardens, Toronto, last month signed an agreement for exclusive radio and television rights to the Toronto hockey team home games for the next three seasons. Conn Smythe, president of Maple Leaf Gardens, and Jack MacLaren of MacLaren Advertising Ltd. signed the contract for a "substantial" amount. Imperial Oil has for many years sponsored the broadcasts of the Maple Leaf hockey games on Saturday nights on Canada-wide networks. Last winter the games were telecast for the first time simultaneously with running commentary by Foster Hewitt for both radio and television audiences. With a TV network now in operation in Canada, the games are expected to be telecast in all centers where there are TV stations.

Heads Canadian RTMA

A. B. HUNT, manager of communications division of Northern Electric Ltd., Montreal, was re-elected president of the Radio-Television Manufacturers Assn. of Canada at its 24th annual meeting at Bigwin Inn, Ont., June 19.

Canada's June TV Ratings Are Highest on Record

CANADA marked its highest TV ratings to date during the first week of June, so reports Teleratings of Elliott-Haynes Ltd., Toronto. Coronation telecasts June 2 drew most of the audience: 94.2% of audience on CBFT Montreal, 84.3% on CBLT Toronto.

CBFT's next five in ratings were: *March of Time,* 82.6; President Eisenhower's message, 81.8; Coronation Review (Canadian), 72.9; *Vacationland America,* 69.2, and *Tele-Scope* (Canadian), 69.2.

CBLT's next five: *Wrestling,* 32.7; *Jackie Gleason,* 27.5; *Little Revue* (Canadian), 26.3; *Studio One,* 24.6, and *Now's Your Chance* (Canadian), 22.5.

Most popular programs in the Toronto-Niagara Falls area from U. S. stations were *Comedy Hour,* 75.9; *Dragnet,* 73.4; *The Doctor,* 68.9; *TV Playhouse,* 68.2, and *Private Secretary,* 67.6.

A daytime peak for sets-in-use was established June 2, when the report shows 89.7% of the 170,000 sets in the Toronto-Niagara Falls area were in use, as compared to the average for the week of 63.4%, up slightly from May. The report shows 324,200 sets in Canada, with 62,600 in the Montreal-Ottawa area, 65,500 in the Windsor-Sarnia area, and 6,300 sets in the Vancouver-Victoria area.

Avco Expands in Canada

FORMATION of Avco of Canada Ltd. was announced last week by Victor Emanuel, chairman and president of the Avco Mfg. Corp., in disclosing that the firm has entered into an agreement to purchase all the outstanding stock of Moffats Ltd., Toronto, appliance manufacturers. Mr. Emanuel noted that the acquisition will result in Avco becoming "one of the leading factors in the rapidly expanding Canadian market for household appliances and radio and television receivers."

CAB Name Change Up

SPECIAL meeting of the Canadian Assn. of Broadcasters has been called to vote on changing the association's name and the location of its head office. Meeting will be held Sept. 1 at Jasper Park Lodge, Jasper, Alberta. Proposed title for the group is Canadian Assn. of Radio & Television Broadcasters, with head office in Ottawa.

CHCH-TV Given Niagara TV

CHCH-TV are the call letters assigned to the Niagara Television Ltd.'s vhf Ch. 13 station in Hamilton, Ont., Canada. CHCH-TV has purchased RCA Victor Ltd. equipment and expects to be in operation by next December [B•T, June 15]. It is possible that the station will be shifted to vhf Ch. 11, but so far the Canadian government has not officially announced the change.

Canada TV Set Sales

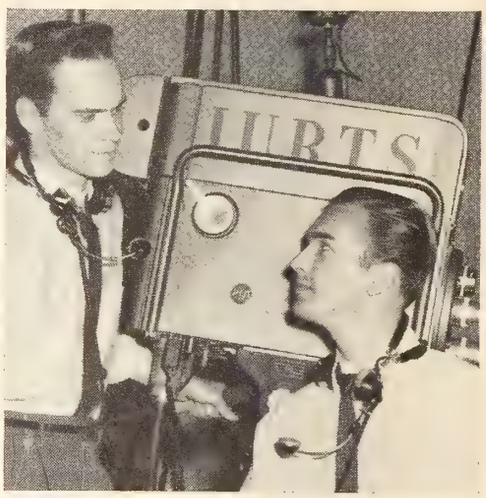
A TOTAL of 114,260 TV receivers have been sold in Canada in the first five months of the year, reports the Radio-Television Mfrs. Assn. of Canada. Of these, 20,124 sets were sold in May. The manufacturers plan to produce another 92,000 sets in the next three months.

NBC-Northwestern Institute Adds More Industry Lecturers

GRADUATES or students of more than 40 American colleges and universities in 20 states, plus Hawaii, are attending the 12th session of the NBC-Northwestern U. Radio-TV summer institute in Chicago, the network reported last Monday. The session will continue through Aug. 1.

Besides the regular NBC Chicago instructors previously announced, other lecturers have been added to the institute roster from agency, station and film ranks. These include Peter Cavallo, director of radio-TV-films, J. Walter Thompson Co., Chicago; George Guyon, Walter Schwimmer Productions; Norman Lindquist, vice president, Atlas Film Corp., and Don Cook, special events director, WGN-TV Chicago. Representatives of various NBC radio and television departments will participate.

Miss Judith Waller, NBC Chicago public affairs and education director, and Donley Fedderson, chairman of NU's radio-TV department, are co-directors of the institute, which started June 22.



INDIANA U. radio-TV department students James Murray (l) and Bruce Cox were winners of $250 scholarships from Sarkes and Mary Tarzian, owners of WTTV (TV) Bloomington. I.U. TV programs are presented by beam relay on WTTV from a campus studio.

Film Radio Center Planned

CONSTRUCTION of a unit of a new $500,000 production studio in Atlanta for the Protestant Radio Center is underway. Cost of the unit is expected to be about $125,000. The center, supported by Methodist, Presbyterian U. S., Episcopal, United Lutheran and Presbyterian U. S. A. church groups, is the only inter-denominationally owned and operated production center in the country for religious TV, radio and audio-visual aids. Site of the studio, located on the Emory U. campus, was the gift of the school.

Miami Educational TV

THE DADE County (Fla.) Citizens Committee on Educational Television has been formed as a non-profit corporation to obtain community support for educational TV in Miami and guarantee the use of reserved vhf Ch. 2 there. Dr. H. Franklin Williams, vice president of the U. of Miami, is honorary chairman, and Mrs. Herbert O. Vance is chairman. Among other officers are Lee Ruwitch, general manager of WTVJ (TV) Miami, who is a vice chairman.



PARTICIPATING in the afternoon session of WHAM-TV Rochester's all-day campaign enlisting blood donors at its fourth anniversary celebration [B•T, June 15] are (l to r): Gene Zacher, WHAM-TV program director; NBC's Ray Goulding and Bob Elliott, who flew to Rochester for the occasion; William Fay, WHAM-TV general manager; Ross Weller, WHAM-TV announcer, and Jack Kennedy, sales manager. More than 200 persons gave blood in the WHAM-TV auditorium during the day.

WTTM Covers Hearings

WTTM Trenton, N. J., reports it has just completed as a public service, 143¾ hours of broadcast time devoted to highlights of the New Jersey Legislature's investigation of state law enforcement. Fred L. Bernstein, general manager, said his station was the first to be admitted to a legislative hearing in New Jersey and that manpower involved in covering the 17 weeks (31 hearing days) of the investigation cost the station $3,136, not counting other costs.

KRDO Musters Searchers

A FEW minutes after KRDO Colorado Springs, Colo., interrupted the Western League ball game to carry an appeal for searchers, over a thousand persons had started combing the area for a lost four-year-old boy. A phone call to the station from a woman who heard the appeal revealed that a child had been playing at a nearby lake in the late afternoon. The boy's body was recovered from the lake a half-hour after KRDO had sounded the alarm.



CHECKS worth $34,734 to victims of the Worcester, Mass., tornado were brought in during the first six days of an appeal by WBZ-AM-TV Boston. W. C. Swartley (c), WBZ general manager, presents the fund to Worcester Mayor Andrew Holmstrom (r) and Everett Merrill, economic adviser to Gov. Christian A. Herter. Subsequent contributions have brought the relief fund to $45,000.

WPEN Appeal for Blood

AN APPEAL by a Philadelphia hospital for emergency donors to give blood to a woman patient who suffered a hemorrhage, relayed over WPEN that city, jammed the hospital switchboard in two minutes after the broadcast and in 10 minutes brought 20 prospective donors to the hospital, the station reports.

WQAN Aids Blood Drive

WQAN Scranton, Pa., reports that its 10-day drive last month for blood donations to the Red Cross netted 363 pints. WQAN's mobile studio accompanied the bloodmobile. General Manager Cecil Woodland reports the Red Cross has informed him WQAN's assistance was responsible for doubling the number of blood donors.

WKEI Breaks Own Record

WKEI Kewanee reports it broke its record set last year in blood donations pledged, during a drive June 18. The station said the Red Cross collected 312 pints of blood this year, while 284 were collected last year. WKEI used the campaign as a test of its evening audience by asking listeners to telephone the station and register pledges only during evening hours.

* * *

Ad Council Distributes Blood Kits

THE ADVERTISING COUNCIL last week distributed to every television station in the country as well as to the four networks its summer kit of television materials on the National Blood Program. The kit, which was prepared voluntarily by Cunningham & Walsh, contains a one-minute and a 20-second film, flip cards, balops, slides on the theme of "Give Blood to Someone Who Can't Take a Vacation."

KVTV (TV) Aids in Flood

AFTER a flash flood in Sioux City, Iowa, that city's new TV station, KVTV (TV), acted as an informational relay station, transmitting disaster bulletins and directing rescue operations, working with Red Cross and civil defense officials. KVTV newsmen and photographers covered all phases of the flood and three documentary programs were telecast during and after the flood, the first two on damages and appeals in behalf of victims and the third showing a "return to normalcy."

Inside Helps Outside

SOME 1,000 inmates of Michigan's Jackson Prison, who earn only 5 to 20 cents a day, have raised $500 for the Flint Red Feather Disaster Relief Fund in response to appeals made on a WJR Detroit benefit show, George Cushing, station vice president, said last week. He said he was to go to Jackson to accept the money last Thursday and at the same time was to record a program with a panel of inmates for his regular *In Our Opinion* program.

July 4th Efforts Lauded

INDIANA radio stations in cooperation with Indiana Broadcasters Assn. are credited with bringing a safer July 4th to that state in point of traffic safety. Gov. George Craig and J. L. Lingo, director of the Governor's safety program, lauded broadcasters for doing a splendid job in helping to reduce fatalities 43% from last year. Stations broadcast some 5,000 safety traffic announcements over the holiday weekend. Stations and IBA will cooperate on a similar program over the Labor Day weekend.

$500,333 For Palsy Drive

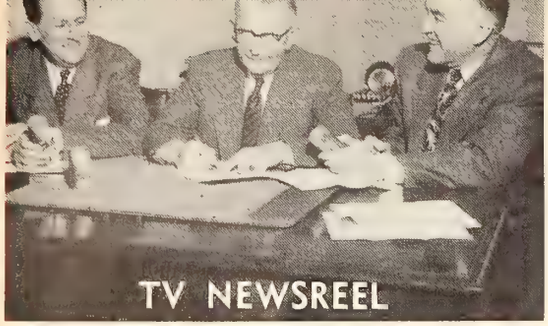
KGO-AM-TV, ABC-owned outlets in San Francisco, last week were reported to have raised $500,333 in pledges for the cerebral palsy campaign during a marathon program June 26-27. The program ran for 30 hours and 59 minutes.

WEED'S ON FIRE

Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .

JET FIRE IS SURE FIRE!

WPTR
50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.



KENNETH BOUCHER, adv. mgr., Hawaiian Pineapple Co., S. F., signs for firm's twice-weekly participation in *Today* on 45 NBC-TV stations for 13 weeks. Onlookers are Carl Zachrisson (l), v.p., N. W. Ayer & Son, S. F., account agency, and Walter G. Tolleson, NBC Western Div. acct. supervisor.



PLANS for first TV network programming of Sunkist Growers, L. A., are set by (l to r): Harold Ackley, asst. adv. dir., Sunkist; Donn B. Tatum, ABC Western Div. dir. of TV; Russell Z. Eller, Sunkist adv. mgr.; Mike Corcoran, acct. exec., Foote, Cone & Belding, L. A. Sunkist is using second half-hour of ABC-TV *Super Circus* (Sun. 5-6 p.m., EDT).



CHECKING script during filming of CBS-TV *Schlitz Playhouse of the Stars* in Hollywood are (l to r): Robert Trainer, asst. to pres., Jos. Schlitz Brewing Co.; William Self, assoc. producer of series, and Frank Barton, gen. mgr., radio-TV dept., Lennen & Newell.

FIRST locally-sold show on KVOS-TV Bellingham, Wash., is arranged by (l to r): Rogan Jones, KVOS-AM-TV pres.; Glen Beebe, local sales mgr., and Ernie Gallup, mgr., Clair's Super Market and Husky Auto Stores. Contract is for filmed *Ramar of the Jungle*.



COMPROMISE AVERTS KTLA (TV) STRIKE

AFTRA waives claim on jurisdiction over Ina Ray Hutton for duration of her contract with station, thus saving KTLA from being caught in the middle of an AFTRA-AFM fight.

KTLA (TV) Los Angeles was saved from a threatened strike when the American Federation of Radio-TV Artists last week worked out an interim agreement covering the services of Ina Ray Hutton. Prior to the truce, the Los Angeles station faced the unhappy prospect of having a strike called against it because AFTRA and the American Federation of Musicians were feuding jurisdiction of musicians who double as m.c. [B•T, July 6].

Detailing the agreement, which he prefers to call "an understanding arrived at with Klaus Landsberg, KTLA manager," Claude McCue, AFTRA Los Angeles chapter executive secretary, said Miss Hutton must join the talent union after her present contract with the station expires if she is to continue as singer-m.c. of her show. AFTRA is waiving her membership for the time being.

He further stated that Miss Hutton could continue to perform her usual functions as m.c. on the KTLA program, providing she doesn't sing and with the understanding that an m.c. who is an AFTRA member be hired to perform some of the duties.

Mr. McCue emphasized that the arrangements with KTLA is not to be construed as setting a precedent, nor is it a formula to be used in other situations which might arise where an AFM member who performs in AFTRA's jurisdiction refuses to join the talent union.

AFTRA has been campaigning to force all such musicians to take out memberships despite the fact they hold AFM cards. Several weeks ago, nine AFTRA members were yanked from the *Ina Ray Hutton Show* following her refusal to join that union. Her orders came from AFM President James C. Petrillo [B•T, June 15]. Other TV musical directors who double as singer-m.c.-entertainer, were likewise given such orders, and some who held AFTRA cards were told by the AFM to turn them in.

Battle was climaxed a fortnight ago when AFTRA charged KTLA with violating a contract agreement and asked the union's National Board in New York to sanction a strike against the station.

TV Brings Employment Up for Art Directors

TELEVISION production, both live and film, has reduced unemployment among art directors to about 10% of the 150 members of the Society of Motion Picture Art Directors, and unemployment is expected to sink even lower when live TV shows return in the fall.

This report was made by SMPAD Executive Director Norman Lowenstein, who said about 30 members of his group are presently employed in TV work under terms of an agreement with most producers effective July 15.

The agreement calls for a $225 weekly "retainer" for servicing sets on shows running 39 weeks or more. For independents and other producers whose schedules are less extensive, Mr. Lowenstein said the SMPAD weekly minimum is $400.

AFTRA's Suspended Trio Appeals to Membership

THREE suspended members of Los Angeles Chapter of the American Federation of Television and Radio Artists served notice Monday that they will appeal their suspension to the local's entire membership at a meeting July 20.

The trio, Libby Burke, Murry Wagner and Shimen Ruskin, last month were suspended for one year from AFTRA for refusing to tell the House Un-American Activities Committee whether they were or are Communists. They also refused to answer similar questions at two AFTRA board of directors meetings. The board, in suspending the trio, charged they violated a union ruling by refusing to cooperate with a legislative committee investigating left-wing activities [B•T, June 22].

Unless the trio voluntarily testifies before the House committee and AFTRA directors within a year, the suspension will be increased to expulsion from the union.

Charging the board's action as unconstitutional, the suspended group said every avenue of appeal within the union will be explored to retain membership rights. The trio will be represented by attorney Robert Shutan at the membership meeting and will seek a secret ballot to overrule the board's action. If unsuccessful they may still appeal to the national AFTRA convention which opens in Hollywood July 22.

TBSE Local Elects

NEW officers of Television Broadcasting Studio Employes, Local 815, IATSE, Los Angeles, for coming year are Ray Gosnell, KTTV (TV), president; Rudy Sabbot, KHJ-TV, vice president; George Wood, KTLA (TV), treasurer; and Bill Brown, business agent of Local 815, secretary. Board members are Fay Konkel and Galen Westfall, KTLA; Bernie Weisen and John Richardson, KTTV, and Richard Holst and John Disarro, KHJ-TV.

MILESTONES

► HENRY J. KAUFMAN & ASSOCS., Washington advertising agency, marked its 24th birthday July 7 with a cocktail-dinner-dance for staff members at the Bethesda Naval Officers Club. Established in 1929, the agency now has a staff of 41.

► TALENT Inc., Chicago, which places local actors-actresses in radio, television and other fields, has celebrated its fifth anniversary. Organization claims to make about 500 job placements each month, according to Director Mary Dooling. Firm interviews applicants and casts them in suitable parts. Talent Inc. is located at 35 E. Wacker Dr.

► WILLIAM FLIGEL has completed 20 years of service as an engineer with WBBM Chicago. Now engineer in charge of all WBBM operation, Mr. Fligel also acts as a network troubleshooter. He was supervisor of WBBM-CBS master control until recently.

AWARDS

7 L. A. Stations Win 'Mike' Awards for News

EIGHT Los Angeles area radio-TV newsmen and seven stations have received microphone trophies for outstanding performance and achievements during the past year from the Radio & Television News Club of Southern California at its fourth annual awards reception in Hollywood Plaza Hotel, June 30.

Adjudged best in their class were: Hank Weaver, radio news presentation; Chet Huntley, radio news commentary and Patrick O'Reilly, radio news writing, all KECA.

Joe Micciche, KRKD, radio special events coverage (Presidential election); Tom Harmon, KNX, radio sports reporting; Alan Lisser, KBIG, radio news reporting by a non-network station; George Martin Jr., NBC, most enterprising radio news reporting *(Top Story);* Clete Roberts, KLAC-TV, TV news writing and analysis of world events.

Stations receiving "best" awards were: KNX, for its news and special events policy; KNBH (TV) television news *(11th Hour News);* KNBH (TV) special events; KHJ-TV, local baseball coverage; KTLA (TV), TV news reporting; KTTV (TV), news and special events policy.

Special awards went to Lee Woods for radio feature writing and KECA for controversial commentary.



DUAL award for distinguished veteran service goes to James H. Quello (l), WJR Detroit public relations and advertising manager and Detroit housing commissioner. Mr. Quello receives the Ernie Pyle plaque, VFW award for journalistic achievement, and a state citation for service in veterans affairs from Jasper Kohn, state commander.



NATIONAL Safety Council public interest awards for school safety programs are presented to Ben Strouse (l), vice president-general manager, WWDC Washington, and Ralph Burgin (r), program director, WNBW (TV) that city, by Samuel Spencer, D. C. commissioner.

FOR THE RECORD

FCC Notice of Proposed Rule Making Relating to Cut-Off date and Advertising of Applications for Television Facilities

FCC 53-839
91891

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of

Amendment of Sections 1.304, 1.382 and 1.387 of the Commission's Rules and Regulations relating to filing and action on applications for broadcast facilities. } DOCKET NO. 10581

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. The Commission proposes to amend Section 1.304 of its Rules to read as follows:

§ 1.304 **Contents of applications.** (a) Each application (unless otherwise directed) shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the standard, FM, or television bands shall be limited to one frequency and an application for radio station construction permit or license requesting alternate facilities will not be accepted.

(b) An application for a new television broadcast station shall be accompanied by a copy of a proposed notice which notice the applicant shall cause to be published at least once a week for two weeks immediately following the filing of such application in a newspaper of general circulation published in the community to which the channel in question has been assigned in the Commission's Table of Assignments. The notice shall state the channel applied for, the proposed transmitter location, the power and antenna height desired to be used, and the name of the applicant as it appears in Section I of FCC Form 301. The notice shall also state that other persons desiring to apply for the channel in question must file their application with the Federal Communications Commission within 30 days from the date of the first publication of the notice, which date shall be expressly set forth therein. After the last date of publication the applicant shall certify to the Commission that the required publication has been carried out. The provisions of this subparagraph shall apply to all other applications filed for the same facilities within the specified 30-day period, and to all pending applications for television broadcast facilities, filed with the Commission prior to the effective date of this subparagraph.

3. It is further proposed to amend Section 1.382 to read as follows:

§ 1.382 **Grants without hearing.** (a) Where an application for aural broadcast facilities is proper upon its face and where it appears from an examination of the application and supporting data that (1) applicant is legally, technically, and financially qualified; (2) a grant of the application would not involve modification, revocation, or renewal of any existing license or outstanding construction permits; (3) a grant of the application would not cause additional electrical interference to an existing station or stations for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; (4) a grant of the application would not preclude the grant of any mutually exclusive application; and (5) a grant of the application would be in the public interest, the Commission will grant the application without a hearing.

(b) In making its determinations pursuant to the provisions of paragraph (a) of this section, the Commission will not consider any other application as being mutually exclusive with the application under consideration unless such other application was substantially complete and was tendered for filing with the Commission not later than the close of business on the day preceding the day on which the Commission takes action with respect to the application under consideration.

(c) No action on any application for a new television broadcast station will be taken by the Commission for a period of 30 days from the date of first publication of the notice, required by Section 1.304(b), of the filing of the first application for the channel in question. If, during such 30-day period, any other competing application is filed and has remained on file, all such applications will then be considered simultaneously. If a competing application is filed after the expiration of the 30-day period, it shall be dismissed without prejudice and will be eligible for refiling only if none of the applications filed within the specified period is granted by the Commission. In the event no competing application is filed during the 30-day period and after receipt of the certification that the required publication has been carried out, the Commission will consider the original application upon its merits and will grant it without a hearing where it appears from the examination of the application and supporting data that (1) the applicant is legally, technically, and financially qualified; (2) a grant of the application would not involve modification, revocation, or nonrenewal of any existing license or outstanding construction permit; (3) a grant of the application would be in accordance with the Commission's Rules and standards governing television broadcast stations; and (4) a grant of the application would be in the public interest.

(d) Processing of applications filed with the Commission prior to the effective date of Section 1.304(b), which requires that all such applications be the subject of publication, will not be held up pending the termination of the 30-day period. Any competing application filed after the 30-day period shall be dismissed without prejudice.

4. It is also proposed to revise Section 1.387 (b)(3) as follows:

(3) In the case of an application for aural broadcast facilities, any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.

5. It is also proposed to add new Section 1.387 (b)(4) to read as follows:

(4) In the case of an application for television broadcast facilities, any person who had filed with the Commission a mutually exclusive application.

6. It is also proposed to redesignate present paragraph (4) of Section 1.387(b) as (5).

7. The purpose of these revisions is to aid the



Commission in the processing of applications for television broadcast facilities, to promote the early establishment of television broadcast services throughout the country, and at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities. It is believed the foregoing amendments will subsequently contribute to the attainment of these goals.

8. Under the proposal herein (Section 1.382(d)) the Commission will continue to process applications filed prior to the effective date of these amendments. Such applications, however, will be required to be the subject of publication, so that should the Commission fail to take action within the appropriate 30-day period, the cut-off procedure here proposed will be applicable and will preclude the consideration of competing applications filed thereafter.

9. Authority for the adoption of the proposed amendment is contained in Sections 1, 4(i), 4(j) and 303(r) of the Communications Act of 1934, as amended.

10. Any interested party who is of the opinion that the proposed amendment should not be adopted or should not be adopted in the form set forth herein may file with the Commission on or before August 10, 1953, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments may be filed within 10 days from the last day for filing said original comments or briefs. The Commission will consider all such comments that are submitted before taking action in this matter, and if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

11. In accordance with the provisions of Section 1.784 of the Commission Rules and Regulations, an original and 14 copies of all statements, briefs, or comments shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

Adopted: July 1, 1953
Released: July 3, 1953



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New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/52—Unknown, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53—Unknown.

ARKANSAS

Fort Smith, **KFSA-TV** (22), 11/13/52-7/19/53—ABC, DuM, Pearson.
Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept. '53.
Bakersfield, **KAFY-TV** (29), 12/23/52-7/15/53—ABC, CBS, DuM, NBC, Forjoe.
Chico, **KHSL-TV** (12), 3/11/53-8/1/53—CBS, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-9/1/53.
Los Angeles, **KUSC (TV)** (*46), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **John Poole** (46), 6/26/53—Unknown.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52—Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-Sept. '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare, **KCOK-TV** (27), 4/2/53-9/1/53—DuM, Forjoe.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 6/18/53—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-8/1/53—ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.
Pensacola, **WEAR-TV** (3), 6/3/53—Fall '53, CBS, Hollingbery.
West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KDSH-TV** (2), 5/14/53—Unknown.
Boise, **KIDO-TV** (7), 12/23/52-7/12/53—CBS, DuM, NBC, Blair-TV.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian-Boise, **KDSH-TV** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ (TV)** (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-7/22/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53—Unknown.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Summer '54.
Fort Wayne, **WKJG-TV** (33), 5/22/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KTLV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-8/1/53—Pearson.
Sioux City, **KWTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Summer '53.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **Blue Grass TV Co.** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53—CBS, ABC, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Fall '53, Gill-Perna.

MAINE

Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.

MICHIGAN

East Lansing, **WKAR-TV** (*60), 10/16/52—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/1/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53—Unknown.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/15/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/15/53 CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/1/53.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.

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MONTANA
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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53—Unknown, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-7/16/53—Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Midsummer '53.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Raleigh, **WNAO-TV** (28), 10/16/52-7/15/53—ABC, CBS, DuM, Avery-Knodel.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Akron, **WAKR-TV** (49), 9/4/52-7/19/53—ABC, Weed TV.
Ashtabula, **WICA-TV** (15), 2/5/53-7/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Early '54, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Warren, **WHHH-TV** (67), 11/6/52—Unknown.
Youngstown, **WUTV (TV)** (21), 9/25/52-7/21/53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/1/53.
Oklahoma City, **KMPT (TV)** (19), 2/11/53—Sept. '53.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), Initial Decision 6/18/53.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-7/15/53—ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-8/1/53—ABC, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Aug. '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-8/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Mid-Summer '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/1/53—Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/1/53—Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Summer '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Fall '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

BEST!...
LOUISIANA PURCHASE
—SINCE 1803

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$1.09
" D "	11	$1.27
" E (Ind)	8	$0.66
" F "	3	$1.87
" G "	4	$1.05
" H "	3	$1.63
" I "	4	$1.05

600 KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-8/15/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Lynchburg, **WWOD-TV** (16), 11/6/52—Indefinite, Walker.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53—Unknown, NBC.
Tacoma, **KMO-TV** (13), 12/10/52-8/2/53—Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIMA-TV** (29), 12/4/52-7/19/53—CBS, Weed TV.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53—July '53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Clair, **WEAU-TV** (13), 2/26/53-Fall '53, Hollingbery.
Madison, **WMTV (TV)** (33), 1/23/53-7/15/53, ABC, DuM, NBC, Bolling.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/1/53, Bolling.
Neenah, **WNAM-TV** (42), 12/23/52-9/21/53, Clarke.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

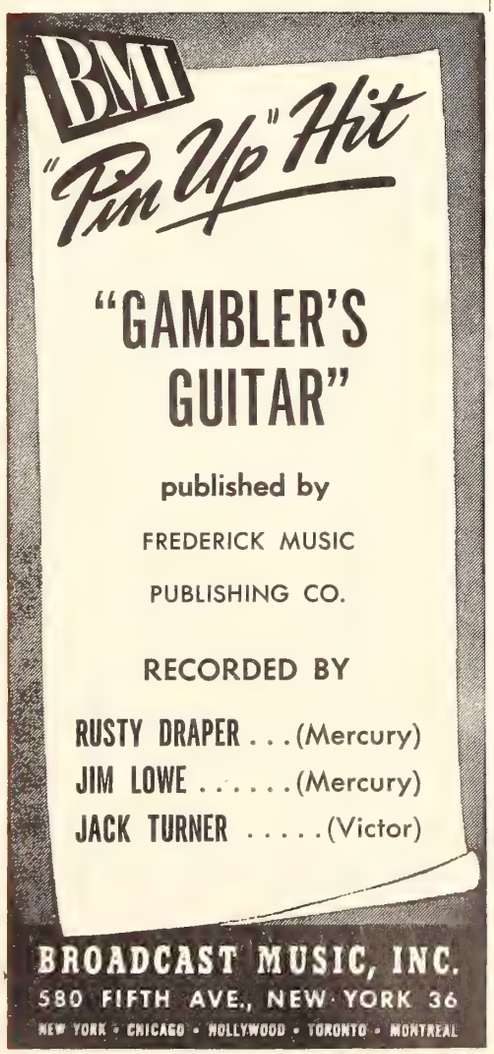
HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.



ACTIONS OF THE FCC

July 1 through July 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,459	2,445	143	246	79
FM	577	552	54	6	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	140	245	385[1]
Educational	5	13	18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	42	196
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	806	337	635	508	1,143[2]
Educational	48		25	23	48
Total	854	337	660	531	1,191[3]

[1] Six CPs (2 vhf, 4 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 403 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

Fairbanks, Alaska—Kiggins & Rollins. Granted vhf Ch. 2 (54-60 mc); ERP 13.8 kw visual, 8.32 kw aural; antenna height above average terrain 59.7 ft., above ground 168 ft. Estimated construction cost $84,000, first year operating cost $250,000, revenue $300,000. Post office address 841 Turquoise St., San Diego. Studio and transmitter location 1st and Lacy Sts., Fairbanks. Geographic coordinates 64° 50′ 20″ N. Lat., 147° 43′ 3″ W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners **Keith Kiggins**, former ABC vice president, and **Richard R. Rollins**, realtor and former minority stockholder, KIOA Des Moines. Granted July 1.

Denver—School District, City and County of Denver. Granted noncommercial educational vhf Ch. 6 (82-88 mc); ERP 20 kw visual, 10.7 kw aural; antenna height above average terrain 950 ft., above ground 210 ft. Estimated construction cost $299,044, first year operating cost $82,000. Post office address 414 14th St., Denver. Studio location 13th and Glenarm Sts. Transmitter location 2.5 N., 225° E. of Golden, Colo. Geographic coordinates 39° 43′ 47″ N. Lat., 105° 14′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include members of board of education and superintendent of schools. Granted July 1.

Utica, N. Y.—Richard H. Balch. Granted uhf Ch. 19 (500-506 mc); ERP 52.2 kw visual, 26.3 kw aural; antenna height above average terrain 880 ft., above ground 531 ft. Estimated construction cost $358,052, first year operating cost $250,000, revenue $250,000. Post office address 20 Whitesboro St., Utica 2, N. Y. Studio location to be determined. Transmitter location at intersection of Grace Hill Road and Smith Hill Road, about 2.5 mi. NE of Deerfield, 500 ft. SE of WKTV (TV) antenna. Geographic coordinates 43° 08′ 34″ N. Lat., 75° 10′ 39″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner of applicant is **Richard H. Balch**, vice president of Frost Inc. (fishing tackle distributors), New York; president of Horrocks-Ibbotson Co. (fishing tackle mfrs.), Utica, N. Y., and interest in real estate and insurance companies. Mr. Balch was permittee of WFRB-AM-FM Utica which was deleted in 1948. He is new chairman of New York State's Democratic Committee. Granted July 1.

Midland, Tex.—Midessa TV Co. (KSWO-AM-TV Lawton, Okla.). Granted vhf Ch. 2 (54-60 mc); ERP 10 kw visual, 5.01 kw aural; antenna height above average terrain 510 ft., above ground 551 ft. Estimated construction cost $230,000, first year operating cost $150,000, revenue $120,000. Post office address Box 1385, Lawton. Studio and transmitter location 3¾ mi. E of Midland, Hwy. 307. Geographic coordinates 32° 0′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Lyom, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton. Partners include **R. H. Drewry** (50%), **T. R. Warkentin, J. R. Montgomery** and **R. P. Scott** (15.5% each). Partnership owns 90% of KRHD Duncan. Granted July 1.

Fairmont, W. Va.—Fairmont Bcstg. Co. Granted uhf Ch. 35 (596-602 mc); ERP 17.4 kw visual, 9.33 kw aural; antenna height above average terrain 240 ft., above ground 222 ft. Estimated construction cost $100,580, first year operating cost $40,000, revenue $50,000. Studio and transmitter location Leonard Ave. Geographical coordinates 39° 28′ 19″ N. Lat., 80° 08′ 27″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVVX and WJPB (FM) Fairmont. Principals include President and Treasurer **J. P. Beacom** (96%), and Vice President **Jennings Randolph** (4%). Address: 119 Fairmont Ave., Fairmont, W. Va. Granted July 1.

Applications

Kansas City, Mo.—David M. Segal, uhf Ch. 65 (776-782 mc); ERP 20.62 kw visual, 11.2 kw aural; antenna height above average terrain 368 ft., above ground 356.5 ft. Estimated construction cost $145,900.82, first year operating cost $182,000, revenue $240,000. Post office address 1012 Baltimore Bldg. Studio and transmitter location 1012 Baltimore Bldg. Geographic coordinates 39° 06′ 06″ N. Lat., 94° 35′ 02″ W. Long. Transmitter and antenna GE. Consulting engineer Lee E. Baker. Mr. Segal is owner of KDAS Malvern, Ark., and KTFS Texarkana, Tex.; 77½% interest in WGVM Greenville, Miss., and 52% interest in KDKD Clinton, Mo. Filed July 3.

San Antonio, Tex.—Jacob A. Newborn Jr., uhf Ch. 41 (632-638 mc); ERP 23.5 kw visual, 12.6 kw aural; antenna height above average terrain 384 ft., above ground 341 ft. Estimated construction cost $116,000, first year operating cost $196,000, revenue $238,500. Post office address Box 1572, Beaumont. Studio and transmitter location Transit Tower. Geographic coordinates 29° 25′ 20″ N. Lat., 98° 29′ 22″ W. Long. Transmitter and antenna GE. Mr. Newborn owns KETX (TV) Tyler, Tex., and is 25% stockholder of KBMT-TV Beaumont, Tex. Applicant surrendered construction permit for WTVS (TV) Gadsden, Ala., several weeks ago. Filed June 29.

Canton, Ohio—Tri-Cities Telecasting Inc., uhf Ch. 29 (560-566 mc); ERP 206.5 kw visual, 108 kw aural; antenna height above average terrain 673 ft., above ground 640 ft. Estimated construction cost $337,539, first year operating cost $215,000, revenue $215,000. Post office address 848 Market Ave. N., Canton. Studio location 848 Market Ave. N., Canton. Transmitter location 2 miles

SE of Canton. Geographic coordinates 40° 45' 10" N. Lat., 81° 20' 45" W. Long. Transmitter GE, antenna Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Morton Frank** (23.4%), president, publisher and 50% stockholder in Canton Economist Inc. and Stark County Times, Inc.; Vice President **Wallace R. Persons Jr.** (9.4%); Secretary-Treasurer **Loren E. Souers Jr.** (0.2%), attorney, and **Oral S. Pflug** (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and *Steubenville* (Ohio) *Jeffersonian*. Filed July 8.

Big Spring, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), vhf Ch. 4 (66-72 mc); ERP 12.9 kw visual, 6.45 kw aural; antenna height above average terrain 274 ft., above ground 440 ft. Estimated construction cost $19,217.71, first year operating cost $83,000, revenue unknown. Post office address 7400 College Ave., Lubbock. Studio location to be determined. Transmitter location S of U. S. 80, 1.1 miles W of Big Spring. Geographic coordinates 32° 15' 38" N. Lat., 101° 26' 37" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder in KITE-AM-FM San Antonio. Filed July 8.

Sweetwater, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), vhf Ch. 12 (204-310 mc); ERP 2.83 kw visual, 1.42 kw aural; antenna height above average terrain 343 ft., above ground 437 ft. Estimated construction cost $92,213.22, first year operating cost $90,000, revenue unknown. Post office address 7400 College Ave., Lubbock, Tex. Studio location to be determined. Transmitter location S of U. S. 80, 1 mile W of Sweetwater. Geographic coordinates 32° 28' 57" N. Lat., 100° 22' 20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder of KITE-AM-FM San Antonio. Filed July 8.

Existing TV Stations . . .

Actions by FCC

WETV (TV) Macon, Ga.—Macon TV Co. Granted modification of its CP for Ch. 47 to change ERP from 100 kw visual, 55 kw aural to 170 kw visual and 91.2 kw aural; change studio location to transmitter site, 2300 block of Pio Nono Ave. near Macon; to change geographic coordinates to 32° 49' 03" N. Lat., 83° 39' 53" W. Long. Antenna height above average terrain 490 ft., above ground 437 ft. Granted July 3.

WTCN-TV Minneapolis, Minn.—Minnesota TV Public Service Corp. Granted modification of its CP for Ch. 11 share-time to change ERP from 160 kw aural to 191 kw aural; antenna height above average terrain 470 ft.; to change transmitter location to Foshay Tower, 9th Street & Marquette Ave., and studio location to Calhoun Beach Hotel, 2925 Dean Blvd., Minneapolis. Granted July 2.

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. Granted modification of its CP for Ch. 11 share-time to change ERP from 160 kw aural to 191 kw aural; antenna height above average terrain 470 ft.; to change transmitter location to Foshay Tower, 9th Street and Marquette Ave., Minneapolis, and studio location to Hamm Building, St. Peter and 7th Sts., St. Paul, Minn. Granted July 2.

WTOB-TV Winston-Salem, N. C. — Winston-Salem Bcstg. Co. Granted modification of its CP for Ch. 26 to change ERP from 200 kw visual, 100 kw aural to 74.1 kw visual and 37.2 kw aural; antenna height above average terrain 575 ft. and to change studio and transmitter location to 300 W. Stratford Road, Winston-Salem. Granted July 3.

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer. Granted modification of its CP for Ch. 53 to change ERP from 260 kw visual, 130 kw aural to 174 kw visual and 91.2 kw aural; antenna height above average terrain 530 ft. Granted July 1.

KFEL-TV Denver, Colo.—Eugene P. O'Fallon Inc. Granted modification of CP for vhf Ch. 2 to change ERP from 56 kw visual, 28.5 kw aural to 100 kw visual and 50.1 kw aural. Granted July 3; announced July 7.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. Granted modification of CP for vhf Ch. 7 to change studio location to transmitter site on Peter Branch Road. Granted July 1; announced July 7.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. Granted modification of CP for Ch. 6 to change antenna height above average terrain from 500 ft. to 510 ft. Granted July 2; announced July 7.

WOSH-TV Oshkosh, Wis.—Oshkosh Bcstg. Co. Granted special temporary authority to operate commercially on uhf Ch. 48 from June 30 to July 10. Granted June 30; announced July 7.

Call Letters Assigned

KARK-TV Little Rock, Ark.—Arkansas Radio & Equipment Co., vhf Ch. 4.

KERO-TV Bakersfield, Calif. — Kern County Broadcasters Inc., vhf Ch. 10.

WHRN (TV) Harrington, Del.—Rollins Bcstg. Inc., uhf Ch. 40.

WPFA-TV Pensacola, Fla.—WPFA-TV Inc., uhf Ch. 15. Changed from WPFA.

KIFT (TV) Idaho Falls, Idaho—Idaho Falls TV Inc., vhf Ch. 8.

WGEM-TV Quincy, Ill.—Quincy Bcstg. Co., vhf Ch. 10.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc., vhf Ch. 13.

WFIE (TV) Evansville, Ind.—Premier TV Inc., uhf Ch. 62.

KCTV (TV) Sioux City, Iowa—Great Plains TV Properties of Iowa, Inc., uhf Ch. 36. Changed from KWTV.

KTAG-TV Lake Charles, La.—KTAG-TV Inc., uhf Ch. 25. Changed from KTAG.

WTLO (TV) New Orleans, La.—New Orleans TV Co., uhf Ch. 20.

KRHT (TV) Billings, Mont.—Rudman-Hayutin TV Co., vhf Ch. 8.

KOAT-TV Albuquerque, N. M. — Alvarado Bcstg. Co., vhf Ch. 7.

KNEH (TV) Clovis, N. M.—Telepoliten Bcstg. Co., vhf Ch. 12.

WPTR-TV Albany, N. Y.—Patroon Bcstg. Co., uhf Ch. 23.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp., uhf Ch. 35.

KBSM (TV) Bismark, N. D.—Rudman TV Co., vhf Ch. 12.

WERE-TV Cleveland, Ohio—Cleveland Bcstg. Inc., uhf Ch. 65.

KMIV (TV) Miami, Okla.—Miami TV Co., uhf Ch. 58.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc., uhf Ch. 19.

WQED (TV) Pittsburgh, Pa. — Metropolitan Pittsburgh Educational TV Station, education vhf Ch. 13.

WNET (TV) Providence, R. I.—New England TV Co. of Rhode Island, uhf Ch. 16.

KTCO (TV) Fort Worth, Tex.—Tarrant County-TV Co., uhf Ch. 20.

KXYZ-TV Houston, Tex. — Shamrock Bcstg. Co., uhf Ch. 29.

KSHM (TV) Sherman, Tex.—Sherman TV Co., uhf Ch. 46.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc., vhf Ch. 4.

Applications

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts seeks modification of its CP for Ch. 15 to change ERP from 18 kw visual, 918 kw aural to 15.93 kw visual and 8.68 kw aural and change studio and transmitter location to on U. S. Bypass 66 at intersection of U. S. 150, SE of Bloomington. Antenna height above average terrain 478 ft. Filed June 16.

WWNY-TV Watertown, N. Y.—The Brockway Co. seeks modification of its CP for Ch. 48 to change ERP from 235 kw visual, 120 kw aural to 176 kw visual and 91.4 kw aural; antenna height above average terrain 570 ft. Filed June 16.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. Requests change of ERP from 17.4 kw visual, 8.7 kw aural to 25.8 kw visual and 12.9 kw aural; to change studio location to transmitter site near Highway 84, approximately 11 miles S of Abilene. Antenna height above average terrain 772 ft., above ground 437 ft. Filed May 27.

KDYL-TV Salt Lake City, Utah—Intermountain Bcstg. & TV Corp. requests change of ERP from 0.0055 kw visual and 0.0029 kw aural to 27 kw visterran 2,129 ft. Filed June 16.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. seeks modification of its CP for Ch. 3 to change ERP from 12.5 kw visual, 6.3 kw aural to 8.3 kw visual and 4.15 kw aural; to change studio and transmitter location to Big Mountain, 2 miles E of Endless Caverns, near Harrisonburg. Antenna height above average terrain 2,129 ft. Filed June 16.

KMO-TV Tacoma, Wash.—KMO Inc. requests change of ERP from 120 kw visual, 71 kw aural to 95 kw visual and 57 kw aural. Antenna height above average terrain 769 ft., above ground 532 ft. Filed June 5.

New AM Stations . . .

Actions by FCC

Cheektowaga, N. Y.—Niagara Bcstg. System. Granted 1230 kc, 250 w unl., antenna 150 ft. Construction $8,600, operating $75,120, revenue $90,000. Sole owner is **Gordon P. Brown,** owner of WSAY Rochester, N. Y. Granted July 1; announced July 2.

Coral Gables, Fla. — Alan Henry Rosenson. Granted permit to operate new AM station on 1490 kc, 250 w unlimited. These facilities were formerly assigned WTTT [B•T, July 6]. Mr. Rosenson is owner WLRD (FM) Miami Beach. Granted July 8.

Applications

Coachella, Calif.—Coachella Valley Bcstg. Co., 970 kc, 1 kw unlimited. Estimated construction cost $24,000, first year operating cost $31,780, revenue $48,000. Principals in limited partnership are general partner **Melvin L. Carroll,** announcer KYOR San Diego, and limited partner **Edward Gorges,** local furniture businessman. Filed June 15.

Redding, Calif.—VALR Inc., 1230 kc, 250 w unlimited. Estimated construction cost $6,097.39, first year operating cost $42,000, first year revenue $60,000. Principals are President **Rowland H. Dow** (80%), president and 25% stockholder in KCNO Alturas, Calif.; **Boyd M. Wilson** (10%), Alturas attorney, and **Jean Robnett** (10%). Post office address Box 98, Alturas. Filed June 15.

Murphysboro, Ill.—Evers Mick, Donald Lee Ritter, Hubert W. Wells and Hayward Lee Eggley tr/as Jackson County Bcstg. Co., 1420 kc, 500 w daytime. Estimated construction cost $14,275, first year operating cost $24,000, first year revenue $32,000. Principals of partnership are: **Evers Mick** (51%); **Donald Lee Ritter** (24½%); **Hubert W. Wells** (12¼%) and **Hayward Lee Eggley** (12¼%). Mr. Mick is chief engineer, Mr. Wells is manager and Messrs. Ritter and Eggley are announcers of WFMW-AM-FM Madisonville, Ky. Filed June 12.

Deming, N. M.—Homer W. Nelson, Hugh S. Thomas, Robert W. Tobey and Edwin E. Merriman, co-partnership d/b as Luna County Bcstg. Co., 1230 kc, 250 w daytime. Estimated construction cost $17,933, first year operating cost $30,000, revenue $45,000. Mr. Nelson is mayor of Brownfield, Tex., and Messrs. Thomas and Merriman are accountants in Brownfield and Lubbock, Tex., respectively. Post office address Box 791 Brownfield, Tex. Filed June 9.

Belmont, N. C.—R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. d/b as Central Bcstg. Co., 1480 kc, 500 w daytime. Estimated construction cost $12,075, first year operating cost $22,000, revenue $30,000. Principals are **R. R. Hilker** (26%), engineer WLTC Gastonia, N. C.; **Otis Shepherd** (25%); **Lucielle Hand** (24%), and **Arthur Hilker Jr.** (25%). Post office address 413 E. Catawba St. Filed June 11.

Hettinger, N. D.—Hettinger Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $15,050, first year operating cost $18,000, revenue $18,000. Principals include **J. C. Melby** (4%), stockholder in KSJB Jamestown and KCJB Minot, N. D.; **D. J. Shults** (6%), owner-publisher Adams County Record, Hettinger, and 13 other stock-

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holders comprised of local business and professional men. Filed June 15.

Martinsville, Va.—Harry A. Epperson Jr., 1300 kc, 1 kw daytime. Estimated construction cost $14,630, first year operating cost $45,300, revenue $55,000. Mr. Epperson is member of engineering staff of WPAQ Mt. Airy, N. C. Post office address Ararat, Va. Filed June 29.

Applications Amended

Madison, Ind.—Knight-Cutler System, seeking 1440 kc, 500 w daytime directional, amends to change name to partnership of Frances Knight (Breckinridge) (66⅔%) and Charles N. Cutler (33⅓%) d/b as Knight-Cutler System. Filed June 19.

Peru, Ind.—Robert B. McGregor, Walter K. Hertzog, J. Lingle Whitehouse, Vernice E. Baxter and John W. Honnycutt d/b as The Peru Bcstg. Co., request amendment to application for new AM station, 1050 kc, 250 w daytime, to change frequency to 1600 kc, studio location to be determined and to change transmitter location to on M. A. Lanahan Farm, on east side of State Highway 21, Southeast of Peru. Filed June 16.

Waverly, Ohio—Alice B. Hively, Donald E. Kinker and Warren W. Cooper d/b as Hi Kinco Broadcasters, seeking 1590 kc, 500 w daytime, requests amendment to change frequency to 1380 kc, 1 kw directional, and change transmitter and studio location to on State Highway 104, 3.5 miles SW of Waverly. Filed June 19.

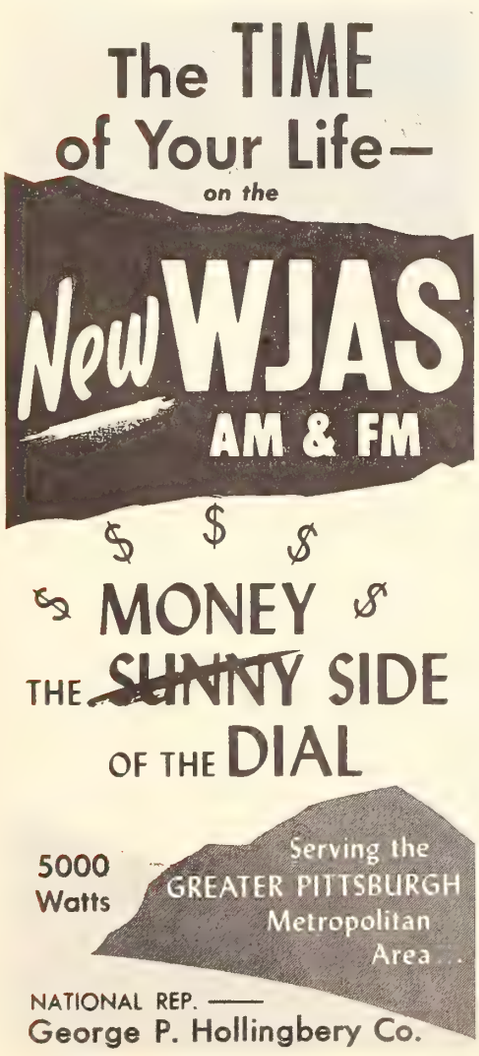
Parkersburg, W. Va. — Clarence E. Franklin amends application for 1400 kc, 100 w night and 250 w daytime to change daytime power to 100 w. Filed June 16.

Existing AM Stations . . .

Actions by FCC

KTHS Little Rock, Ark.—Radio Bcstg. Inc. Granted CP to replace expired permit which authorized change in facilities from 1 kw night, 10 kw day to 50 kw unlimited, directional night, on 1090 kc. Granted July 8.

KAFY Bakersfield, Calif.—Bakersfield Bcstg. Co. Granted permit to change directional antenna pattern from DA-1 to DA-2 on its present frequency of 550 kc, 1 kw unlimited. Granted July 8.



KALI Pasadena, Calif.—Consolidated Bcstg. Co. Granted permit to increase power from 1 kw to 5 kw on its present frequency of 1430 kc, directional daytime. Granted July 1.

KPOF Denver, Colo.—Pillar of Fire. Granted authority to remain silent from 2:30 to 4:30 p.m. on July 4. Granted July 3; announced July 7.

KGMC Englewood, Colo.—The Mo Ma Agency. Granted permit to change frequency from 1220 kc to 1150 kc with present power of 1 kw daytime, provided that program tests are not commenced until KTLN Denver has been licensed and has commenced program tests on another frequency. Granted July 1.

WKNB New Britain, Conn. — New Britain Bcstg. Co. Granted modification of license to change main studio location, consolidating it with proposed studio of WKNB-TV outside city limits. Granted July 8.

Remain Silent

KPAS Banning, Calif.—Pass Bcstg. Co. Granted authority to remain silent for a period of 60 days from June 28. Granted July 3; announced July 7.

WHED Washington, N. C.—Beaufort Bcstg. Co. Granted authority to remain silent an additional 90 days. Station has been off the air since March 25. Granted July 8.

AM Station Deleted

WTTT Coral Gables, Fla. — Atlantic Shores Bcstg. Inc. FCC by order dismissed for lack of prosecution applications for renewal of license and assignment and deleted AM station on 1490 kc with 250 w. Deleted July 1.

Call Letters Assigned

WAJF Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w unlimited.

KEVT Tucson, Ariz.—Tucson Radio Inc., 690 kc, 250 w day.

WDBF Delray Beach, Fla.—Delray Broadcasters, 1420 kc, 500 w day.

WFLR Tallahassee, Fla.—WASP Inc., 1330 kc, 1 kw day.

WMTM Moultrie, Ga.—Colquitt Bcstg. Co., 1300 kc, 1 kw day.

WRRR Rockford, Ill.—Rock River Bcstg. Co., 1330 kc, 1 kw day directional.

WLBN Lebanon, Ky. — Lebanon-Springfield Bcstg. Co., 1590 kc, 500 w day.

KDBS Alexandria, La.—Dixie Bcstg. Service, 1410 kc, 1 kw day.

KTIB Thibodeaux, La.—Delta Broadcasters Inc., 630 kc, 500 w day.

WVDA Boston, Mass.—Vic Diehm Associates, 1260 kc, 5 kw unlimited directional night. Changed from WNAC.

WNAC Lawrence, Mass. (Boston) — General Teleradio Inc., 680 kc, 50 kw unlimited, directional night. Changed from WLAW.

WTUP Tupelo, Miss.—Lee Bcstg Co., 1380 kc, 1 kw day.

KSMO Salem, Mo.—Show-Me Bcstg. Co., 1340 kc, 250 w unlimited.

KBMI Henderson, Nev.—Moritz Zenoff, 1440 kc, 250 w unlimited.

WJMJ Jackson, Ohio—Luther M. Jones, 1280 kc, 1 kw day.

WMVP Mt. Vernon, Ohio—The Mt. Vernon Bcstg. Co., 1300 kc, 500 w day directional.

KLCO Poteau, Okla.—Leflore Bcstg. Co., 1280 kc, 1 kw day.

KLOQ Seattle, Wash.—W. Gordon Allen, 1590 kc, 5 kw day.

KODL The Dalles, Ore.—Western Radio Corp. Requests construction permit to change frequency from 1230 kc, 100 w night and 250 w daytime to 1440 kc, 1 kw unlimited, directional night. Filed June 8.

WHUM Reading, Pa. — Eastern Radio Corp. seeks to change studio location from Berkshire Hotel, Fifth and Washington, Reading, to Tower Hotel, Skyline Drive on Mount Penn, Lower Alsasce Township, Pa. Filed June 16.

New FM Stations . . .

Actions by FCC

Fulton, Ky.—Ken-Tenn Bcstg. Corp. (WFUL). Granted permit for new Class A FM station on Ch. 285 (104.9 mc) with ERP 500 w and antenna height above average terrain 155 ft. Granted July 1.

Ithaca, N. Y.—Northeast Radio Corp. Granted permit for new Class A FM station on Ch. 279 (103.7 mc) with ERP 5.6 kw and antenna height above average terrain 890 ft. Granted July 8.

Existing FM Stations . . .

Actions by FCC

KCMC-FM Texarkana, Tex.—KCMC Inc. Granted change in ERP from 40 kw to 7 kw and antenna height above average terrain from 415 ft. to 275 ft. Granted July 1.

KUTF (FM) Salt Lake City, Utah—Utah Bcstg. & TV Co. Granted reinstatement of expired permit for Class B FM station on Ch. 246 (97.1 mc) with expiration date of 6 months. Granted July 8.

FM Stations Deleted

WFMD-FM Frederick, Md. — The Monocacy Bcstg. Co. Granted request to cancel license and delete FM station on Class B Ch. 260. Deleted June 30; announced July 7.

WLAW-FM Boston-Lawrence, Mass.—Hildreth & Rogers Co. Station ceased operation on June 16 and cancelled its license in accord with FCC action of June 10 granting assignment of WLAW to General Teleradio Inc. on condition that applicant divest itself of interest in WLAW-FM [B•T, June 15]. Granted June 29; announced July 7.

WHKC-FM Columbus, Ohio—United Bcstg. Co. Granted request to cancel license and delete FM station on Class B Ch. 254. Deleted June 30; announced July 7.

Applications

WLRD (FM) Miami Beach, Fl.—Allen Henry Rosenson and Yvette Rosenson d/b as Mercantile Bcstg. Co. requests change of location from Miami Beach to Miami, Fla. Filed June 9.

Ownership Changes . . .

Actions by FCC

KBLO Hot Springs, Ark.—Robert S. Bielow tr/as National Park Bcstg. Co. Granted consent to assign construction permit to National Park Bcstg. Co., partnership composed of Robert S. Bielow (75%) and J. W. Meredith (25%) for $5,000. Granted July 8.

KGIL San Fernando, Calif.—San Fernando Valley Bcstg. Co. Granted voluntary transfer of control to American Bcstg. Stations (WMT Cedar Rapids, Iowa)—KJBS Bcstrs. (KJBS San Francisco), through transfer of 80% of voting stock. Total consideration $59,000 maximum; to F. J. Smalley, $45,000; Howard P. Gray, $9,000, and to **Les Scherer** and **J. C. Morse** no more than $5,000. Granted July 1.

KHQA-TV Hannibal, Mo.—The Courier-Post Pub. Co. Granted assignment of CP for vhf Ch. 7 to Lee Bcstg. Inc. (WTAD Quincy, Ill.). Assignor will acquire 20% interest in WTAD after it disposes of its interest in KHMO Hannibal. Granted July 1; announced July 2.

WMBH-AM-FM Joplin, Mo.—Joplin Bcstg. Co. Granted transfer of control from Joplin Globe Pub. Co. and Charles David Blair to D. J. Poyner for $32,000. Mr. Poyner, general manager of WMBH-AM-FM, owns 60 shares and hereafter will own all outstanding shares. Granted July 1.

KABQ Albuquerque, N. M.—KVER Bcstg. Co. Granted modification of license for 1340 kc with 250 w unlimited to change name to KABQ Bcstg. Co. Granted June 29; announced July 7.

WHDL-AM-FM Olean, N. Y. — WHDL Inc. Granted relinquishment of negative control of Olean Times Herald Corp. (parent corporation of licensee) by E. B. Fitzpatrick (formerly 50%, now 35%) through sale of 150 shares of stock to his son, Grey Fitzpatrick (formerly 1%, now 8.5%) and to his daughter, Mrs. Jean F. Henzel (7.5%). Mrs. Henzel is wife of John R. Henzel, president of WHDL Inc. Granted June 29; announced July 7.

WSAI-AM-FM Cincinnati, Ohio — Buckeye Bcstg. Corp. Granted assignment of license to Gordon Bcstg. Co. for $203,000. Buckeye is subsidiary of Storer Bcstg Co., which sells because of purchase of WBRC-AM-FM-TV Birmingham for $2.4 million. Principals in Gordon Bcstg. Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. and Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Granted July 8.

WCRE Cheraw, S. C.—R. D. Baxley d/b as Chesterfield Bcstrs. Granted assignment of license to Chesterfield Bcstrs. Inc., including Mr. Baxley (40%), Robert Misenheimer (40%) and Hugh Morris (20%). Consideration: Mr. Baxley's stock interest plus assumption of $8,994 note by corporation. Granted July 8.

WAEW-AM-FM Crossville, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. Granted assignment of license to WAEW Inc. in transfer from sole proprietorship to corporation. Mr. Wilkerson owns 100% of stock. Granted June 29.

WLIL-AM-FM Lenoir City, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. Granted assignment of license to WLIL Inc. Mr. Wilkerson owns 100% of the stock. Granted June 29.

KGKO Dallas, Tex. — Lakewood Bcstg. Co. Granted voluntary transfer of control from Eldridge C. Harrell and Delbert Davison to W. L. Pickens (16,250 shares), H. H. Coffield (16,250 shares), Leonard Coe (12,500 shares) and Ross K. Prescott (4,998 shares). Consideration $1 per share. Granted July 1.

WSAP Portsmouth, Va. — Portsmouth Radio Corp. Granted transfer of control to Charles J. Dule Jr. and 25 other individuals by sale of all issued and outstanding stock for $97,300. Principals include President C. J. Duke Jr. (5.4%), Vice President Judge Floyd E. Kellam (5.6%) and Secretary-Treasurer Henry Clay Hofheimer (14.7%). Granted July 8.

WIVI St. Croix, Virgin Islands—Radio American West Indies. Granted voluntary transfer of control from Edward Moore Vickers to Hazel Vickers in compliance with divorce decree. Mrs. Vickers, presently holding 15%, would increase her equity to 80%. Granted July 8.

WHTN-AM-FM Huntington, W. Va.—Greater Huntington Radio Corp. Granted transfer of control from Biggs-Long Realty Corp. as a dividend in kind. Effect is to eliminate Biggs-Long Realty Corp. from chain of ownership. Granted June 29; announced July 7.

WPFP Park Falls, Wis.—Radio station WIGM Inc. Granted modification of permit for 1450 kc with 100 w to change name to M. & N. Bcstg. Co. Granted July 1.

Applications

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. Phillip G. Back and John F. Wills, request transfer of control to William Ross Beard and Melvin P. Spann by sale of 1,000 shares (50%) for $20-000. Mr. Spann, general manager and owner of 25% interest, will receive 250 shares as gift from Mr. Beard. Filed June 18.

KOCS (AM)-KEDO (FM) Ontario, Calif.—Mrs. Jerome Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby and Robert Fairchild d/b as The Daily Report Co. requests a change in partnership by transfer by Mrs. Harnish of 1½% interest as gifts to each of her sons. Principals are Mrs. Harnish, formerly 76½%, proposed 73½%; Carlton P. Appleby, formerly 14%, proposed 15½%, and Andrew B. Appleby, formerly 2%, proposed 3½%. Filed June 22.

WIBR Baton Rouge, La.—Community Bcstg. Co. Owen W. Hare requests transfer of control to G. T. Owen Jr. by sale of 250 shares for $650. Filed June 22.

WARC Rochester, N. Y.—WARC Inc. Requests transfer of control to Star Bcstg. Co. (WGVA), Geneva, N. Y., by sale of stock for $80,000. Principals of Star are President Maurice R. Forman (71.59%), owner of Bean Adv. Enterprises; Vice President Thomas L. Brown (11.84%); Secretary R. Carlton Green (4.73%), and Edward Minden (11.84%), New York City real estate broker. Filed June 16.

KFYR-AM-TV Bismarck, N. D.—Meyer Bcstg. Co. Etta Hoskins Meyer, executor of estate of P. J. Meyer, requests transfer of control to herself as sole beneficiary of 2,430 shares out of 5,628 issued and outstanding shares of stock. Filed June 29.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. requests transfer of control to C. O. Fisher by transfer of 100 shares from father, C. H. Fisher. Consideration is transfer of C. O. Fisher's 50% interest in Oregon-Washington Broadcasters (KIHR), Hood River, Ore., 25 shares of Valley Construction Co., ⅓ of 50% partnership interest in co-partnership of C. H. Fisher & Son and to assume obligation of C. H. Fisher for $35,200. Filed June 8.

WELP Easley, S. C.—Pickens County Bcstg. Co. J. Lake Williams requests consent to sell 72% of stock to Frances M. Brazzell for $36,000. President and Treasurer Cleautus O. Brazzell purchases 2% of stock for $1,000. Other principal is Vice President Joel N. Hinton (25%). Filed June 22.

KTXC Big Spring, Tex.—Big State Bcstg. Corp. requests assignment of license to a newly organized corporation of the same name and ownership to fulfill state corporation requirements. Filed June 15.

WIGM Medford, Wis.—Radio Station WIGM Inc. requests change of name to M. & N. Bcstg. Co. Filed June 16.

Hearing Cases . . .

Final Decisions

Toledo, Ohio—New AM, 1470 kc. FCC announced final decision granting application of Midwestern Bcstg. Co. for permit for new AM station on 1470 kc with 1 kw unlimited directional and denied applications of Toledo Blade Co. and Rural Bcstg. Co. seeking same fecilities in Toledo and Oak Harbor, respectively, and of Unity Corp. Inc. seeking change in facilities of WTOD Toledo from 1560 kc, 1 kw daytime, to above facilities. Decision June 26; announced July 1.

Easton, Pa.—New AM, 1230 kc. FCC announced final decision to grant application of Easton Pub. Co. for permit for new AM station on 1230 kc with 250 w unlimited and denying application of Allentown Bcstg. Corp. seeking same facilities in Allentown. Allentown Bcstg. Corp. has operated station WHOL Allentown under special authorization on the above facilities pending the conclusion of the proceeding. Final decision June 26; announced July 2.

WSOC Charlotte, N. C.—Since no exceptions have been filed to initial decision to grant application for installation of new antenna, FCC made initial decision final and effective. Order July 8.

Initial Decisions

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Ashley L. Robison and Frank E. Hurd d/b as Cal Tel Co. for permit for new TV station on Ch. 40 with ERP 268 kw visual and 140 kw aural and antenna height above average terrain 326 ft. Initial decision July 7.

Allentown, Pa.—New TV, uhf Ch. 67. Examiner Benito Gaguine issued initial decision looking towards grant of application of Penn-Allen Bcstg. Co. for permit for new TV station on Ch. 67 with ERP 178 kw visual and 91.8 kw aural and antenna height above average terrain 810 ft. Initial decision July 7.

Other Actions

Champaign, Ill.—New TV, vhf Ch. 3. By memorandum opinion and order, FCC postponed effective date of May 19 grant of new TV station permit to Midwest TV Inc. (WCIA-TV) on protest filed by Prairie TV Co., permittee uhf Ch. 17 WTVP (TV) Decatur. Midwest TV Inc. application was set for hearing. Comr. Bartley dissented. Order July 1; announced July 3.

Columbus, S. C.—New TV, vhf Ch. 10. By memorandum opinion and order, FCC denied petition of May 28 of Spartan Radiocasting Co., Spartanburg, for rehearing of Commission's memorandum opinion and order of May 14 which dismissed Spartan's petition for reconsideration of Feb. 11 action granting without hearing new TV station on Ch. 10 to WIS-TV Corp. Comr. Hyde dissented. Order July 1; announced July 2.

St. Louis, Mo.—TV Allocation. By Memorandum opinion and order, FCC denied petition of June 19 by Metropolitan Telecasting Co. requesting that Ch. 24 or 48 be added to the seven channels assigned to St. Louis. Comr. Bartley dissented. Order July 1; announced July 2.

KGBS Harlington, Tex.—Harbenito Bcstg. Co. Granted petition for dismissal of its application to change facilities from 1240 kc with 250 w unlimited to 850 kc and 5 kw (Docket 8836). Upon approval of its application for acquiring KSOX (1530 kc, 50 w day, 10 kw night directional), Harbenito Bcstg. Co. will surrender its license for KGBS [B•T, June 29]. Granted June 30; announced July 1.

WHLM Bloomsburg, Pa.—Bloom Radio. FCC ordered hearing on application to change from 690 kc, 1 kw daytime to 550 kc, 500 w unlimited. Order July 8.

San Bernardino, Calif.—New TV, uhf Ch. 30. Designated for hearing in Washington on August 3 application of Orange Belt Telecasters for new TV station.

Montgomery, Ala.—New TV, vhf Ch. 12. FCC designated for hearing in Washington July 31 the competitive applications of Montgomery Bcstg. Co. and Alabama TV Co. Order July 1.

Montgomery, Ala.—New TV, uhf Ch. 32. FCC designated for hearing in Washington July 31 the competitive applications of Southern Bcstg. Co. and Southern Enterprises. Order July 1.

Corpus Christi, Tex.—New TV, uhf Ch. 22. FCC designated for hearing in Washington July 31 competitive applications of H. L. Hunt and Coastal Bend TV Co. Order July 1.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. FCC ordered hearing on application for modification of permit to increase power on 1340 kc from 100 w to 500 w unlimited and made WVKO Columbus and WKOV Wellston, Ohio, parties to proceeding. Ordered July 8.

Los Angeles, Calif.—TV Allocation By memorandum opinion and order, FCC denied petition of June 2 by Lawrence A. Harvey requesting that Ch. 58 be added to the ten channels assigned to Los Angeles. Comr. Bartley dissented. Order July 1; announced July 2.

Milwaukee, Wis.—Hearst Corp. By memorandum opinion and order, FCC denied petition for reconsideration of Commission's memorandum opinion and order of April 1 denying a previous petition for rehearing and dismissing application of Hearst Corp. for permit for new TV station on Ch. 10, now reserved for education use. Comr. Hyde dissented. Order June 30; announced July 1.

Opinions and Orders . . .

FCC on July 2 announced proposed rule making which would (1) require local advertising of all initial applications for new TV stations and (2) provide a cut-off date against new competitive applications 30 days after such publication [B•T July 6]. Order July 2.

FCC on July 1 adopted notice of propsed rule making looking toward amendment of Sec. 3.33 of part 3 of the rules so as to require all applications for AM facilities to specify antenna site. Comments on this proposal may be filed on or before Aug. 10.

New Petitions . . .

June 25

KTXC Big Spring, Tex., applicant for license renewal (Docket 9918) and In Matter of Revocation of KFST Fort Stockton, Tex. (Docket 9919)—Chief of FCC Broadcast Bureau requests withdrawal of his earlier petition asking for 30 day postponement of final decision in these proceedings. Chief of Broadcast Bureau noted KTXC principals have fulfilled state corporation law requirements questioned earlier.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Telecasting Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473). Southern TV and WDEF jointly oppose taking of certain depositions by Tri-State on grounds they are principal parties to application. On June 26 Tri-State advised that depositions in dispute will not be taken and opposed request of Southern for leave to amend.

Portland, Ore.—New TV, vhf Ch. 8 Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Decket 10245); North Pacific TV Inc. (Docket 10319), and Cascade TV Inc. (Docket 10324). Portland TV answers reply of Cascade and alleges latter misrepresented contention that on "numerous" occasions Portland TV has "substantially" amended its application. Dispute stems from Cascade's petition for reconsideration of FCC action denying amendment of Cascade and postponement of further hearing. Westinghouse on June 29 also challenged arguments by Cascade.

Flint, Mich—New TV, vhf Ch. 12. WJR Goodwill Station Inc. (WJR Detroit) (Docket 10268); Trebit Corp. (WFDF) (Docket 10269), and W. S. Butterfield Theatres Inc. (Docket 10270). Trebit petitions to strike exceptions of Chief of FCC Broadcast Bureau to initial decision of hearing examiner.

South Bend, Ind.—New TV, uhf Ch. 46. South Bend Bcstg. Corp. (WHOT) (Docket 10534) and Michiana Telecasting Corp. (Docket 10538). South Bend Bcstg. petitions for enlargement of issues to determine legal qualifications of Michiana, alleging state corporation laws do not allow parent Notre Dame U. to engage in commercial TV. Michiana on July 1 asked additional time to reply.

June 26

WTCH Shawano, Wis.—Adjustment of night-time directional array (BZ-3456). Further petition for relief from alleged interference was filed by KMA Shenandoah, Iowa.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365). Peoples petitions to reopen record to receive further evidence on issues involved; alleges record is incomplete. On July 2 WGAL-TV filed opposition.

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Exbrook 2-5672

Evansville, Ind—New TV, vhf Ch. 7 South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464). South Central opposes appeal filed by WFBM Inc. and opposition filed by FCC Broadcast Bureau from memorandum opinion and order of hearing examiner setting course of hearing. On the Air Inc. filed support of examiner's memorandum on June 30. Evansville TV on July 1 filed partial opposition to and partial support of appeal by WFBM Inc. and filed opposition to petition of Broadcast Bureau. On the Air Inc. July 2 filed opposition to South Central's supplemental petition for leave to amend, tendered June 29.

June 29

KEAR San Mateo, Calif.—Application to increase power from 1 kw to 10 kw on 1550 kc (Docket 10521). KFBK Sacramento opposes petition of KEAR filed June 4 which asked reconsideration of FCC order of May 14 designating KEAR application for hearing upon protest of KFBK and setting aside earlier grant of power boost.

WCIA-TV Champaign, Ill.—Files answer and opposition to Sec. 309 (c) economic injury protest made earlier by WTVP (TV) Decatur, Ill., uhf outlet, against vhf Ch. 3 grant to WCIA-TV.

June 30

KFDM Beaumont, Tex.—Renewal of license (BR-392). KFDM replies and moves to dismiss petitions of KWTO which requested renewal hearing and revocation of KFDM's license.

WCAV Norfolk, Va.—Assignment of license to Larus & Bro. (WRVA Richmond) (BAL-1564). WGH Newport News, Va., petitions for hearing on assignment application, alleging multiple ownership rule violation would occur.

Pontiac, Mich.—New AM grantee on 1460 kc, James Gerity Jr. (Docket 10346). Mr. Gerity replies to answer of Chief Pontiac Bcstg. Co. involving latter's petition for reconsideration of grant to Gerity and denial of Chief Pontiac application.

TV Allocation and Rules—WSAL Logansport, Ind., petitions for amendment of Sec. 3.611 of TV rules to relax restrictions on minimum spacing from existing transmitters in other cities.

Sacramento, Calif.—New TV, uhf Ch. 40. Maria Helen Alvarez (Docket 10340) and Cal Tel Co. (Docket 10341). Cal Tel, in view of June 26 petition of Mrs. Alvarez to dismiss her application, requests permission to amend its application to bring data up to date.

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Routine Roundup . . .

June 29 Applications

ACCEPTED FOR FILING

Modification of CP

KOPO-TV Tucson, Ariz., Old Pueblo Bcstg. Co.—Mod. CP (BPCT-1169) which authorized new commercial TV for extension of completion date from 7/12/53 to 2/1/54 (BMPCT-1189).

WEEK-TV Groveland Township (Peoria), Ill., Robert S. Kerr, et al d/b as West Central Bcstg. Co.—Mod. CP (BPCT-701) as mod. which authorized new commercial TV for extension of completion date from 6/27/53 to 8/27/53 (BMPCT-1198).

WHUM-TV Summit Station (Reading), Pa., Eastern Radio Corp.—Mod. CP (BPCT-268) which authorized new commercial TV for extension of completion date from 7/21/53 to 10/21/53 (BMPCT-1191).

Renewal of License

WHLF South Boston, Va., John L. Cole Jr. tr/as Halifax Bcstg. Co.—Renewal of license (auxiliary trans.) (BR-1855).

Remote Control

KUDL Kansas City, Mo., David M. Segal (resubmitted) (BRC-101); WDVA Danville, Va., Virginia-Carolina Bcstg. Corp. (BRC-102); WTON Staunton, Va., Charles P. Blackley (BRC-99).

APPLICATION RETURNED

CP for AM

Harry A. Epperson Jr., Martinsville, Va. (PO Ararat, Va.)—CP for new AM to be operated on 1300 kc with power of 1 kw and daytime hours of operation.

July 1 Decisions

BY COMMISSION EN BANC

Renewal of License

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Bartley and Doerfer, took the following actions on July 1:

Granted renewal of licenses of following stations on regular basis:

KALT Atlanta, Tex.; KAOK Lake Charles, La.; KAYS Hays, Kan.; KBST Big Spring, Tex.; KCHS Truth or Consequences, N. M.; KCLA Pine Bluff, Ark.; KCMC Texarkana, Tex.; KCNC Ft. Worth, Tex.; KCOG Centerville, Iowa; KCOW Alliance, Neb.; KCOY Santa Maria, Calif.; KCRS Midland, Tex.; KCUL Ft. Worth, Tex.; KDWT Stamford, Tex.; KELD El Dorado, Ark.; KERB Kermit, Tex.; KEXX San Antonio, Tex.; KFDM Beaumont, Tex.; KFRU Columbia, Mo.; KGBS Harlingen, Tex.; KGFL Roswell, N. M.; KGKB Tyler, Tex.; KGNC Amarillo, Tex.; KGVL Greenville, Tex.; KHUZ Borger, Tex.; KIBL Beeville, Tex.; KINE Kingsville, Tex.; KIOX Bay City, Tex.; KIUN Pecos, Tex.; KLUF and KLUF-FM Galveston, Tex.; KLYN Amarillo, Tex.; KMAC and KISS-FM San Antonio, Tex.; KMHL Marshall, Minn.; KNEL Brady, Tex.; KNOR Norman, Okla.; KNOW Austin, Tex.; KNOX Grand Forks., N. D.; KONO and KONO-FM San Antonio, Tex.; KPAT Pampa, Tex.; KPET Lamesa, Tex.; KPLT Paris, Tex.; KRE Berkeley, Calif.; KRIS Corpus Christi, Tex.; KRLN Canon City, Colo.; KROD El Paso, Tex.; KRPL Moscow, Idaho; KSEY Seymour, Tex.; KSKY Dallas, Tex.; KSST Sulphur Springs, Tex.; KTBC Austin, Tex.; KTFS Texarkana, Tex.; KTNM Tucumcari, N. M.; KTRH and KTRH-FM Houston, Tex.; KTSA and KTSA-FM San Antonio, Tex.; KTUC Tucson, Ariz.; KUNO Corpus Christi, Tex.; KURV Edinburg, Tex.; KVET Austin, Tex.; KVLF Alpine, Tex.; KWFT Wichita Falls, Tex.; KWLK Longview, Wash.; KWTX Waco, Tex.; KXLK Great Falls, Mont.; KXOL Ft. Worth, Tex.; KXYZ and Aux. and KXYZ-FM Houston, Tex.; KYAK Yakima, Wash.; KYMA Yuma, Ariz.; WALE Fall River, Mass.; WBAP, WBAP-FM and WBAP-TV Ft. Worth, Tex.; WBLK Clarksburg, W. Va.; WDAS Philadelphia, Pa.; WDOS Oneona, N. Y.; WELL Battle Creek, Mich.; WELM Elmira, N. Y.; WEST Easton, Pa.; WFAA, WFAA-TV Dallas, Tex.; WFOR Hattiesburg, Miss.; WGAP Marysville, Tenn.; WGBG Greensboro, N. C.; WGTN Georgetown, S. C.; WHGB Harrisburg, Pa.; WHLB Virginia, Mont.; WHUB Cookeville, Tenn.; WINC Winchester, Va.; WIRA Ft. Pierce, Fla.; WJAC Johnstown, Pa.; WJLB Detroit, Mich.; WJLD Homewood, Ala.; WJZM Clarksville, Tenn.; WKPT Kingsport, Tenn.; WLLH and Syn., Lowell, Mass.; WMAN Mansfield, Ohio; WMGA Moultrie, Ga.; WMIN St. Paul, Minn.; WMSL Decatur, Ala.; WPAY Portsmouth, Ohio; WRDO Augusta, Me.; WRON Ronceverte, W. Va.; WRR and WRR-FM Dallas, Tex.; WSIC Statesville, N. C.

McFarland Letter

WSYB Rutland, Vt., Philip Weiss Music Co.—Is being advised that application for renewal of license (BR-795) indicates necessity of hearing because of non-compliance of technical operation.

West Branch Community Bcstg. Co., Milton, Pa.—Is being advised that application (BP-8783) for a new AM station to operate on 990 kc, 250 w-D, indicates necessity of hearing.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Springhill Bcstg. Co. Inc., Springhill, La. — Granted petition for acceptance of its late appearance in re its application (Docket 10080) and that of Lone Star Bcstg. Co., Lone Star, Tex. (Docket 10435).

Key Bcstg. System Inc., Bayshore, N. Y. — Granted petition for leave to amend its application (Docket 10379; BP-8422) to specify directional in lieu of non-directional operation, and application as amended was removed from hearing docket.

WDAF Kansas City, Mo., Kansas City Star Co.—Granted petition to accept late filing of opposition to petition for reconsideration or rehearing filed by WDZ Decatur, Ill., in re proceedings in Docket 9548 and 9194 on June 12, 1953.

By Hearing Examiner Herbert Sharfman

By Memorandum Opinion and Order ordered that statements made in proceeding involving TV applications of Mountcastle Bcstg. Co. Inc. and WKGN Inc., applicants for Ch. 6 at Knoxville, Tenn. (Docket 10510-11), shall control subsequent course of hearing, and that taking of testimony shall start on July 21, 1953, with understanding that testimony in this case may possibly be interrupted for the Evansville case (Docket 10461, etc.), in which examiner is also sitting. Order June 25.

South Central Bcstg. Corp., Evansville, Ind.—Granted petition for leave to amend its TV application (Docket 10461), by making certain engineering changes. Order June 25.

Radio Station WBIR Inc., Knoxville, Tenn. — Granted petition for leave to amend its TV application (Docket 10513), by amending Exhibit No. 2A and No. 24. Order June 25.

By Examiner H. Gifford Irion

In Statement and Order, ordered that statement made in proceeding involving applications of WTAG Inc., and Wilson Enterprises Inc., applicants for TV Ch. 20 at Worcester, Mass. (Dockets 10496-97), shall control, and taking of testimony in this matter will begin July 7, 1953. Order June 26.

Gave notice that further hearing conference in re applications of WKRG-TV Inc., and The Mobile Tele. Corp., applicants for TV Ch. 5 at Mobile, Ala., will be held Friday, July 3, 1953, in Washington (Dockets 10457-58). Order June 26.

By Hearing Examiner Fanney H. Litvin

Ordered that hearing in re applications of The Brush-Moore Newspapers Inc., and Stark Telecasting Corp., applicants for TV Ch. 29 at Canton, Ohio, shall commence on August 6, 1953, in Washington (Dockets 10272-73). (Action taken 6/25/53).

By Memorandum Opinion and Order, ordered that statements and agreements made in conference of June 19, shall control subsequent course of hearing in re applications of Southland Tele. Co., et al, applicants for Ch. 12 at Shreveport, La. (Dockets 10522, et al), unless modified by Hearing Examiner for cause during course of hearing, or by Commission upon review of Hearing Examiner's ruling, and that proof at hearing will be adduced only in respect of matters relied upon by each of parties, including counsel for Broadcast Bureau, set out in order and in any subsequent order which may be issued after action by Commission on petition of Shreveport Tele. Co. to enlarge issues. (Action taken 6/23/53).

By Hearing Examiner Elizabeth C. Smith

Columbia Empire Telecasters Inc., Portland, Ore.—Granted request that time for filing request for corrections to transcript in re proceeding for Ch. 12 at Portland (Docket 10246, etc.), be extended to July 8, 1953. Action June 29.

By Hearing Examiner Thomas H. Donahue

On joint petition of KCRA Inc., and Sacramento Bcstrs. Inc., applicants for TV Ch. 3 at Sacramento, Calif. (Dockets 10294-9012), and with concurrence of counsel for Broadcast Bureau, time for filing proposed findings in this matter was extended from July 1 to July 10, 1953. (Action taken 6/26/53).

Examiner on his own motion, continued hearing in re applications of Maria Helen Alvarez and Cal Tel. Co., applicants for TV Ch. 40 at Sacramento, Calif., from June 25 to June 30, 1953 (Dockets 10340-41). (Action of 6/24/53).

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Help Wanted

Managerial

Manager for fulltime, network-affiliated station in city of 25,000. Must be salesman of real ability and have general, all-round radio experience. Excellent income possibilities on a salary-commission basis. Must be sober and able to fit into community life. Prefer man in the 30-to-40 age bracket. Box 62X, B•T.

Manager-salesman for successful remote market California network station with TV application pending. Eastern or midwest men need not apply because no choices sight unseen. Prefer man between 30 and 40, good character, brain, personality and record. Able to grow and progress. Box 127X, B•T.

Salesmen

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 23X, B•T.

Salesman for large southern market. Indie. Negro station. Good market. Send all details. Box 129X, B•T.

Young man with agency or radio sales experience by rep office in Detroit representing radio and TV stations. Reply Box 171X, B•T.

Sales manager for large metropolitan area station. Excellent opportunity for advancement. Box 172X, B•T.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KCHJ, P.O. Box 262, Delano, Calif.

Salesman for successful central Texas station. Excellent opportunity. Salary plus commission. Send full details first letter. Don't phone. Ralph Weedon, KTEM, Temple, Texas.

At once, two men. One salesman capable of handling future job as commercial manager, one announcer with news, sports, sales ability. Good future. Good salary with growing organization. KVOZ, Laredo, Texas.

Salesman for new midwest kilowatt. KWRT, Boonville, Missouri.

Experienced salesman-announcer. Salary plus commission. Photo, tape, experience first letter. WSSC, Sumter, S. C.

Announcers

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Announcer. Some experience for Pennsylvania station. Must have good voice. No tapes. Write Box 118X, B•T.

Help Wanted—(Cont'd)

Experienced, versatile announcer for Ohio AM-TV network affiliate. Send picture, tape. Box 123X, B•T.

First ticket, good announcing. Station 100 miles from N. Y. Box 147X, B•T.

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

KMBC, Kansas City, is considering applications for announcers. Send audition disc and letter to Chief Announcer, KMBC, 11th and Central, Kansas City 5, Missouri.

Good all-round announcer. Send details and audition. Will return auditions. Ralph Weedon, KTEM, Temple, Texas.

Now holding auditions for announcer to do staff and personality work. Must be good. Good pay. Experienced only. Contact Paul E. Reid, WCEH, Hawkinsville, Georgia. No collect calls.

Needed immediately—Announcer, combo men, sportscasters. Write, wire or phone Jim Bailey, WCEN, Mt. Pleasant, Mich.

Suburban Chicago station needs young announcer competent in all phases and not afraid of work. Experience necessary. All details and salary requirement first letter. WEAW, Evanston, Ill.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Immediate opening for inexperienced staff announcer. Prefer stable family man interested in permanent position with advancement. Write or wire full information to L. C. Cate, WWPA, Williamsport, Penna.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Help Wanted—(Cont'd)

Engineer with first class license to fill job of chief in combo-operation. Good job, excellent working conditions. Salary $75 to start. Address, Box 98X, B•T.

Engineer or chief engineer. Start at $85 per week. Permanent. Box 128X, B•T.

1st class engineer. Prefer man with WE experience or good ham. Starting salary $85. Vacation, bonus and company paid insurance. WAIM, Anderson, S. C.

Immediate opening, operator, first class license. No experience necessary. WASA, Havre de Grace, Maryland.

First class radio engineer. Contact George F. Bissell, WEAV, Plattsburg, New York.

Two (2) transmitter operators, first class license, experience not necessary. Radio Station WEDC, Chicago 23, Illinois.

Operator with first class telephone license, experienced, for 1000 watt daytime. Have car. WGAT, Utica, N. Y.

Engineer. Large Michigan fulltimer needs 1st phone engineer for transmitter duty and maintenance work. Average starting wage is $70 per week with raises 6 months and another after 1 year. Two weeks vacation with pay. Must have car. Send full information to: WILS, 407 N. Washington, Lansing 30, Michigan.

Engineer-announcer with first class license. Can fill job of chief engineer. WKNK, Muskegon, Michigan, 5000 watts.

Engineer-announcer, also straight engineer. Immediate opening. Bill Tedrick, WOKZ, Alton, Illinois.

Production, Programming, Others

Promotion-publicity. A fine position with plenty of opportunity for big earnings is open to a good promotion man who is not afraid of work and who can not only carry out someone else's ideas, but who has workable ideas of his own, that have been used successfully elsewhere in TV and radio. Newspaper layout experience helpful, but not essential. All replies will be held in strict confidence. State your previous experience and salary expected. Box 93X, B•T.

Continuity writer for largest department store operation in middle Atlantic state. Send background, picture, salary expected in first letter. Box 104X, B•T.

Experienced production manager. Take complete charge of production of 5 kw Mutual. Music, sports, markets and news station in city of 100,000 in midwest. Top salary for right man. Send full details and salary expected first letter. Box 140X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Girl for traffic or local news. KFRD, Rosenberg, Texas.

Young man to assist with all phases independent station operation except air-work. Must type and want to work and learn. Moderate beginning salary; other benefits; unlimited chance for advancement. Send full details to Station WRAP, 300 Portlock Bldg., Norfolk, Virginia.

TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $15,000, do not apply, as you do not have the background we require. A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B•T.

Television

Managerial

TV general manager to assume administrative position presently involving preparation of materials, contacts and appearances before FCC. Involves contested channel in metropolitan city coming up for hearing. Willing to pay well for right man with experience and demonstrated ability. Although a challenge, this represents excellent opportunity for right man to take over managerial position if grant is approved on behalf of well established property with strong financial position. State full qualifications in reply. Box 138X, B•T.

Experienced TV commercial manager and salesmen for new NE station under construction. Outline experience, performance record, age, domestic status, and desired salary first letter. Box 159X, B•T.

Salesmen

Salesman needed at once for Bakersfield, California, Channel 10, to go on air September. Fine earnings possible on salary and commission. Applicant must be available for personal interview at Bakersfield or New York. Contact Ed Urner, Sales Manager, KERO TV.

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Help Wanted—(Cont'd)

Technical

Experienced TV maintenance engineer needed at progressive Gulf Coast television station. Send full resume and picture to the Chief Engineer. KGUL-TV Galveston, Texas.

TV maintenance and operating engineers for university commercial VHF on air early fall. Ideal college town. Supply qualifications and salary requirements to Chief Engineer, KOMU-TV, University of Missouri, Columbia, Missouri.

Production-Programming, Others

New network-affiliated TV station NE section United States looking for program director who has been assistant program director or program director in smaller TV station. Position offers exceptional opportunity and future in one of nation's major markets. Reply Box 61X, B•T.

Experienced TV producer-director. Send complete details to Program Director, KMBC, Kansas City, Mo.

Situations Wanted

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General manager. 20 years experience. Excellent references. Now available radio or TV. Box 122X, B•T.

Manager. Young in years, old in experience. Presently in large market. Prefer smaller operation southwest. Box 133X, B•T.

Manager sales. Program director. Producer. 18 years TV-radio. Sober, industrious family man, 40. Currently employed. Top sports and special events announcer. Ideal combination man for station using limited personnel. Respected references. Box 141X, B•T.

Experienced manager-engineer desires change. Top references. Prefers coastal city. Box 160X, B•T.

Salesmen

Sales manager. AM or TV. Time salesman for station rep. Station salesman since '48. Outstanding sales record. Box 96X, B•T.

Experienced salesman-announcer-writer. Wishes sell own show. Mature. Family. Third ticket. Employed. Ideas. Box 125X, B•T.

9 years radio consulting, engineering and sales representative in Mexico for broadcast equipment company. Desire position in sales, international sales, public relations, etc. Fluent Spanish. Box 162X, B•T.

Salesman, 30, metropolitan experience. Seasoned newscaster. Prefers west with TV future. Box 167X, B•T.

Salesman—enthusiasm, drive, knowhow. Top references. Available two weeks. Box 170X, B•T.

Announcers

Announcer. Intelligent, ambitious. Prefer small, friendly town. Travel anywhere. Tape, references, resume. Box 64X, B•T.

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Staff announcer. Third ticket. Writers Guild card. Single. Will travel. Tape, resume available. Box 88X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 120X, B•T.

Announcer. Two years experience. Family man. Draft exempt. Presently program director small station. Box 126X, B•T.

Two combo men. Both with five years experience. Available soon. Box 132X, B•T.

Well schooled in all phases of staff work. Excellent knowledge pop record programming. Deep, mature voice. All I need is a chance to prove myself. Box 136X, B•T.

Staff announcer. News, live sportscasting, personality DJ. Recent MBS graduate. Prefer southwest. Box 142X, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Staff government station 2 years. Familiar all phases. Strong on news. College graduate. Veteran, single, 24. Box 143X, B•T.

Topnotch morning man. 12 years experience. $100 minimum. No southern stations. Box 146X, B•T.

Announcer, married vet, attended two radio schools, desires position with station near college (preferably Rutgers, Maryland, or Puerto Rico). Box 156X, B•T.

Experienced versatile announcer - salesman. Knows control board and copy writing. Box 161X, B•T.

Experienced announcer. Presently employed. Available July 15. Box 164X, B•T.

Announcer, 5 years experience, desires staff with 50 kw station. Minimum salary $75. Larry Bosi, 3921 W. Polk, Chicago. Nevada 8-8832.

Announcer. Young. Independent experience. Newscast, DJ, sports, programming, operate board. Dee Ford, 1954 E. 29 St., Brooklyn 29, N.Y.

Announcer. News, DJ, excellent singer. Experience TV, radio. Young, married. 250 mile radius N.Y.C. Ronald Mirr, 53-20 198 St., Flushing, N.Y.

Versatile announcer, staff, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 109 12th Avenue East, Alexandria, Minnesota.

Staff announcer. Some experience indie and network operation. Good resonant voice. All work from console. Wishes small progressive community. Conscientious. Good references. Resume and tape on request. Carl Servel, 3 Ottawa Ave., Hasbrouck Heights, New Jersey.

Announcer. Single, draft exempt, ambitious young man seeks permanent staff connection. News, sports and DJ specialty. Experience light; good potential. References, tape. Sid Soloway, 194 East 95th St., Brooklyn, New York.

Technical

Technician. 5 years experience, console transmitter, disc and tape recordings. Box 95X, B•T.

Chief, presently employed 1 kw combo operation. Recently designed and rebuilt present station. 3 years experience. All offers considered. Box 115X, B•T.

Chief engineer, 15 years experience, with equipment and qualifications for maintenance, measurements, construction. Details air mail. Box 135X, B•T.

First phone, 28, six years marine operator, twenty months transmitter operator high power point-to-point station, desire broadcast or TV work Minnesota area. Box 152X, B•T.

First phone. Some experience. Trained technically. Straight engineering. Single. Available. Box 154X, B•T.

Chief engineer of VHF TV and regional AM operation available for radio or television. Prefer Rocky Mountain area, but available for other locations. Box 173X, B•T.

Chief engineer, 5 years 10 kw network directional, experienced construction, maintenance AM & FM. Excellent references. Desire position of responsibility. Paul Krutz, 7 Forbes Ave., Rensselaer, New York.

Production-Programming, Others

Production manager-producer-director. Have directed over 115 different shows including network programs and a Peabody Award winner, 1952. Extensive sports remote experience, also training of production personnel. Can be an asset to your station. Available immediately. Finest references. Box 116X, B•T.

Single, 21-year-old girl desires position in larger market in southwestern state. Experienced in continuity and air work. References available from present employer. Box 130X, B•T.

Young vet, 26, college grad, desires beginning position of any capacity in radio or TV. Have air experience on indie and network station. Must locate in Chicago area. Write Box 131X, B•T.

Program-sports director. Years experience. Interested New Mexico, Texas, Colorado. Box 134X, B•T.

Man well versed in publicity and promotion for theater, radio and newspapers, remote studio mgr., time salesman, production, announcing, wants position with AM-TV station where new and fresh ideas will be appreciated. Go anywhere. $100 weekly to start. Box 137X, B•T.

Situations Wanted—(Cont'd)

Graduate Carnegie Tech, BFA. Over six years varied theatrical, radio-TV experience; third class license. Sincere, hard worker with fine personality, good background, pleasing trained voice and sales experience. Age 26, married, W.W. II vet; community-minded. Capable of challenge. Desirous of sound future in TV programming-production, sales, studio management. Resume, disc, photo available. Box 155X, B•T.

Still inexpensive. Top agency radio-TV production-writing man, 27. 4 years agency TV head. Box 166X, B•T.

Experienced all phases programming-production. 12 years radio-TV-films. Presently employed New York. Salary secondary to possibilities. Box 169X, B•T.

Reporter. 5,000 local newscasts. Avers, 1254 Keeler, Chicago. Lawndale 1-4689.

Television

Managerial

Theater man with radio experience and sales knowhow available immediately. Organizer; promoter. Box 150X, B•T.

Announcers

TV announcer. Background in dramatics, script writing, motion picture film techniques, motion picture writing, TV programming. Write Mr. James, 158 W. 8th St., Bayonne, New Jersey, or phone Federal 9-8279.

Technical

Presently employed major network. Four years TV broadcast, field, studio, maintenance. Want responsible position. Family man. First phone. Box 149X, B•T.

Chief engineer with good background. Has constructed NBC-TV affiliate from CP. Can assume responsibility and do the job. Box 153X, B•T.

Production-Programming, Others

TV production. N.U. grad, well-rounded experience in radio and theater. Steady, intelligent, 27, excellent references. Box 117X, B•T.

Asst. producer in 4A agency, 24, married. Desire to relocate outside New York. Box 119X, B•T.

Executive TV producer-director. Television pioneer with extensive network and local background. Successful history in radio and films. Top idea man. Excellent personnel relations. Will relocate in executive post with aggressive station or solid agency. Box 121X, B•T.

Seven years experience all phases radio. Four years programming and announcing TV with three of country's top stations. Married; 2 children. Desire program director, new TV station. Available August 1. Box 124X, B•T.

Experience to back me up. Ambition, aggressiveness and desire to succeed are your assets. Desire to work on staff. Employed in agency radio-TV department. Age 30, married and one child. Box 139X, B•T.

Experienced TV director-producer, available August 1. Five years TV, radio, theatre background, heavy on production and programming. 28, married. Prefer station on east coast. Excellent business and character references. 5430 Denny Avenue, North Hollywood, Calif.

For Sale

Stations

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualified will be interviewed in this matter. Box 994W, B•T.

Ask for our list of excellent buys in radio stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment, etc.

10 kw Federal FM transmitter complete including tubes, monitor and two crystals for 93.7 megacycles. Box 144X, B•T.

Western Electric, 639B mikes, Altec M11 mike, Western Electric 129A pre-amps, WE jack stripbargains. Box 145X, B•T.

Continued on next page

For Sale—(Cont'd)

3 kw FM transmitter GE model 4BF2A1 perfect condition 101.5 megacycles. Also available Andrew 4-section multi-V antenna, GE monitors and other accessories. Would consider selling 250 watt driver or other items separately. Best offers. Box 163X, B•T.

Lehigh 200 foot insulated self-supporting tower with A-3 lighting. Used six years. Make offer. WNEB, Worcester, Massachusetts.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, New York.

Wanted to Buy

Stations

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

250 watt independent station in eastern U. S. Send full details. All replies confidential. Box 168X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Need General Radio or similar quality radio frequency bridge; suitable RF oscillator for use with bridge; General Radio or equivalent AM frequency and modulation monitors. If you have any one or all, contact: W. A. Sebastian, KWBM, Williston, N. D.

Good AM 1 kw transmitter. Also 300 feet RG-17 co-ax. WCNH, Quincy, Florida.

10 kw FM transmitter and associated equipment wanted immediately. Give hours logged, experience, asking price. Reply Custom Electronics, Inc., 813 Chartres Street, New Orleans, La.

One used camera chain wanted for instructional purposes. Northwest Broadcasting School, Portland, Oregon.

Miscellaneous

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMEN

Livewire 1000 watt N. Y. state indie, 250,000 market wants 2 salesmen; these men will work under direction of owner. Possibility of either becoming commercial manager. Want men who are on their way up. Excellent opportunity.

Box 157X, B•T

Technical

CHIEF ENGINEER

to assume complete responsibility, maintenance of 250 watt, 24 hour remote operation. No announcing shift, but handles four hours Sunday evening board shift, carrying remotes and taped shows. Considerable recording Monday thru Friday. Salary $90 going to $110 per week. Air mail full information.

Fred Rabell, General Manager, KSON, 630 F St., San Diego, Calif.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Situations Wanted

Production-Programming, Others

FILM PRODUCTION MAN, 15 years in the business, is looking for new motion picture company or TV station who wants to save money and headaches in setting up and operating a film business; or older company with sales contacts but whose costs are too high, quality too low, and who needs a good producer to solve general and technical problems. Can consider permanent position only. Reliable, good references and professional history. Box 69X, B•T.

Miscellaneous

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experienced TV syndicated program salesman, traveling middle Atlantic states.

Box 165X, B•T

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Executive Personnel for Television and Radio
Effective service to Employer and Employee

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TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

By Hearing Examiner Annie Neal Huntting

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted petition for leave to amend its application (Docket 10526) in certain respects.

By Hearing Examiner James D. Cunningham

Page Boy Inc., New York, N. Y.—Denied motion requesting that applicant Abraham Klein, New York, N. Y., in re (Docket 10443) be declared in default.

By Hearing Examiner Benito Gaguine

Penn-Allen Bcstg. Co., Allentown, Pa.—Granted petition for leave to amend its TV application (Docket 9045), to bring application up to date, etc.

By Hearing Examiner Hugh B. Hutchison

KTRH Houston, Tex., KTRH Bcstg. Co.; KSEO Durant, Okla., Democrat Printing Co.—Granted in part joint petition requesting further hearing in proceeding re KTRH and Texas Star Broadcasting Co. (Dockets 8753, 8258), and said hearing was continued without date, in order to allow sufficient time for Commission to take action on pending petition to enlarge issues filed on behalf of Democrat Printing Co.

By Hearing Examiner J. D. Bond

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Granted petition to correct transcript in re its applications in Docket 8380.

The Western Union Telegraph Co.—Ordered that record in proceeding in Docket 10274, re new and increased charges for tickers furnished in connection with Leased Facilities, be certified to Commission for decision.

Southern Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for TV station (Docket 10471), to specify certain engineering changes.

July 2 Decisions

BY COMMISSION EN BANC

Renewal of License

WWJ, WWJ-FM Detroit, Mich., The Evening News Assn.—Granted renewal of licenses on regular basis.

July 2 Applications

ACCEPTED FOR FILING

Modifications of CP

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Mod. CP (BP-8261) as mod. which authorized increase in power change trans. location, install DA for daytime use and install new trans., for extension of completion date (BMP-6242).

Remote Control

KPFA Berkeley, Calif., Pacifica Foundation—301-A application for remote control operation. (BRCH-36).

Renewal of License

The following stations have requested renewal of license:

KWBC Ft. Worth, Tex., Worth Bcstg. Co. (BR-1351); KSAM Huntsville, Tex., Theodore F. Lott and M. B. Cathen, a partnership d/b as Huntsville Bcstg. Co. (BR-981); KVOZ Laredo, Tex., Border Bcstrs. Inc. (BR-2707); KTAN Sherman, Tex.; Howard L. Burris (BR-1931); KCVN Stockton, Calif., College of the Pacific (BRED-14); KRCC Colorado Springs, Colo., Colorado College (BRED-81); WLSU Baton Rouge, La., Board of Supervisors of Louisiana State U. & Agricultural & Mechanical College (BRED-17); KVOE-FM Santa Ana, Calif., Voice of the Orange Empire Inc., informal request (BRH-299); KSEI-FM Pocatello, Ida., Radio Service Corp., informal request (BRH-55).

License to Cover CP

WTMA-FM Charleston, S. C., Atlantic Coast Bcstg. Co.—License to cover CP (BPH-1850) which authorized changes in licensed station (BLH-904).

WSNW-FM Seneca, S. C., Blue Ridge Bcstg. Co.—License to cover CP (BPH-1772) which authorized new FM (BLH-903).

July 6 Applications

ACCEPTED FOR FILING

Modification of CP

KKTV (TV) Colorado Springs, Colo., TV Colorado Inc.—Mod. CP (BPCT-886) which authorized new commercial TV, for extension of completion date from 7/26/53 to 1/26/54 (BMPCT-1203).

WKMI-TV Kalamazoo, Mich., Howard D. Steere—Mod. CP (BPCT-1382) which authorized new commercial TV, for extension of completion date from 7/26/53 (BMPCT-1200).

WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc.—Mod. CP (BPCT-1188) which authorized new commercial TV, for extension of completion date from 7/26/53 to 3/15/54 (BMPCT-1199).

Renewal of License

Following stations have requested renewal of license:

KXGN Glendive, Mont., Lewis Wiles Moore, resubmitted (BR-2395); KDNT Denton, Tex., Harwell V. Shepard (BR-967); KPRC Houston, Tex., The Houston Post Co. (BR-408); KLVT Levelland, Tex., Forrest Weimhold tr/as Herald Bcstg. Co., resubmitted (BR-2311).

Remote Control

Following stations have requested to operate

transmitters by remote control.

WDAS Philadelphia, Max M. Leon Inc. (BRC-104); WMSC Columbia, S. C., Marseco Bcstg. Corp. (BRC-103).

APPLICATION RETURNED

Renewal of License

WSGO Elberton, Ga., Elberton Bcstg. Co. (BR-1391).

July 7 Decisions

ACTIONS TAKEN JULY 3

Granted License

KGNO Dodge City, Kans., The Dodge City Bcstg. Co., Inc.—Granted license covering installation of old main trans. as auxiliary trans. to be operated on 1370 kc, 1 kw, DA-N (BL-5044).

WMDC Hazlehurst, Miss., Southwestern Bcstg. Co. of Mississippi—Granted license for AM broadcast station; 1220 kc, 250 w, D (BL-5045).

WIHL Hammond, La., Cefalu Radio Station—Granted license covering changes in frequency, hours of operation and type of trans.; 1400 kc, 250 w, U (BL-5030).

WTIC Hartford, Conn., The Travelers Bcstg. Service Corp.—Granted license covering installation of auxiliary trans. to operate with non-directional antenna (BL-5042).

KTOK Oklahoma City, Okla., KTOK, Inc.—Granted license covering increase in nighttime power and changes in nighttime directional antenna; condition; 1000 kc, 5 kw, DA-2, U (BL-5015).

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—Granted license for AM broadcast station; 600 kc, 500 w, D (BL-5022).

KBEL Idabel, Okla., Idabel Bcstg. Co.—Granted license for standard broadcast station; 1240 kc, 250 w, U (BL-5038).

KLYN Amarillo, Texas, Plains Empire Bcstg. Co.—Granted license covering changes in ground system (BL-5002).

KOLN Lincoln, Neb., Cornhusker Radio and Television Corp.—Granted license covering increase in height of antenna tower and add TV transmitting antenna at top and specify correct site coordinates (BL-5016).

WHEB Portsmouth, N. H., WHEB, Inc.—Granted license to use old main trans. as auxiliary trans., at present location of main trans., to be operated on 750 kc, 1 kw (BL-4902).

Modification of CP

KKTV Colorado Springs, Colo., TV Colorado, Inc.—Granted Mod. CP for extension of completion date to 1-26-54 (BMPCT-1203).

WPET Greensboro, N. C., Wayne M. Nelson—Granted Mod. CP for approval of antenna, trans. and studio location; condition (BMP-6215).

WCOG-TV Greensboro, N. C., Inter-City Advertising Co. of Greensboro, N. C., Inc.—Granted Mod. CP for extension of completion date to 12-19-53 (BMPCT-1204).

ACTIONS TAKEN JULY 2

Remote Control

The following were granted authority to operate transmitters by remote control:

WDAS Philadelphia, Pa. (BRC-104); **WMSC Columbia, S. C.** (BRC-103); **KPFA Berkeley, Calif.** (BRCH-36).

Granted License

WCOL Columbus, Ohio, Air Trails, Inc.—Granted license covering installation of new trans. as auxiliary trans. (BL-5012).

Granted CP

KOWH Omaha, Nebr., Mid-Continent Bcstg. Co.—Granted CP to install new trans. as auxiliary trans., at present location of main trans., to be operated on 660 kc, 500 w; condition (BP-8906).

Modification of CP

The following were granted Mod. CP's for extension of completion dates as shown:

WIOD Miami, Fla., to 11-3-53 (BMP-6176) condition; **WHUM-TV Reading, Pa.**, to 10-21-53 (BMPCT-1191); **WKBN-TV Youngstown, Ohio**, to 1-17-54 (BMPCT-1193); **KOPO-TV Tucson**, to 2-1-53 (BMPCT-1189).

ACTIONS TAKEN JULY 1

Granted License

WKYR Keyser, W. Va., Potomac State Bcstg. Co., Inc.—Granted license for AM broadcast station; 1270 kc, 1 kw, D (BL-5049).

KLER Lewiston, Idaho, Cole E. Wylie—Granted license for AM broadcast station (trans. and studio locations redescribed as 2829 Country Club Drive, Lewiston, Idaho); 740 kc, 250 w, D (BL-5033).

KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp.—Granted license covering increase in power and installation of a new trans.; 1540 kc, 10 kw, D (BL-5051).

WSFA Montgomery, Ala., Montgomery Bcstg. Co., Inc.—Granted license to use formerly licensed main trans. as auxiliary trans., at present location of main trans., with frequency of 1440 kc and power of 1 kw (BL-5035).

WNOS High Point, N. C., The North State Bcstg. Co.—Granted license for AM broadcast station; 1590 kc, 1 kw, D (BL-5041).

KTRN Wichita Falls, Tex., Texoma Bcstg. Co.—Granted license covering installation of new trans. as auxiliary for daytime use, alternate main for nighttime use, to be operated on 1290 kc, 1 kw, DA-N; condition (BL-5047).

WOKE Oak Ridge, Tenn., Air Mart Corp.—Granted license covering change in frequency; 1290 kc, 1 kw, D (BL-5050).

WBTH Williamson, W. Va., Williamson Bcstg. Corp.—Granted license covering installation of new trans. (BL-5039).

WHTB-FM Talladega, Ala., Voice of Talladega, Inc.—Granted license for FM broadcast station; 97.1 Mc (Chan. 246), 9.2 kw, U, 210 feet (BLH-896).

ACTIONS TAKEN JUNE 30

Granted License

KSID Sidney, Nebr., Sidney Bcstg. Co.—Granted license covering installation of new trans. (BL-5021).

WCGA Calhoun, Ga., Gordon County Bcstg. Co.—Granted license for AM broadcast station; 900 kc, 1 kw, D (BL-4924).

WKAB Mobile, Ala., Pursley Bcstg. Service, Inc.—Granted license covering increase in antenna height (BL-5027).

WGBF Evansville, Ind., On the Air, Inc.—Granted license covering installation of new trans. (BL-5023).

KWG Stockton, Calif., McClatchy Bcstg. Co.—Granted license covering installation of new trans. (BL-5025).

WGRA Cairo, Ga., Grady-Mitchell Bcstg. Co.—Granted license covering change in frequency and changes in antenna and ground system (BL-5024).

KNIM Maryville, Mo., Maryville Radio and Television Corp.—Granted license for AM broadcast station; 1580 kc, 250 w, D (BL-4974).

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—Granted license for AM broadcast station; 1250 kc, 1 kw Daytime (BL-5037).

WHYL Carlisle, Pa., Richard Field Lewis, Jr.—Granted license covering change in frequency and changes in antenna system; 960 kc, 1 kw, Daytime (BL-5020).

KCKY Coolidge, Ariz., Gila Bcstg. Co.—Granted license covering installation of new trans.; condition (BL-5029).

WTCN-FM Minneapolis, Minn., Minnesota Television Public Service Corp.—Granted license covering changes in licensed station; 97.1 Mc (Chan. 246); 2.45 kw, U (BLH-889).

WAPF-FM McComb, Miss., The Southwestern Bcstg. Co. of Mississippi.—Granted license for FM broadcast station; 100.1 Mc (Chan. 261), 270 w, U, 155 feet antenna (BLH-901).

WSNW-FM Seneca, S. C., Blue Ridge Bcstg. Co., Inc.—Granted license for FM broadcast station; 98.1 Mc (Chan. 251), 6.5 kw, U, antenna 330 feet (BLH-903).

WKCS Knoxville, Tenn., Fulton High School—Granted license to cover CP (BPED-217, which replaced expired CP BPED-197); 91.1 Mc (Chan. 216), 310 w, U, antenna 73 feet (BLED-126).

ACTIONS TAKEN JUNE 29

Granted License

WEMP-FM Milwaukee, Wis., Milwaukee Bcstg. Co.—Granted license covering changes in licensed station 93.3 Mc (Chan. 227), 50 kw; antenna 350 feet (BLH-900).

Modification of CP

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—Granted Mod. CP for extension of completion date to 7-27-53 (BMP-6239).

July 7 Applications

ACCEPTED FOR FILING

Modification of CP

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—Mod. CP (BP-8768) which authorized new AM, for approval of antenna, trans. and studio location as 2.4 miles east of Court House on Georgia Hwy. 33, Moultrie, Ga., and change type of trans. (BMP-6248).

WTUP Tupelo, Miss., W. I. Dove, E. O. Roden, Vernon K. Wroten and Robert L. McVay d/b as Lee Bcstg. Co.—Mod. CP (BP-8769) which authorized new AM, for approval of antenna, trans. and studio location as 1 mile on U. S. Hwy. 78, east of Tupelo, Miss., and change type trans. (BMP-6247).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. CP (BPCT-877) which authorized changes in existing TV, for extension of completion date from 8/12/53 to 10/12/53 (BMPCT-1206).

WCOG-TV Greensboro, N. C., Inter-City Adv. Co. of Greensboro Inc.—Mod. CP (BPCT-588) which authorized new commercial TV, for extension of completion date from 7/12/53 to 12/53 (BMPCT-1204).

WIP-TV Philadelphia, Pa. Bcstg. Co.—Mod. CP (BPCT-185) which authorized new commercial TV, for extension of completion date from 7/26/53 to 7/54 (BMPCT-1207).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—Mod. CP (BMPCT-835) as mod. which authorized changes in existing TV for extension of completion date from 8/8/53 to 11/1/53 (BMPCT-1205).

Renewal of License

KTRN Wichita Falls, Tex., Texona Bcstg. Co.—Renewal of license (BR-2259).

APPLICATION RENEWED

Voluntary Transfer of Control

WGAI Elizabeth City, N. C., WGAI Radio Co.—Voluntary transfer of control of licensee corp. from Mrs. Kate Ford Peele, executrix of estate of Herbert Peele, deceased, and Thomas Peele to C. Alden Baker through sale of 11 shares of stock to C. Alden Baker and 189 shares to WAGI Radio Co., to be retired.

APPLICATIONS RETURNED

Remote Control

WCRA Effingham, Ill., Effingham Bcstg. Co.—Remote control.

Discrepancies in Dates

San Antonio Council for Educational TV, San Antonio, Tex.—Application for new noncommercial educational TV returned to atty. (letter 6/24/53) discrepancies in dates.

July 8 Decisions

BY COMMISSION EN BANC

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KBRZ Freeport, Tex.; KIFI Idaho Falls, Idaho; KMCO Conroe, Tex.; KNUZ and Alt., Houston, Tex.; KOSF Nacogdoches, Tex.; KSIM Sikeston, Mo.; KSIX Corpus Christi, Tex.; KSNY Snyder, Tex.; KSPT Sandpoint, Idaho; WDUN Gainesville, Ga.; WDUZ Green Bay, Wis.; WDWS Champaign, Ill.; WGIL Galesburg, Ill.; WHDF Houghton, Mich.; WHLF South Boston, Va.; WHMP Northampton, Mass.; WIEL Elizabethtown, Ky.; WJHO Opelika, Ala.; WNAG Grenada, Miss.; WNEX Macon, Ga.; WSAM Saginaw, Mich.; WXAL Demopolis, Ala.; KGKO Dallas, Tex.; WPCF Panama City, Fla.; KSFA Nacogdoches, Tex.

July 8 Applications

ACCEPTED FOR FILING

Modification of CP Amended

WESK Escanaba, Mich., M & M Bcstg. Co.—Mod. CP (BP-8109) which authorized new AM for approval of antenna, trans. location as Sheridan Rd., Escanaba, Mich., and specify studio location as Ludington St., between 13th and 14th, Escanaba, Mich., and change type of trans. Amended to operate trans. by remote control from Ludington St., between 13th and 14th, Escanaba, Mich. (BMP-5984).

Modification of CP

KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—Mod. CP (BP-8010) as mod. which authorized change in frequency, increase in power, installation of new trans. and directional antenna for day and night use and change trans. location, for extension of completion date (BMP-6251).

KVPI Ville Platte, La., Ville Platte Bcstg. Co.—Mod. CP (BP-8735) which authorized new AM, for approval of antenna, trans. location, specify studio location and change type trans. (BMP-6250).

KVOA-TV Tucson, Ariz., Ariz. Bcstg. Co.—Mod. CP (BPCT-853) which authorized new commercial TV, for extension of completion date from 7/12/53 to 11/12/53 (BMPCT-1217).

KPIK (TV) Los Angeles, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. CP (BPCT-1345) which authorized new commercial TV, for extension of completion date from 8/10/53 to 12/15/53 (BMCT-1213).

KNOE-TV Monroe, La., James A. Noe—Mod. CP (BPCT-1211) which authorized new commercial TV, for extension of completion date from 8/3/53 to 10/3/53 (BMPCT-1212).

License to Cover CP

KLUK Evanston, Wyo., Melvin E. Whitmire and Edwin L. Bullis d/b as Advertising Enterprises Ltd.—License to cover CP (BP-8711) which authorized new AM (BL-5052).

STATUS OF TV HEARINGS BEFORE FCC AS OF JUNE 30

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L DEC'N ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AKRON, OHIO (Examiner Cunningham)	Matco Enterprises Allen T. Simmons	UHF-61	10466 10469	4-15-53	5-25-53		6-29-53					6-23-53 both applications dismissed without prejudice
ALLENTOWN, PENN. (Examiner Gaguine)	Penn-Allen B/cing. Co. Allentown Television Corp.	UHF-67	9945 10499	5-6-53	6-8-53	6-17-53	See remarks					Conference ashld 7-17-53 Written testimony due 7-22-53
	Queen City Television Co., Inc.	UHF-39	10494	5-6-53	6-8-53	6-17-53	See remarks					D-10493 dismissed without prejudice 6-23-53; written testimony due 7-7-53
BATON ROUGE, LA. (Examiner not named)	Louisiana Television B/cing Corp. Southern TV Corp. of Baton Rouge	VHF-2	10550 10551	6-17-53	7-17-53							
BEAUMONT-PORT ARTHUR TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company	VHF-4	10265 10352	7-11-52 11-26-52	12-15-52	5-6-53	Indefinitely					
	The Enterprise Company Beaumont B'cing Corp. KRIC, Inc.	VHF-6	10266 10267 10350	7-11-52	11-17-52	11-17-52		3-11-53	Due & Filed 4-25-53			Awaiting Initial Decision
CANTON, OHIO (Examiner Litvin)	Repository-Gazette Newspapers, Inc. Stark B'cing Corp.	UHF-29	10272 10273	7-11-52	10-1-52	10-1-52	8-6-53					
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B'cing Corp. Mountain City Television, Inc.	VHF-3	10439 10439	3-10-53	4-20-53	4-20-53	8-3-53 See remarks					8-3-53 rebuttal evidence due
	Southern Television, Inc. Tri-State Telecasting Corp. WDEF Broad. Co.	VHF-12	10471 10472 10473	4-22-53	5-25-53	5-25-53	See remarks					7-22-53 hearing conference 7-23-53 testimony
CORPUS CHRISTI, TEXAS (Examiner not named)	Corpus Christi Television Co. Superior Television, Inc. Hoyo-TV, Inc. T-Bar Television, Inc.	VHF-10	10555 10556 10557 10558	6-24-53	7-24-53							
	Gulf Coast B/cing Co. Baptist General Convention of Texas	VHF-6	10559 10560	6-24-53	7-24-53							
DENVER, COLORADO (Examiner Cunningham)	Aladdin Radio & TV, Inc. Denver Television Co.	VHF-7	9041 10246	7-11-52	10-1-52	10-1-52		10-17-52	Due-Filed 11-24-52	2-2-53	Due-Filed 3-17-53	Final Decision released 6-30-53
	KLZ B/cing Co. Metropolitan Television	VHF-4	9043 10236	7-11-52	10-1-52	10-1-52	12-16-52	2-10-53	Due-Filed 4-20-53	6-10-53	7-8-53	
DULUTH, MINNESOTA-SUPERIOR, WISC. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co.,Inc.	VHF-3	10289 10290	7-11-52	11-17-52	11-17-52	Indefinitely See remarks					Contingent pet'n to dismiss & pet'n to complete hearing pending
	Ridson, Inc. Lakehead Telecasters, Inc.	VHF-6	10291 10292	7-11-52	11-17-52	11-17-52	Indefinitely See remarks					Pet'n pending to amend to Ch. 3 filed by Head-Lake
DURHAM, N. C. (Examiner not named)	T. E. Allen & Sons, Inc.	UHF-40	10452	4-8-53	See remarks	5-22-53						Designated under 309(c); 5-22-53 oral argument before Commission en banc; Final Decision announced 6/29/53
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	VHF-7	10461 10462 10463 10464	4-15-53	5-25-53	5-25-53	7-20-53					
(Examiner Litvin)	Premier Television, Inc.	UHF-62	10468	4-15-53	5-25-53	5-25-53	7-3-53	5-3-53	None required	6-4-52	None to be filed	Trans-American(D-10465) dismissed without prej.5-20-53; Tuley (D-10467) dismissed without prej.6-2-53; Final Decision released 6-11-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR The Goodwill Stations, Inc. Trebit Corp. W. S. Butterfield Theatres, Inc.	VHF-12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	Due & Filed 6-15-53	Awaiting Final Decision
FORT WAYNE, INDIANA (Examiner Litvin)	Northeastern Indiana B/cing News Sentinel B/cing Co. Inc.	UHF-33	10271 10301	7-11-52	11-17-52	11-17-52		12-12-52	Due & Filed 3-24-53	4-24-53	5-14-53 See remarks	No exceptions filed by parties or FCC; Final Decision issued 5-21-53
(Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	UHF-69	10424 10425	3-4-53	4-6-53	4-6-53	Indefinitely					Pet'n to enlarge issues withdrawn which will permit record to be closed
GRAND RAPIDS, MICH. (Examiner not named)	Music B/cing Co. W.S.Butterfield Theatres, Inc.	UHF-23	10512 10513	6-17-53								
HARRISBURG, PENN. (Examiner Butts)	Kendrick B/cing Co., Inc. Rossmoyne Corp.	UHF-27	10271 10272	7-11-52	10-15-52	10-15-52		5-5-53	Due-Filed 5-15-53	6-15-53	7-6-53	
HONOLULU, HAWAII (Examiner Donahue)	Royaltel Pacific Frontier B/cing Co. Ltd.	VHF-2	10454 10455	4-15-53	5-27-53		Indefinitely					
JOLIET, ILLINOIS (Examiner Cunningham)	Sanders Bros Joliet Television, Inc.	UHF-40	10332 10333	6-17-53	7-3-53							
KNOXVILLE, TENNESSEE (Examiner Sharfman)	Mountcastle B/cing Co., Inc. WKGN, Inc.	VHF-6	10510 10511	6-15-53	6-15-53	6-15-53	7-21-53					
	Scripps-Howard Radio, Inc. Radio Station WBIR, Inc. Tennessee Television, Inc.	VHF-10	10512 10513 10514	6-15-53	6-15-53	6-15-53	8-24-53					
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Co. WGAL, Inc.	VHF-8	10335 10336	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53	None required			Waiting Initial Decision
LEBANON, PENN. (Examiner Gaguine)	Lebanon Television Corp. Steitz Newspapers, Inc.	UHF-15	10459 10460	4-15-53	5-25-53	5-25-53	7-8-53	6-8-53	None required	6-12-53	7-2-53	D-10460 dismissed without prejudice 6-10-53;Final Decision eff. 6-26-53
LORAIN, OHIO (Examiner Huntting)	The Lorain Journal Elyria-Lorain B/cing Co.	UHF-31	10525 10526	5-27-53	6-26-53	6-26-53	9-15-53					
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	VHF-5	10457 10458	4-1-53	5-25-53	5-25-53	See remarks					Conference 7-3-53 Hearing 7-15-53
MUSKEGON, MICHIGAN (Examiner Irion)	Versluis Radio & TV, Inc.	UHF-35	10442	3-23-53	4-22-53	4-22-53	7-16-53					Designated under 309(c)
PEORIA, ILLINOIS (Examiner not named)	WMBD, Inc. WIRL Television Co. Brookwell Enterprises	VHF-8	10541 10542 10543	6-10-53	7-10-53							
PORTLAND, OREGON (Examiner Smith)	Pioneer B/cers. Inc. Mt. Hood Radio & TV B/cing	VHF-6	9936 10316	7-11-52	10-1-52	10-1-52	6-1-53	6-1-53	Due-Filed 6-10-53	6-18-53	7-8-53	
	Westinghouse Radio Stations Portland Television, Inc. North Pacific TV, Inc. Cascade Television Co.	VHF-8	9937 10249 10318 10324	7-11-52 7-11-52 9-17-52 9-25-52	10-1-52	10-1-52	7-6-53					
	Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	VHF-12	10246 10247 10317	7-11-52 7-11-52 9-3-53	10-1-52	10-1-52	9-15-53	9-15-53	7-21-53			
PORTLAND, OREGON-VANCOUVER, WASH. (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	UHF-21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53	6-18-53	7-8-53	
PORTSMOUTH, OHIO (Examiner Irion)	Woodruff, Inc.	UHF-30	10440	3-17-53	4-23-53	4-23-53	6-4-53	6-4-53	None required	6-8-53	6-29-53 See remarks	No exceptions filed; awaiting Final Decision
ROCHESTER, NEW YORK (Examiner not named)	WHEC, Inc. Veterans B/cing Co., Inc.	VHF-10	9960 10447	4-1-53	See remarks							Designated under 309(c)
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento Broadcasters, Inc. KCRA, Inc.	VHF-3	9812 10234	10-29-52 7-11-52	11-17-52	11-17-52		4-22-53	7-10-53			
	McClatchy B/cing Co. Sacramento Telecasters, Inc.	VHF-10	9913 10466	7-11-52	11-17-52	11-17-52	6-5-53	6-5-53	7-20-53			
	Maria Helen Alvarez Cal Tel Company	UHF-40	10340 10341	11-5-52	11-17-52	11-17-52	7-8-53					Pet'n pending to dismiss Alvarez
	John Poole B/cing Co. Jack O. Gross	UHF-46	10342 10343	11-5-52	11-17-52	11-17-52	6-2-53	6-2-53	None required	6-12-53	7-2-53	Final Decision eff. 6-26-53
SALINAS, CALIF. (Examiner not named)	Salinas B/cing Corp. Monterey Radio-TV Co.	VHF-6	10445 10446	4-7-53	6-22-53 see remarks							Designated under 309(c); Oral argument held before Comm. en banc 6-22-53;Final decision announced 6-29-53
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones American Colonial B/cing Corp.	VHF-4	10436 10437	3-16-53	4-20-53	4-20-53	7-8-53					
SAVANNAH, GEORGIA (Examiner Gaguine)	WSAV, Inc. WJIV-TV, Inc.	VHF-3	10317 10318	5-13-53	6-15-53	6-15-53	See remarks					6-21-53 hearing conference 6-26-53 written testimony due
	Savannah B/cing Co.	VHF-11	10319	5-13-53	6-15-53	6-15-53		6-8-53	None required	6-11-53	7-1-53	D-10320 Dismissed without prejudice 6-2-53;F.D.eff.6-26
SCRANTON, PENN.	Scranton B/cers, Inc.	UHF-22	10570	6-25-53	See remarks							No date set;appl'n for assignment of cp
SHREVEPORT, LOUISIANA (Examiner Cooper)	KTBS, Inc. International B/cing Corp.	VHF-3	10476 10477	4-22-53	5-29-53	5-29-53	7-24-53 See remarks					Written testimony (exhibits) due 7-24-53
(Examiner Litvin)	Southland Television Radio Station KRMD Shreveport Television Co.	VHF-12	10522 10523 10524	5-20-53	6-19-53	6-19-53	6-29-53; now in progress					

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIGNATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L DEC'N ISSUED	EXCEPTIONS DUE	ADDITIONAL DATA RE APPLICATIONS
SOUTH BEND, INDIANA (Examiner Cooper)	South Bend B/cing Corp. Michiana Telecasting Corp.	UHF-46	10534 10535	6-3-53	7-3-53							
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	VHF-2	10422 10423	3-4-53	4-6-53	4-6-53	Indefinitely					
ST. PETERSBURG-TAMPA FLORIDA (Examiner Cooper)	The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting	VHF-8	10250 10251 10252	7-11-52	10-15-52	10-15-52		1-21-53	4-15-53 see remarks			P.F. filed by FCC 2-26-53; P.F. filed by parties 4-17-53 waiting initial decision
	Tampa Times Co. Orange Television B/cing Co. Tampa Television Co.	VHF-13	10253 10255 10330	7-11-52 7-11-52 10-8-52	10-15-52	10-15-52		6-11-53	7-13-53			
TRENTON, NEW JERSEY (Examiner Hutchison)	Peoples B/cing Co.	UHF-41	10516	5-13-53	6-15-53	6-15-53	6-17-53	6-17-53	None required	6-22-53	7-13-53	D-10515 dismissed without prejudice 5-10-53
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc. KAKE B/cing Co., Inc.	VHF-10	10262 10263	10-8-52 7-11-52	10-20-52	10-20-52		5-7-53	Due-Filed 6-15-53			See A below
	The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	VHF-3	10259 10260 10261	7-11-52	10-20-52	10-20-52	Indefinitely					
WORCESTER, MASS. (Examiner Butts)	Salisbury B/cing Corp. New England B/cing Corp.	UHF-14	10478 10479	4-22-53	5-29-53	5-29-53		5/29/53	None required	6/5/53	None filed	New England dismissed 6-12-53; Final Dec'n released 6-12-53
(Examiner Irion)	WJAC, Inc. Wilson Enterprises, Inc.	UHF-20	10496 10497	5-6-53	6-3-53		7-7-53					2nd hrg. conference held 6-29-53

A- Proposed Findings submitted 6-15-53 on applicants' applications only; such Proposed Findings not to include any conclusions or findings re opposing applicant; on 7-6-53 Replies, Supplemental Findings and Conclusions due.

HERE is the boxscore as of June 30 of television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled under the supervision of Fred Ford, chief of the Commission's Hearing Division, for the use of Commissioners and FCC staff.

June 30 marks the end of the 1953 government fiscal year as well as the end of the first year of post-freeze TV processing. For summary of first year's TV actions see B•T, July 6. Since June 30, FCC also has ordered hearings to commence in Washington, July 31, involving vhf Ch. 12 and uhf Ch. 32, both Montgomery, Ala.; and uhf Ch. 22 at Corpus Christi, Tex. For last week's TV decisions see story in section on Government. Earlier boxscore on the status of TV hearings was published in May [B•T, May 18].

Relinquishment of Control

KTOK Oklahoma City, KTOK Inc.—Voluntary relinquishment of negative control of Amarillo Bcstg. Co. (parent corp. of licensee) by Gene L. Cagle and Charles B. Jordan through transfer of Mr. Cagle's 25% interest to L. Dale Ackers, Jack Andrews and Jackson E. Cagle, trustees for Carol Cagle.

KFDA Amarillo, Tex., Amarillo Bcstg. Corp.—Voluntary relinquishment of negative control of licensee corp. by Gene L. Cagle and Charles B. Jordan through transfer of Mr. Cagle's 25% interest to Dale Ackers, Jack Andrews and Jackson E. Cagle, trustees for Carol Cagle.

Relinquishment of Control

WMIT Clingman's Peak, Yancey County, N. C., Mt. Mitchell Bcstrs. Inc.—Unauthorized relinquishment of positive control by W. Olin Nisbet Jr., through issuance of additional stock (BTC-1524).

Remote Control

The following stations have requested to operate transmitters by remote control:

WOL Washington, D. C., Peoples Bcstg. Corp. (main trans.) (BRC-109); WOL Washington, D. C., Peoples Bcstg. Corp. (synchronous amplifier) (BRC-110); WPAR Parkersburg, W. Va., Ohio Valley Bcstg. Corp. (BRC-111); WITH Baltimore, Maryland Bcstg. Co. (BRC-106); KSMO Salem, Mo., Luther W. Martin, Wilson C. Burkhead and Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. (BRC-105); WLCM Lancaster, S. C., Royal Bcstg. Co., Inc. (BRC-107); WLOG Logan, W. Va., Clarence H. Frey and Robert O. Greever (BRC-108); WDSR Lake City, Fla., Alfred H. Temple and Alma Horn Temple d/b as Deep South Radioways (BRC-112); WLEX Lexington, Ky., The Central Ky. Bcstg. Co. (BRC-113); KVPI Ville Platte, La., Ville Platte Bcstg. Co. (BRC-114); WOL-FM Washington, D. C., Peoples Bcstg. Corp., (BRCH-38); WLOG-FM Logan, W. Va., Clarence H. Frey and Robert O. Greever, (BRCH-37); WPAR-FM Parkersburg, W. Va., Ohio Valley Bcstg. Corp., (BRCH-39).

Renewal of License

KTXJ Jasper, Tex., Joe H. Tonahill and Joe J. Fiser d/b as Jesper Bcstg. Co. (BR-2059); KSL-FM Salt Lake City, Utah, Radio Service Corp. of Utah (BRH-618); WPWT Philadelphia, Philadelphia Wireless Technical Institute (BRED-50); KVOW Littlefield, Tex., J. C. Rothwell, Ruth Rothwell and J. B. McShan d/b as Southwestern Bcstrs. (BR-1704 resubmitted).

Amendment

KTLA (TV) Hollywood, Calif., Paramount TV Productions Inc.—Amended to complete Section V-C paragraph 3a, and make antenna and other equipment changes (BPCT-1698 amended).

Upcoming Events

July 15: RCA symposium for licensees to cover tri-color tube, New York.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.

Oct. 18-24: United Nations Week.

Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.

Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

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TV Will Thrive on Film + Live

IT WASN'T very long ago that no convention or meeting of television organizations was complete without a panel session debating whether TV would be live or film in the future. That argument is now academic.

In retrospect it seems strange that so few of those debates arrived at the obvious answer that television would be *both* live and film. That each has won and is holding its place in TV programming is plainly shown in the B•T survey of networks and stations on page 87 of this issue. Other articles in this week's feature section make it equally plain that the TV film industry is energetic and, despite some severe and archaic union handicaps inherited from the movie industry, expanding handsomely.

It seems to us that the most logical expansion lies in the direction of producing films especially for TV. That is a more dynamic enterprise than the reworking of theatrical films. However important a program source they are and have been, theatrical films cannot be regarded indefinitely as the standard of TV showmanship. They are, and probably will continue to be, a staple of programming, but they should not be the standard.

Technological developments of great significance are assured for television-only film, including the promising technique of recording TV programs on tape, a variation of the film method.

But a lot of problems will have to be licked before the production of *television* films can be brought within economic reason. One of the biggest problems is the rigid union labor system which was conceived and allowed to develop in the lush days of Hollywood when a residence without a swimming pool was regarded as a slum. Money has to count in television, and it counts up to too much when Hollywood unions are involved.

Diversification: As Phoney as a $3 Bill

THE FCC last Wednesday released a revealing tabulation on what it described as "Identical TV-AM-FM Ownership." In commenting on the so-called Denver television hearing case [B•T, July 6], we had taken issue with the FCC's conclusion on "diversification" of ownership wherein it said that, all other things equal, it would prefer a newcomer to an existing station owner in making grants.

In the Denver case, the FCC did not grant the newcomer because the existing station applicant (KLZ) had made what the FCC itself described as an "outstanding" showing. Thus, the FCC's observation fell in the category of legal "dictum." The danger here is that in future decisions the FCC lawyers can refer to the Denver case wherein the FCC had said it favored the newcomer over the existing licensee. That's the devious way in which administrative law can operate.

The FCC's tabulation of ownership shows that of 374 construction permits for new TV stations issued since July 1, 1952, when the freeze ended, 67.1% had indentical AM or FM ownership in the same community; 3.5% had indentical AM or FM ownership in another community; 9.9% had majority or minority interest in TV construction permits in AM or FM in the same or other communities. Of the aggregate, 73 or 19.5% had no AM or FM interest—in short, newcomers.

The analysis further shows that of the 108 pre-freeze operating commercial stations, 90 or 83.3% had identical ownership of AM or FM in the same community; 10 or 9.3% had broadcast licenses in other communities, and 8 or 7.4% were newcomers.

We don't know what the FCC is trying to prove, unless it is to show that the TV ownership is preponderantly in the hands of radio broadcasters. This is as it should be. Obviously, there have been and will be cases in which the new applicant makes a better showing than the existing radio station competitor. But those instances should be rare, since the licensed radio station has already passed FCC muster as qualified. If it has not served the "public interest," then the FCC itself carries the burden, by virtue of having licensed and re-licensed the radio station.

The FCC's own tabulation demolishes "diversification" as pure theory and wishful. It does not belong in its decisions, even by way of dicta. It is discriminatory. The existing qualified radio licensee has a prior right to go into television. Indeed, the FCC's own figures prove this is actually happening, despite the pandering to "diversification" by its legal minions.



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"The ad said I'd work all night but no one told me that nights were six months long."

The Ball Game Isn't Over

BROADCASTERS may be grateful that the Senate chose last week to set aside Sen. Ed Johnson's bill (S 1396) to legalize restrictions against radio and TV baseball coverage, for the action showed that Big Ed had not managed to muster as much support as had been supposed would fall to him.

Lest premature celebrations be held, however, it should be pointed out that the bill has not been killed but merely set aside. Though it probably will not come up again for Senate action at the present session, which is due to end in about three weeks, there is no guarantee that it won't be revived at the next session.

Sen. Johnson is as tenacious a man as there is on the Hill. His tenacity will unquestionably be demonstrated on behalf of this measure, of which he is author and champion. Broadcasters may expect to have to put up another fight after the Congressional recess.

The Roanoke UHF Story

IN THE past couple of weeks we have heard several people comment that uhf television is going the way of FM. It's our guess that this gloomy talk is provoked by the unhappy experience of WROV-TV Roanoke, Va., which has petitioned the FCC to switch to a vhf channel with the explanation it had been unable to make a go of it in the higher band.

One of our associate editors went to Roanoke to get the story of uhf there. The essence of his report, which begins on page 115, is that what happened in Roanoke was an individual case. It was only one station, in a vhf-penetrated market not particularly suited to uhf, operated without much managerial luck and with too much optimism at the outset. It was, as we say, the problem of one station and not the whole uhf system.

People in the broadcasting business are apt to be somewhat emotional. Let one station announce publicly that it is in trouble, and the assumption immediately is made that all others like it are in trouble, too. It is wrong to think that uhf, as a category, is unsound.

We dare say that in not too many years a number of television projects will go under. If they do, it will not be because they are uhf or vhf. It will be because of other factors, one of which may be that the bullish attitude toward TV prompted too many to venture into it under impossible local economic conditions.

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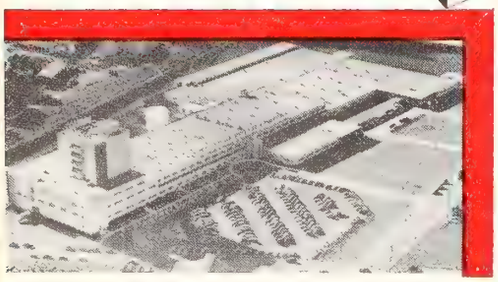
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HERE ARE THE MAGIC MERCHANDISING KEYS IN ARIZONA that will ring up spectacular results for your client's products in the nation's most prosperous economic area!

- **PRIMARY NBC** programming and DuMont!
- **ANTENNA HEIGHT** 1550 feet above average terrain . . . *four times higher than any other Arizona station!*
- **COVERAGE AREA** blanketing 63.2% of the state's free-spending population!
- **UNPARALLELED RECEPTION** . . . including a clear picture in areas where other Arizona stations don't even register a signal!
- **MERCHANDISING** department that not only talks about merchandising, but actually gets the job done! (Note: Ask your Avery-Knodel man for proof of the remarkable sponsor cooperation techniques that KTYL-TV has perfected with smashing success.)
- **PROGRAMMING** — network, live and outstanding film packages — that's pulling in an avalanche of fan mail and "rave" notices from local TV editors!

ARIZONA IS FIRST*

. . . in Retail Sales Growth
. . . in Population Growth
. . . in Per Capita Income Growth
. . . in Employment Growth
. . . in Bank Capital Growth
. . . in Truck Registration
. . . in Farm Income Growth

*Source: *Research Department, Valley National Bank*

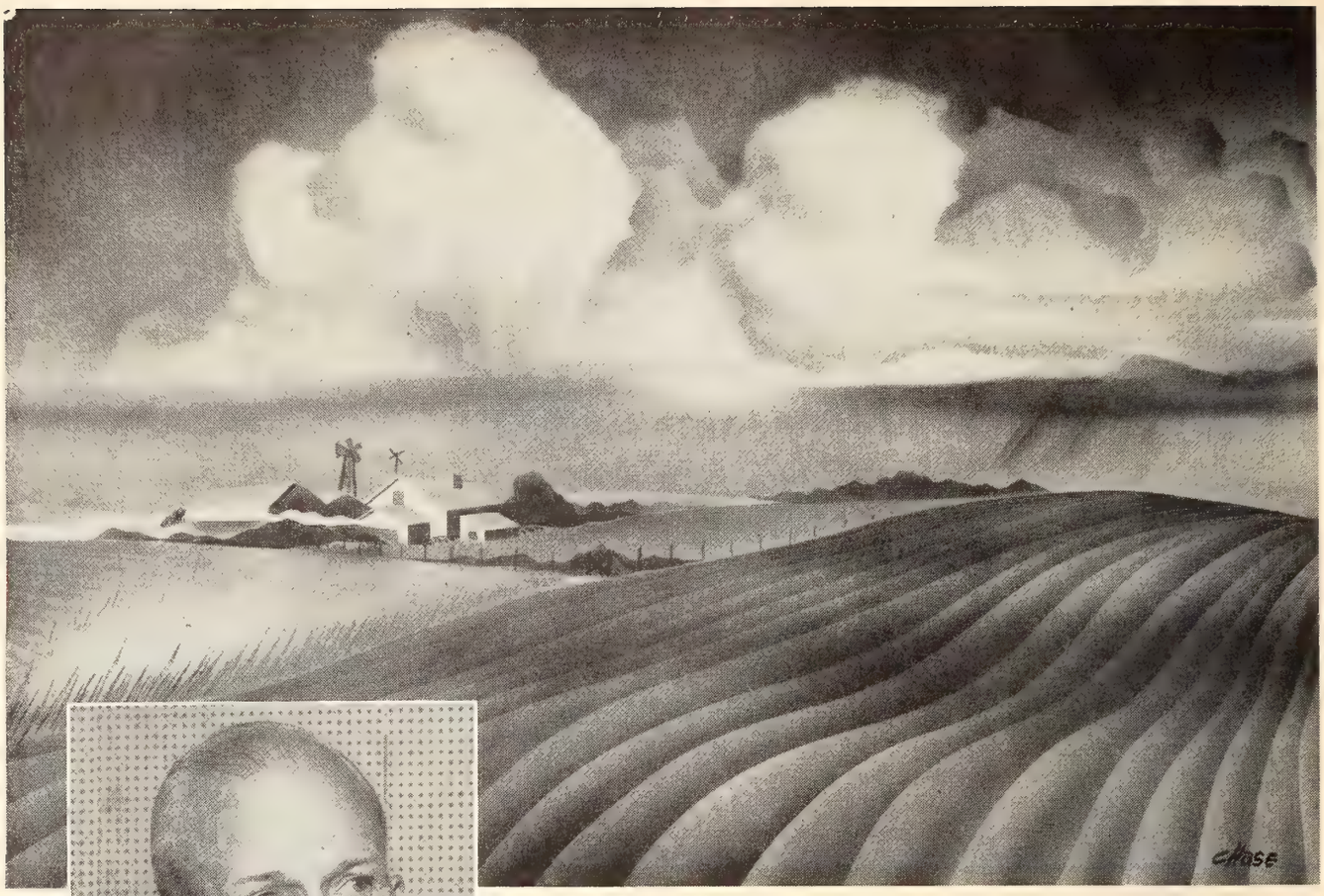
NBC and DuMont Affiliate for Phoenix and Central Arizona

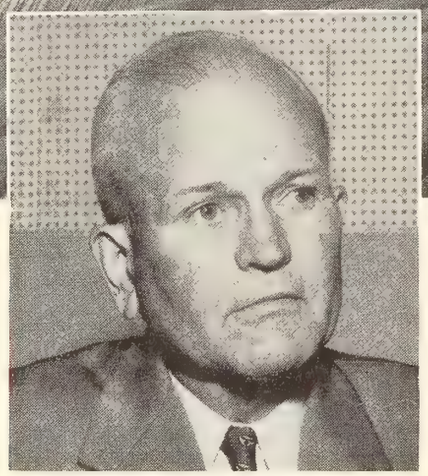
KTYL-TV

First in Everything That Spells More Sales!

See your Avery-Knodel man . . . or Phone or Wire Collect to KTYL-TV, 4420 N. Central Avenue, (AMherst 6-4483) Phoenix, Arizona

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





A. B. Jolley is also farm editor of The Dallas Times Herald.

KRLD'S RURAL PROGRAMMING IS TOPS

- ★ Big D Jamboree
- ★ Stamps Quartet
- ★ Texo Hired Hands
- ★ Johnny Hicks Hillbilly Hit Parade
- ★ Renfro Valley Gatherin'
- ★ Farm NEWS and Weather Reports

Texas' Foremost Agricultural Authority

A. B. JOLLEY joins KRLD

The nationally known former Dallas County Agent, with more than 30 years' close working relations with the Farmers of North Texas and Southern Oklahoma, beams his programs straight-away to a giant farm and small town market cemented into one great and loyal listening audience by KRLD-50,000 Watts Power • KRLD-TV-100,000 Watts Video, 50,000 Watts Audio.

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

KRLD • AM • FM • TV

EXCLUSIVE OUTLET FOR CBS NETWORK RADIO AND TELEVISION PROGRAMS IN DALLAS AND FORT WORTH

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

The Branham Company, *Exclusive Representative*

closed circuit®

PURCHASE OF WINS New York from Crosley Broadcasting Corp. by J. Elroy McCaw and Theodore R. Gamble, West Coast broadcasters, in final stages last week. Price for New York independent on 1010 kc with 50 kw reportedly is $500,000. Simultaneously, reports current that Messrs. McCaw and Gamble are negotiating for purchase of KLAC-AM-TV, Los Angeles independents, from Mrs. Dorothy Schiff, publisher of *New York Post*. KLAC operates on 570 with 5 kw day, 1 kw night, and KLAC-TV is vhf Ch. 13.

★ ★ ★

THOUGH IT WAS originally planned that President Frank White would head NBC delegation to radio affiliates' meeting in Chicago next Monday, Brig. Gen. David Sarnoff, board chairman of RCA and NBC, reportedly has now decided to make trip himself and detail nework's radio plans a la his now-famous "Princeton performance" which quelled incipient uprising among NBC-TV affiliates in late May. Whether President White also will attend is now uncertain.

★ ★ ★

WITH CONGRESS scheduled to quit within fortnight and with no word from White House, question arises whether President Eisenhower will name seventh member of FCC as "recess" appointee. There is no explanation for holdup and top candidates were maintaining close contact. Names still heard (with no dissent from official quarters) are Charles Garland, KOOL Phoenix; Robert J. Dean, KOTA Rapid City, S. D., and J. Paull Marshall, attorney and member of Maryland House of Delegates.

★ ★ ★

THUS FAR, FCC hasn't collided with 3-3 deadlock, which is possibility since retirement June 30 of Comr. Paul A. Walker. Because they are fearful of impasses, Commission members have looked forward to appointment of new man. Tie possibility was eliminated last week when Comr. Robert T. Bartley took off for 10-day vacation.

★ ★ ★

ALTHOUGH Dr. Allen B. DuMont officially says he hasn't made up his mind yet whether to appear in opposition to NTSC and RCA-NBC petitions for compatible color TV, his private remarks indicate he doesn't think $1,000 price for initial color receivers meets FCC criterion that sets be within reach of the "great mass of the American public." And, he insists that no one has a tri-color tube yet that is anywhere near ready for commercial production.

★ ★ ★

REPORT THAT FCC's being swamped with complaints of uhf licensees over failure to get network affiliation sent Station Relations scurrying into their statistics. Result, last Friday, showed ABC-TV with 38, of which 13 are labeled "basic"; CBS-TV with 19 primary affiliates (also feeds to some others); DuMont with 37 overall; NBC-TV with 28 affiliates of which 18 are primary. Statistics include construction permits as well as operating outlets.

★ ★ ★

McCARTHY BILL (S-2125) proposing recordings and filming of everything going over air is getting slow brush-off. Senate Interstate & Foreign Commerce Committee does not intend to force issue. That's also position of its author, Sen. Joseph R. McCarthy (R-Wis.). Committee, before it could give bill even second look, must have FCC's comments first. FCC has draft of proposed reply before it but has yet to approve and transmit to Senate.

★ ★ ★

ACTION ANY DAY now on appointment of new GOP secretary of FCC. With Democrat T. J. Slowie committed to depart when successor is named, FCC is screening final list. Under consideration are Col. William B. Campbell, veteran communications executive now on active duty with Signal Corps, Mary Jane Morris, staff attorney and ardent Republican worker, and Sam Dodd, now with WIKY Evansville, formerly in office of Sen. Homer Capehart (R-Ind.).

★ ★ ★

PLAGUING independent agencies since administration change has been difficulty in getting qualified executives for key posts heretofore filled by Democrats. FCC is no exception, notably as to general counsel. While list of candidates has been screened, best qualified are "not available." It may come to point where FCC will find it necessary to promote from within and with only secondary consideration being given to patronage factor.

★ ★ ★

WHAT MAY mark first entry of airlines into commercial TV competition expected with indicated filing of an application for Miami (Ch. 10) by G. T. Baker, president of National Airlines. He is resident of Miami and reportedly has counsel for preparation of application. Other applicants for Ch. 10 are WKAT Inc., L. B. Wilson Inc., North Dade Video Inc. and David Haber (WFEC).

★ ★ ★

NBC HOLLYWOOD sending non-union TV personnel and executives to Don Martin School of Radio-TV Arts & Sciences that city for training in all duties connected with actual running of video equipment, according to National Assn. of Broadcast Engineers & Technicians. Plan designed to aid operation in case of strike was reportedly tried by network in Chicago recently, but American Television Institute, that city, rejected idea.

★ ★ ★

SEVERAL uhf stations putting out feelers in Washington re proposal to get into community antenna business as possibly remunerative sideline.

IN THIS ISSUE

LEAD STORY

FCC announces new and flexible system of priority in processing mutually exclusive TV applications, intended to speed TV service to bigger markets with few operating stations. *Page 27.*

ADVERTISERS & AGENCIES

Fall spot business booms, with at least 16 major advertisers preparing schedules. *Page 29.*

President of Philip Morris lauds role of advertising in building cigarette sales. *Page 29.*

FILM

New firm to act as brokerage of television film shows formed in New York. *Page 31.*

FACTS & FIGURES

Standard Audit & Measurement Services will make 1954 radio-TV circulation study which is described as promising greater coverage at less cost. *Page 34.*

GOVERNMENT

Sen. Johnson abandons hope of getting his bill to legalize restriction on baseball broadcasting through this session, but he's working on a new version which may be submitted when next session begins. *Page 48.*

Fact that a newspaper has attained wide circulation should not be held against it in considering its TV application, an FCC examiner rules. *Page 50.*

STATIONS

Uhf and vhf stations starting operations since the thaw are almost equal in number—46 vhf and 45 uhf. *Page 60.*

NETWORKS

MBS tells affiliates details of its radically revised operating plan which would limit Mutual to five hours option time daily and pay affiliates in programs rather than cash. *Page 74.*

FEATURES

Add to "foreign" language stations KGAK Gallup, N. M., which programs in Navajo and Zuni. *Page 81.*

A man who knows says TV can help radio. *Page 82.*

How a radio station started a hillbilly craze in Boston. *Page 86.*

Two tricks in producing weather telecasts. *Page 88.*

A TV manager's appeal: Let's quit plugging movies. *Page 90.*

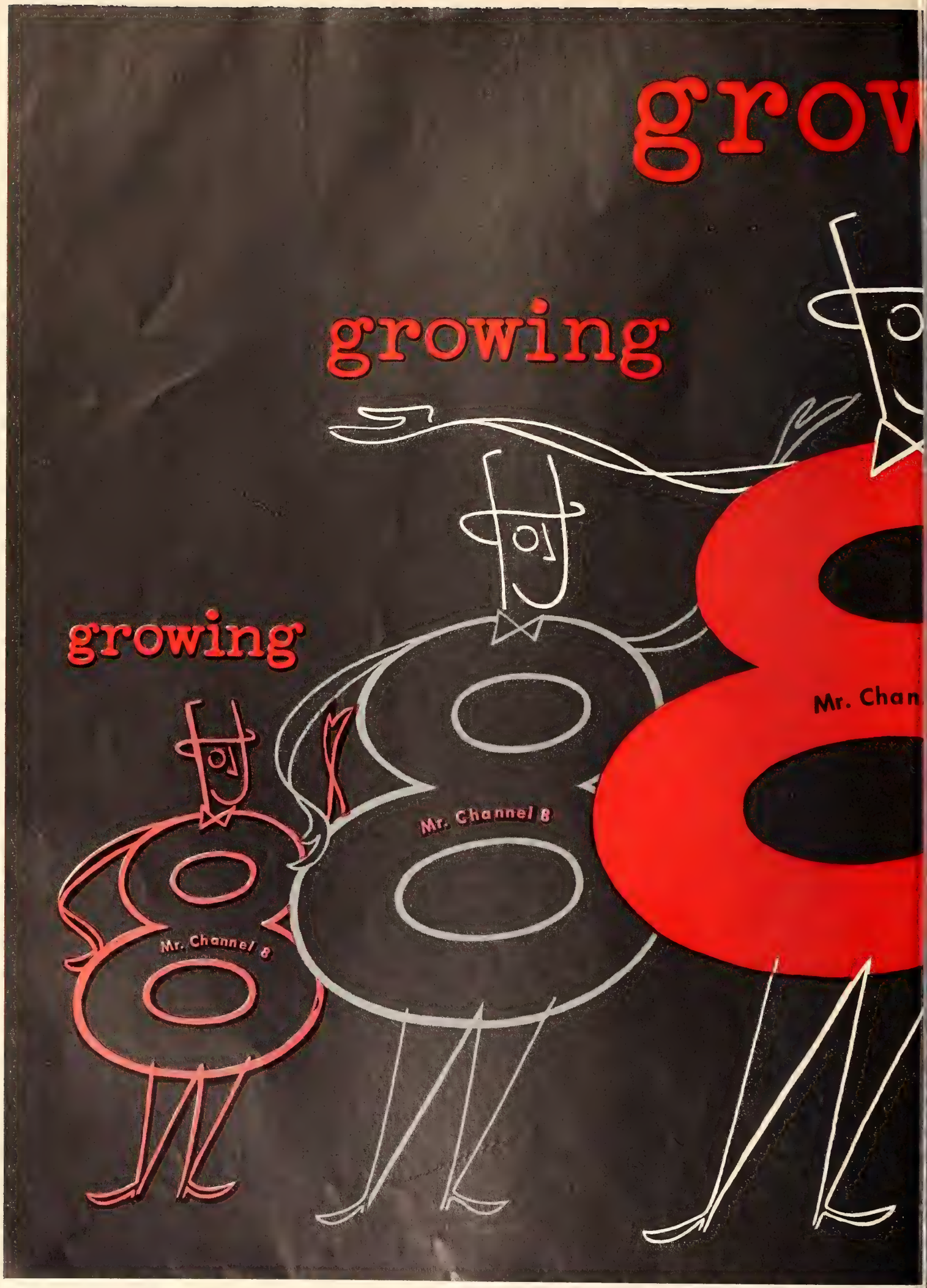
UPCOMING

July 24-25: Columbia Records Inc. National Sales Meeting, Palmer House, Chicago.

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

For other Upcomings, see page 125


grow
growing
growing
Mr. Chan
Mr. Channel 8
Mr. Channel 8

WGAL-TV

NBC • CBS • ABC • DuMont

Lancaster, Penna.

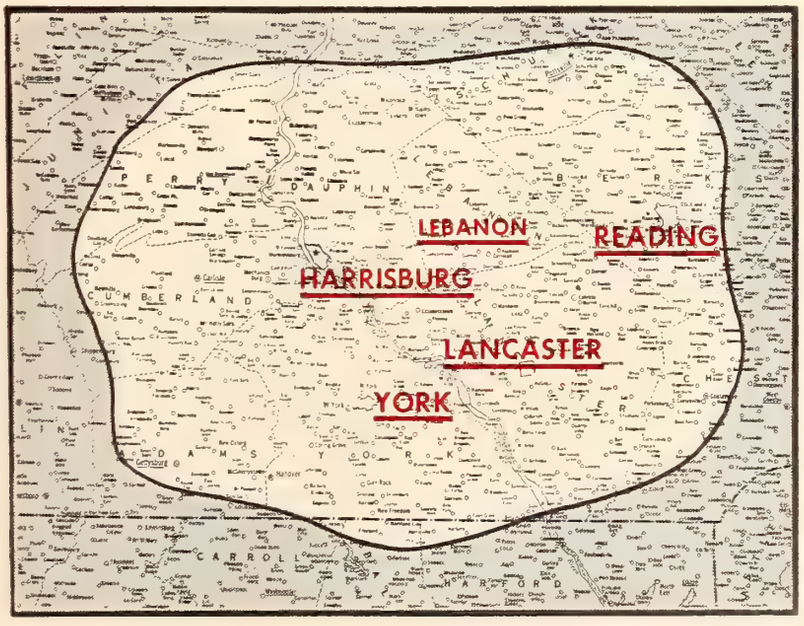
Actual return for your advertising on WGAL-TV—now in its fifth year.

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.



WGAL
AM TV FM
Steinman Station
Clair McCollough, President

Represented by **MEEKER**

New York
Chicago
Los Angeles
San Francisco

L. LUCIFER TWINK is the contacting link
With Spiffy Uplifties (that's, Inc.)



Though, frankly, his copy's
exceedingly sloppy



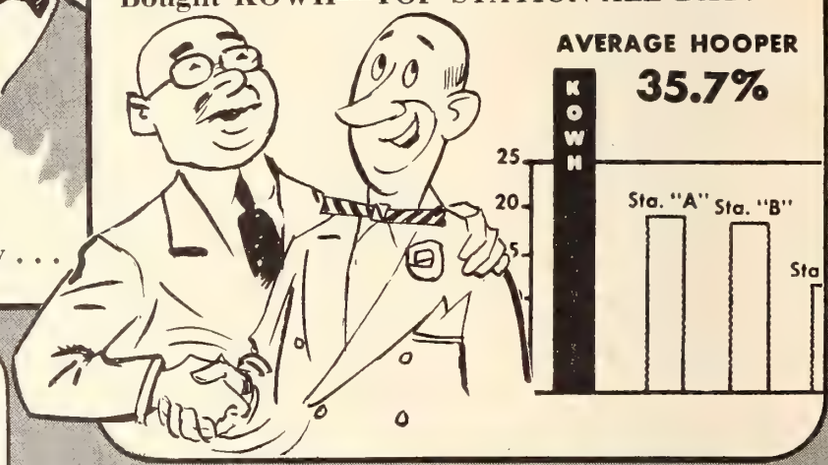
And the plans he submits always stink.

Now why do they suffer this doddering duffer?



Well," says Twink's boss, "It's this way . . .

He swung a real nifty time-buy for Upliftie—
Bought KOWH—TOP STATION ALL DAY!"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru May, 1953.)
- *Largest share of audience,* of any independent station in America! (May, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

ABC Creates Division To Buy and Sell Films

CREATION of "ABC Syndication" as fifth division of network with George T. Shupert as vice president of new unit is being announced today (Monday) by ABC President Robert E. Kintner.

New division, Mr. Kintner said, will be devoted to purchase and sale of TV films to television industry and will not deal exclusively with ABC-TV network stations. He said "ABC Syndication" also will be available to ABC affiliates and network's owned stations as counselling service in connection with planned film purchases.

Mr. Shupert will resign as vice president and general manager of United Artists Television Corp. to join ABC on Aug. 5, announcement said. He was in investment banking field in Detroit for 14 years before entering motion picture field in 1940 with Paramount Pictures. He served initially as sales director of company's industrial film division, and from 1943 to 1951 was assistant to Paul Raibourn, president of Paramount television productions. He left Paramount in 1951 to help organize Peerless Television Productions and one year later assumed his post with United Artists.

NBC Program Cited

NBC and its *National Farm & Home Hour* (Sat., 1-1:30 p.m., EDT) will receive citation from American Veterinary Medical Assn. at its 1953 convention this week for their broadcasts on importance of animal health.

BEST YEAR FOR RADIO-TV

RADIO-TV appear bound to make 1953 their biggest business year to date. Network and spot sales sources agreed Friday that network radio sales have snapped out of slump, have "levelled out" during first six months of 1953 and will show gains in last six months. Radio spot sales for first half-year were estimated 8% ahead of same period in 1952 and increase is expected to rise to 10% in last half. Television? "Up very substantially" all around.

Small Second Quarter Loss Showed by ABC Division

ABC DIVISION of AB-PT operated at "a small loss" during second quarter of 1953, Leonard H. Goldenson, AB-PT president, announced in report to stockholders made public today (Monday). He added that since summer months are "generally slack" and company is making "substantial expenditures" for fall programming, he expected third quarter of network operations would experience "a greater loss". But he pointed out division has made good progress "past few months" and said "further steps are planned for coming months to strengthen its position".

Consolidated net earnings of AB-PT for second quarter of 1953 were $818,000 as compared with $1,459,000 in same period of 1952. Consolidated earnings for first six months of 1953 were reported at $6,550,000 as against $3,508,000 in 1952.

• BUSINESS BRIEFLY

BRISTOL-MYERS ON DAYTIME RADIO • Bristol-Myers Co. (Minute-Rub) planning to use daytime radio spots in 45 markets starting Oct. 5 and extending through Dec. 31. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

LIONEL SEEKS NETWORK SHOW • Lionel Trains, through Buchanan & Co., N. Y., understood to be in market for fall-starting network show, which would probably run through Christmas season.

REM & REL SPOTS • Maryland Pharmacal (Rem & Rel), Baltimore, through Joseph Katz Co., Baltimore, understood to be preparing radio spot campaign in number of cities to start late September or early October.

32 WEEKS FOR PHARMACO • Pharmaco Inc., Newark, will use daytime minutes for 32-week campaign to promote Feen-a-Mint and Chooz, starting Sept. 14 in approximately same number of radio and TV markets as it used last year. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

NEWSCASTS FOR ATLANTIC • Atlantic Refining Co., through N. W. Ayer Son, N. Y., preparing to buy five-minute newscasts for 52 weeks in 34 radio markets. Exact starting date still being studied.

SINCLAIR USING RADIO • Sinclair Gasoline through Morey, Humm & Johnstone, N. Y., preparing spot radio schedule in small number of new markets effective Aug. 17 through end of year in 7 to 8 a.m. time.

FINESHRIBER TO RADIO, HERBERT TO TV UNDER WHITE IN NBC NET SEPARATION

AWAITED SEPARATION of radio and TV network activities of NBC—affecting program, sales and promotion departments—announced today (Monday) by Brig. Gen. David Sarnoff, RCA-NBC board chairman, with Vice President William H. Fineshriber Jr., designated head of radio network and Vice President John K. Herbert head of TV network, both reporting to President Frank White.

Changes, effective Aug. 3 include appointment of Vice President Ted Cott, who has been in charge of WNBC-WNBT (TV) New York with additional responsibilities in overall owned-and-operated stations division, as operating vice president of radio network, reporting to Mr. Fineshriber. Comparable TV network post not contemplated it was understood.

Service department—including research, production, engineering, accounting, station relations, public relations—not being split, will continue to serve both radio and TV, and except for engineering and accounting their heads will report to Mr. Fineshriber through David C. Adams, vice president for administration. All departments which heretofore reported to Mr. Herbert through Mr. Fineshriber will now report to Mr. Fineshriber through Mr. Adams.

In the new set-up Charles C. (Bud) Barry, who has been vice president in charge of radio-TV programs, will head TV programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

Radio department heads under Messrs. Fineshriber and Cott not yet designated.

Realignment, partially returning NBC organizational structure to divorcement policy inaugurated in late 1949 and abandoned last summer, establishes radio and TV networks as independent operating divisions. Mr. Herbert, to head TV network division, has been vice president in charge of both networks, and, before re-integration year ago, was radio sales vice president. Mr. Fineshriber, new radio network division head, has been vice president and general manager of radio-TV networks since joining NBC early this year after serving Mutual as executive vice president.

Announcement of changes came on eve of July 27 Chicago meeting of NBC radio affiliates, some of whom in past have urged return to at least partial separation policy on theory that otherwise radio is apt to get stepchild treatment.

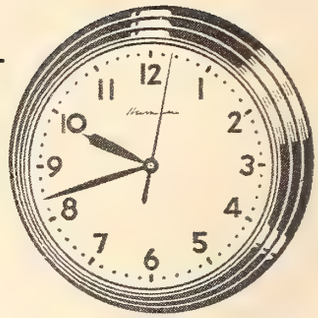
Most Powerful RCA TV Transmitter Shipped

FIRST UNITS of most powerful TV transmitter ever built by RCA Victor shipped from Camden late last week to vhf Ch. 11 share-time permittees WMIN-TV and WTCN-TV Minneapolis. When complete, units will form part of 50 kw air-cooled transmitter which, with nine-section high-gain antenna, will have ERP of 316 kw visual. RCA also shipped equipment to KMO-TV Tacoma, vhf Ch. 13 permittee, and WICS (TV) Springfield, Ill., uhf Ch. 20. KMO-TV was sent 10 kw transmitter which will be used with 12-section super-gain antenna to achieve 115 kw visual ERP. WICS was shipped 1 kw uhf transmitter. With high-gain antenna ERP will be about 20 kw visual.

Grabhorn Resigns from Petry

MURRAY GRABHORN, director of business development for Edward Petry & Co., station representation firm, has resigned, effective immediately. With Petry organization since March 17, 1952, he formerly was managing director of National Assn. of Radio & Television Station Representatives (now Station Representatives Assn.), and before that was with ABC for 10 years, serving as vice president in charge of o&o stations. Future plans not announced. Meanwhile, Thomas Ellsworth resigned from presentation writing staff of Petry firm.

Around Detroit___Around the Clock___



Your Dollar Buys More On WJBK-TV

All Day Long on CHANNEL 2 You Get The GREATEST SHARE OF THE TELEVISION AUDIENCE

Take a good look at all these figures, specially WJBK-TV's daytime dominance. That daytime audience is mighty potent in this big, booming industrial area where swing-shift working hours mean more daytime TV watching . . . more sales per daytime TV dollar. Cost of sales goes down as number of viewers goes up. It's as simple as that! And number of viewers is greatest on WJBK-TV, Detroit's CBS affiliate.

7:00 A.M. to 12:00 Noon . WJBK-TV..47%

STATION X . . 36%

STATION XX . 17%

12:00 Noon to 6:00 P.M . WJBK-TV..37%

STATION XX . 32%

STATION X . . 31%

6:00 P.M. to Midnight . . WJBK-TV..39%

STATION X . . 35%

STATION XX . 26%

May, 1953 Pulse Figures on Share of Audience, Monday Thru Friday

Further Proof that CHANNEL 2 IS THE SPOT FOR YOU

WJBK-TV

Detroit

TOP CBS and DUMONT TELEVISION PROGRAMS

A STORER STATION

Represented Nationally by

THE KATZ AGENCY

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

Stay Action at Portsmouth On Ch. 30; Other FCC Actions

EFFECTIVENESS of initial decision to grant uhf Ch. 30 at Portsmouth, Ohio, to broadcaster-publisher Edward Lamb's Woodruff Inc. stayed by FCC Friday on its own last-minute action pending further review of examiner's recommended ruling. Initial ruling, issued June 8, was to become final automatically Friday after 40-day period in which no exceptions were filed.

Although Commission did not say why it wished to study case longer, Woodruff Inc. files disclosed two protest letters, one from E. McFarland, Americanism chairman of American Legion James Dickey Post No. 23, and another from Forest L. Williams, board chairman, Williams Mfg. Co., maker of women's shoes there. Mr. Lamb is owner of WICU (TV) Erie, Pa.; WMAC-TV Massilon, Ohio; WHOO Orlando, Fla., and WTOD Toledo.

Wants WBAY Protest Dismissed

Van Curler Bcstg. Co., new uhf Ch. 35 grantee at Schenectady, N. Y., petitioned FCC Friday to dismiss Sec. 309(c) protest filed by WABY Albany [B•T, July 13]. Van Curler contends WABY protest does not present specific allegations of injury, hence is not entitled to standing as "party in interest." WABY, which also protested uhf Ch. 23 grant to WPTR Albany, charged it suffered from unexpected shuffling of Albany-Troy-Schenectady competitive applications which resulted in immediate grants to survivors.

WTVB Drops Ch. 24 Bid

WTVB Coldwater, Mich., withdrew its uhf Ch. 24 application Friday, indicating it wishes to review engineering requirements for suitable coverage of area and to seek additional financing to support higher power. Bid specified ERP of 2.1 kw visual. New bid, when filed, will probably ask 30 kw, FCC was told.

Harvey Comments on Grant

Proposed TV station of WFLA Tampa, Fla., on vhf Ch. 8 would affiliate with NBC and be represented by John Blair & Co., George W. Harvey, WFLA general manager, said Friday in comment upon initial decision recommending grant to his outlet and denial of competitors WTSP St. Petersburg and Tampa Bay Area Telecasting Corp. (story page 50). NBC and Blair presently represent WFLA. Station's 1,000-ft. TV tower could be delivered in about five months, he said, with RCA transmitter and 50-kw amplifier being available by first of year.

Antell FTC Case

HEARING on charges of alleged false advertising to be held tomorrow (Tuesday) in Baltimore by Federal Trade Commission against Charles Antell Co., Baltimore cosmetics firm, FTC announced Friday (story page 54). Firm cited last month [B•T, June 22] for what FTC called misleading claims in "pitch" advertising.

'INNER SANCTUM' FILMED

NBC Film Div. started production in New York Friday on *Inner Sanctum* film series for TV, to be syndicated by division to local stations and local and regional sponsors in fall. Hyman Brown is producing 39-episode series. Production is being supervised by Stanton Osgood and George Wallach, film division's manager of production and production supervisor, respectively.

TV Agencies Get Special Tax Rights Under Bill

BILL (HR-6339) introduced in Congress by Rep. Thomas B. Curtis (R-Mo.) would give special tax consideration to TV program producers by allowing them to use average base period after June 30, 1950, with respect to taxable income. Bill specifies that to be eligible, taxpayer must be engaged in development, preparation or presentation of TV programs or in preparation and/or sale of such programs, with at least 10% of excess profits net income attributable to such activity.

Curtis Bill will remain inactive until January, it was indicated at Ways & Means Committee Friday. Purpose of measure, introduced at behest of several advertising agencies active in TV programming, is to give program producers same tax benefits granted TV station licensees under Sec. 459(d) of Internal Revenue Code. This code gives TV licensees right to use average base period in computing net income instead of usual conditions of excess profits tax.

AWRT Committees Named

NEW YORK chapter of American Women in Radio & Television announced Friday appointment of following committee chairmen for new term ending June 30, 1954: Barbara Welles, Mutual membership; Babette J. Doniger, television snapshots, projects; Dorothea Mahlstedt, Lever Bros., publicity; Mary Jane Jesse, Young & Rubicam, program; Lilian Okun, WMCA New York, job counselor; Lillian Lang, BBC, hospitality; Joan Blower, DuMont TV, publications, and Agnes Law, CBS, friendship.

Western Series in Litigation

BREACH of contract suit filed in Los Angeles Superior Court against David Hire and David Hire Productions, Hollywood producers of transcribed MBS *Wild Bill Hickok* series sponsored by Kellogg Co. Plaintiff is Delira Corp., claiming to be owner of "Wild Bill Hickok" trade name and charging defendant was hired to produce radio series on percentage basis. Accounting of program production costs and profits for last group on programs is sought.

WFBG-TV Ups Power

WFBG-TV Altoona, Pa., vhf Ch. 10, has boosted power to maximum 316 kw visual, Jack Snyder, managing director, reported Friday.

PEOPLE

GEORGE E. BURGESS Jr., consultant in charge of radio and TV accounts for defunct New England Adv. Agency Westport, Conn., to New York home office sales department of Screen Gems Inc., TV subsidiary of Columbia Pictures.

WILLIAM W. DIEHL has resigned as features editor of Mutual's press information department to become managing editor of *TV Guide* magazine in Detroit.

BOB BALDRICA, new editor of far east network of Armed Forces Radio Network in Tokyo and formerly program director of WMIQ Iron Mountain, Mich., named promotion and advertising director of WXYZ-AM-TV Detroit.

R. L. BOWLES, manager WFTL Fort Lauderdale, resigns to become general manager of WHWD Hollywood, Fla., new 500 w outlet on 1320 kc planning Aug. 4 debut.

ROBERT WALDRON, program director of KISW (FM) Seattle, appointed general manager.

JOSEPH M. HOGAN appointed general sales manager for Ideco Div., Dresser-Stacey Co., Columbus, Ohio, to head radio-TV tower sales activities.

NELSON BENTON, publicity director of WBT and WBTV (TV) Charlotte, N. C., appointed promotion supervisor of the stations.

MICKEY BORDEN, production staff of WJAR-TV Providence, R. I., named station's promotion manager.

New UBS Announces First Commercial Account

EFFECTIVE EARLY in November, new Universal Broadcasting System will launch its first commercial account when Dawn Bible Society's *Frank and Ernest,* Sunday morning quarter-hour now heard on Mutual and ABC radio, moves over according to UBS. Network said that in addition to 200 stations reportedly already signed up, UBS expects to place program on tape recording on 200 additional stations on spot basis. UBS, radio network operated 100% on tape recordings, is offering programming service to its affiliates in turn for which each station will accept 55% of its published card rate for any commercial programs sold by the network. Network will not sell spot announcements it was added.

Officers of UBS include: Richard L. Colton, of Boston, president; William L. Gleason, of Riverside, Calif., vice president; John L. Mayer, chairman of board; Gene Sisson, clerk of the board; P. C. Huellmantel, director of network operations.

TWA Loses Desilu Fight

TELEVISION WRITERS of America has lost its fight to represent employes of Desilu Productions Inc., Hollywood, producers of weekly *I Love Lucy* TV program. In decision and order to have been released by National Labor Relations Board yesterday (Sunday), petition of TWA to represent Desilu's TV writers was dismissed because Jess Oppenheimer, *Lucy's* head writer and producer, instrumental in formation of TWA, served as vice president and later on union's executive board. NLRB ruled union is not qualified to represent employes because of Mr. Oppenheimer's participation as executive of both Desilu Productions and TWA.

Bow WOW!



The Blue Ribbon already —and just a year old!

"The Best News Reporting of any non-network radio station."

That's the inscription on the trophy just awarded KBIG, the Catalina station, by The Radio and Television News Club of Southern California.

With men who know news best . . . the writer at the teletype, the newscaster at the mike . . . these expertly-handled hourly 5 minute-news gems of KBIG's Alan Lisser rank tops!

A long list of KBIG news sponsors verify this judgment with pen on contract.

You can join them with your own newscast every day of the month for only $25 a day . . . twice daily for $36.

10,000 WATTS AT 740 KBIG

STUDIOS IN AVALON AND HOLLYWOOD

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

JOHN POOLE BROADCASTING CO.

KBIG • KBIF • KPIK

6540 Sunset Blvd., Hollywood 28, Calif.

HOllywood 3-3205

Nat. Rep. Robert Meeker Associates, Inc.

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Robert Deacon.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

3½ Months ago . . .

WJTV

Mississippi's First Television Station

Said this:

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

That's the claim we made in the March 2, 1953, BROADCASTING-TELECASTING after six weeks of commercial operation. Frankly, it was a big claim, and perhaps some readers accused us of being overly boastful.

But viewers 50 and 55 miles away in all directions from our broadcasting site have proved us right with their enthusiastic acceptance—daytime as well as nighttime*—of WJTV's programming. The continuing increase in number of sets—from fewer than 5,000 when we hit the air to more than 20,000 today—is additional evidence that we're right when we say WJTV offers

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

Advertisers are proving us right, too. They've found that WJTV produced results—profitable results. In an article headed "Advertisers Eagerly Add New TV Stations", the June 27th BILLBOARD especially cited WJTV's acceptance by national spot and network advertisers. Currently the total is 43 network, 20 national and 50 regional-local advertisers.

It's because of acceptance by this sizeable number of network, national spot, regional and local advertisers—and acceptance by central Mississippi's thousands of viewers—that 3½ months later we say again: WJTV offers

UHF INTERFERENCE-FREE PICTURE ...WITH VHF COVERAGE

* May Telepulse daytime avg.—22.5

WJTV UHF

CHANNEL 25 JACKSON, MISSISSIPPI

MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY



Comes Fresh-Frozen Now

Spear fishing once supplied Hawaii's food but today Mrs. Hawaii shops in air-conditioned super markets. In fact, Hawaii spends more per capita for food than any state except one.

What's more, Honolulu ranks with the top fourth of the states in per capita retail sales, apparel, automotive, home furnishings, general merchandise, gas-oil, and drug store sales.

Honolulu is a paradise of a market* . . . and to reach Paradise it's KGMB-KHBC's all-island coverage, the ONE radio buy covering all Hawaii.

In television, KGMB-TV, Hawaii's first station, provides the shows that win customers . . . 35 network shows . . . 64 local . . . 23 syndicated.

In either AM or TV, KGMB's merchandising and promotion is keyed to Hawaii.

* Honolulu estimated buying income: 549 million dollars. 1952 retail sales: 340 million.

KGMB
AM-TV
Honolulu

KHBC — *Hilo*
CBS IN HAWAII*

* **Channel 9 also carries top NBC and ABC programs.**

Call Free and Peters Inc.

ANYONE CAN WIN

Network: CBS-TV.
Time: Alternate Tues., 9:00-9:30 p.m. EDT.
Guest Panelists (7/14): Ilka Chase, Patsy Kelly, Jimmy Dykes, "Hairless Joe."
Moderator: Al Capp.
Production Director: Sylvan Tapplinger.
Executive Producer: Everett Rosenthal.
Sponsor: Carter Products Inc.
Agency: Sullivan, Stauffer, Colwell & Bayles.

NEW to the list of panel shows which traditionally flood the air waves comes summer time is *Anyone Can Win* seen alternate Tuesdays on CBS-TV. This recent addition to panel programming—certainly the most overworked format in radio and television—follows the familiar pattern. An m. c. does the questioning; panelists supply the answers. A live audience is on hand to lend moral support, cheer the panelists on and make some money too. *Anyone Can Win* is the same old story with minor alternations. It is a little the worse off for having been told so frequently in the past.

Al Capp, whose *Li'L Abner* comic strip is "must" reading for millions of Americans, fills the moderator's boots. From his uneasy manner and thoroughly stilted performance on the initial telecast July 14, it's safe to assume that the boots are a size too big. A production error at the very end of the show confirmed this notion. Mr. Capp, obviously happy that the ordeal was over, gave a great sigh of relief a moment too soon. He was still on camera.



AL CAPP

But it's Mr. Capp's fame as a cartoonist which gives the show a so-called new twist. One of the four panelists, in the guise of "Hairless Joe" of the *Li'l Abner* clan, appears on the show as mystery guest until he is identified by one of the other three panel members or by persons in the home viewing audience who get a chance to guess at "Hairless Joe's" real identity when Mr. Capp reaches them by phone.

The almighty dollar will no doubt continue to draw a capacity studio audience to see and participate in *Anyone Can Win*. Before the telecast, each person in the studio is given a card on which he writes the name of the panelist he believes will win in the quiz about to get underway. Members of the audience who make the correct choice share $2,000 equally.

In addition to Mr. Capp's uncomfortable behaviour before a TV camera, the first show suffered greatly from the calibre of questions that researchers turned up.

REPORT FROM THE WHITE HOUSE

NBC radio, Wed., 10:35-11 p.m. EDT.
Originated: WRC Washington.
Producer: Tom Wilson.
Director: John MacKercher.
Cast: Ray Scherer, moderator. Members of panel—Merriman Smith, Ned Brooks, Joseph Fox. Guest—James C. Hagerty, News Secretary to the President.
Packager: Lewis G. Cowan Inc.

RADIO journalism had a chance to show its peculiar ability to present news in a living and realistic manner when NBC Radio opened its new *Report From the White House* Wednesday night.

NBC newsman, Ray Scherer, guided three of his White House newsroom compatriots through a nicely paced 25 minutes of intimate chit-chat about the President and his part in news of the day, punctuated by several recorded excerpts and deft parrying by Presidential news secretary James C. Hagerty of unfortunately innocuous questions from the panel.

If the thesis that people are deeply interested in their President as well as those who narrate the news is correct, *Report From the White House* should develop a wide audience especially if it can get an earlier network hour.

Probably no new program ever suffered a worse blow than *Report*. Timed to use the weekly White House news conference as backbone for source material, the opener had to go on without benefit of a Wednesday tussle between the President and reporters.

The resourceful moderator came up with one of the best clips in recent months—the voice of President Eisenhower in an informal talk to freshmen Congressmen. Other dubbings included Secretary of State Dulles and Assistant Secretary Robertson who were caught after leaving the President with a report on the Korean crisis.

Partial Answer

NBC's *Report* may partially solve the baffling problem of broadcasting a Presidential news conference if edited exchanges can be supplied in liberal form, supplemented by contributions from the panel of reporters. In the opener Merriman Smith, easy-talking United Press reporter and senior member of the White House news corps, joined Joseph Fox, of the *Washington Star*, in providing a change of pace for the professionally voiced moderator and Ned Brooks, of *Three Star Extra*.

Mr. Smith appeared in dramatic contrast to the dull journalese that marks most Washington newspaper reporting as he vividly portrayed Gen. Eisenhower as "a President who is working harder at getting along with Congress than any other President—whether it be over luncheon lamp chops or breakfast ham and eggs." Mr. Fox, whose informal and salty comments are a White House tradition, had little chance to brighten the proceedings.

Mr. Hagerty provided a minor news story by stating that "all of us" at the White House "have a healthy respect for the integrity and honesty of the men who cover the news." Asked by Mr. Smith if the President "chafes" at the constant presence of reporters, Mr. Hagerty said the President is accustomed to their pursuit and respects their right to search for news even if we may not always like what they say. He added, "We try to answer your questions. We try to give you and the American people information."

After an evening of assorted newscasts, *Report* could better use its time than to have Moderator Scherer spend several minutes summarizing White House news that already had been summarized many times.


ZIV's
new radio
show is...
BIG, BIG, BIG!

WOW! The hottest station de



★TONY MARTIN ★GINGER ROGERS ★DICK POWELL

THE *BIGGEST* SHOW...THE *LOWEST* PRICE...IN HISTORY!

12 one-minute spots plus 3 chain breaks every hour . . . 75 per week! National advertisers . . . regional advertisers . . . local advertisers . . . all rarin' to participate. We know because we've SOLD them!

Schedule it daily 5 hours a week or as 4 separate quarter-hours a day! Whether you sell spots, participations, quarter-hour sponsors, half-hour or full-hour sponsorship . . . "The Hour of Stars" will bring your station plenty of extra profits!

Never before such an opportunity to offer the glamour of big-name stars . . . the response of a big listening audience . . . the prestige of a big-time show! Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee make a dazzling combination that will have the whole town listening, applauding and buying!

that ever hit radio!

5 FULL HOURS EVERY WEEK!

Full of one-minute spots and chain-breaks that mean dollars pouring in for stations!



PEGGY LEE

"THE HOUR OF STARS"

MUSIC! FILLED WITH MUSIC! MUSIC!

Radio's greatest orchestras and singing stars!

FREDERIC W. ZIV COMPANY

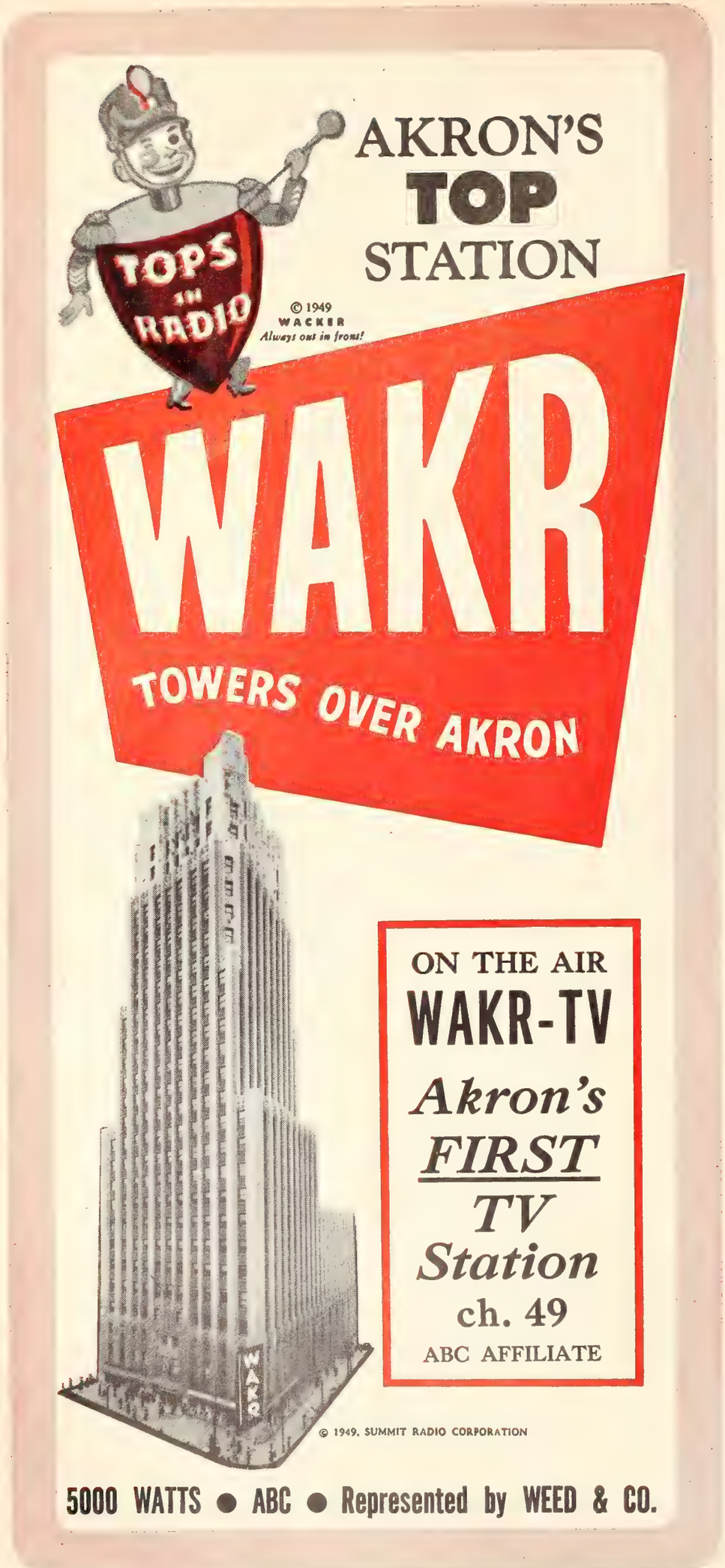
Radio Productions

629 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD



WILL IT MAKE MONEY FOR YOU . . . OR YOUR COMPETITION?



OPEN MIKE

Fourteen Good Deals

EDITOR:

Your July 13 issue, inaugurating the "TV Film Features" roundup, rates top billing in the trade for some of the finest material to appear anywhere of direct concern to TV station film personnel. We at Screencraft salute you.

However, we have a serious complaint on the oversight accorded not only our organization but many others who have been part and parcel of TV in the film end for many years . . . We feel that your particular feature, "13 Good Film Deals for New TV Stations," is not only unfair to the efforts which we . . . have been making for a long time but also gives an unwarranted "Good Housekeeping" seal of approval by BROADCASTING • TELECASTING to those favored few appearing on the list. . .

Since the freeze was lifted we have [made], are now [making], and will continue to make special arrangements on our material for all new stations desirous of using our film material . . . Enclosed you will find the information on our product, as originally given for the 13 organizations [in B•T].

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date
Feature Films	Varied	Full-length	28	61
Half-hour Feature Theatre	Varied	27 Min.	30	55
Full Length Westerns	Western	60 Min.	38	74
Half-hour Western Playhouse	Western	27 Min.	38	62

Cost: Entire library is available to new stations at $25 and up, dependent upon market, with frequency discounts and a special pro-rated payment plan for multible runs.

Peter M. Piech
Sales Manager
Screencraft Pictures Inc.
New York

[EDITOR'S NOTE: B•T checked more than 70 film companies in assembling material for the feature in question. The 13 listed in the feature were all that claimed favorable rates for new stations.]

Film Coverage

EDITOR:

. . . Inasmuch as my consuming interest at present is films for television, I am particularly pleased with the emphasis which your publication is now placing on this field. I think your film section is developing into a most valuable and informative aid . . .

Robert W. Sarnoff
Vice President in Charge of Film Division
NBC, New York

Salesmen By The Pound

EDITOR:

We accept the challenge of Don Lee's Bud Coulson [B•T, July 6, OPEN MIKE].

WWLP (TV) has a four-man staff of account executives whose average weight is 203¾ pounds and whose average height is 6 feet 2½ inches.

With only half the number, our men "outstand" Bud's crew by a collective half-inch. And our boys outweigh the Coulsoneers by a cumulative 5¾ pounds . . . Incidentally Jim Ferguson who heads our sales force disqualified himself for this answer to Bud Coulson. Jim knew his men could handle this deal alone.

Howard S. Keefe
Promotion Manager
WWLP (TV) Springfield, Mass.

The Flavor Lasts

EDITOR:

Last September BROADCASTING • TELECASTING published my article, "Tips on TV Operation in Cities of Medium Size." Your sales department will be happy to learn that despite the 10-month interval I am still receiving comments on the article and in some cases requests for reprints.

Since I can't attribute this sustained interest to my own deathless prose, it must be the devout loyalty of BROADCASTING • TELECASTING readers which has inspired this recurring interest.

Julian M. Kaufman
Asst. Station Manager
KPHO-TV Phoenix

It Happened in Roanoke

EDITOR:

Thank you so much for permission to reproduce the Beatty article . . . Beatty did a splendid job for your outstanding magazine.

W. C. Stouffer
Managing Editor
The World-News
Roanoke, Va.

[EDITOR'S NOTE: The article reprinted in The World-News was "What Happened in Roanoke?", a report on uhf-vhf competition, by J. Frank Beatty in B•T, July 13].

Rhombic Record

EDITOR:

Thought you might be interested to know that uhf sneaks out once in a while.

I picked up WCOS-TV Columbia, S. C. (Ch. 25), about 350 miles [from here] four nights in a row and held the picture and sound for three hours each night. Also WSUN-TV St. Petersburg, Fla. (Ch. 38), about 200 miles from Daytona Beach.

Am using a low band rhombic pointing at Jacksonville, and I suppose these stations are coming on minor lobes.

On the low band, these come in every day:
WMBR-TV Jacksonville, 90 miles, very good.
WSB-TV Atlanta, 380 miles, fair to poor.
WCSC-TV Charleston, 350 miles, good.

Folks should use more rhombics (if they have the room). If anybody would like specs, drop me a post card.

R. J. Walker
2136 So. Atlantic Ave.,
Daytona Beach, Fla.

Feature Reprints

EDITOR:

It was a very delightful surprise to find the article on "A Big Bank Banks On California Radio" on page 93 of BROADCASTING • TELECASTING June 29 issue. . . .

We would like to reprint this article. . . .

Jim Frost, Adv. & Prom. Mgr.
Columbia Pacific Radio Network
Los Angeles

Diplomatic Courtesy

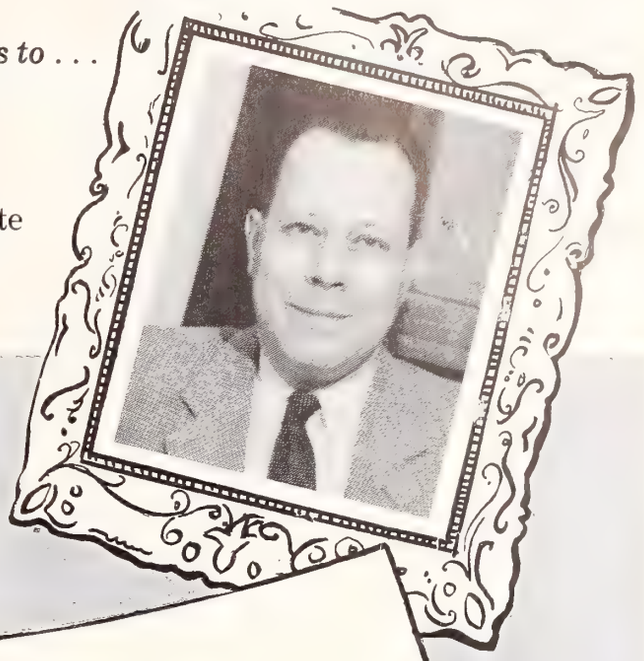
EDITOR:

. . . I have read this well-written article ["Television Fiesta Style," B•T, June 15] with interest and I want to congratulate your review for it.

Manuel Tello
Ambassador from Mexico
Washington, D. C.

In Which Algy writes to . . .

Mr. John Crandall
Sherman & Marquette
New York City



Dere John:

It sure is nice how purty things smell at our place with that there Cashmere Bouquet soap my woman started usin'. She heerd about it on WCHS and decided we ought to try it. That's kind of like some of th' fellers in New York and Chicago hearin' about WCHS and decidin' to try it to help sell things like Veto and Cashmere Bouquet like you've ben doin'. They've just learnt what you found out a long time ago that WCHS with 5,000 on 580 has more listenurs than any othur station and really sells merchandise.

Yrs.,

Algy



WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

KGMB-TV

"During our construction period we received the most unusual co-operation from everyone at RCA...Since going ON-AIR, the quality and continuity of equipment service has been gratifying."



C. RICHARD EVANS
VICE-PRESIDENT & GENERAL MANAGER
KGMB-TV

WSBT

"...our 1-KW UHF transmitter and UHF Pylon Antenna are giving us far greater coverage than we anticipated. We are more than pleased with the excellent results."



NEAL B. WELCH
GENERAL MANAGER, WSBT-TV

"...our confidence in UHF television, and 'RCA All The Way,' was not misplaced."



WARREN P. WILLIAMSON, JR.
PRESIDENT & GENERAL MANAGER,
WKBN-TV

What Telecasters say

WABI-TV

"Our TT-500A is putting out a beautiful picture every day--with practically no maintenance whatsoever."



MURRAY CARPENTER
MANAGER, WABI-TV

WJTV.....Channel 25

"RCA can feel justifiably proud of their 1-KW UHF Transmitter, UHF Pylon Antenna, studio, and remote equipment installation . . . Our RCA transmitter is giving us a signal far in excess of what our engineers originally calculated."



JOHN ROSSITER
GENERAL MANAGER, WJTV



WKNB-TV — WKNB-AM

"Our 1-KW UHF Transmitter has proved to be all that could be desired ...Since our first day of operation we have consistently maintained 100% power."



PETER B. KENNEY
STATION MANAGER



JULIAN GROSS
PRESIDENT

WBRE

"...our RCA 1-KW UHF Transmitter is working so well our coverage has exceeded our wildest expectations...We are delighted with our fully RCA-equipped dual studio, film room, and control room layout."



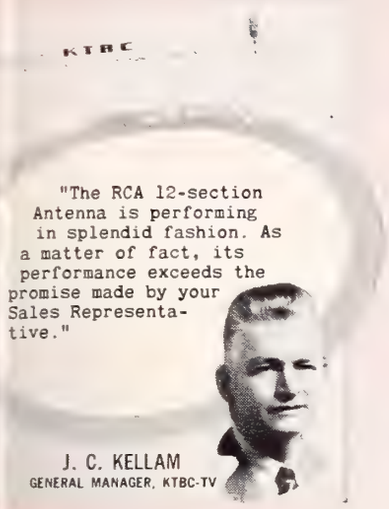
DAVID M. BALTIMORE
GENERAL MANAGER, WBRE-TV

KFDM *Beaumont, Texas*
KFDX *Wichita Falls, Texas*

"For 20 years we have operated our Radio Stations on the policy that our equipment must be nothing less than the best. Naturally we chose an RCA 10-kw transmitter and associated RCA TV equipment for KFDX-TV."



DARROLD A. CANNAN
PRESIDENT, KFDM KFDX-TV





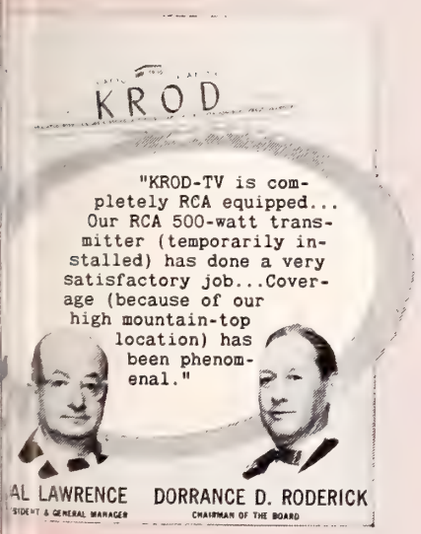


about RCA Equipment

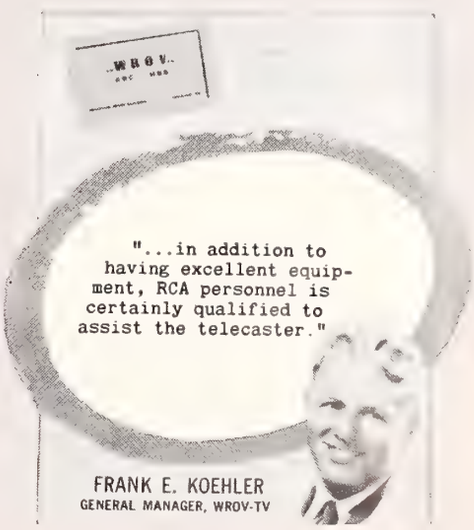
FOR A PROFESSIONAL OPINION on the finest TV equipment you can buy, ask the management man who operates a modern television station.

For a professional analysis of your TV station requirements, ask the experienced equipment man who *knows* his TV station planning . . . YOUR RCA BROADCAST SALES REPRESENTATIVE!

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.







FOR QUICK STARTS WITHOUT

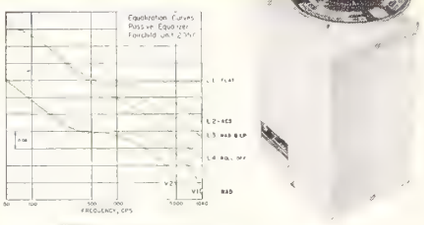
Overshoot

NEW 3-SPEED TURNTABLE PROVIDES
GUARANTEED TIMING FOR "DUBBING"
AND ON-THE-AIR BROADCASTING

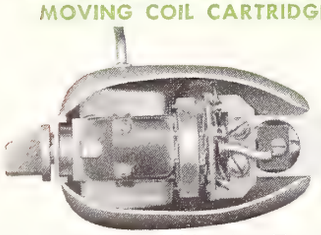


Reaching *stable speed* –less than ½ revolution at 33⅓—in minimum time, this newly designed turntable provides quick start from motor switch without overshooting. Successor to the 2-speed model 524, the Fairchild 530 is equipped with integral 3-speed drive, all three speeds synchronous. Ideal for "dubbing" operations, on-the-air broadcasting and laboratory applications, the 530 provides guaranteed accurate timing at all speeds, is virtually free of rumble and vibration. More than 300 already in use!

Accurate Equalization WITH THE FAIRCHILD 205. As demonstrated by chart at right, this unit provides matching equalization curves for various types of lateral and vertical records and transcriptions, in accordance with NAB standards.



One TURRET HEAD HOLDS Three MOVING COIL CARTRIDGES...



The simplicity of this 3-in-1 Turret Head obsoletes multiple arms, equalizers and throwover switch. Use only *one* Fairchild Turret Head Arm, it mounts up to three Fairchild Miniature Moving Coil Cartridges at one time—ready for instant selection at the turn of a knob, which also sets correct stylus pressure. All critical adjustments, usually inherent in viscous damped arms, have been eliminated in the current Fairchild 201-B. A completely redesigned base assembly with a new method of pivoting now incorporates automatic temperature control.

World's Finest Tape Recording Equipment



Fairchild Tape Recorders and Accessory Equipment are built to the highest professional standards and incorporate many exclusive features, including Pic-Sync, Syncroll Drive, Automatic Framing Control and others. Fairchild Tape Recorders are also built to order for specialized applications.

FAIRCHILD RECORDING EQUIPMENT

154th St. & 7th Ave., Whitestone, N. Y.



George Diefenderfer

on all accounts

UNINTEGRATION is a word currently on the lips of top-level NBC executives, recalling the days when the network split its sales staff between the one-time Red and Blue webs and reassigned the duties of its salesmen.

As a veteran of the NBC Chicago sales ranks, George Diefenderfer well remembers these changes, for they marked the end of stints with station representative firms and heralded the beginning of a 13-year association with NBC as an account executive.

During that spell, he also took time out to serve as a lieutenant commander in the Navy, with service in the South Pacific.

In late 1945 he returned to NBC and is still there. Very shortly, however—around Aug. 5—he will leave for Europe on a combined business-pleasure trip.

Mr. Diefenderfer was born in Chicago on Sept. 1, 1901. He attended Hyde Park High School in 1917, a time when schools furnished students for farm work. This opportunity whetted the youth's farming appetite and he attended the U. of Illinois Agricultural School from 1918 to 1922.

Away From Chicago Until 1935

Odd jobs commanded his attention in succeeding years, including service with the *Detroit Times* as a salesman. He moved to the West Coast, working with the *San Francisco Examiner* for five years. He returned to Chicago in 1935.

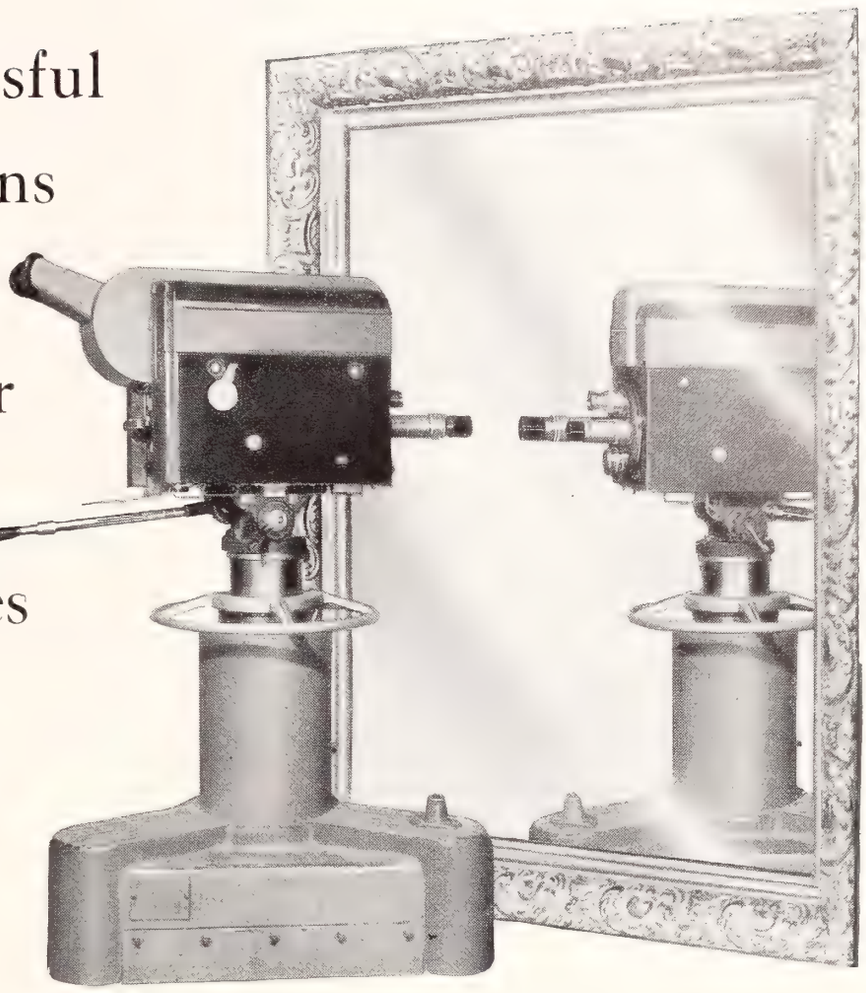
There Mr. Diefenderfer joined Bill Ziff in a publishing enterprise (now known as Ziff-Davis Publishing Co.). Shortly thereafter, he joined the William G. Rambeau Co., serving as Detroit manager for about six months. After two years with Rambeau he joined Paul H. Raymer Co., Chicago, with whom he was associated for three years. Then came the move to NBC.

Today, Mr. Diefenderfer is an account executive at NBC Central Division, working on both radio and television sales. He started selling television last January.

Mr. Diefenderfer and his wife, the former Suzette Stahl, maintain a farm about two miles east of Batavia, Ill. They have six children and seven grandchildren. Mr. Diefenderfer once received a "Fraternity of Famous Fathers" diploma from *Parents Magazine*. A son, George Jr., is a salesman at Adam J. Young Jr. Inc., Chicago radio station representative firm.

Mr. Diefenderfer belongs to Delta Kappa Epsilon. His hobbies: golf and farming.

the most successful television stations are those that faithfully mirror the interests of the communities they serve



Many stations, throughout the country, do exactly this. *But* — is the significance of their vital role in the local community, and its reflection in viewer loyalty, amply interpreted . . . *outside* the market . . . to national advertisers and agencies?

Your *local* stature is of essential importance to national advertisers and agencies. How well we are competent to reflect it on your behalf is best proven by the list of outstanding television stations we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

GOLD!

IN SOUTHERN CALIFORNIA

You don't have to dig for it. You don't have to pan it. It's rolling into the cash registers . . . as California *again* this month hits a new high for "settlers"!

MARKET FACT NO. 1:
More families are moving to California every month than ever moved to any part of the world in any time in history. It's a "gold rush" for advertisers.

MARKET FACT NO. 2:
KMPC gives you *primary* coverage of Southern California in 205 communities. Like to hear about the golden opportunities for *you?* Call, write or wire:
H-R Representatives, Inc.

KMPC

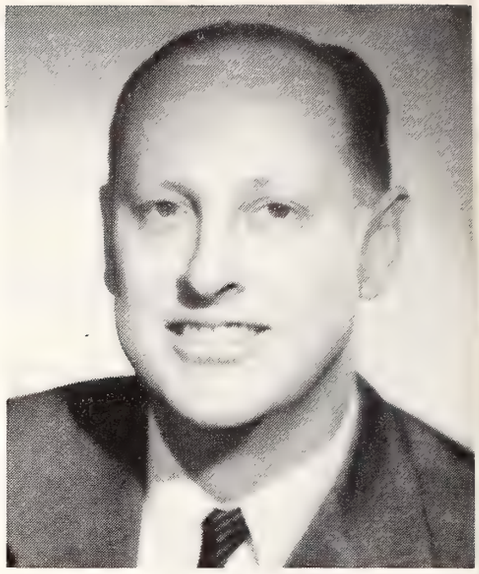
50,000 watts days • 10,000 watts nights

Gene Autry, *president*
Robert O. Reynolds, *vice president & general manager*

RADIO
AMERICA'S GREATEST
ADVERTISING MEDIUM

our respects

to ROLLAND VELTON TOOKE



ROLLAND TOOKE, newly-appointed manager of Westinghouse television station WPTZ Philadelphia is one of the pioneers of the video industry. He has been actively associated with TV since September 1941, when the FCC granted WPTZ one of the first commercial TV licenses ever issued.

Since entering the field, Mr. Tooke has been a cameraman, correlator, first sales manager of the station, writer, producer, advertising manager, assistant general manager in charge of programming and almost everything else necessary to help develop WPTZ into one of the top television outlets.

Before TV, and that seems like forever ago to Mr. Tooke, he was successively a newspaper reporter, college student, newspaper owner, advertising copy writer, and account executive. Mix in some wartime service, many hobbies, a striking sense of humor and an innate ability to get along and direct his fellow workers, and you have the qualifications of the new WPTZ general manager.

Since 1950 Mr. Tooke's duties have been concerned mainly with management and programming, and in the latter field he has developed many ideas that have since been widely copied in the industry. He pioneered in breakfast hour television in 1950 with the Ernie Kovacs show. He was also the first to start a daily movie on television with *Hollywood Playhouse* in March 1950.

Strength of Local Programming

He believes that the local area requires localized programming, and follows this belief at WPTZ. Several of the station's purely local shows are among the area's top rated. Among them *Frontier Playhouse,* the highest rated across the board in the country, also *Let Skinner Do It* and *Come on to Uncle Petes.*

Like most television old-timers, he is a relatively young man. Rolland Velton Tooke was born in Munnsville, N. Y., on April 11, 1909. He attended elementary and high school in the Stockbridge Valley Schools. During his pre-college days and while on summer vacations young Tooke worked as a reporter for the *Syracuse Herald* and the *Oneida Democratic-Union,* both upstate New York.

He first came to Philadelphia in 1926 as a freshman at the U. of Pennsylvania, and with the exception of a few months out of the city after graduation from Penn's Wharton School in 1930, he has lived there ever since.

After graduating from college, Mr. Tooke, along with a fraternity brother, decided to buy the *West Haven News Record* in Connecticut. A few months later the pair sold the paper, and Mr. Tooke returned to Philadelphia where he joined the Lavenson Bureau as an advertising copy writer. He remained there for 11 years as copy writer and account executive, until he joined the advertising department of Philco, then the owner of WPTZ.

At that time WPTZ was programmed by a group in the Philco advertising department, and Mr. Tooke got his first taste of the new visual medium. In addition, he also looked after the advertising of the Philco International Division and the Storage Battery Division, working under Sayre Ramsdell and Ernest B. Loveman, retiring vice president and general manager of WPTZ.

During the war years Mr. Tooke was assigned to the Philco technician corps where he worked with the Navy as technical editor for proto type installation of radio-radar gear in naval aircraft. His work took him to various Navy and Marine Corps installations.

In 1945, after he returned from duty with the Navy Department, Mr. Tooke was asked to join the Television Broadcasting Division of Philco, which had just been set up to bring full scale television operations to WPTZ. His full attention has been concentrated at WPTZ since that time.

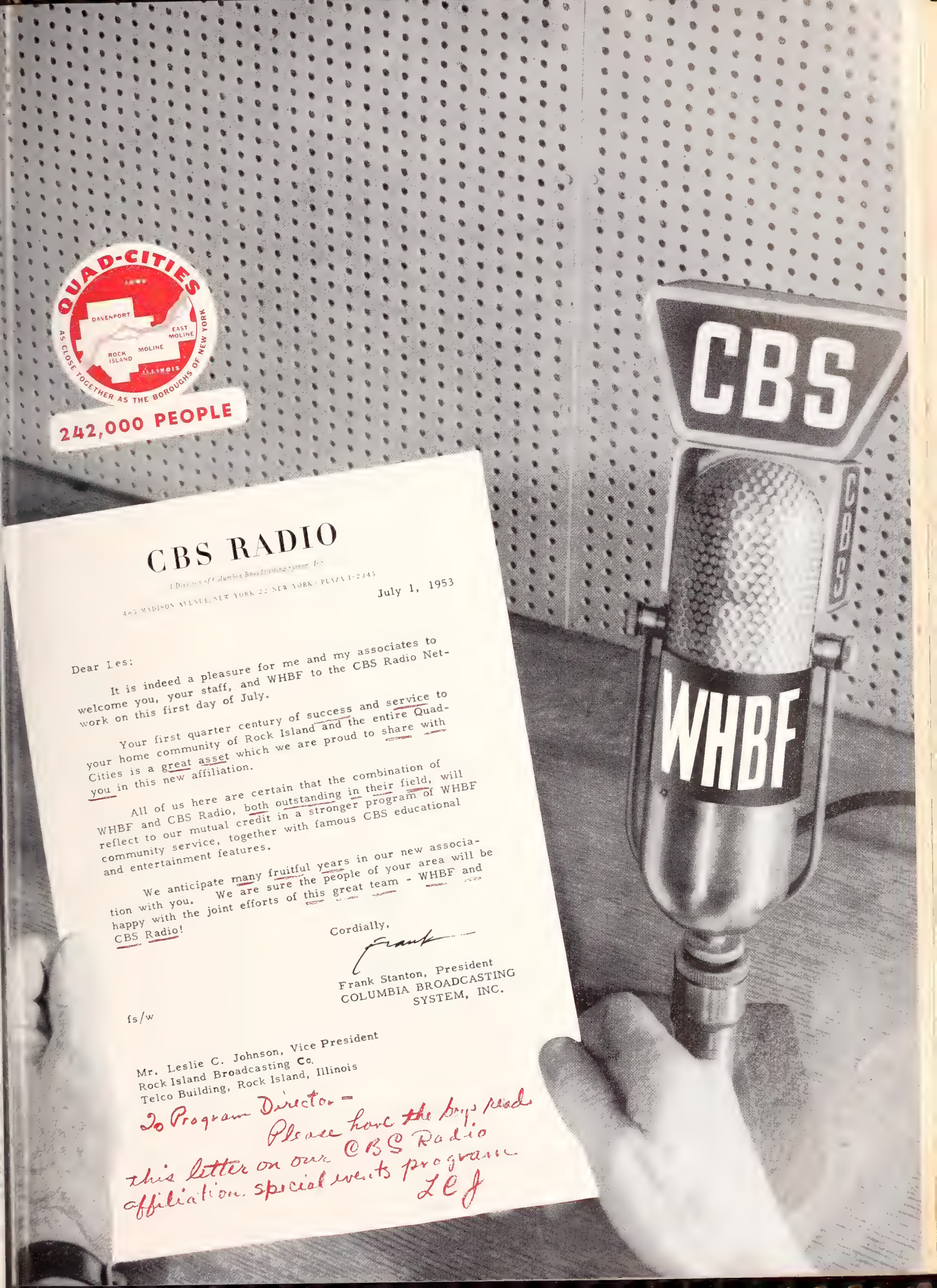
During the early days of WPTZ, Messrs. Tooke and Loveman comprised the major part of the management staff of the station. As such Mr. Tooke wrote, produced and correlated programs, and as a salesman, he still recalls selling such early shows as Sears-Roebuck's *Vis-A Quiz,* and Gimbel's *Handyman,* which set a record as a sponsored program from 1946 to 1953.

Mr. Tooke feels that, "Television as an industry is out of its infancy, but it is still a long way from its full maturity. We believe that future programming concepts, particularly those concerned with education and community service, will be as far removed from current offerings as were the radio programs of the late 20s from today's fare." Speaking of radio, it is Mr. Tooke's opinion that the medium is meeting its present period of readjustment, and will continue as one of the most forceful factors of our time.

The WPTZ general manager is married to the former Elizabeth Holst. They have three children, Barbara, 14, Michael, 11 and Elizabeth (Betsy) 8. The Tookes live in Merion, Pa., a suburb of Philadelphia.

Mr. Tooke is an active horseman, a sport in which his oldest daughter, Barbara, shows signs of making the championship class. He also golfs and paints.

When it comes to hobbies, Mr. Tooke defies you to name the sport or hobby he wasn't once vitally interested in—archery, sailing, bowling, billiards, etc. He is one of the founders and a former vice president of the Television Assn. of Philadelphia.



CBS RADIO

A Division of the Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

July 1, 1953

Dear Les:

It is indeed a pleasure for me and my associates to welcome you, your staff, and WHBF to the CBS Radio Network on this first day of July.

Your first quarter century of success and service to your home community of Rock Island and the entire Quad-Cities is a great asset which we are proud to share with you in this new affiliation.

All of us here are certain that the combination of WHBF and CBS Radio, both outstanding in their field, will reflect to our mutual credit in a stronger program of WHBF community service, together with famous CBS educational and entertainment features.

We anticipate many fruitful years in our new association with you. We are sure the people of your area will be happy with the joint efforts of this great team - WHBF and CBS Radio!

Cordially,

Frank

Frank Stanton, President
COLUMBIA BROADCASTING
SYSTEM, INC.

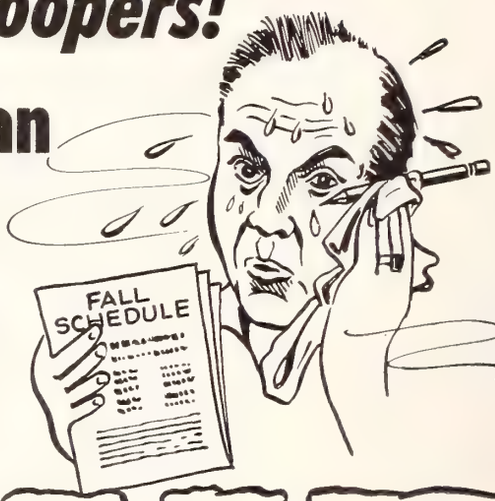
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Mr. Leslie C. Johnson, Vice President
Rock Island Broadcasting Co.
Telco Building, Rock Island, Illinois

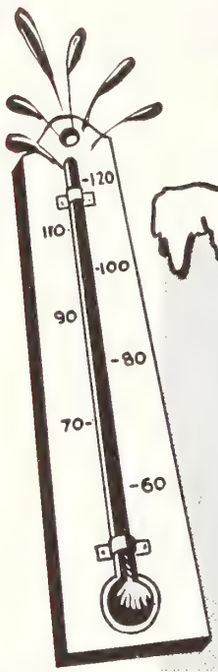
To Program Director -
Please have the boys read this letter on our CBS Radio affiliation special events program.
LCJ

Dig Those Crazy Hoopers!

They're Real COOL, Man ...and You Will Be, Too,



WHEN YOU PICK THIS HOT BUY!



KRNT

DES MOINES RADIO

● Sure, it's blazing hot, but in Iowa, that's important — you can HEAR that green stuff (corn) growing. Just have Sam rev up the air conditioner while we pound your auditory system with a reminder of a real HOT BUY — KRNT, CBS in Des Moines.

● You and that big account want to go places this Fall, and this is the "going places" station. It's the "Know How, Go Now" station with the fabulous personalities and the astronomical Hoopers. We've had the hot Hoopers since Hector was a small spaniel. Latest Hoopers again and still show us away out front — morning, afternoon, and evening.

● Better call that cool Katz man, Man — 'cause we've got the hottest buys and guys in town! They're real gone, Man!

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

Buy That VERY HIGHLY HOOPERATED, SALES RESULTS PREMEDITATED, CBS AFFILIATED STATION IN DES MOINES!

BROADCASTING TELECASTING

July 20, 1953 Vol. 45, No. 3

FCC'S NEW PLAN GIVES EDGE TO TV-NEEDY BIG MARKETS

The Commission amends its temporary processing procedures and establishes new city priority lists—to be issued later—which will provide the basis for processing and designation for hearing of new TV bids. Priority principle: Biggest city with least 'operating' service gets action first.

IN A MOVE to give the highly contested major markets their first or additional new television service as soon as possible, FCC last Friday announced a new and flexible system of priority for the processing and designation for hearing of mutually exclusive applications.

In essence: The bigger the market and the less the number of *operating* local stations, the sooner hearings will be held on competitive applications.

Of further significance under the new policy, "the Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities."

Uncontested applications will continue to be processed and acted upon by the Commission in the order in which they are received, the FCC notice stated.

Amends Footnote 10

The new hearing priority order, which becomes effective 30 days after publication in the *Federal Register,* amends "footnote 10" to Sec. 1.371 of the television rules—the "temporary processing procedure" established over a year ago by the Sixth Report and Order to expedite new TV grants to cities without service or with little service.

The newly amended "footnote 10" provides:

- For the establishment of two new city priority lists: Group A containing those cities with no operating TV stations and Group B containing those cities having one or more local operating stations. The larger the population (1950 census) and the less the operating service, the higher the priority listing a city receives.
- That the Group A and Group B lists will be revised and published anew every two months.
- That the order of processing will be alternately all of the applications for the first city under Group A; then all under the first city of Group B; back to Group A city No. 2, etc.
- That the Commission, in cases of "manifest injustice," can process and set for hearing certain applications without regard to the priority lines.

The new city priority lists for Group A and Group B will be issued initially by the Commission on the day the revised processing procedure becomes effective, FCC explained. Thereafter, the lists will be revised "bi-monthly."

It is expected that the lists will be headed by such cities as St. Louis, Pittsburgh, Miami, Buffalo, Milwaukee, Houston, New Orleans and Seattle, as well as Providence, Indianapolis, Memphis, Richmond, Jacksonville, Tulsa, Nashville and others.

Comr. Frieda B. Hennock dissented from the Commission majority adopting the order for the revised processing procedures even though she did not participate in the action. The order was adopted on Tuesday at an executive session and made public Friday. Comr. Sterling also did not participate.

Comr. Hennock argued that a proposed rule-making proceeding should have been ordered to allow public comment on the changes.

She contended the new procedure fails to give "necessary and desirable priority heretofore afforded applications for uhf stations" and gives no weight to outstanding grants, the "majority of which are in the uhf band."

The uhf priority is needed "for the assured establishment of an integrated vhf-uhf nationwide television service," she said.

Comr. Hennock also asserted the right to waive priority in "hardship" cases "may very well undercut and vitiate the very rule the Commission has adopted."

The term "operating television station," FCC explained, means a station actually on the air under regular license, or if under construction permit only, by means of a special temporary authorization for commercial operation or an authority to conduct program tests. It is this basis for priority, rather than merely "authorized" stations, which is considered to give practical application to the speed-up plan.

Industry Notes Inequity

Industry observers have long been aware that the original processing lines were out of date, since they were based on the 108 stations on the air at the time the Sixth Report lifted the freeze and finalized the reallocation plan. They have pointed out in recent months the inequities to major cities on the low end of the old processing lines caused by the numerous non-hearing grants to smaller markets ahead of them which also were first in line for comparative hearings for even more service.

The flexible new policy is expected to correct and maintain a more equitable balance with respect to population, operating stations, grants and pending contested applications.

The revised processing policy is the result of proposals submitted for Commission consideration by Comr. John C. Doerfer, Robert T. Bartley and George E. Sterling. Suggested alternate plans also had been drawn up for Commission review by Arthur Scheiner, chief of the Broadcast Bureau's Rules & Standards Division.

The policy is part of FCC's overall effort to bring TV to all areas of the country and provide major market competition as soon as practicable. Chairman Rosel H. Hyde outlined the effort in May before the Senate Interstate and Foreign Commerce Committee. Earlier in the year FCC adopted procedural shortcuts for conducting comparative TV hearings and only a fortnight ago it announced the proposed local advertising and 30-day cut-off plan affecting all initial applications for new TV stations, on which comments are due August 10 [B•T, July 13, 6].

In announcing the new priority lists, FCC said such lines will not involve noncommercial educational applications nor applications for the U. S. territories. These will be processed in the order in which they are accepted for filing, FCC explained.

Existing Licensees Barred

Existing licensees or permittees, except those ordered by the Sixth Report to change channels, will not be allowed to file for a switch of channel.

Where an application seeks a station in a city not listed in the table of channel assignments, but the city is within 15 miles of a listed city, the priority of the listed city shall apply for the purpose of processing, FCC explained.

The order also pointed out that where applications are mutually exclusive because the distance between their respective transmitters is less than minimum separation, such applications will be processed and set for hearing at the time the application with the higher priority is reached. However, should the transmitter separation problem be resolved "before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line."

To be considered mutually exclusive with a higher priority application, the lower priority bid must have been accepted for filing at least one day before action on the higher, the order stated. If the higher priority application is in hearing status at the time the lower priority bid is accepted for filing, the 30-day cut-off date will be applicable.

The Commission also provided in the order that where a mutually exclusive application not yet reached for processing becomes unopposed, or where a merger of the applicants is effected, the remaining application may be available for consideration on its merits at a succeeding Commission meeting as promptly as processing can be completed. This is the same policy revision announced by the Commission in late May [B•T, June 1, May 25].

The proposed advertising and 30-day cut-off rule issued a fortnight ago provides that

new applicants must advertise their filing with FCC in a local newspaper of general circulation once weekly for two weeks. For 30 days after the first advertisement, the application would be subject to competitive filing, and comparative hearing. After the 30-day period, however, it would be free for processing and grant if no other bid were filed. Purpose of this revision is to prevent last-minute "strike" or "block" applications from being filed to delay granting of the valid bids.

The Commission's order last Friday reviewed the purpose and form of the initial temporary processing procedure in which city priority Group A listed communities more than 40 miles from the nearest operating TV station and Group B listed cities less than 40 miles from an operating outlet.

The order recalled that because of the backlog of cases in hearing before the Commission's limited number of hearing examiners, FCC in October amended the procedure "to provide for the processing of 'in the clear' applications with only a sufficient number of conflicting applications to be processed and designated for hearing in order to maintain a flow of hearing cases."

'In the Clear' Processing

The Commission pointed out that it "is now current in the processing of 'in the clear' television applications. Such applications may now be processed in the order of filing and the temporary processing procedure established for handling such applications no longer appears necessary. However, there remains on file a backlog of mutually exclusive applications . . . We are of the view that a revised procedure for the handling of such mutually exclusive applications should now be established in the light of changed circumstances."

The order noted that "since the existing processing procedure has been established on the basis of the service rendered by the 108 television stations on the air prior to the freeze, it no longer accurately represents the service presently being received in many of the cities for which applications have been filed. We believe, in addition, that revised procedures for the processing and designation of applications for hearing should reflect only stations in operation within the cities concerned."

"The processing of mutually exclusive applications prior to designation for hearing will be commenced in the order of the priorities" in new city Groups A and B, the order stated, "with cities taken alternately from the two lines established. Upon completion of such processing, the applications will be designated for hearing. In view of the fact that some applications may require more time for processing than others, the actual date of designation for hearing may differ from the exact order of priorities as reflected by the list of cities."

Text of Amendment

Following is the text of the new amendment:

[10]*Temporary procedure for processing applications for television broadcast stations and for designating for hearing mutually exclusive television applications.*—Until further order of the Commission the following temporary procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications. The term "operating television station" as used in this footnote means a television broadcast station for which the Commission has issued a license for regular commercial operation, an STA for regular commercial operation, or authority to conduct program tests.

(1) *Non-commercial educational applications and applications for the Territories.*—Applications for noncommercial educational television stations and applications for television stations in Puerto Rico, Alaska, Hawaiian Islands and Virgin Islands will be separately processed in the order which they are accepted for filing.

(2) *Processing of non-competing applications for television broadcast stations*—(a) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignments for the city in which the applicant proposes to construct the station. Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(b) Non-competing applications for television broadcast stations will be processed in the order of filing.

(c) An application by a licensee or the permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission, with the exception of applications filed pursuant to Commission show cause orders.

(3) *Temporary procedure for processing and designating for hearing of mutually exclusive applications for television broadcast stations.*—(a) Mutually exclusive applications for permits to construct new television broadcast stations will be processed in the following manner: Such applications will be separated into two groups.

Group A—Applications for cities with no operating television stations.

Group B—Applications for cities with one or more operating television stations, subdivided into various subgroups on the basis of the number of such operating stations. Applications for cities with one operating station will be listed first; applications for cities with two operating stations will be listed next; etc.

Will Publish List

Based on the foregoing, the Commission will publish a list of cities for which mutually exclusive applications have been filed. Within each group and subgroup, cities will be listed by order of population (1950 Census). Where cities in Group A and Group B are listed in the Table of Assignments in combination, the total population of the cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of the city so listed, priority will be based on population of the listed city only. The list of cities will be published on the effective date of the rule and will be revised and published thereafter at bi-monthly intervals. The order of processing is as follows:

All applications for the first city listed in Group A.

All applications for the first city listed in Group B.

All applications for the second city listed in Group A.

All applications for the second city listed in Group B, etc.

(b) The Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Section 3.610 of the Commission's Rules, said applications will be processed and designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing at least one day before the higher priority application has been acted upon by the Commission. If the higher priority application is in hearing status at the time the lower priority application is accepted for filing, the 30-day cut-off date specified in Section 1.387 (b)(3) will be applicable.

(d) Applications for new television stations which were designated for hearing prior April 14, 1952, and on which final action h not been taken by the Commission have bee by order in each docket, removed from heari status. Said applications and all other applic tions for construction permits for televisi broadcast stations which were filed prior April 14, 1952, shall be amended by the filing a new and complete FCC Form 301 as revis April 14, 1952. Such applicants and all new a plicants shall set forth complete answers all questions contained therein and shall subm new and complete exhibits, data and other a tachments. Applicants may not answer questio or submit exhibits, data and attachments l cross-reference to other applications or doc ments on file with the Commission except whe proposed exhibits, data and attachments are n obtainable without undergoing undue hardship In such instances, cross-references must be sp cific and shall include the file number, page an paragraph of the application and amendment r ferred to, the number of the exhibit, and a d scription thereof. Applicants shall not cros reference by using such phrasing as "on file "previously filed" or similar phraseology. Appl cations which have not been amended by the fi ing of a completed FCC Form 301, or which fa to comply with the above requirements by th time they are reached for processing, will b dismissed.

'Sole Survivor' Policy

(e) Where a mutually exclusive applicatio on file with the Commission which has not bee reached for processing becomes unopposed, o where an amended application or a new applica tion is filed in place of the several competin applications and the applicant formed by suc a merger is completely or substantially th same parties as the parties to the original ap plication or applications, the remaining appli cation may be available for consideration on it merits by the Commission at a succeeding reg ular meeting as promptly as processing and re view by the Commission can be completed.

Comr. Hennock's dissent follows:

I must register my dissent to the action take by the Commission on July 14, 1953, in revisin its processing procedure for applications fo television broadcast stations.

It is my view that the Commission should no have adopted such a basic change in its existin procedure without affording the public and al interested parties an opportunity to commen on such a change and thus advise the Commis sion of their views. I, therefore, believe that th Commission should have instituted proposed rul making proceedings for the consideration of th revision of its processing procedure.

I think that the new priorities finally adopte by the Commission erroneously afford prioritie only in terms of operating stations within a city. Thus, the priorities adopted by the Com mission give no weight to the grants of construc tion permits which this Commission has made the majority of which are in the ultra high fre quency (uhf) band. Moreover, these prioritie are deficient in that they give no weight to th white areas, the areas presently without televi sion service.

Moreover, the new procedure adopted by th Commission fails to give the necessary and de sirable priority heretofore afforded application for uhf stations. Approximately 85% of th channels allocated for the nationwide televisio service are in the uhf portion of the spectrum A priority for uhf applications is necessary fo the assured establishment of an integrated vhf uhf nationwide television service.

I particularly object to that provision which provides that: ". . . the Commission may in the public interest and to prevent manifest injustice process and designate for hearing applications *without regard to the priorities.*"

In effect, the Commission has adopted an ex plicit rule to govern the processing of televi sion applications—and simultaneously therewith has provided that it may "disregard" such a rule. Such a provision may very well undercut and vitiate the very rule which the Commission has adopted. One of the critical features of any schedule of processing, particularly in so vital an area, is that of certainty. The public and the industry must be able to rely on the Commission's rules with assurance that the plans, proposals and commitments which they undertake will not be short-circuited. This rule affords no such assurance.

16 MAJOR ADVERTISERS READY FALL SPOT RADIO-TV CAMPAIGNS

The drive now underway gives signs of becoming one of the most lucrative in history. Most of the business will begin in mid-September or early October.

THE POWER DRIVE is on for spot campaigns, with at least 16 major advertisers already preparing schedules for a fall season that may turn out to be one of the most lucrative in the history of radio and television.

That was the finding of a special B•T check of the spot field last week.

Nearly all of the campaigns now being prepared are scheduled to begin in mid-September or early October.

Advertisers involved in this spot action are: General Electric, Wheatena Corp., Super Anahist, Penick & Ford, Petri Wine, Rath Wrapping Co., Pacific Borax, American Safety Razor, Robert Hall, Elgin Watch Co., Warner Brothers, Clark Brothers, M-G-M, Swan Soap, Phillips Petroleum and possibly Gulf Oil.

General Electric, through BBDO, New York, is preparing its 25-market spot campaign to start in September for 13 weeks. Wheatena Corp., through Brisacher, Wheeler & Staff, New York, is placing a radio spot announcement campaign commencing Sept. 7 for 26 weeks in about 65 markets.

Anahist Co. (Super Anahist), Yonkers, through Ted Bates Inc., New York, is lining up more than 100 markets for a radio spot schedule to start in late September and early October for 13 weeks.

Penick & Ford (My-T-Fine desserts), through BDO, New York, is buying a 13-week radio spot campaign to be launched in October.

Petri Wine, through Young & Rubicam, Los Angeles, is placing a radio spot schedule on the West Coast, starting in September.

Rath Wrapping Co., through Young & Rubicam, Chicago, also is starting a spot schedule in September.

Pacific Borax Back

Pacific Borax, through McCann-Erickson, New York, is resuming its half-hour alternate-week sponsorship of *Death Valley Days* in the same markets used last year, plus 10% more starting in late September and early October.

American Safety Razor, through McCann-Erickson, New York, is considering a radio and television campaign to be launched in early fall. Definite decision is expected within two weeks.

Robert Hall Clothes spots currently are being placed by Jerry Bess, vice president of Frank B. Sawdon, the agency handling the account, who is on an extensive trip to cities which will have "super salesrooms" this fall. Mr. Bess will work out plans for spot radio and TV in the following cities: York, Lancaster, and Harrisburg, Pa.; Kansas City, Mo.; Kansas City, Kan.; Baltimore, and Brockton, Mass.

The Robert Hall chain is the largest user of retail radio advertising in the U. S. New stores will be opened in Chicago, Detroit and New York, with stepped-up radio and television campaigns.

Elgin Watch Co., through Young & Rubicam, Chicago, is planning a fall television campaign. Details still are being worked out.

Warner Brothers throughout the winter will continue to use television spots in cities where its movies are playing. Blaine-Thompson Co., New York, is agency.

Clark Brothers (Teaberry gum) through McCann-Erickson, New York, is considering a television and radio fall spot campaign.

Lever Brothers, through BBDO, New York, for Swan Soap, plans to expand with a radio spot campaign this fall.

Gulf Oil, through Young & Rubicam, New York, currently is considering whether to use radio and TV spots, or pour the money into network shows. Final decision is expected about Aug. 1.

Phillips Petroleum, through Lambert & Feasley, New York, will expand into three more television markets with 52-week schedules starting this fall.

M-G-M, for its latest picture, "Bandwagon," through Donahue & Co., New York, is using radio and television spots to promote the film feature in cities where it is appearing.

Biow Co. Names Clyne To Senior Vice Presidency

TERRENCE CLYNE, vice president and account supervisor on the Bulova Watch Co. account, last week was named senior vice president of the Biow Co., New York [CLOSED CIRCUIT, July 13].



Mr. Clyne

Mr. Clyne has been with the agency for the past six and a half years, and before that was an account executive and vice president of Free & Peters, station representation firm, New York. He was associated with two Wall Street firms before entering radio-TV.

In addition to being key man for the Bulova account, Mr. Clyde supervises the radio and television network business of all other clients of the agency.

Advertising Spearheads Cigarette Sales—McComas

Philip Morris president credits advertising with enabling the industry to meet changing conditions, and cites that its cost is less than four mills per pack.

ADVERTISING has played "an efficient and economic role" in enabling the cigarette industry to meet changing conditions, O. Parker McComas, president of Philip Morris & Co., told the company's annual meeting of stockholders last week.

In a talk in Richmond Tuesday, Mr. McComas referred to the trend toward king-size and filter-tip cigarettes as conditions that required advertising, but pointed out that sales in the industry had increased since 1940 from $1 billion to $3 billion while advertising costs for the industry as a whole had gone up only $40 million.

Calling advertising the "spearhead of the industry's selling mechanism," he noted that the industry average spent on advertising is less than two-fifths of a cent per week per pack. He emphasized that the industry spends about 2% of its sales for advertising, while the textile, clothing, food, grocery, drug and cosmetics and other industries "spend more."

Publicity for 'Lucy'

In this connection, Mr. McComas cited extensive publicity given to "$8½ million contract over a two-and-a-half-year period for the *I Love Lucy* show." He explained that although the figure appeared to be large, he considered it a "highly effective advertising purchase" because it "reaches 45 million people a week with the company's sales messages."

He told the stockholders that Philip Morris' sales for the six-month period ended June 30 amounted to $159,692,000 as compared with $151,007,000 for the similar period of 1952. The company's fiscal first quarter ending June 30, Mr. McComas continued, showed sales of $77,375,000 as against $78,655,000 for the same quarter last year. He attributed the sales decline in this quarter to "the very substantial orders placed by the trade in the previous quarter just prior to the price rise.



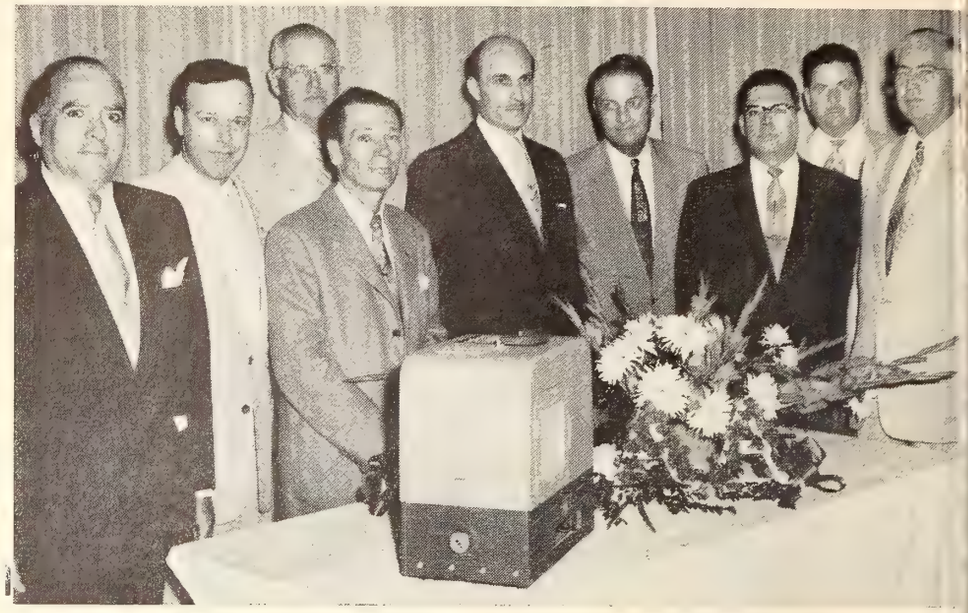
PUTTING practically all of its advertising budget for the coming year into radio, Sweet Candy Co., Salt Lake City, has purchased 6,074 transcribed announcements on the full Intermountain Network. Schedule encompasses 39 stations in nine states to begin in September. Completing negotiations are (l to r): W. W. Cassidy, president and general manager, Sweet Candy Co.; L. J. Sweet, vice president and secretary-treasurer of firm, and Bill Peterson, regional sales manager, Intermountain Network.

CLIENTS FETE TED WORKMAN

ADVERTISING clients of Ted Workman Advertising, Dallas, in appreciation of years of work on their accounts, June 26 feted Ted A. Workman, head of the Dallas agency, in honor of the firm's election to the American Assn. of Advertising Agencies.

At a surprise dinner at Dallas' Lakewood Country Club, Mr. Workman's clients and suppliers presented him with a Bell & Howell recording movie projector and a red wig, the latter to replace "the hair lost by worry over his accounts."

Clients present included Bud Hilker, advertising manager, Eastman Oil Well Supply Co., Denver; John Wilson, president, and Aubrey Wilson, general sales manager, Wilson Mfg. Co., Wichita Falls; Charles Murray, Lake Whitney Enterprises, Whitney, Tex.; Frank Lebus Sr., president, Lebus Rotary Tool Works Inc., Longview, Tex.; Charles Warman Jr., general sales manager, Wichita Falls Foundry & Machine Co., Wichita Falls; Walter Amis, president, National Geophysical Co.; Don Sillers, president, Peerless Mfg. Co., and Harry Lemmons, president, Saladmaster Sales Inc., all Dallas. I. C. Franklin, executive vice president of Saladmaster Sales, acted as toastmaster.



CLIENTS of Ted Workman Advertising, Dallas, present Mr. Workman with a recording movie projector at dinner celebrating his agency's election to AAAA. L to r: I. C. Franklin, executive vice president, Saladmaster Sales Inc.; Bud Hilker, advertising manager, Eastman Oil Well Supply Co.; Aubrey Wilson, general sales manager, Wilson Mfg. Co.; Harry Lemmons, president, Saladmaster Sales; Mr. Workman; Frank Melton, Melton Printing Co.; M. Blanks, Blanks Engraving Co.; Charles Murray, Lake Whitney Enterprises, and John Wilson, president, Wilson Mfg. Co.

R&H Brewery Slates Spot Campaign on WNEW

RUBSAM & HORRMANN Brewery, New York, is using the largest radio spot campaign in its history over WNEW New York in its sponsorship of the *Musical Baseball Scoreboard* on behalf of R&H crown premium beer, the station reported last week.

A minimum of 42 spot announcements weekly will be carried throughout the 1953 baseball and World Series season, it was said, with coverage spread throughout WNEW's 24-hours-a-day air schedule. The program is a transcribed jingle package, giving up-to-the-minute reports on major league baseball and other data.

Carl A. Richter, vice president of R&H, said the spot announcements are expected to have a saturation level of more than 8 million listener impressions weekly.



RUBSAM & HORRMANN Brewery, Staten Island, N. Y., signs with WNEW New York for announcements on *Musical Baseball Scoreboard* package. Completing paperwork for the business are (l to r) Carl A. Richter, R & H vice president; Charles H. Bartels, R & H advertising manager, and Ira Herbert, WNEW vice president and sales director.

* * *

Eight Advertisers Sign For WABD (TV) 'Tele-Dizing'

SIGNING of eight advertisers for spots and participations over WABD (TV) New York in conjunction with the station's recently-announced merchandising plan, "Tele-Dizing," was announced last week by Lawrence L. Wynn, WABD sales manager. Clients include:

Coca-Cola Bottling Co. of New York, Monsanto Chemical Co., American Home Foods Inc., Ferrara Confectionary Co., Sage Labs. Inc., Hoffman Beverages Inc., Skinner Eddy Inc. and Home Style Food Products Co. Inc.

"Tele-Dizing," which is designed to integrate the promotional ability of TV sponsorship with point-of-sale promotion, was organized by WABD in association with five major chains in the New York area—A & P, Grand Union, Food Fair, Safeway and H. C. Bohack. An advertiser who signs with WABD for a minimum of 13 weeks will receive "mass end" aisle display for his products in the five chains for one week.

Magazine Revenue Up

ADVERTISING revenue for general and farm magazines reached a record $304 million for the six months of 1953 ended June 30 as compared with $279 million for the same period of 1952, the Magazine Advertising Bureau reported last week. Figures were said to be supplied by the Publishers Information Bureau service, which measures advertising in 88 general magazines and six national farm magazines.

Barney's Budget Clarified

BARNEY'S CLOTHING Co.'s advertising budget now totals $15,000 to $20,000 per month. "Per month" was inadvertently omitted from the July 13 B•T account of a talk by Emil Mogul of Mogul Co., New York, agency for Barney's.

LEONARD T. BUSH OF COMPTON DIES

LEONARD T. BUSH, 62, vice president-secretary and a director of Compton Advertising New York, died at his home in Bucks County Pa., July 12.

Mr. Bush was chairman of the American Assn. of Advertising Agencies' committee on radio broadcasting from 1939 to 1942 and continued as a committeeman until 1948, when it became the radio and television production committee, on which he served until last May.



Mr. Bush

He also was general chairman of the agency observers in last fall's negotiations with American Federation of Television & Radio Artists; was a director of Broadcast Measurement Bureau from 1945 to 1951, and served on 4-A's special committees on "usurped broadcasts" in 1944-45, and on radio-TV policy from 1945 to 1950.

Surviving are his widow, Edith Fleu Bush and two daughters.

NEW BUSINESS

Nehi Beverage Co., L. A., (Royal Crown Cola Nehi and Party Pak Beverages), through Raymond R. Morgan Co., Hollywood, starts summer spot campaign, week of July 20 with several half-hour programs weekly in addition to spot announcements.

Brown & Williamson Tobacco Corp. (Kool cigarettes) signs to sponsor *My Friend Irma* on CBS-TV, Fri., 10-10:30 p.m. EDT., starting Oct. 2. Agency: Ted Bates & Co., N. Y.

Hotpoint Inc. renews alternate-week sponsorship of *Adventures of Ozzie and Harriet* on

BC-TV for 40 weeks, effective Sept. 25, Fri., 8:30 p.m. EDT. **Lambert Co.** is other sponsor. Hotpoint agency: Maxon Inc., N. Y.

ristol Myers Co., New York, to sponsor new eries, *The Man Behind the Badge,* a Bernard rockter production, replacing *Arthur Murray arty* effective Oct. 11 (CBS-TV, Sun., 9:30-0 p.m.). Doherty, Clifford, Steers & Shenfeld, N. Y., agency.

lbers Milling Co., Seattle (Friskies dog food), arts first quarter-hour segment of *CBS Radio ews Room, Sunday Desk* on 23 CPRN stations, Sun., 5:30-6 p.m. PDT, for 52 weeks om Aug. 30. Agency: Erwin, Wasey & Co. o-sponsor is **North American Van Lines.**

alston Purina Co. renewed *Space Patrol* on BC-TV, Sat., 11-11:30 a.m. EDT, for 52 eeks effective July 11. Agency: Gardner Adv., t. Louis.

aufmann Bros. & Bondy Inc., West New ork, N. J. (Kaywoodie Pipes), is co-sponsorig *Break The Bank,* NBC-TV, Tues., 8:30-9 .m. EDT, with **Five Day Deodorant Pads.** irey Adv., N. Y., is agency for both sponsors.

AGENCY APPOINTMENTS

irsten Pipe Co. names Cole & Weber, both eattle, to direct its national advertising, with rst emphasis this fall on firm's line of cigarette olders. **Sidney Copeland** is account executive. V will be used.

owland Creations, Santa Barbara, Calif. model ships in bottles), appoints Western dv. Agency Inc., L. A. Account manager is . C. Moore.

Vallis & Son Inc. appoints The Edwards gency Inc., L. A., to handle regional advertsing for Bernina Zig-Zag Sewing Machine. **dward L. Koblitz,** agency president, is account xecutive.

Ii-Spra Sprinkler Corp., L. A. (self-installation lastic pipe, fittings and "pop-up" sprinkler eads), appoints Milton Carlson Co., that city. pots over five local TV stations started July 3, with additional radio campaign planned.

an Juan Fishing and Packing Co., Seattle, ppoints Cole & Weber, same city, to direct rm's advertising campaign. Account executive s **Lee Jacobi.** TV will be used.

-B Pen Co., Hollywood, appoints Hilton & Riggio Inc., N. Y., effective Aug. 1.

Grass Noodle Co. appoints Arthur Meyerhoff & Co. as its agency to coordinate advertising of oup mixtures with merchandising and sales lans. Radio may be used.

onic Industries Inc., N. Y. (Duosonic phonographs with stereoscopic sound) names The Getschal Co., that city. Radio will be used.

trick Co., Phila. (Truck trailers), appoints Gray & Rogers agency, that city.

Country Home Bread, Wolcott, Conn., appoints Edward Gracemen & Assoc., Hartford, or all advertising and sales promotion. TV will be used.

Lester Martin & Co. (Fruit of the Loom Lingerie) names William Warren, Jackson & Delany, N. Y., to handle its television advertising.

OHIO MOVIE LAW PUT TO HIGH COURT

Why may state censorship boards rule on showing of theatre films but not on TV films? Superior Films Inc., production firm, will put that question to the U. S. Supreme Court in its fight to release a movie banned by such a board in Ohio.

THE FACT that state censorship boards may not pass judgment on motion pictures shown on television, but may require films for theatre exhibition to be reviewed will be one of the questions raised by Superior Films Inc., in its appeal to the U. S. Supreme Court from a ruling of the Ohio Board of Censorship against the film, "M".

The Seymour Nabenzel production firm was given permission last week by the Ohio Supreme Court to appeal directly to the U. S. Supreme Court on the constitutionality of the Ohio law setting up the film censorship board. Last May, the Ohio Supreme Court affirmed the constitutionality of the state's law establishing the board of censors.

Thumbs Down on 'M'

The film, titled "M", was turned down by the Ohio censors in August 1952 on the ground it was "harmful." The film portrays a psychotic character who kills children. A remake of a pre-war German film, it has passed review boards in all other states, according to John C. Harlor, attorney for the producer.

The alleged discrimination between films for theatres, required to be passed by Ohio reviewers, and those for TV, which the censors may not judge, was raised in the argument before the Ohio Supreme Court early this year.

Initially, the U. S. Supreme Court must rule on its jurisdiction in the matter. If jurisdiction is accepted, the merits of the case then will be argued.

Freedom of TV film from state censorship boards was established in 1950 when the U. S. District Court and the Court of Appeals in Philadelphia ruled that the Federal Government had "occupied" the field of broadcasting and that state agencies had no jurisdiction. Suit involved the DuMont Television Network and the Pennsylvania Board of Consors.

NBC Film Division Adds Six Salesmen to Staff

ADDITION of six new representatives to the NBC Film Division's sales staff was announced last week by John B. Cron, national sales manager, in a move to expand division activities.

Robert Rodgers, account executive with NBC Spot Sales for two years, and Jacques Liebenguth, salesman for Acme Manifolding Co., have joined the eastern regional sales office in New York. They will report to Leonard Marager.

New members of the central sales office are Richard H. Baldwin, who has been with Paragon Pictures, Evanston, Ill.; Edward A. Montanus, advertising manager of Bryant Machinery & Engineering Co., Chicago, and Frank S. Shaw of NBC's guest relations staff. They will work under H. Weller Keever in Chicago.

James Strain, who has been with the World Broadcasting Co. and Capitol Records, has joined the western division office. He will report to Clifford Ogden in Hollywood.

SAG Film Rates Summarized

SCREEN ACTORS GUILD is distributing to all advertising agencies and television film producers an 11-page pamphlet titled *Memo From Screen Actors Guild Re Talent Costs in TV Filmed Commercials.* It comprises a review of the basic rates for actors' services in TV filmed commercials.

HAWLEY TO SET UP TV FILM BROKERAGE

Mark Hawley forms firm as a TV film program buying service and as station brokers and TV consultants. Stations and agencies will pay nothing for film program services, Mark Hawley Assoc. president says, since MHA will take a straight 10% commission 'off-the-top-of-the-package'.

INCORPORATION in New York state of Mark Hawley Assoc. for the "first brokerage of television film programs" was announced last week by Mark Hawley, founder and president of the organization.

Mr. Hawley said the organization is designed primarily as a TV film program purchasing service, but also will operate as station brokers and television consultants. He said he will resign as radio-TV director of budget control and program procurement from N. W. Ayer & Son, New York, effective Sept. 1, to assume direction of the new organization.

The company will operate on an "over-the-counter" basis in transactions with agencies and stations, Mr. Hawley explained, with the stipulation that "it will not urge clients to affiliate with any group or advance monies in subsequent purchases."

Service Costs 'Nothing'

"Most important," Mr. Hawley continued, "our film program purchasing service will cost TV stations and agencies absolutely nothing. We have completed arrangements with the suppliers whereby MHA will realize a straight 10% commission "off-the-top-of-the-package."

According to Mr. Hawley, eight advertising agencies and 54 TV stations will be making use of MHA facilities throughout the country.

Mr. Hawley said he is prepared to arrange station film purchases on single, multiple or block orders. In his agency relationships, he continued, his firm will help agencies fulfill their regional and local programming obligations.

He said that by combining the regional needs of many agencies, co-sponsorship of high-priced national programming stands to benefit the regional sponsor with the smaller budget. In this way, Mr. Hawley added, the regional client can be brought into competitive alignment with the large national advertiser in quality of talent and performance.

Mr. Hawley's background in radio, films and TV is said to cover a period of 27 years. Dur-

ing World War II, he was a producer-director of training films for the Navy and later organized and operated the Fleet Motion Picture Office for Adm. Chester W. Nimitz. He formed a film production company, Hawley-Lord Inc., following the war, and served later as producer-director of TV for NBC before joining Ayer.

'VICTORY AT SEA' SALES REACH 44

SYNDICATION sales of *Victory at Sea* have reached 44 since May 3 when the series completed its run on NBC-TV, John B. Cron, national sales manager of the NBC Film Div., announced last week.

He said latest sales of *Victory* were to Ford dealers for showing on WNBW (TV) Washington starting Sept. 28, and to the J. A. Walsh Co. for the Hoffman Television Co. on KPRC-TV Houston, KFYR-TV Bismarck, N. D., and WTVH (TV) Peoria.

Sales of other NBC Film Div. offerings, Mr. Cron said, include *The Cop* in 14 markets; *Captured,* eight; *Douglas Fairbanks Presents,* 78; *Dangerous Assignment* and *Hopalong Cassidy,* 115; *The Visitor,* 28, and *Weekly News Review,* 30.

'March of Time' Holds Up Production Indefinitely

DECISION to hold up production of the *March of Time* weekly television show for an indefinite period was announced Thursday by Arthur Murphy, manager of the *March of Time.*

Mr. Murphy said the organization's management decided to take this position "to analyze the *March of Time* production position in relation to the rapidly changing nationwide status of television." It was planned originally to resume production on the program in October.

During most of the 1952-53 season, Mr. Murphy said, the program was sponsored on more than 70 U. S. television stations. The award-winning *Crusade in Europe* and *Crusade in the Pacific* were the first TV programs produced by the Time Inc. division.

Film Sales

Reversing the normal sequence, **Louis Weiss & Co.,** Los Angeles, has sold four half hour *Craig Kennedy, Criminologist* TV programs, filmed by **Adrian Weiss,** to **Anglo-Amalgamated Film Distributors Ltd., London,** for theatrical distribution in Great Britain. The films will be combined into two full hour features with a British personality narrating introduction and conclusion.

Included in package deal is theatrical feature "The People's Choice," which Weiss has been distributing to U. S. stations.

Meanwhile in this country, **WCAU-TV** Philadelphia, through Vice President **Charles Vanda,** has concluded negotiations with **Louis Weiss** for third and fourth run rights to *Craig Kennedy, Criminologist.* The third run started July 9 and programming continues weekly through the next 12 months.

•

Consolidated Television Sales has sold five *Hollywood Half Hour* TV filmed programs to **Hotpoint Inc.,** through **Maxon Inc.,** for presentation on **WTMJ-TV** Milwaukee, **WKY-TV** Oklahoma City, **WSPD-TV** Toledo, **KSD-TV** St. Louis, **WBEN-TV** Buffalo and **WHAS-TV** Louisville. The films will be shown under the title of *Hotpoint Summer Theater.*

•

Robert Lawrence Productions, New York, has been signed to produce a series of TV film commercials for **Shell Oil Co.'s** "TCP" campaign, through **J. Walter Thompson Co.,** New York.

•

WFIL-TV Philadelphia starts weekly quarter-hour *Little Theatre,* video film series produced by **TeeVee Co.,** Beverly Hills, Aug. 3 for 52 weeks.

Production

Gross-Krasne Inc. Hollywood production facilities currently are being utilized by **William B. Dolph** to film a quarter-hour TV series featuring commentary on national affairs by **Fulton Lewis, jr.** Mr. Dolph is producer of Mr. Lewis' MBS radio series. Nature of the format might cause filming to eventually shift to Washington or New York. **United Television Programs Inc.** will syndicate the video version.

•

Ely Landau Inc., New York TV production and distribution firm, has completed production on an additional 26 episodes of *The Passerby* film series for television. The series consists of 15-minute programs utilizing original scripts and covering drama, melodrama, fantasy, comedy and science fiction.

•

Revue Productions, North Hollywood, with the signing of **Endre Bohem,** former producer with Screen Gems Inc., is preparing for shooting of **Revlon Products Corp.'s** anthology TV film series, now telecast live from New York over NBC-TV. Mr. Bohem, now looking for scripts, will serve as producer. The firm starts production this month on ABC-TV's *Pride of the Family,* starring **Paul Hartman** and **Fay Wray,** and new group of 26 half-hour programs in *Kit Carson.*

•

Meridian Pictures, Hollywood, with filming on the 52nd half-hour film in CBS-TV's *Schlitz Playhouse of Stars* completed, has picked up options of the production crew in order to make certain the same craftsmen will be available when shooting resumes Sept. 1. Series recently has been renewed by **Jos. Schlitz Brewing Co.,** Milwaukee, for 52 weeks. Agency is **Lennen & Newell Inc.**

•

Rockhill Production, New York, last week started on 15 one-minute, 20-second and 10-second films for the **American Heart Assn.,** for use in the 1954 heart campaign. Featuring **Gen. Omar Bradley, Thomas Mitchell** and other personalities, the films will be distributed to all stations.

Random Shots

Stuart Reynolds, president of Sovereign Productions and Reynolds Productions, Hollywood, has urged creation of a public museum in Hollywood to house television film production and industrial exhibits. He suggested that the museum be co-sponsored by the TV industry and California manufacturers. Mr. Reynolds outlined his recommendation at a merchandising clinic of Southern California Mfrs. Ass recently held in Fresno.

•

Danny Kaye, longstanding holdout against T will shoot six or seven twenty-second TV sp trailers to promote his independently produc "Knock on Wood." Trailers will be used c stations at time of picture's release.

Film People

Martin Ross, Emperor Films, New York, h been appointed representative for **Louis Wei & Co.,** Los Angeles, for New York State, Ne England and northern New Jersey. **Hen Wright,** Baltimore, representing firm in Mar land, Delaware and District of Columbia, ad Pennsylvania to his territory. **John E. Kenea** Detroit, appointed representative for Detro and other Michigan cities.

•

Arrow Productions, New York, names **Charl Alsup** as western and southwestern sales re resentative and **Don Kerr** as New England sal representative to handle the 52 *Ramar of th Jungle* programs and the newly acquired "Pee less Package."

•

Richard J. (Joe) Cunningham, formerly wit Foote, Cone & Belding, has been appointe director of motion picture and television pro duction for **Kling Studios Inc.,** Chicago. M Cunningham previously was with John Suther land Productions as production executive.

•

James Broderick, casting department, M-G-M Culver City, to **Frank Wisbar Productions** Hollywood, as casting director on NBC-TV' *Fireside Theatre.*

•

Dr. Herbert T. Kalmus, president and genera manager, Technicolor Motion Picture Corp. Hollywood and New York, appointed to boar of directors of Stanford (University) Researc Institute.

•

Hopalong Cassidy (Bill Boyd) was forced t defer production on five pictures over a tw week period on doctor's orders after suffering a combination of sunstroke, heat exhaustion and a virus infection in the 110 degree heat on ranch location on the edge of the Mojave Desert earlier this month.

When Mr. Boyd resumes shooting today (Monday), he will have 19 of his current 26 films series to complete.

•

Sherman Price, director of distribution for the **Princeton Film Center Inc.,** Princeton, N. J., currently is in Hollywood to increase West Coast distribution facilities of the production-distribution company. Increase of TV distribution activity prompts the move, Mr. Price said.

•

Paul N. Robins, general manager of **Television International Co.** and president of **Library Films Inc.,** New York, sailed on the *Liberte* fortnight ago for a seven week business trip in Europe.

•

Robert E. Ross, president of **Robert E. Ross Productions,** father of a son, Lance Alan.

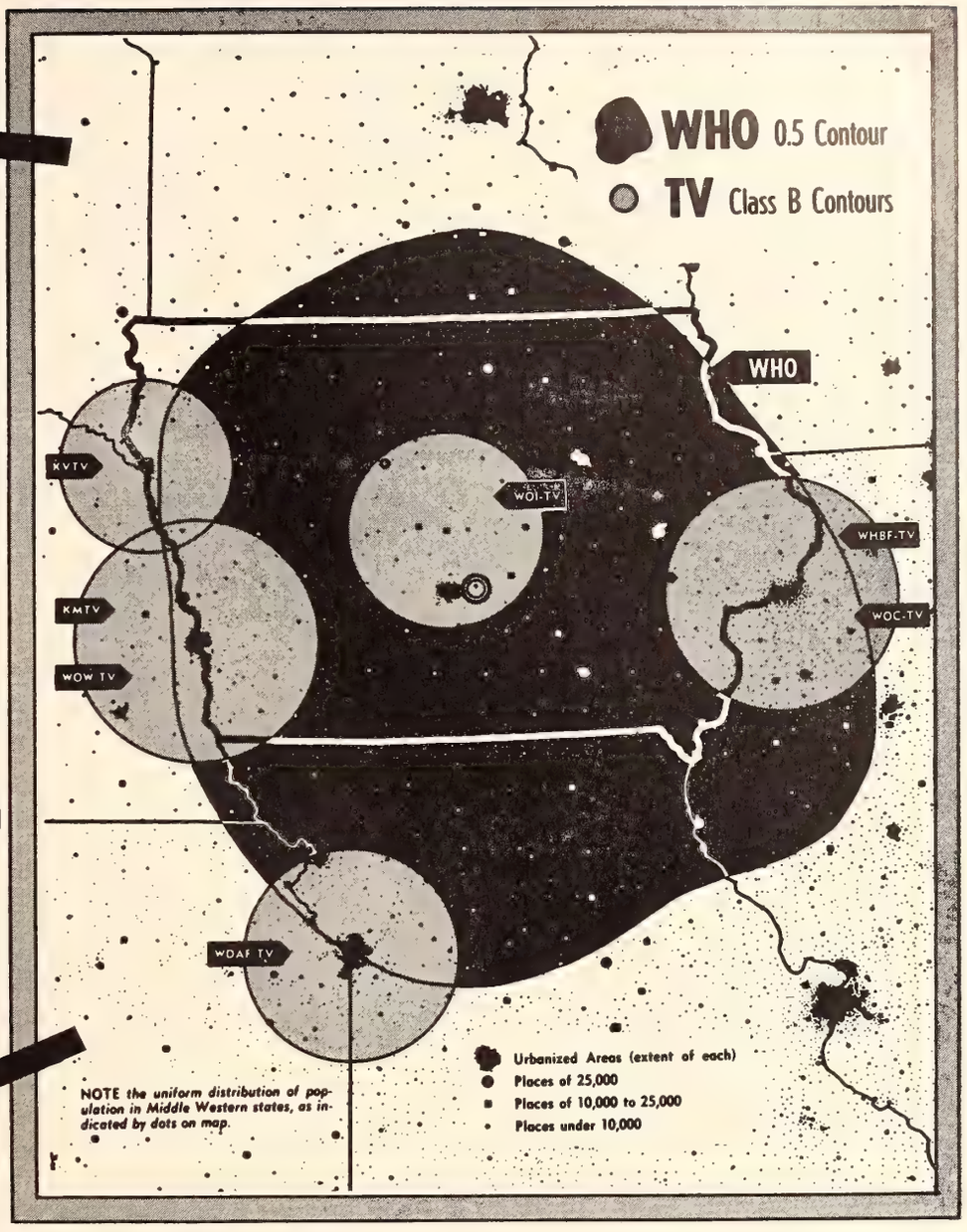
•

Irving Greenberg, in editorial department, **Gross-Krasne Inc.,** Hollywood TV film production company, father of boy July 3.

TV'S OK, BUT...

LOOK WHAT YOU GET WITH

WHO!-



Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The *largest* all-Iowa TV market has 136,104 television homes (See Telestatus, Page 39, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—*about half of whom have two or more home radio sets!*

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO *likes* its advertisers, and our advertisers like us because of *results*. Now more than ever, WHO is Iowa's greatest advertising value!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

BAKER OUTLINES 1954 SAMS STUDY

The radio-TV study, slated for the spring of 1954, aims for greater coverage with less cost to subscribers.

PLANS for Standard Audit & Measurement Services' 1954 measurement of radio and TV station circulation are being announced today (Monday) by Kenneth H. Baker, SAMS president, who states that field work for the study, with refinements on the 1952 measurement technique, will be conducted in the spring of 1954.

Dr. Baker said solicitation of station participation already has started and predicted that subscribers will exceed the 410 stations who signed for the 1952 study.

"We have improved our ballotting and tabulating procedure to the point that we can deliver a better study in less time," he said. "Furthermore, our prices will be reduced again for early subscribers. Our prices in 1952 averaged 30% below those of the BMB in 1949. This time we are coming down, on the average, another 35%, putting the study well within the reach of every station."

Like the 1952 project, it will be based on a mail ballot, but Dr. Baker said the ballot has been improved to speed up tabulation and to reflect all radio listening and TV viewing.

"Within a few days we will announce a new and improved service for advertisers and agencies," he said, "so that our present list of advertiser and agency users will also be expanded.

"Our original objective of producing a better measurement faster and at less cost is gradually being attained. We deeply appreciate the endorsement we have received in the past of our efforts in this direction and we look forward to even greater support in the future."

The 1954 mailing is expected to total 680,000 as against 670,000 in 1952, with an estimated 330,000 ballots in tabulation as compared to 325,000 before. A total of 3,099 county units and an estimated 1,650 cities will be separately reported, as compared with 3,100 and 1,600, respectively, in the 1952 measurement. Delivery will be made six months after the field work is completed whereas delivery required nine months in the case of the 1952 study.

In addition to 410 radio and TV station subscribers to the SAMS 1952 study, 130 advertisers and agencies obtained complete sets of the reports and numerous special tabulations of the data were made for individual advertisers.

Televiewing Doesn't Drop After 'Novelty'—Witty

OFT-CONTENDED claim that televiewing drops after the novelty of set ownership wears off is without basis in fact, Paul Witty, Northwestern U. professor of education, reports in his fourth annual TV study released Friday. He described his survey at a sectional meeting of the Reading and Language Arts Conference at the Northwestern Technological Institute in Evanston, Ill.

Prof. Witty, director of the psycho-educational clinic at N. U., surveyed some 3,000 elementary and high school pupils, their teachers and their parents, in the Chicago area. His conclusion: They spend more time watching television now than they did in 1950.

Elementary school pupils on the average watch more than 22 hours each week, about an hour more than three years ago, while the average jumped from 14 to 17 hours for high school pupils and from 9 to 12 among teachers.

Braves Hype Set Sales

ADVENT of major league baseball in Milwaukee is credited with exerting a beneficial effect on sale of radio sets in that area. Ray O. Habenreit, vice president and general manager of Admiral Distributors Inc., reported last week that sales of Admiral radios in the Milwaukee area since April are up 200% over the corresponding period of 1952. The Milwaukee Braves games are not telecast but are broadcast over WTMJ and WEMP Milwaukee.

Ike Report Rated First In Pulse Report for June

PRESIDENT EISENHOWER'S television report to the nation on June 3 received top rating among network TV shows for the Pulse's June sampling. CBS-TV's *I Love Lucy* and NBC's *Howdy Doody* took first place in regularly-scheduled once-a-week and multi-weekly shows respectively. Complete breakdowns follow:

Top Fifteen Regularly Scheduled Once-A-Week Shows

	Program Average Rating	
	June	May
President Eisenhower* (4 Nets)	55.4	
I Love Lucy (CBS)	53.9	53.8
You Bet Your Life (NBC)	41.7	43.3
Dragnet (NBC)	41.2	41.4
Godfrey's Talent Scouts (CBS)	38.5	38.4
Texaco Star Theatre (NBC)	37.0	38.1
Comedy Hour (NBC)	36.8	41.5
Jackie Gleason (CBS)	35.9	38.2
Godfrey and His Friends (CBS)	34.7	37.3
Red Buttons (CBS)	34.6	32.2
What's My Line? (CBS)	32.7	33.3
TV Playhouse (NBC)	31.8	32.8
Burns and Allen (CBS)	30.2	31.0
Our Miss Brooks (CBS)	29.9	31.4
Fireside Theatre (NBC)	29.8	32.6
My Little Margie (CBS)	29.2	

* Since this is not a regularly scheduled program, the top 16 shows are listed.

Top Ten Regularly Scheduled Multi-Weekly Shows

	Program Average Rating	
	June	May
Howdy Doody (NBC)	15.6	16.9
Perry Como (CBS)	13.4	13.4
Camel News Caravan (NBC)	13.1	14.4
Kate Smith (NBC)	12.3	13.5
Captain Video (DuM)	12.1	12.8
Dinah Shore (NBC)	11.7	13.2
Strike It Rich (CBS)	11.2	11.7
Search for Tomorrow (CBS)	10.5	10.2
USA Canteen (CBS)	10.5	
Eddie Fisher (NBC)	10.3	10.2

MULTI MARKET TELEPULSE

	Average ¼ Hour Homes Using TV Entire Week, 12 Noon - 12 Midnight		% of TV Homes in Radio Families	
	June 1953	June 1952	June 1953	June 1952
Atlanta	32.8	28.4	66.5	49.1
Baltimore	29.9	28.2	86.9	74.9
Birmingham	30.2	29.6	51.7	33.6
Boston	29.4	30.6	77.7	63.4
Buffalo	33.4	29.7	76.4	61.8
Chicago	32.0	33.2	77.0	64.3
Cincinnati	33.9	31.4	78.8	65.0
Cleveland	34.8	29.2	79.6	64.3
Columbus	33.1	32.0	74.4	61.3
Dayton	30.2	26.6	70.1	52.9
Detroit	31.4	27.9	77.3	63.9
Houston	33.3	*	57.3	*
Los Angeles	33.5	33.4	78.1	64.9
Milwaukee	34.1	32.0	81.2	65.0
Minneapolis-St. Paul	29.8	27.6	71.4	57.4
New Orleans	35.5	31.8	52.8	37.7
New York	34.0	31.2	78.8	65.6
Philadelphia	27.4	27.0	81.1	70.0
Pittsburgh	33.8	32.5	66.4	48.4
Providence	26.3	*	67.7	*
Richmond	29.1	25.5	69.9	58.4
San Antonio	30.6	30.9	54.8	38.1
San Diego	31.9	*	71.1	*
San Francisco-Oakland	32.6	30.6	57.1	36.4
Seattle	34.3	34.6	49.8	30.8
St. Louis	31.8	32.2	73.7	56.6
Syracuse	30.0	28.6	75.2	62.5
Washington	30.8	30.3	77.0	62.3
All Markets	32.1	30.8	75.5	62.4

* No TV in June 1952

PULSE JAN.-JUNE TOPPED BY 'LUCY'

PULSE Inc. last week released its tabulation of the 25 top-rated TV shows of the January-June period, with CBS-TV's *I Love Lucy* in the lead and described as "the first to achieve a Pulse six month's average rating of plus-50."

Situation comedies (7), dramas (6), and comedy-variety shows (6) predominate. Following is the list, taken from the Multi-Market TelePulse and showing also the ratings of the shows for the July-December and January-June 1952 periods:

	Jan.-June 1953	July-Dec. 1952	Jan.-June 1952
I Love Lucy (CBS)	53.7	46.6	39.5
Godfrey's Talent Scouts (CBS)	41.4	36.0	39.1
You Bet Your Life (NBC)	41.0	30.8	32.9
Texaco Star Theatre (NBC)	39.9	41.2	36.6
Dragnet (NBC)	39.6	34.0	+
Godfrey & His Friends (CBS)	38.0	33.1	33.8
Comedy Hour (NBC)	37.2	35.0	27.4
Your Show of Shows (NBC)	37.2	34.8	35.7
Fireside Theatre (NBC)	33.0	30.5	31.6
Television Playhouse (NBC)	32.8	27.5	30.0
What's My Line? (CBS)	32.7	26.9	25.6
Jackie Gleason (CBS)	32.1	+	*
Mama (CBS)	30.8	27.1	29.5
Our Miss Brooks (CBS)	30.8	25.4	*
Red Buttons (CBS)	30.8	+	*
Boxing (Wed.) (CBS)	29.5	27.4	26.3
Your Hit Parade (NBC)	29.0	25.0	24.1
My Friend Irma (CBS)	28.9	27.1	24.6
All Star Revue (NBC)	28.3	+	+
Ford Theatre (NBC)	27.9	+	*
Burns & Allen (CBS)	27.6	+	+
Studio One (CBS)	27.6	24.1	25.3
Boxing (Fri.) (NBC)	27.4	+	24.7
My Little Margie (CBS)	27.0	+	*
Robert Montgomery (NBC)	26.8	25.6	25.9

\+ Failed to make Top Twenty-Five

* Not telecast during this period

CBS Radio Weekday Shows Top June 7-13 Nielsen-Ratings

CBS Radio's weekday shows entirely dominated the top ten ratings in that category, according to A. C. Nielsen Co.'s national figures for the week of June 7-13.

The same National Nielsen-Ratings for evening, once-a-week shows, has CBS Radio garnering seven of the ten top spots with NBC radio shows in the other three positions.

The ratings:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
(Average For All Programs)		(1,656)
1	Jack Benny (CBS)	3,536
2	Lux Summer Theatre (CBS)	3,222
3	Yours Truly, Johnny Dollar (CBS)	2,999
4	People are Funny (CBS)	2,820
5	Big Story (NBC)	2,551
6	Our Miss Brooks (CBS)	2,417
7	You Bet Your Life (NBC)	2,372
8	Great Gildersleeve (NBC)	2,372
9	Mr. and Mrs. North (CBS)	2,372
10	My Little Margie (CBS)	2,238
EVENING, MULTI-WEEKLY		
(Average For All Programs)		(985)
1	One Man's Family (NBC)	1,880
2	News of the World (NBC)	1,745
3	Gabriel Heatter (Am. Home) (MBS)	1,522
WEEKDAY (Average For All Programs)		(1,477)
1	This Is Nora Drake (Seeman) (CBS)	2,506
2	Romance of Helen Trent (CBS)	2,327
3	Our Gal, Sunday (CBS)	2,283
4	Arthur Godfrey (Toni) (CBS)	2,238
5	This Is Nora Drake (Toni) (CBS)	2,193
6	Arthur Godfrey (Liggett & Myers) (CBS)	2,148
7	Guiding Light (CBS)	2,148
8	Perry Mason (CBS)	2,148
9	Arthur Godfrey (Nabisco) (CBS)	2,148
10	Wendy Warren and the News (CBS)	2,104
DAY, SUNDAY (Average For All Programs)		(761)
1	Shadow, The (MBS)	1,477
2	World Music Festivals (CBS)	1,477
3	Old-Fashioned Revival Hour (ABC)	1,208
DAY, SATURDAY (Average For All Programs)		(1,298)
1	Stars Over Hollywood (CBS)	2,372
2	Theatre of Today (CBS)	2,327
3	Fun For All (CBS)	1,880

Copyright 1953 by A. C. Nielsen Company



You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts—or 10,000 or even 5000—to cover the *compact* Baltimore market!

W-I-T-H will do the job for you—*without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

NIELSEN SHOWS W-I-T-H IN LEAD!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

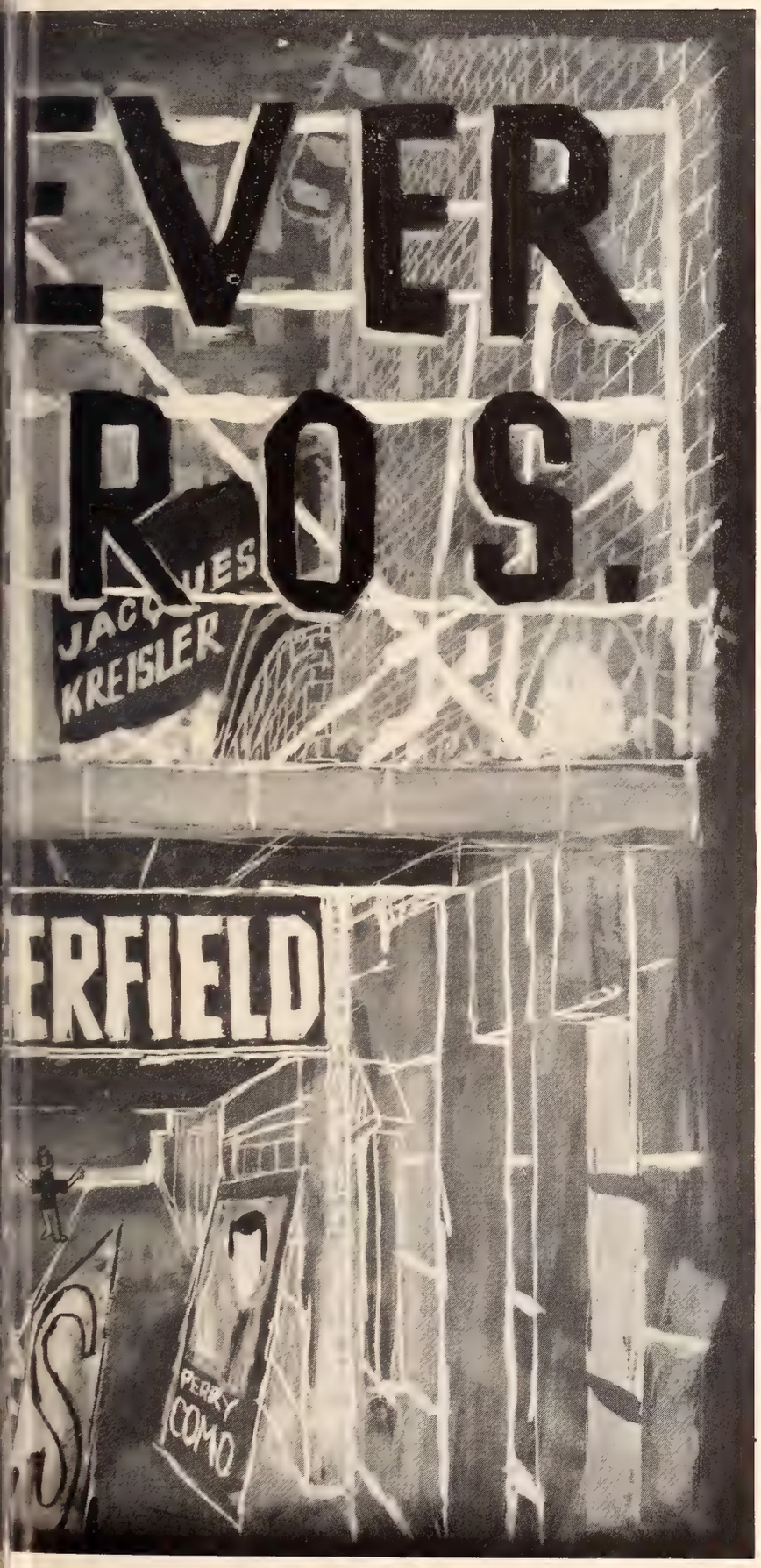
IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

look who's keeping us



UP nights!



There's no business like *more* business—especially to prove the box-office vitality of network radio. And more business is what's lighting up the sky over Mutual these nights.

Coca-Cola, Bromo-Seltzer... Chesterfield, Camel... Lever Bros., General Mills... Kreisler, Carter, Murine, Mennen—names like these are now up in lights along this busy Rialto, moving here on advice of such audience-wise agents as *D'Arcy, Lennen & Newell, Esty, Cunningham & Walsh, Tatham-Laird, Bates, SSC&B, Grey, BBD&O, Foote, Cone & Belding.*

It takes a *multiple* Mister PLUS to provide the special advantages that keep all this business thriving under the Mutual marquee: 500-plus affiliates in 48 states... program realignment, winning the *only gain* in network listening, 8-9 p.m.†... long-run program strength, delivering a *five-year high* in listening, 7:30 p.m.††... *mass economy*, unmatched elsewhere.

No wonder Mutual's business is thriving, with a whopping, contra-industry *gain* in bookings for all '52, and still greater sales for '53 to date.

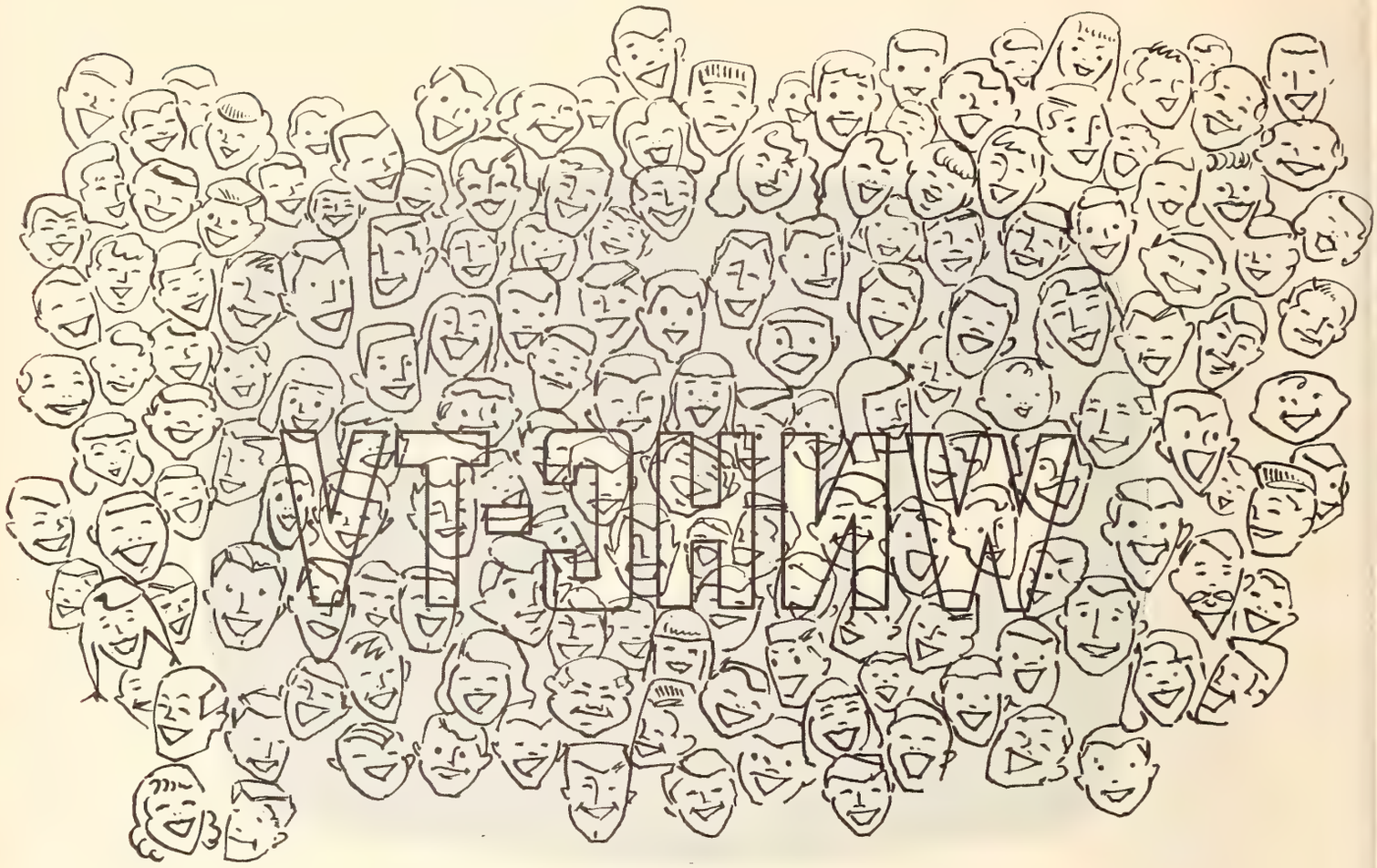
Meanwhile, if more business is important to *you*, we have a special plus-combination that can put *your* name in lights like these. May we show you how it works?

†NRI, Jan-Apr, '52-'53 (Period audience, M-F) ††NRI, Jan-Apr, '49-'53 (Program audience, M-F)

Mutual

THE PLUS NETWORK FOR RADIO '53

more than a million BRAVOS for



from its appreciative audience with ringside seats at more than 364,500 TV sets in Connecticut and adjacent areas.

WNHC-TV's signal is so steady and clear that 125 newspapers and magazines from Montauk Pt., L. I. to Springfield, Mass. publish its daily program schedules.

And the people who keep their sets tuned to WNHC-TV programs form one of the richest markets in the nation, averaging almost $7,000 in yearly income per family.

The brightest picture on New England's horizon is WNHC-TV — Connecticut's *first*, *one* and *only* VHF station.



WNHC

IN NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

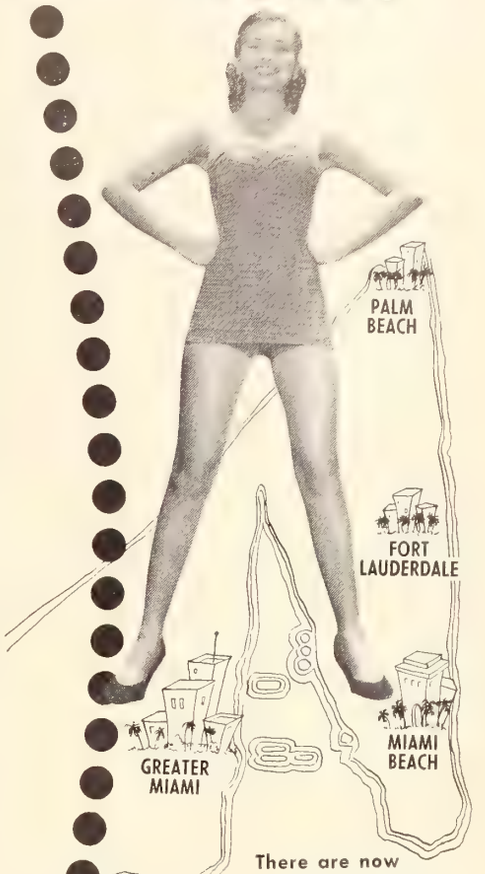
TELESTATUS®

Weekly TV Set Summary—July 20, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	9,200
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TC	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,596,000	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV, KCSJ-TV	21,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	71,805
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	464,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	124,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Belleville	WTVI (TV)	.....	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	44,328
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	13,239
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	50,580	.....
KANSAS			
Hutchinson-Wichita	KTVH (TV)	.....	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	252,680	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	222,330	.....
Saginaw	WKNX-TV	.....	31,500
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	35,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	104,800	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,535,000	.....
Rochester	WHAM-TV	187,000	.....
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,747	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	100,000
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	39,375

FACTS and FIGURES



There are now
402,182 WOMEN
and
422,518 MEN in the
RICH SOUTH FLORIDA MARKET

825,000
PERMANENT YEAR 'ROUND RESIDENTS

Get more facts and figures from your Free and Peters Colonel.

WTVJ
CHANNEL 4
MIAMI

NOW UNDER CONSTRUCTION
1000 Ft. Antenna - 100,000 Watts

What's Cookin'



Bette Miller and Johnny Williams whipping batter, cracking the ice, and ready to give your product the local flavor.

AT K"DUB"-TV LUBBOCK, TEXAS

Top network shows — sure!
Complete News Coverage — You Bet!
Local Variety & Western Shows — we've got em"

But, now KDUB has begun its afternoon cooking show with over $2,000 in prizes to be awarded viewers who help name the program and daily prizes for recipes submitted for use on the show. It is strictly live and local, originating in KDUB's studio kitchen — beamed to the South Plains housewife.

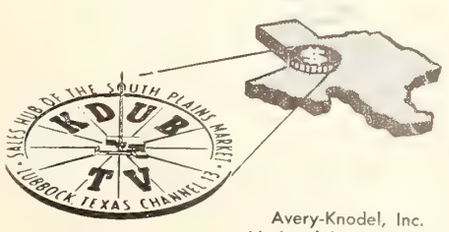


It's a "Must" if you want quick and positive acceptance by the ladies who hold the purse strings.

CALL YOUR AVERY-KNODEL MAN FOR DETAILS

W. D. "DUB" ROGERS, President
MIKE SHAPIRO, Asst. Mgr., Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
	PENNSYLVANIA		
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV	.....	50,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	61,330
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	20,300
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	31,000	.....
	TENNESSEE		
Memphis	WMCT	213,070	.....
Nashville	WSM-TV	119,265	.....
	TEXAS		
Amarillo	KFDA-TV, KGNC-TV	27,061	.....
Austin	KTBC-TV	38,791	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUTH	261,500	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	148,148	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
	VIRGINIA		
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	170,907	.....
Roanoke	WSLS-TV	87,000	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KXLY-TV	32,549	.....
Spokane	KHQ-TV	34,395	.....
Tacoma	KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	.....
	WEST VIRGINIA		
Huntington	WSAZ-TV	200,432	.....
	WISCONSIN		
Green Bay	WBAY-TV	50,397	.....
Madison	WKOW-TV	.....	.....
Madison	WMTV (TV)	.....	10,000
Milwaukee	WTMJ-TV	437,696	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 203*

Total Cities with Stations on Air 144*

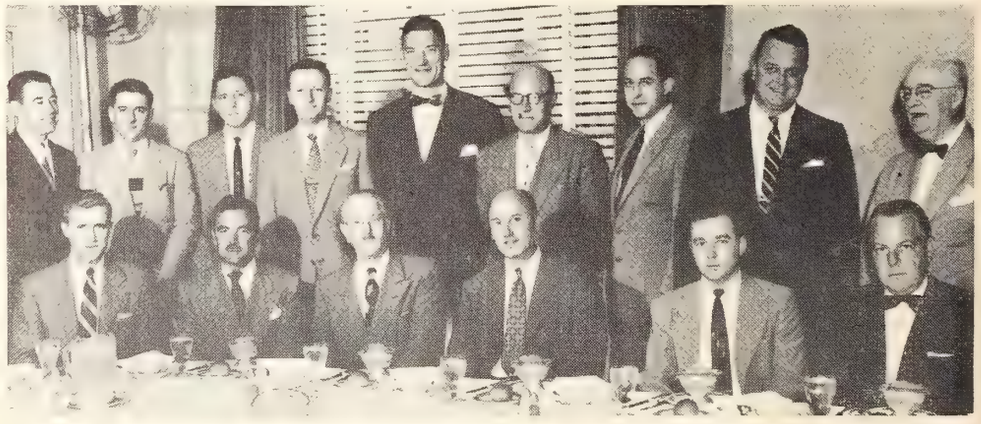
Total Sets in Use 25,139,637

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

TV SET SHIPMENTS 50% OVER LAST YEAR

SHIPMENTS of television sets to dealers increased 50% in the first five months of 1953 compared to the same period last year, totaling 2,695,856 and 1,799,877 sets, respectively, according to Radio-Television Mfrs. Assn. May 1953 shipments totaled 243,348 TV sets compared to 235,461 a year ago. Following are TV set shipments to dealers by states for the first five months of 1953:

State	Total
Alabama	45,064
Arizona	19,024
Arkansas	17,927
California	193,786
Colorado	38,387
Connecticut	40,726
Delaware	6,283
District of Columbia	23,375
Florida	44,766
Georgia	46,867
Idaho	4,845
Illinois	157,989
Indiana	90,864
Iowa	54,040
Kansas	24,731
Kentucky	39,853
Louisiana	37,647
Maine	20,036
Maryland	34,788
Massachusetts	84,878
Michigan	112,405
Minnesota	46,554
Mississippi	22,268
Missouri	67,478
Montana	449
Nebraska	23,656
Nevada	600
New Hampshire	8,313
New Jersey	72,232
New Mexico	6,754
New York	257,040
North Carolina	53,337
North Dakota	5,214
Ohio	166,031
Oklahoma	54,202
Oregon	36,123
Pennsylvania	240,371
Rhode Island	12,121
South Carolina	18,581
South Dakota	6,725
Tennessee	39,655
Texas	174,702
Utah	20,290
Vermont	4,744
Virginia	62,061
Washington	65,348
West Virginia	37,098
Wisconsin	54,217
Wyoming	1,411
GRAND TOTAL	2,695,856



SPOT radio clinic of Station Representatives Assn., held last month at New York's Biltmore Hotel, had as guests account executives from Sullivan, Stauffer, Colwell & Bayles. Seated are (l to r): Siebrand Niewenhous, SSC&B; Ralph Smith, SSC&B; T. F. Flanagan, managing director of SRA; Frank Minehan, SSC&B; Edward Chebra, SSC&B, and Jones Scovern, Free & Peters. Standing (l to r): Reg Rollinson, director of advertiser relations, SRA; Thomas Richardson, SSC&B; Charles Curran, SSC&B; Tim Healey, SSC&B; Clem Hathaway, SSC&B; Frank Reed, SSC&B; Scott Eddy, The Katz Agency; Jack Thompson, Free & Peters, and Louis Moore, Robert Meeker Assoc. All SSC&B personnel shown are account executives with Mr. Minehan as vice president and media director of the agency.

Greatest Weather Invention Since the Barometer!



THE WEATHER GIRL—on WPTZ

A nighttime 5-minute strip now available..
the right show, the right time, the right price!







IF YOU'RE INTERESTED in a high-quality show at a low-budget price, meet Miss Lynn Dollar, television's talented weathercaster-model-actress. Her nightly WEATHER GIRL programs are enjoyed Monday through Friday at 7:25 on WPTZ by thousands and thousands in the vast Philadelphia television market.

True, the curves on the weather map aren't the only ones that keep 'em watching. Lynn appears nightly in the latest fashion appropriate to the day and season. She reports the weather and forecasts the morrow's temperature in peddle-pushers, evening gowns or bathing suits, liberally lacing the show with informal fashion news, breezy chatter and winning ways.

THE WEATHER GIRL is part of WPTZ's nightly news, sports and weather strip, which immediately follows the sensationally popular FRONTIER PLAYHOUSE program. It precedes NBC's strong 7:30 line-up—Eddie Fisher, Eddy Arnold, and Dinah Shore.

It's hard to believe, but you can sponsor THE WEATHER GIRL every night, Monday through Friday, for only $1537.00, fully commissionable (only a few dollars more than you'd pay for a strip of 20-second announcements in the same time period). THE WEATHER GIRL also may be sponsored on a once, twice or thrice-weekly basis.

For full details on this great television availability, give us a call here at WPTZ, or see your nearest NBC Spot Sales representative. It's a bargain buy your clients will want to hear about.

WPTZ
PHILADELPHIA
CHANNEL **3** NBC-TV AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

PROGRAM SERVICES

ZIV CO. ANNOUNCES NEW RECORD SHOW

A NEW five-hour-a-week Ziv radio program featuring Ginger Rogers, Tony Martin, Dick Powell, and Peggy Lee playing records of their own selections was to be announced today (Monday) by the Frederic W. Ziv Co.

John L. Sinn, executive vice president, said the program, *The Hour of Stars,* will bring to radio "just the type of sparkling showmanship it needs." He said that although Miss Lee records for Decca Records and Tony Martin for RCA Victor, all performers will be given "absolute freedom" to play their favorite records by any star on any label.

Budget: $24,000 Weekly

The program, whose production budget was understood to be approximately $24,000 a week, will be divided into these 15-minute shows: *The Ginger Rogers Show, Peggy Lee Picks the Tunes, Tony Martin's Song Parade,* and *Music Time With Dick Powell.* The series is expected to start in September.

Herb Gordon, Ziv vice president in charge of production, will supervise production of the new program. Mr. Gordon, who made special arrangements with record and music publishing companies for *The Hour of Stars,* declared that the show will result in "the most extensive and complete cooperation between radio and the record business ever attained."

Ben Philley, sales promotion director, and Leo Gutman Jr., director of advertising, said the program will be supported by the largest promotion, advertising and exploitation campaign in Ziv's history.

Nola Completes Recording Studio

NOLA STUDIOS Inc., New York, (film tape and recording service and rehearsals) has just completed its "full-range" recording studio at a cost of more than $25,000 so that a disc can be produced with the quality of sound heard on tape, Vincent J. Nola, owner, announced last week.

The reproduction of sound in true audio perspective is made possible by allowing more space between grooves for louder passages, which eliminates the necessity of the engineer's modifying the volume to avoid the ordinary distortion, he explained.

Headquarters is at 1657 Broadway, New York 19. Telephone is Plaza 7-4870.

Monitor Acquires 'Lucky Numbers' Rights

NATIONAL sales rights to the "Lucky Numbers" series have been acquired by Monitor Productions Inc., 153 W. Hubbart St., Chicago, from Azrael Advertising Agency, Baltimore. The program has been used by over 300 stations, according to Maurice Azrael, its originator, and over $500,000 in cash has been given listeners. Monitor has issued a brochure titled "Wheel of Fortune" explaining a new format for the series.

TRADE ASSNS.

NARFD Offering List Of Qualified RFD's

IN keeping with a policy of the National Assn. of Radio Farm Directors to aid station management in securing trained personnel who understand farm problems and can produce shows with appeal to both farmer and sponsor, the NARFD professional guidance committee has been contacting persons trained in agriculture and radio.

Richard J. Passage, committee chairman, last week announced that the group has a number of qualified applicants for farm director work. Interested broadcasters can obtain names and full information from any of the following committee members:

Dick Passage, KYAK Yakima, Wash.; Boyd Evans, WSGN Birmingham; Lee Hamrick, Rural Radio Network, Ithaca, N. Y.; Gerald McAlleece, KDTH Dubuque, Iowa; Malcolm McCormack, WBZ Boston; Dallas McGinnis, KXEL Waterloo, Iowa; Elvon W. Orme, KSL Salt Lake City, and Chester Reiten, KSJB Jamestown, N. D.

210 Take 'The 40,000,000'

HEALTH Information Foundation, New York, has announced that 210 radio stations throughout the country have requested transcriptions of the Foundation's series on the latest developments and discoveries in child welfare, *The 40,000,000.* The six-part series originally was presented by HIF and NBC over 100 NBC stations last winter.

Attack 'Dubious' Selling

ELIMINATION of dubious selling practices and high pressure salesmanship on TV and radio is the objective of "Operation Cleanup," Los Angeles Better Business Bureau campaign which started July 1. James P. Aubrey Jr., general manager, KNXT-TV Hollywood, chairman of the Media Relations Committee of BBB, will act as consultant to the bureau. Various other advertising groups also have supplied consultants. Action against offenders may go as far as court action, "if necessary," bureau officials said.

AAAA's Talent Roster

NEW YORK Council of the American Assn. of Advertising Agencies last week mailed a list of available young advertising talent to radio and television broadcasters and other employers of advertising personnel in the New York area.

The list covers 69 New York area candidates who passed the 1953 AAAA aptitude examination given several months ago to almost 200 applicants from colleges in New York, New Jersey and Connecticut.

Music Instrument Sales Rise Credited to TV—Callaway

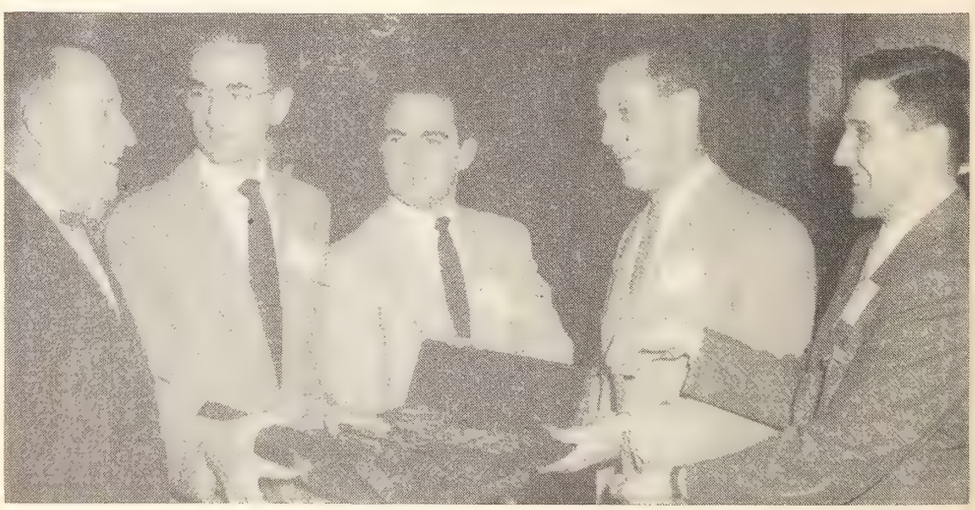
MORE people are seeing musical instruments on television and, as a result, buying them for their own homes these days, the Music Industry Trade Show was told at its 52d annual convention in Chicago last week.

While motion pictures may have suffered at the box office, the music industry (pianos, other instruments) has generally benefitted from television, Harry E. Callaway, president of the National Assn. of Music Merchants, said in a luncheon speech at the Palmer House Monday. The convention was held July 13-16.

Spokesmen for the far-reaching industry set and phonograph manufacturers attributed high sales this year to TV and intensified promotion efforts. Mr. Callaway sets sales for the industry about 8% ahead of last year and predicts total 1953 sales of about $325 million—or some $20 million better than in 1952.

RTMA To Open L. A. Office

NEW West Coast office will be opened Aug. 1 in Los Angeles by Radio-Television Mfrs. Assn. Joseph J. Peterson, formerly of Caldwell-Clements Inc., will head the office. Jean A. Caffiaux, of Sylvania Electric Products Inc., has been named assistant to Ralph R. Batcher, RTMA chief engineer, in the association's New York office.



RADIO Executives Club of New England at its 1953 "break-up" party presented gifts to two past presidents. L to r, C. Herbert Masse, sales manager, WBZ-TV Boston, newly-elected president; William B. McGrath, managing director, WHDH Boston, vice president and past president, who received a silverware set; William A. Creed Jr., who won an automobile at the RECNE Christmas party last December; Rudolph Bruce, advertising manager, New England Coke Co., outgoing president, who received a wrist watch, and Louis J. Borgatti, chairman of the "break-up" party.

"we chose H-R because everybody says you are the comers . . ."



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

This was the statement made by the top executive of a new, powerful TV station, serving a most important market, when he recently signed a contract with us for representation. And this executive didn't depend on guesses. He researched among scores of his friends in the advertising business, seeking a representative organization best qualified to *SELL*.

(Ed. note: To advertising men everywhere, please accept our sincere thanks for your kind words. We'll wear our shoe-soles paper thin to justify your confidence.)

The mature, sales-seasoned, owner-partners of H-R are out on the street every day, calling on agencies and clients. And we're backed by a staff of crackerjack salesmen, each with a background of experience which enables him to present our station stories with intelligence, clarity and forceful enthusiasm.

Please remember — H-R is the organization which Always Sends A Man to Do A Man's Work.

RADIO H-R **TELEVISION**

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

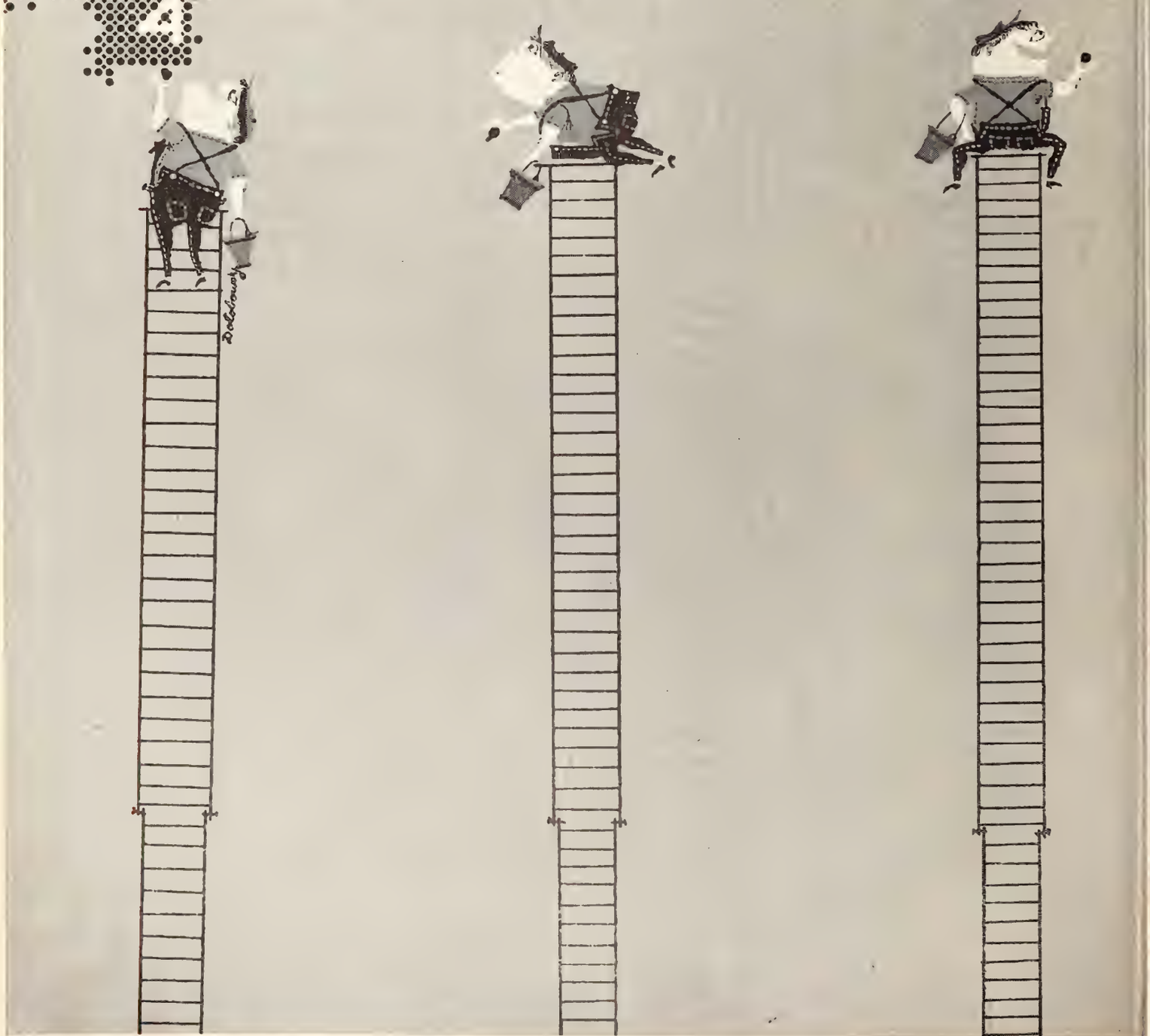
And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
110 Sutter Street, San Francisco, Calif.
Exbrook 2-3407

NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS



3

Most of the Top TV shows are on NBC

Out of the top ten shows—those with the largest audiences—
six are on NBC-TV.
Of the top twenty, *twelve* are on NBC-TV.

Even more important, 76% of NBC's shows are in the top half of *all* network commercial TV programs. Only 54% of the No. 2 network's attractions are in this select group.

Obviously, then, your program will have definitely the best opportunity for the largest audience on NBC. Another reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index; January-April, 1953, Averages*
NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

Ad Council Names Balderston

THE ADVERTISING COUNCIL has appointed 11 more business leaders to its Industries Advisory Committee, including William Balderston, president of the Philco Corp. Mr. Balderston is to represent the radio products industry.

BAB Folder Sent Out

BAB is distributing to members a folder analyzing the plumbing and heating industry as part of the Bureau's continuing services designed to give broadcasters a deeper insight into various rental businesses.



TELEVISION's pioneer inventor, Philo T. Farnsworth (2d from l), was honored guest for the Utah Broadcasters Assn.'s meeting June 30 in Salt Lake City. He was joined at the speakers table by (l to r) G. Bennett Larson, new president-general manager of KDYL-AM-FM-TV; Harold E. Fellows, NARTB president, and S. S. Fox, former president-general manager of KDYL.

There's a spot for you

in the

Greater Sioux City Market

—where 50,581* TV sets in 32 Iowa, South Dakota and Nebraska counties can be reached on the Cowles station.

—where annual retail sales of $655,999,000. and effective buying income of $807,380,000. brighten eyes and bank accounts.

—where the low basic rate still applies ($200 per hour).

See your Katz man

*As of May 1

KVTV Channel 9

Sioux City, Iowa

CBS, NBC, ABC & DuMont

Omaha Ad Club Elects DeMoss to Vice Presidency

LYLE DeMOSS, assistant general manager, WOW-AM-TV Omaha, has been named first vice president of the Omaha Advertising Club. Newly-elected officers include: Edwin C. Schafter, Union Pacific Railroad, president; Mr. DeMoss; William S. Hutcheon, Hutcheon Display Co., second vice president; John J. Henry, Better Business Bureau of Omaha, secretary-treasurer.

Harold Soderlund, of KFAB Omaha, is past president of the Omaha Advertising Club.

Hicks' Article Disputes 'Communists in Radio' Charge

A CONFESSED ex-Communist writer, Granville Hicks, who left the Communist Party in 1939, in an article in the July issue of *Harper's Magazine* disputes the view that Communists in the radio industry in the 1930s were able to influence policy in the industry. "The Communists in the radio industry may have exerted a malign influence, particularly in the unions, but they have not been able to get away with much propaganda," Mr. Hicks said.

Barrett Talk Set July 23

SUGGESTIONS for winning the cold war will be explained by Edward W. Barrett, radio-TV consultant, at the Chicago Council on Foreign Relations' luncheon Thursday. Mr. Barrett was top man in Voice of America when he was Assistant Secretary of State for Public Affairs a few years ago. He also is author of a new book, *Truth Is Our Weapon*, which discusses the various phases of psychological warfare being utilized internationally.





sell 'em country style!

While Dallas may reign as the Southwest's center of culture, Saturday nights the "white-tie set" dons sports shirts and joins the masses to seek entertainment on another level, and finds it in the hilarity and simple honesty of the Shindig's country music.

WFAA's Saturday Nite Shindig is country music at its biggest and best. Fifty folk artists (many are recording stars), several comics, four bands, feature acts and guest stars congregate for a four-hour frolic. Folks flock from towns around to join in the foot-pattin' fun — a big, paid audience that threatens to outgrow the Shindig's summer location at the State Fair bandshell.

On the air it's the same story — multiplied by the bigness of the Southwest. Warming up on WFAA-570, the Shindig switches to big WFAA-820 (rated by SAM among the top most-listened-to stations in the nation) — gaining in tempo and audience as these country music makers with native showmanship take it away from one another without a curtain. It's fast-paced radio — from eight to midnight — and the ringing applause of the Shindig's unseen audience across four states frequently jams the wires with calls for favorites 'til the last song's sung.

The Shindiggers' way with a song or a commercial is catching as laughter. And if you'd infect the mass millions of this big, rich WFAA market with your story, the way to do it is sell 'em country style — they'll love it!

The Saturday Nite SHINDIG

SHOW AND BROADCAST OF...

820 50,000 WATTS **WFAA** 570 5000 WATTS

DALLAS

NBC • ABC • TQN

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

BASEBALL BILL DEAD FOR '53; NFL THREATENS RADIO-TV BAN

Sen. Johnson dismisses hopes that rule 1 (d) will get through Congress' pre-adjournment speedup — but implies he is drafting drastic changes to the plan for next session. Meanwhile, a U. S. court in Philadelphia hears the National Football League say that if the government wins its anti-trust case, professional football will bar radio-TV from the parks.

IMPORTANT moves underfoot last week in Washington and Philadelphia will have bearing on the lot of broadcasters anxious about their rights to cover sports events without restrictions.

In Washington, B•T learned that Sen. Edwin C. Johnson (D-Colo.) not only is writing off his baseball bill for the remainder of the about-concluded Congressional session, but he also is drafting a drastic change to his proposal.

In Philadelphia, the National Football League told a U. S. District Court that, in effect, if the Government wins its anti-trust case against NFL, professional football will kick radio-TV out of all its parks.

Here is the score on baseball:

• Sen. Johnson said flatly there is no chance for his current legislation "in the hurly-burly of this session." Senators opposing the bill won't budge. That, and the fact only "must" measures are scheduled for action from now on, tolls the bell for the Coloradan's S 1396 this Congressional session.

• New legislation on baseball is in the works. There is nothing definite on what form it will take nor on the timing. It is speculated, however, that specific references to radio and television will be deleted.

Sen. Johnson, questioned by B•T last week, said the possibility of new or revised legislation is in the "exploratory" stage. He said he has a "great many people working with me on this legislation" and that he must consult with them.

Strong Opposition

Originally the Senator expected little trouble getting his measure through the Senate. But broadcaster bombardment, bolstered by NARTB salvos, brought the issue to the fore. Sens. Everett L. Dirksen (R-Ill.) and Russell B. Long (D-La.) were steadfast against passage of the bill. Prolonged debate was certain and Sen. Johnson's agreement with Senate leadership for quick consideration of the measure fell apart [B•T, July 13].

The bill, as reported out of the Senate Interstate & Foreign Commerce Committee, where Sen. Johnson is the ranking Democratic member, would have permitted baseball to restore its former rule 1 (d), which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. Ostensibly, the rule, which was jettisoned by the majors under threat of Justice Dept. action, was to protect minor league attendance.

The Justice Dept. had taken the position that the rule conflicted with anti-trust laws. Sen. Johnson contested this interpretation. His bill would permit the majors to reinstate the rule without running afoul of the Justice Dept. and, thereby, the courts.

When the first opposition crystallized against his bill, Sen. Johnson amended it so as to permit any station at any time to carry any league —major or minor—game providing it was broadcast sustaining [AT DEADLINE, June 29]. The move, however, did not melt strong doubts of some Senators.

Sen. Johnson said he found this field (baseball broadcasts) a difficult one in which to legislate. The reason: "I have two favorites—broadcasting and baseball." He said he wanted both to be happy—"they both serve the public." What he wants to do, he said, is to "work something out that would be reasonable . . . that would preserve both broadcasting and baseball, both great American institutions." Sen. Johnson is president of the minor circuit Western League.

It was believed that the new legislation would approach the problem of league agreements from a different avenue. It would seek to make lawful, while protecting any new law from being found unconstitutional, the agreements of leagues to provide services as each sees fit.

NFL Dismissal Request

In its Federal court brief, National Football League asked U. S. District Judge Allan K. Grim to dismiss Dept. of Justice charges that the league and 11 of its teams had been violating the Sherman Act by the league rule which controls radio and TV broadcasts of games. The 92-page document replies to government charges filed in October 1951, as well as to evidence taken last winter before Judge Grim, sitting without jury.

The league contends: Professional football is unable to operate without an organized league format; few league member clubs have earned steady profits; TV depletes gate receipts; radio and TV play-by-play must be reasonably restricted; sports are not in interstate commerce; radio-TV receipts by clubs are "insignificant."

Only two of the league's 12 teams have earned profits consistently, it is argued, with net losses amounting to nearly $2 million.

"More than any other sport except perhaps boxing, the telecasting of football games affords a viewer a spectacle as attractive as that which he sees when he visits the stadium, minus the discomfort of the trip," according to NFL's brief. "The viewer of a football game on television has a view of the game not from the 50-yard line but as if he were in the backfield."

According to NFL, unrestricted telecasts would sound "the death knell" of the professional game.

The disputed Article X of the NFL bylaws was described by the league as "a reasonable restriction" necessary for protection of teams from "devastating and ruinous decreases in attendance and to build and maintain fan interest in their territory." The brief stated:

Without Article X there would not have been and will not be any such broadcasts or telecasts. . . . Sponsors would not purchase the transmission rights nor would the clubs sell the rights, if they could secure a purchaser, for by doing so they would destroy their gate and eventually destroy themselves.

NFL said its radio-TV income in five years amounted to only 4% of the total income, with 4% for concessions and 92% from ticket sales, denying the government claim that play-by-play accounts were among the most valuable and popular programs in the TV industry. NFL listed play-by-play rights as having netted $500,000 in 1951, a year when advertisers were said to have spent nearly $750 million for radio-TV time.

Dept. of Justice has until Aug. 15 to answer the NFL brief.

FCC PRESENTED RCA COLOR SET

As FCC prepares to test an RCA color TV set for ease of operation, color control and cost, Dr. W. R. G. Baker, GE vice president and NTSC chairman, says NTSC hopes to file for a compatible system after tomorrow (Tuesday).

FCC got its hands on an RCA color TV receiver last week and immediately started testing it, in line with the criteria expressed in the Commission's 1951 color decision, for—

(1) Ease of operation.

(2) Lack of critical color controls or registration.

(3) Prospective cost to the consumer.

The Commission asked RCA for two color sets July 3. The first was delivered to the Laboratory Division Thursday.

A second RCA color set is due later, it was reported.

Meanwhile, the Commission was awaiting a reply to its letter to Dr. W. R. G. Baker, chairman of the National Television System Committee, on what and when NTSC would file regarding its compatible color TV standards [B•T, July 13].

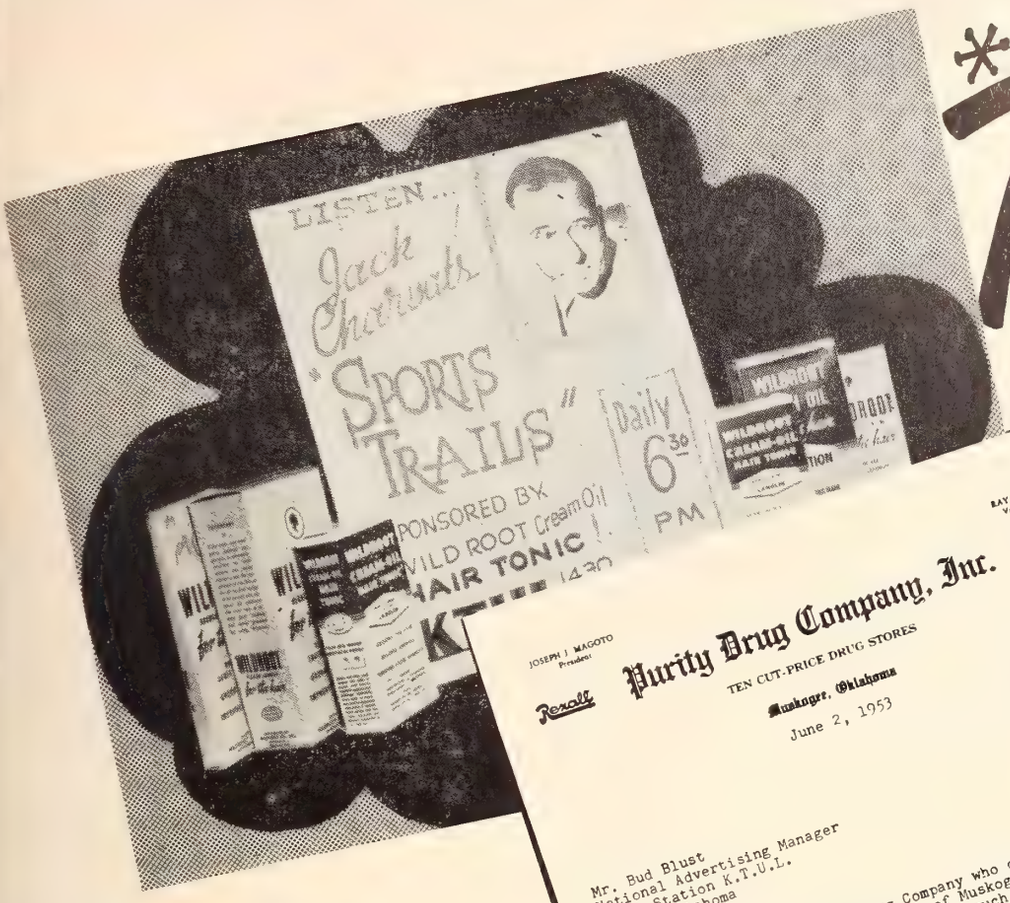
GE Filing Plans

Dr. Baker, who also is GE vice president in charge of its Electronics Division, told B•T last week that NTSC still hopes to file a petition for a compatible color TV system forthwith after tomorrow (Tuesday)—deadline for comments by industry members on NTSC's final field testing report. Dr. Baker reiterated that he believes NTSC, after filing the petition, will be allowed 45 days to file all supporting data.

In Britain, the Postmaster General's Television Advisory Committee recommended that only every third 5 mc channel be allocated in the Band III (174-216 mc), so that if color TV needs a wider band width than the monochrome channel, stations can expand into adjacent frequencies. The Committee strongly recommended compatibility (see separate story in INTERNATIONAL, page 105).

In the manufacturing field, latest information on the design and production of RCA's tri-color television tube for use in the compatible color TV system was presented to some 150 RCA patent licensees at a technical symposium in New York last Wednesday.

RCA officials advised each manufacturer that if he would send in a letter stating he was engaged in color TV development work he would be sent a tri-color kinescope and a set of associated components without charge. Tube manufacturers in color television development work were told they would be sent without



*Results?

*ASK MR. MAGOTO!

Mr. J. J. MAGOTO is the leading druggist of MUSKOGEE—Oklahoma's third largest city. His letter is typical of dealer response to WILDROOT'S "SPORTS TRAILS," aired by JACK CHARVAT, veteran KTUL Sports Chief—and Sports Editor of the Tulsa Tribune.

Like other business men, Mr. Magoto expects RESULTS from advertising.

THAT'S WHAT KTUL DELIVERS!

JOSEPH J. MAGOTO
President

Rexall

Purity Drug Company, Inc.

TEN CUT-PRICE DRUG STORES

Muskogee, Oklahoma

June 2, 1953

RAY W. GADDY
Vice President

Rexall

Mr. Bud Blust
National Advertising Manager
Radio Station K.T.U.L.
Tulsa, Oklahoma

Dear Mr. Blust:

As president of the Purity Drug Company who own and operate ten retail drug stores in the city of Muskogee, I would like for you to know that I appreciate very much the advertising and benefit we are receiving through the increased sales of Wildroot Cream Oil and other products manufactured by the Wildroot Company.

Through the medium of the new six o'clock sport show furnished by K.T.U.L. and Jack Charvat, I am sure if the present increase in the sales of these products are maintained we will show an increase of one-hundred percent in the sales of these products.

Again I wish to show my appreciation and thanks.

Yours very sincerely,
PURITY DRUG COMPANY
J. J. MAGOTO
President

JJM/sm

- KTUL has MORE LOCAL PROGRAM SPONSORS than any OTHER network radio station.
- KTUL offers advertisers a TRADITION of CONFIDENCE based on years of CONSISTENT RESULTS.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

The AUDIENCE ACTION STATION

KTUL
TULSA

CBS RADIO Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

charge one complete set of parts for the three-gun tri-color tube.

Speakers at the 90-minute closed sessions included:

E. C. Anderson, vice president in charge of RCA's Commercial Department, and the following members of the Tube Department: D. Y. Smith, manager of sales operations; Harry Seelen, manager of the Lancaster engineering section; B. V. Dale, manager of the parts engineering section, and C. W. Taylor, manager of tube parts and machinery sales.

Request for the adoption of a compatible color TV system was filed with the FCC last month by RCA-NBC [B•T, June 29]. They asked for the commercial authorization of the NTSC standards.

REYNOLDS CLEARED IN ARKANSAS CASE

FCC says it is convinced Reynolds was victim of circumstances.

BROADCASTER - publisher Donald W. Reynolds was cleared by FCC last week of any connection with Gaylord Shaw and Burnett Estes, Dallas contractors whose TV applications at Pine Bluff and Fort Smith, Ark., respectively, were dismissed by the FCC on the ground they were not filed in good faith, but to delay grants to others [B•T, July 13, June 22].

By approving a modification of permit and transfer of control of KZTV (TV) Reno, Nev., to Mr. Reynolds' Southwestern Pub. Co., the Commission indicated it was satisfied that Mr. Reynolds has been the victim of circumstances and had not sought to "protect" his TV interests. Southwestern Pub. Co. also is owner of KFSA-TV Fort Smith, new permittee on uhf Ch. 22 which was to begin program operation yesterday (Sunday).

KZTV formerly was owned 50% by broadcaster Kenyon Brown, who sold his interest for $1,250 to Southwestern. Mr. Reynolds, two-thirds owner of Southwestern, holds the other half-interest in the Reno vhf Ch. 8 outlet. Mr. Brown is part owner of KWFT-TV Wichita Falls, Tex., and KMBY-TV Monterey, Calif.

KZTV Action Withheld

FCC withheld action on the KZTV applications because Mr. Reynolds last December at the request of a long-time friend, Ross K. Prescott, Dallas attorney, arranged to provide Mr. Prescott with maps and aerial photographs of Pine Bluff. R. C. Butz, Mr. Reynolds' engineering associate, obtained the material which FCC asserts was used in the original application of Mr. Estes for Ch. 7 at Pine Bluff. Mr. Estes withdrew this bid in January and it was succeeded by Mr. Shaw's application. FCC contends the material was duplicated in the Shaw bid.

The Commission wrote Mr. Reynolds on July 8 about the circumstances of this and related implications, all of which were categorically denied by Mr. Reynolds in a comprehensive reply on July 14. Mr. Reynolds asserted that when he arranged for the procurement of the maps and photos, for Mr. Prescott, he did not know, or care, who would use them.

Mr. Reynolds said he knew nothing about Messrs. Estes and Shaw "other than the summaries carried in trade publications."

He also asserted he did not know in advance about competitive applications favorable to him filed also at Reno and Las Vegas and explained that had he actually been interested in "protection" in the several markets, he could have obtained it by more timely means and by filing on his own.

TAMPA-ST. PETERSBURG AMONG FOUR PROPOSED FOR TV STATION GRANTS

The 'Tribune's' greater circulation, which reflected its public service, should not be held against it, FCC Hearing Examiner Cooper says, in an initial decision for Tampa-St. Petersburg. Knoxville and Worcester proposals stem from dropping of competitive applications.

A NEWSPAPER applicant for TV should not be penalized for his success based on public service, FCC Hearing Examiner Basil P. Cooper ruled last week in an initial decision proposing to award vhf Ch. 8 at Tampa-St. Petersburg, Fla., to The Tribune Co., publisher of the *Tampa Tribune* and licensee of WFLA-AM-FM Tampa.

The examiner would deny the competitive applications of The Tampa Bay Area Telecasting Corp. and Pinellas Broadcasting Co., both St. Petersburg, the latter licensee of WTSP-AM-FM there and identified in ownership with the *St. Petersburg Times.*

Finding the applicants equally qualified on a number of counts in the closely fought proceeding, the initial decision concluded the Tribune Co. should be preferred because its proposed station "will better serve the residents of the Tampa-St. Petersburg area than will the station proposed by either of the competing applicants in that its studios are more centrally located, better arranged and more accessible to the public and, to the extent shown herein, its locally originated programming will be better than that of either of the competing applicants."

Meanwhile, in other initial decisions reported last week by FCC, new TV grants were proposed on vhf Ch. 6 to WROL Knoxville, uhf Ch. 48 to WJOL Joliet, Ill., and uhf Ch. 20 to WAAB Worcester, Mass.

Withdrawal Clears Way

The recommended authorization to WROL was made possible by the withdrawal of a competitive Ch. 6 application by WKGN Inc., whose part owner, Clarence Beaman Jr., is licensee of WKGN Knoxville. WROL proposes to form a new firm to operate the proposed TV outlet and has given WKGN Inc. an option for 50% interest in the venture. Mr. Beaman would dispose of WKGN, the decision noted.

At Worcester, the initial ruling to grant the WAAB application for Ch. 20 stems from the dismissal by WTAG Worcester of its competitive bid for the same channel. In the Joliet case, the hearing examiner recommended that the competitive Ch. 48 application of Sanders Bros. be denied in default for lack of prosecution.

In the Tampa-St. Petersburg case, Examiner Cooper declined to favor Tampa Bay Area Telecasting Corp. on the basis of its not being identified "with any other established media for the mass dissemination of news, intelligence and entertainment for the area."

"This might be persuasive," he said, "if we were to find that in all other respects the service to be rendered by each applicant to the community would be substantially the same. These conditions do not exist here." On the newspaper issue, the examiner stated further:

We have considered the fact that within the area to be served by the proposed television station, The Tribune Co. has a larger newspaper circulation than any of its competitors but to hold that one who has been able to outdistance numerous competitors in a highly competitive field by reason of the service he has rendered to the public is to have his success weighed against him in a comparative proceeding for a television station would be to penalize him for having served his community so well.

The Tribune Co. is owned 52% by David Tennant Bryan, John Stewart Bryan Jr. and other members of the Bryan family; 31% by the James A. Griffin Jr. family; 10% by 33 Tampa stockholders, and 7% by 15 other stockholders not of Tampa. The Bryans control the Richmond Newspapers Inc., publisher of the Richmond, Va., *Times-Dispatch* and *News Leader* and licensee of WRNL there, applicant for vhf Ch. 12.

Pinellas Broadcasting is owned 96.5% by Nelson Poynter, who is giving career employes of WTSP opportunity to purchase minority holdings in the station. Mr. Poynter owns 60% of the common stock of the *St. Petersburg Times* and holds option to purchase the remaining 40% in the paper owned by his sister.

Tampa Bay Area Telecasting, according to the initial decision, was first conceived by Robert A. James, its president and Tampa businessman, in association with his brother, Hal James, vice president and director of the radio-TV department of Ellington & Co., New York advertising agency. Other stockholders include John Trevor Adams Jr., former general manager of WJZ-TV [now WABC-TV] New York; Harry W. Bennett Jr., vice president of Sherman & Marquette, New York and Chicago agency; John S. Houseknecht, executive in the TV department of William Esty & Co., New York, and Robert W. Evans, business associate of Robert James at Tampa. A group of Tampa-St. Petersburg area residents also are preferred stock subscribers.

Messrs. Hal James, Bennett and Houseknecht are part owners of WVET Rochester, N. Y., which holds a permit for a share-time TV outlet on vhf Ch. 10 there.

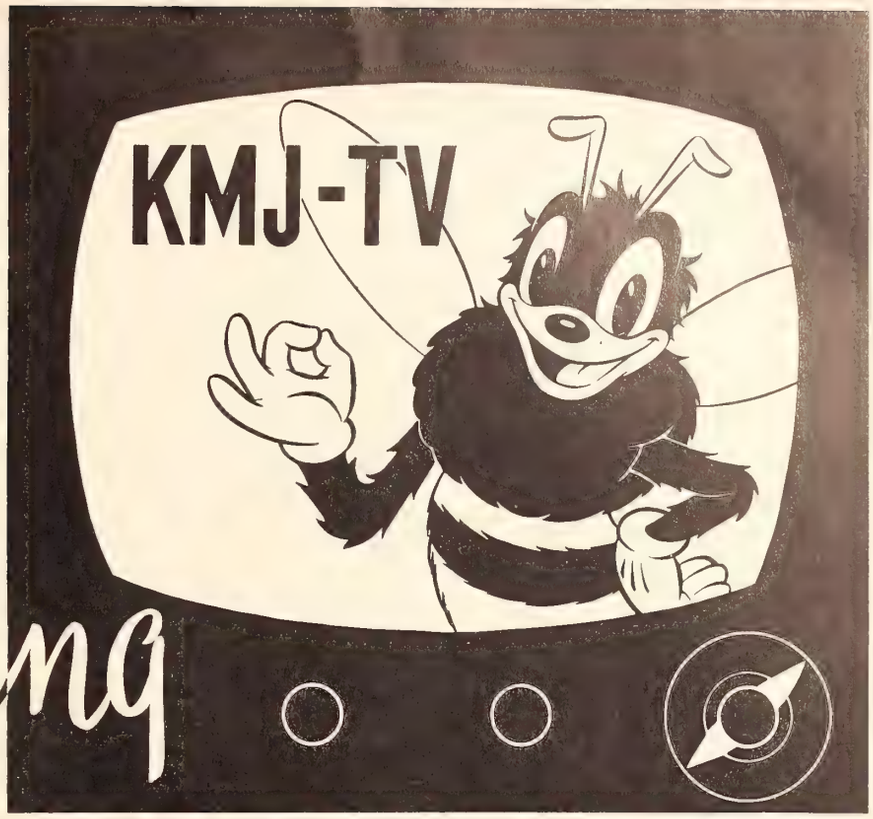
Passing of Control

Concerning the costs of operating the station proposed by Tampa Bay, the initial decision noted that control of the station would pass to the preferred stockholders "in the event the corporation fails to pay, out of earned profits, a 6% dividend on the preferred stock." The decision said this "would place the management in a position where, absent the anticipated advertising support, it may have to choose between cutting costs and cutting programs and thereby performing an inferior service or run the risk of losing control of the corporation to the preferred stockholders."

The decision continued, "While Tampa Bay insists this would not occur as the station would make money almost from the start, we are confronted with the fact that the management personnel who give us this assurance are the same persons who, a few years ago, assured us that WVET Rochester, N. Y., would make money the first year of operation. WVET was confronted with mounting deficits during its first several years of operation."

Concluding that the application of the Tampa Tribune Co. should be preferred because it proposes the best local program service, the examiner also found that the main studio location is the most desirable since it would be centrally located for both Tampa and St. Petersburg residents, accessible by both public and private transportation and providing adequate auto parking space. The adequacy of its live studio facilities also was noted, which would allow back-to-back live programming.

The initial decision termed the programming



Announcing

KMJ-TV

CHANNEL 24

Fresno, California

The first
television station
in the
San Joaquin Valley

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

proposals of Tampa Bay, particularly remote shows, the "least likely to be accomplished in the manner proposed." The initial decision also pointed out that if the Tampa Bay studio building were to catch fire, "the inadequacy of fire protection in this area and the fact that the building is of wooden construction with the floor on piers several feet above the ground level leads to the conclusion that once a fire did start the entire building including the technical equipment therein would be destroyed and the station would go off the air."

The recommended grant on Ch. 8 to the Tampa Tribune Co. specifies effective radiated power of 50 kw visual and 30 kw aural with antenna height above average terrain of 1041 ft.

The proposed grant to WROL Knoxville on Ch. 6 calls for ERP of 100 kw visual and 50 kw aural with antenna height above average terrain of 930 ft.

WJOL Joliet, proposed Ch. 48 grantee, would use ERP of 13.7 kw visual and 6.85 kw aural with antenna height above average terrain 301 ft.

Proposed Ch. 20 permittee WAAB Worcester would get ERP of 181.475 kw visual and 92.85 kw aural with antenna height above average terrain 825.4 ft.

$37.7 Million Budget For FCDA Passes House

FULL fury of the House economy bloc was felt by the Federal Civil Defense Administration last week when the lower branch of Congress recommended $37.7 million to operate the agency in fiscal 1954. That's about $50 million less than President Eisenhower requested and nearly $85 million under the Truman budget for 1954. Former President Truman's budget was revised by the GOP (via Budget Bureau) early this year.

The House-passed appropriation was sent to the Senate where the purse-strings on government funds have not been so tight.

The action came a few days after the House Appropriations Committee had released FCDA testimony. In his statement, Administrator Val Peterson had stressed "the development of full understanding and voluntary cooperation on the part of all public media." He pointed specifically to radio and television, noting "1,248 radio stations have already voluntarily invested about $2 million in Conelrad in order to make it work in the national interest." Conelrad permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations.

Radio Acceleration

FROM a report compiled from records of the Federal Civil Defense Administration on tornado relief in Worcester, Mass.: "The action [six first-aid civil defense stations in operational readiness] was accelerated by the four radio stations of Worcester, which broke off their programs to broadcast emergency information, starting with the first flash of the disaster. Broadcasting was instrumental in calling in off-duty policemen and firemen, as well as civil defense and Red Cross workers, and in telling volunteers where to report."

FOUR INITIAL TV GRANTS FINALIZED; TWO GET CPs IN NON-HEARING CASES

Adoption of initial decisions gives CPs to Portland, Ore., Trenton, Allentown and Sacramento. The non-hearing grants were in Weslaco and Boston.

FOUR initial decisions to authorize new TV stations were made final by the FCC last week as the Commission also issued non-hearing grants for vhf Ch. 5 to KRGV Weslaco, Tex., and noncommercial, educational vhf Ch. 2 at Boston to the WGBH Educational Foundation.

The final hearing grants were issued to KOIN Portland, Ore., for vhf Ch. 6; WTTM Trenton, N.J., for uhf Ch. 41; WFMZ (FM) Allentown, Pa., for uhf Ch. 67, and Cal Tel Co., Sacramento, Calif., for uhf Ch. 40.

In the Portland decision, the Commission denied the competing Ch. 6 application of KGW Portland, since KGW's owner, Samuel I. Newhouse Jr., has obtained an option to purchase half-interest in Mt. Hood Radio & TV Bcstg. Corp., KOIN licensee. He would sell KGW.

The Ch. 41 grant to WTTM Trenton was made possible by the withdrawal of a competitive application by WBUD Trenton. Similarly, the Sacramento Ch. 40 authorization to Ashley L. Robinson and Frank E. Hurd doing business as Cal Tel Co. was facilitated by the dismissal of a mutually exclusive application by Maria Helen Alvarez, part owner of KFMB-TV San Diego and KOTV (TV) Tulsa.

Allentown Withdrawal

At Allentown, the Ch. 67 grant to WFMZ (FM) stems from withdrawal of a competitive bid by Allentown Television Corp., under common ownership with WHOL there. Allentown Television received $12,500 to partially reimburse expenses. WFMZ (FM) and WHOL are in litigation before FCC concerning the use of WHOL's assignment of 250 w on 1230 kc (see story page 54). FCC earlier issued a revised final decision in the lengthy case to grant the facilities to WFMZ (FM)'s owner, Easton Pub. Co., and to deny WHOL [B•T, July 6].

The Ch. 5 grant to KRGV, owned by O. L. Taylor, who operates the radio station representative firm bearing his name, was made possible by the withdrawal on Tuesday of three competing Ch. 5 applications. Those who dropped their bids were Rio Grande TV Corp., Weslaco; Valley TV Inc., Brownsville, which included stockholders in KBOR there, and M. J. Raymond, Harlingen.

KRGV's Ch. 5 station will have effective radiated power of 28.8 kw visual and 14.5 kw aural with antenna height above average terrain 750 ft.

Boston Facilities

WGBH Educational Foundation, Ch. 2 noncommercial grantee, operates WGBH (FM) Boston. The 19th educational TV grant specifies ERP of 55 kw visual and 27.5 kw aural with antenna height above average terrain 660 ft. Studio location will be in Boston's Symphony Hall.

In another TV action, FCC advised White Television Co., permittee of KTVW (TV) Wichita Falls, Tex., on uhf Ch. 22 that its application for extension of time to Jan. 5, 1954, to complete construction of a station granted Nov. 5, 1952, "cannot be granted at this time on the basis of the information supplied."

C. Howard Lane, president of Mt. Hood (KOIN-TV), said following the Commission's action that the new Ch. 6 station hoped to begin operation by this fall. CBS network affiliation is contemplated in view of KOIN's long identity with that network. General Electric transmitter will be used.

Mr. Taylor, president of KRGV-TV, said the Weslaco Ch. 5 station should begin operation in 90 to 120 days. NBC affiliation is contemplated and national representation will be O. L. Taylor Co. GE equipment is used throughout.

HEARST APPEALS FCC CH. 10 DENIAL

HEARST Corp. appealed to the U. S. Court of Appeals in Washington last week against the FCC's dismissal of its pre-freeze application for vhf Ch. 10 in Milwaukee and the Commission's denial of the Hearst petition for rehearing [B•T, July 6].

Charging the Commission has no legal right to establish a table of allocations, to reserve channels for noncommercial educational use, or to set up a form of procedure, Hearst, which operates WISN-AM-FM Milwaukee, also claimed the FCC reservation of vhf Ch. 10 for educational use there was "arbitrary and capricious."

The case has involved powerful forces in Wisconsin, including that state's Congressional delegation. Hearst applied for Ch. 10 early in February 1948. Its application was consolidated for hearing with three other applications—one for Ch. 6 and two for Ch. 8. Hearings began in July 1948 and all non-engineering testimony was taken. Before the engineering phase of the hearings was undertaken, one of the Ch. 8 applicants withdrew, leaving three applicants for three available channels. All applicants petitioned the Commission in mid-September for grants, but before the FCC acted on the petition, it imposed its Sept. 30, 1948, "freeze" on further TV application processing while it reviewed engineering standards.

In its April 14, 1952, report, the Commission reserved Ch. 10 for educational TV. Hearst objected, but was overruled and its application was dismissed. Further protests forced the FCC to grant oral argument, which was held last Feb. 16—with the Board of Vocational & Adult Education of Milwaukee (new applicant for Ch. 10) and the Joint Committee on Educational TV as parties. On April 1, the Commission affirmed its dismissal of the Hearst application. Hearst requested a rehearing, but on June 30 its petition was denied.

At one point in the Milwaukee Ch. 10 imbroglio, Sen. Joseph R. McCarthy (R-Wis.) hauled Paul A. Walker, then FCC chairman, former Comr. Eugene H. Merrill and former General Counsel Benedict P. Cottone up to the Capitol, and held them there all day, it was said, to prevent the Commission from acting on the case.

Afterward, Wisconsin Gov. Walter J. Kohler advised the Commission that the Wisconsin State Radio Council was prepared to apply for Milwaukee's Ch. 10. Two weeks ago the State Legislature authorized the Governor to prepare such an application [B•T, July 13].

To sell the NEW PITTSBURGH MARKET...



...the NEW KQV, with A&P offers you

PITTSBURGH'S MOST SUCCESSFUL MERCHANDISING PLAN!



How do you sell in the *New* Pittsburgh? By cashing in on Pittsburgh's most successful *new* merchandising plan, sponsored by KQV—now CBS Radio in Pittsburgh—and the 130 A & P stores throughout the Pittsburgh market!

From KQV you get top spots and programs, adjacent to high-rating CBS network shows. And from A & P you get the unprecedented opportunity to merchandise and display your product in 130 A&P markets in the KQV area.

This amazingly successful tie-in has already brought eye-popping sales results for many national advertisers. General Mills, for example, upped purchases of Wheaties 81.9% in the Pittsburgh area. Canada Dry reported, "almost doubled normal weekly case sales."

This promotion *works.* Why not put it to work for *you?* Call or wire—*right now*—for full particulars!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

HOUSE SUSTAINS 'VOICE' FUNDS SLASH

President's request for $87.6 million for the overseas information program ends up $27.6 million shy. The Republicans beat down a Democratic attempt to restore $20 million to the budget.

POLITICAL kinship went askew last Wednesday as House Republicans succeeded in beating down attempts by the Democrats to restore some $20 million to a drastically-cut Eisenhower budget providing funds for Voice of America's fiscal 1954 operation.

For the overall overseas information program (International Information Administration under the State Dept.), the House voted approval of a 31% cut—from the President's $87.6 million request to only $60 million. The Truman budget asked $114,515,800.

The GOP in the House flattened Democratic attempts to amend the bill and restore $20 million to the appropriation, most of it earmarked for Voice of America, by a 155 to 102 standing vote.

The Administration now must bank on the Senate to favor adding some of the funds.

Rep. John J. Rooney (D-N. Y.), a veteran member of the House Appropriations Committee, led the Democratic attack. Democrats asserted the economy axe on Voice not only would impair that program but also would take the meat out of President Eisenhower's pending request for a new propaganda agency.

At the same time, the House Government Operations Committee approved President Eisenhower's plan to reorganize IIA into a new agency. If neither the House nor Senate disapprove, the agency setup becomes effective Aug. 1.

Rep. Rooney said he was "100% on the side of the President in this." Rep. Robert L. F. Sikes (D-Fla.) said "we should kill this program in its entirety or should vote it enough money to do a job."

GOP Charges of Waste

Republicans defended the cut on grounds the Voice has wasted money.

The original budget request (Truman) was for $28,328,000 for radio broadcast service (Voice). This was revised by President Eisenhower to $20.8 million, which the House overall cut would scale down even further. The original Truman request also asked for $20.2 million for acquisition and construction of radio facilities. The latter request was eliminated in the House.

Rep. Rooney predicted that the House funds cut, if not changed by Congress, would mean the dropping of 4,500 persons from the IIA payroll.

An analysis of the Voice section of the IIA budget was presented the House during debate by Rep. Prince H. Preston Jr. (D-Ga.). Rep. Preston's statement contained an assertion that big cuts in the budgeting for radio might require "total abandonment of radio as an instrument of the information program."

Key section of Rep. Preston's statement, follows:

> Of the $21 million for radio broadcasting, the largest single estimate in the budget, about $13 million is required for facilities operations alone. Of the remaining $8 million, only about $2 million is requested for programming to the free world, and a quarter of this amount is for the Arab world.
>
> If radio were to absorb a proportionate 50 per cent reduction, there would be serious question as to whether the amount of programming which would remain would justify the relatively large expenses of facilities operations which would be required, since most of IIA's domestic and overseas facilities are essential to penetration of the Soviet Union and its satellites. Solution of the dilemma created by the $50 million level might require total abandonment of radio as an instrument of the information program.
>
> Specific steps which might be forced by drastic cuts include: Abandonment of the two new Pacific relay bases, John and Jade, which would save about $1.5 million in the last three quarters of 1954 (less mothballing costs). This step would represent abandonment of the effort, for which the Congress appropriated $15 million in construction funds, to step up the signal to Communist and critical non-Communist areas of the Far East.
>
> Abandonment of all free-world broadcasts, including the Arab areas, would save another $1.5 million in 1954, plus some facilities operations costs.
>
> Cancellation of the expansion of the programming center at Munich and the proposed recording center at Beirut, plus abandonment of the present programming activity at Munich, would save about $1 million in 1954. Although decentralized radio activities have been recommended by all studies, they would be too expensive to support under a $50 million level.
>
> The mothballing of the shipborne transmitter "Courier" would save something under $1 million. The "Courier", presently an extremely effective facility relaying broadcasts to the Arab world and potentially available for other assignments in emergencies, would become unnecessary with the abandonment of Beirut and New York programming for the Arab world, and the withdrawal from the Far East through abandonment of John and Jade.
>
> Further facilities reductions and programming curtailment with respect to the Soviet Union and satellite countries would be necessary to achieve the additional four to five million dollar reduction if radio estimates are to be halved.

Paglin Named Legal Assistant To FCC Comr. Robt. T.Bartley

APPOINTMENT of Max D. Paglin as legal assistant to FCC Comr. Robert T. Bartley was announced last week.



Mr. Paglin

Mr. Paglin joined the FCC in December 1942 serving as an attorney with the General Counsel's office on the staff of the President's Interdepartmental Advisory Committee on Hemisphere Communications.

Mr. Paglin's service with the Commission covers a wide range of experience with its regulatory functions. During his service with the Common Carrier Division from 1943-1948 he participated in the 1945 Senate Hearings on international merger and the preparation for the 1947 Atlantic City International Telecommunications and Radio Conference.

Mr. Paglin served from 1948-1950 with FM Broadcasting, AM Broadcasting from 1950-1951 and Broadcast Hearings from 1951 to date. He recently served several months on assignment with the Office of Opinions and Review.

'Register' Recaps FCC Rule 17

BECAUSE of the number of amendments during the past several years, Part 17 of FCC's rules and regulations pertaining to construction, marking and lighting of antenna structures has been recapitulated in full in the June 30 issue of the *Federal Register*. The rules are as amended to and including June 3.

Antell, TAA Answer

CHARLES ANTELL Co., Baltimore, and TAA Inc., New York and Baltimore, have answered Federal Trade Commission charges of false and misleading advertising in claims made for Charles Antell Formula #9, Charles Antell Shampoo and Hexachlorophene Soap [B•T, June 22], the FTC said last week. The firm declared that the shampoo and Formula #9 have contained no hormones for a year, that advertisements for Hexachlorophene Soap have been discontinued and that Formula #9 contains lanolin in full potency. A hearing is scheduled July 21 in Baltimore before FTC Hearing Examiner John Lewis.

Easton Opposes WHOL's Bid For Continued Operation

REQUEST to continue operation of WHOL Allentown, Pa., was opposed in a filing with FCC last week by the Easton Pub. Co., publisher of the *Easton Express* and licensee of WEEX (FM). The Easton applicant (for 1230 kc with 250 w) was successful in its seven-year quest for AM facilities early this month when the Commission granted its application over that of WHOL Allentown, Pa. [AT DEADLINE, July 6]. WHOL, which went on the air in 1948, asked the Commission to permit it to continue pending appeals and court review of the FCC's latest action. Easton claimed that continuance of WHOL on the air would prejudice its grant.

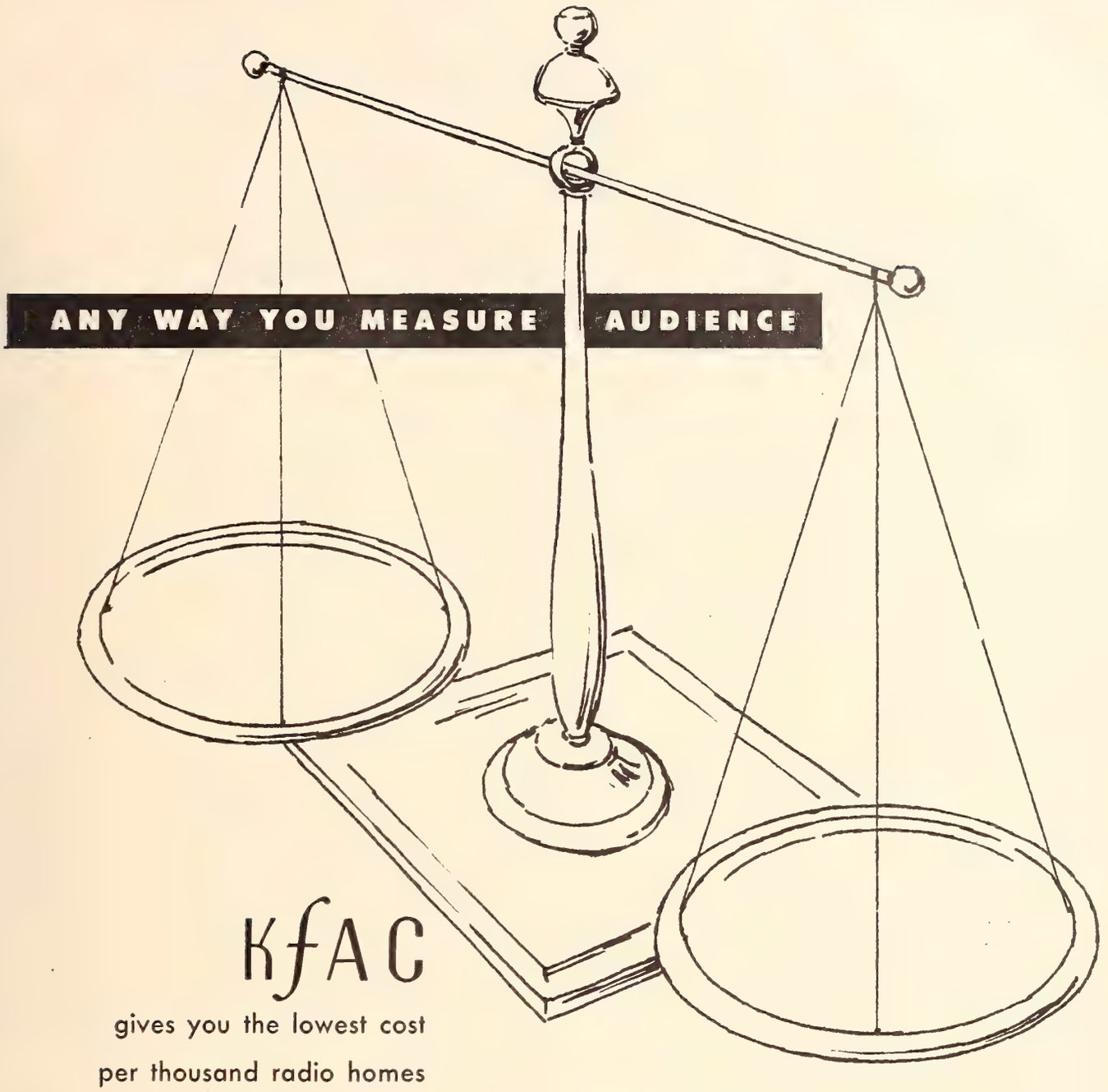
Case went to court after a 1947 FCC decision favoring WHOL. The Court of Appeals remanded the case in 1949, on appeal by Easton Pub. Co. The Commission was told it had to decide which city needed radio service more. The Commission in 1950 reopened the case, set the two applicants down for further hearing on this question, but permitted WHOL to continue on a temporary basis.

Easton, although opposing WHOL's request, said it would be all right if WHOL was allowed to continue to Aug. 15 in order to properly wind up its affairs.

Seek Full Court Hearing In D. C. Transit Issue

REQUEST that the full U. S. Court of Appeals consider whether to continue or dismiss its appeal against the FCC was filed last week ago by Transit Riders Assn., which has been trying to force the FCC to hold a hearing on the license renewal of WWDC-FM Washington.

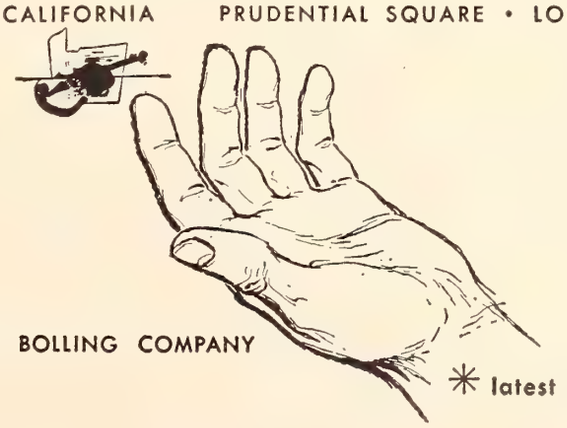
Motion that the case be dismissed—in the light of the termination of transitcasting in Washington May 30—was made by Capital Broadcasting Co., licensee of WWDC-AM-FM early last month, with the consent of FCC and the U. S. This was agreed to by Judge Charles Fahy and James M. Proctor, with Judge Bennett C. Clark dissenting, July 1. The majority declared that since there was to be no more transitcasting in Washington, the case was moot. TRA claims that since the receivers are not being removed from buses and streetcars there is the possibility that transitcasting will be resumed.



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THE MUSIC STATION FOR SOUTHERN CALIFORNIA PRUDENTIAL SQUARE • LOS ANGELES



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* latest PULSE

Sen. Morse Warns FCC To Reserve Educ. Channels

SEN. WAYNE MORSE (Ind.-Ore.), in a Senate speech last Monday, warned FCC that some members of Congress are watching what the Commission does with TV channels reserved for educational purposes.

Responsibility of the FCC, Sen. Morse said, is to see that channels are reserved for educational TV "so that television may become one of the greatest institutions of higher learning and education in our country, uncensored and uncontrolled by any combination of business or economic forces."

The Oregonian, who formally split with the Republican Party after the election of President Eisenhower, called on Congress to "proceed without delay to a charitable examination of the whole question of protecting educational television."

At the same time, he asserted that television, a powerful campaign force, is becoming an even more important factor. He warned that the economic facts of TV have brought conditions to the point now "that poor men can hardly afford to run for office."

According to Sen. Morse, the public's "responsibility" in financing political campaigns from the standpoint of television ought to be explored. He said:

"There will be no free elections in America if we ever come to the time when poor men running for office do not have available to them the television medium at an expense cost they can afford to pay."

11 Radio Technicians Named to Foreign Service

STATE DEPT. last Wednesday announced 11 radio technicians have been appointed foreign service staff officers and assigned to overseas posts.

Assigned to Nicosia, Cyprus, are Douglas E. Clinkinbeard, formerly with CAA and with WLW Cincinnati 1946-50; Stephen G. Harding, former research supervisor with Stromberg-Carlson; Joseph Johnson who was with KYW Philadelphia before service with Philadelphia International Airport, and Gordon E. Kent, who was with the Navy.

In the group assigned to Okinawa: Bernard Casper, formerly with International Broadcasting Service; Gordon France, former co-owner of KVSM San Mateo, Calif., and advertising agency owner before he joined IBS in New York; Homer Johnson, also with IBS and formerly with KULA Honolulu, and Bert Koeblitz, formerly WEOL Elyria, Ohio, general manager.

Assigned to Tangier: Alfred E. Griffiths, former chief engineer, KOTA Rapid City, S. D., and Gene Salmon, IBS recording technician and earlier with several Tulsa stations. John E. Bannon, assigned to Salonika, Greece, was a VOA technician after having been with WLOK Lima, Ohio, and WROW Albany, N. Y.

Daniel Resigns FTC Post

RESIGNATION of D. C. (Scott) Daniel as secretary and executive director of the Federal Trade Commission effective Aug. 21 was announced by that agency last week. Mr. Daniel will return to private law practice in Paris, Tenn., and also will be associated with law firms in Nashville, Memphis and Washington. His successor was not named in the FTC announcement.

Pine Bluff Sends Thanks

RESOLUTION in "grateful appreciation" to FCC for acting to establish vhf Ch. 7 KATV (TV) Pine Bluff, Ark., was sent to the Commission last week by the Pine Bluff Chamber of Commerce. The resolution recalled that "conflicting applications of doubtful propriety" were filed for Ch. 7 "which might have caused a delay of several years in the establishment of vhf TV" there and commended FCC for its "prompt and expeditious steps in making possible the early consideration of the application of Central-South Sales Co.," KATV permittee. In making the KATV grant, FCC dismissed the conflicting bid of Gaylord Shaw on the grounds it was not filed in good faith [B•T, June 22].

Rowley, Brown Acquire 100% Interest in KRTV (TV)

PURCHASE of 50% interest in KRTV (TV) Little Rock, Ark., held by Donald W. Reynolds, by Messrs. E. H. Rowley and Kenyon Brown, who already own the other 50%, was made last week. Application for FCC approval was filed Thursday. Messrs. Rowley and Brown, under the name of Rowley-Brown Broadcasting Co., are paying $52,500 for Mr. Reynolds' half interest, but the agreement also provides that they acquire a $35,000 note on Little Rock Telecasters (licensee of KRTV) held by Mr. Reynolds.

Acquisition of 100% ownership of KRTV, which went on the air last April, gives the Rowley-Brown group full ownership of two TV stations; the other is KWFT-TV Wichita Falls, Tex. Messrs. Rowley and Brown also own KWFT-AM-FM in that city.

Mr. Brown, who is a one-third stockholder in the Rowley-Brown Broadcasting Co., in his own name has an 18% interest in KBYE Oklahoma City, a 30% interest in KMBY-AM-TV Monterey, Calif., a 17.5% interest in KGLC Miami, Okla., and a 25% interest in KMIV (TV) Miami, Okla.

Mr. Reynolds, owner of the Southwestern Publishing Co. (*Fort Smith Times Record* and *Southwest American* and other newspapers in Oklahoma and Nevada), owns KFSA-AM-TV Fort Smith, KHBG Okmulgee, Okla.; KBRS Springdale, Ark., and KWRN and KZTV (TV) Reno, Nev.

Senators Try for Meeting On NARBA Ratification

ATTEMPT was to be made in the Senate last weekend to have the Senate Foreign Relations subcommittee members on NARBA meet to consider the treaty. The North American Regional Broadcasting Agreement—setting up assignments of the spectrum among the North American countries (except Mexico and Haiti)—is awaiting ratification.

Three days of hearings were held on the treaty a fortnight ago [B•T, July 13]. At that time, the subcommittee's chairman, Sen. Charles W. Tobey (R-N. H.) indicated it would be difficult to get the Senators together for NARBA's consideration. Reason for this is that for the past two weeks Congress has opened its throttle wide on "must" legislation in a drive to leave Washington in early August.

Subcommittee members are Chairman Tobey, Sens. William Langer (R-N. D.), Homer Ferguson (R-Mich.), J. William Fulbright (D-Ark.) and Mike Mansfield (D-Mont.).

WCKY Wants Hearing On KSOX Transfer

APPLICATION for the sale of KSOX Harlingen, Tex., from Houston's Mayor Roy Hofheinz to McHenry Tichenor and associates for $225,000 should not be approved without a hearing, Cincinnati's WCKY told the FCC last week.

The Cincinnati Class I-B station (1530 kc with 50 kw) claimed it would be unfair to it for the Commission to assign KSOX's construction permit to a new party unfamiliar with its complaint against the Harlingen station without a hearing. WCKY also asked that it be made a party to such a hearing or that no decision be made on the transfer application until the Commission decided its petition for reconsideration and rehearing against the 1951 action permitting KSOX to operate with 50 kw day and 10 kw night, non-directionally. Oral argument on the WCKY complaint of interference was held in December 1952, but no decision has been issued.

Mr. Tichenor and associates—James Cullen Looney (owner of KURV Edinburg, Tex.) and Troy R. McDaniel—own KGBS Harlingen (on 1240 kc with 250 w) and hold a CP for KGBS-TV on vhf Ch. 4. Upon FCC approval of the purchase of KSOX, KGBS' license will be surrendered, but the call letters will be used to replace KSOX.

FCC Cites Set Design in Report On Amateur Interference to IF

AMATEUR radio operator's interference with some TV receivers (using an intermediate frequency [IF] in the amateur 21 mc band) "is due principally to characteristics in the design of television receivers," FCC has announced.

FCC stated that it had carefully studied this problem and had determined that the interference often may be due to the design of certain post-war TV receivers now in use by the public using 21 mc IF.

Amateur radio use of 21 mc had been allocated by the FCC since 1945. At the Atlantic City International Telecommunications Conference in 1947 that assignment was made world-wide. On May 1, 1952, amateurs were officially authorized by the Commission to use the 21 mc band.

Early TV sets used 10-14 mc IFs. After World War II, set manufacturers standardized on 21.1-21.8 mc for IF use because at that time it was an area little used in the spectrum. Since the middle of 1949 many of the set manufacturers have changed their IFs from 21 mc to 45.25 mc in accordance with RTMA recommendation [B•T, May 5, 1952].

Senate Unit Passes Communications Bills

THREE communications bills have been approved by the Senate Interstate & Foreign Commerce Committee. They were passed by the House earlier [B•T, May 25].

The legislation: HR 4558 to extend the time FCC has to act on a protest from 15 to 30 days; HR 4557 to permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559 to reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense. The bills were requested by FCC.

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338
LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511
CALLS WERE MADE BY OUR SALES SERVICEMEN

278
NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410
STORE POSITIONS WERE IMPROVED FOR SPONSORS

469
STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401
INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WHPE Challenges FCC's TV Allocations Table

ANOTHER challenge to the validity of FCC's table of TV allocations has been made with *High Point* (N. C.) *Enterprises's* WHPE-AM-FM requesting comparative consideration with other Ch. 6 applicants in Beckley, W. Va., and Wilmington, N. C.

WHPE filed its application for the vhf frequency last month. At the same time it filed a petition for rule-making asking that Ch. 6 be assigned to High Point.

The WHPE request claimed that it was entitled to a comparative hearing with other Ch. 6 applicants under the equitable distribution and comparative hearing provisions of the Communications Act.

In anticipation of the Commission's argument that High Point is assigned uhf Ch. 15, WHPE referred to the existence of more than 170,000 TV sets (vhf in the main) in the Greensboro-Winston-Salem-High Point area. A uhf station could not muster "a corporal's guard of listeners," WHPE contended, quoting an FCC brief on another case.

Applying for Beckley's Ch. 6 are the *Beckley Daily Telegraph*, Southern West Va. Television Inc., and WJLS. Applying for Wilmington's Ch. 6 are WGNI and WMFD.

Asks WIRY Bid Dismissal

WEAV Plattsburg, N. Y., has petitioned the FCC for dismissal of the competitive TV application of WIRY there for Plattsburg's sole TV allocation, uhf Ch. 28. Both bids have been pending a year. WEAV charges the WIRY bid is "only a skeleton application" which "in its present inadequate condition does not warrant the status of a competitive application to that of your petitioner." Terming the WIRY presentation "incomplete, inaccurate and imperfect," WEAV submitted an engineering report setting forth alleged multiple errors in the WIRY engineering data.

O'Keefe Takes NPA Post

COMMERCE Dept. has announced Arthur K. O'Keefe's appointment as Deputy Administrator of the National Production Authority. The department said this was part of a general realignment in the top echelon of NPA "to continue operations on a reduced scale through July 31, and to plan and staff for the proposed new Business Services Administration." Latter will replace NPA. The BSA will have some 20 main industry divisions with key advisers recommended by the various industries to represent them. An electronics "major division" is planned. Mr. O'Keefe is on leave from the U. S. Rubber Co. and has been with NPA since April 1952.

FTC Promotes Kintner

EARL W. KINTNER'S appointment as general counsel for the Federal Trade Commission by FTC Chairman Edward F. Howrey has been unanimously approved by the FTC. Mr. Kintner, who joined the FTC in 1948 as a senior trial attorney and has been a legal advisor there since 1950, succeeds William T. Kelley, whose 38 years with the FTC includes 19 as general counsel.

KLRA PROTESTS LITTLE ROCK GRANT

KLRA, competitor for Ch. 11 in Little Rock, charges Arkansas TV Co.'s amendment to change its application from Ch. 4 to 11 had not been accepted formally by FCC at the time Ch. 4 was granted to opposing applicant Arkansas Radio & Equipment Co., making the grant illegal.

ARKANSAS Broadcasting Co. (KLRA) and its majority stockholder, Gazette Publishing Co., Little Rock, last week filed a petition under Sec. 309 (c) of the Communications Act protesting the grant of vhf Ch. 4 to Arkansas Radio & Equipment Co.

KLRA charged the FCC erred in assuming there were not two mutually exclusive applications pending before granting Ch. 4 to AR&E.

Before the Ch. 4 grant four applications were pending for the two vhf channels allocated to Little Rock: The competitive application of Arkansas Radio & Equipment Co. and Arkansas TV Co. for Ch. 4 and the competitive applications of Little Rock TV Corp. and Arkansas Broadcasting Co. for vhf Ch. 11.

KLRA charges FCC's acceptance of the amendment to the application of Arkansas TV Co. specifying Ch. 11 instead of Ch. 4 was one day subsequent to the Commission's June 18 announcement that Arkansas Radio & Equipment had been granted Ch. 4 on June 17. KLRA contends an amendment is not effective until formally accepted by the Commission and thus on the day the Ch. 4 grant was made the Commission had before it two mutually exclusive applications for this facility.

The petition alleges there was an oral understanding between KLRA and Arkansas Radio & Equipment Co. that each would use and share the same location and tower on Shinhall Mountain; that in complete disregard of this understanding Arkansas Radio & Equipment and Arkansas TV entered into an agreement which "attempted to and did violate the Rules of the Commission with respect to making an exclusive agreement for the use of the most desirable and advantageous site for the construction of a television station including the tower."

KLRA contends the failure to disclose this agreement makes the amendment application of Arkansas TV "incomplete and defective" and likewise makes defective the application of Arkansas Radio & Equipment and the subsequent grant of Ch. 4 illegal.

Effect of this agreement, KLRA contended, "is the purchase of the exclusive right to apply for a frequency. The instant situation is different from the mere payment of attorneys' fees and expenses for the dismissal of a pending application. The basis for the instant agreement was the purported amendment by the Arkansas Television Co. specifying Ch. 11."

The KLRA petition requests the FCC to vacate its acceptance of the Arkansas TV amendment and the Ch. 4 grant to Arkansas Radio & Equipment and designate both applications for hearings. Two issues requested to be determined by the hearings are:

Whether or not part of the consideration between Arkansas Television Co. and Arkansas Radio & Equipment Co. was to create additional conflict on Ch. 11 and thereby further delay the establishment of a second television station for the public in Little Rock.

Whether or not part of the consideration and/or understanding . . . entailed the right of the latter [Arkansas TV] to purchase an interest in the Arkansas Radio & Equipment Co. in the event Arkansas Television Co. were unsuccessful in its application on Ch. 11.

House Conferees Named To Offices Bill Study

THE HOUSE last week appointed conferees to study First Independent Offices Bill which includes funds to operate FCC in fiscal 1954. The Senate had appointed conferees last spring.

There is a difference in the House and Senate versions of how much money FCC should receive for the year which began July 1. The Senate would give the Commission $7.4 million; the House would appropriate $7.1 million. The Commission would use the additional funds voted it for the hiring of additional hearing examiner teams to tackle TV workloads.

List of conferees: House Republicans—Reps. John Phillips (Calif.), Norris Cotton (N. H.), Charles R. Jonas (N. C.), Otto Krueger (N. D.), John Taber (N. Y.); House Democrats—Albert Thomas (Tex.), George W. Andrews (Ala.), Sidney R. Yates (Ill.), Clarence Cannon (Mo.). Senate Republicans — Sens. Leverett Saltonstall (Mass.), Styles Bridges (N. H.), Homer Ferguson (Mich.), Guy Gordon (Ore.); Senate Democrats —Burnet R. Maybank (S. C.), Lister Hill (Ala.), Allen J. Ellender (La.).

House Approves Unit To Probe Foundations

THE HOUSE last week authorized the setting up of a special committee of five to probe educational and philanthropic foundations which are exempt from Federal income taxes.

The group would investigate whether the organizations "are using their resources for purposes other than the purposes for which they were established . . . particularly . . . for un-American and subversive activities; for political purposes; propaganda, or attempts to influence legislation." A similar committee existed in the last Congress and was headed by the late Democratic Rep. Eugene Cox of Georgia.

FCC Denies KWTO Plea For KFDM Revocation

FCC called for an end to the long-standing facilities dispute between KWTO Springfield, Mo., and KFDM Beaumont, Tex., last week in adopting a memorandum opinion and order denying petitions by KWTO which requested renewal hearing and license revocation of the Beaumont outlet [B•T, July 6, June 29]. The Commission on July 1 granted regular renewal of license to KFDM.

KWTO protested to the Commission in late June, charging KFDM with violations of FCC's rules and orders in opposing KWTO's efforts to obtain a power boost at night to 5 kw. KFDM is assigned 560 kc with 5 kw unlimited, directional antenna night, while KWTO is assigned 1 kw night, 5 kw day, directional night, on the same frequency. KWTO contended KFDM's 1947 power boost included the condition it would be subject to whatever interference might be received from KWTO should its bid be approved.

Details of FCC's memorandum opinion and order reporting the action will not be made available by the Commission until later this week.

THREE JETTISON UHF FACILITIES

WROV-TV says it wants to insure acceptance of vhf Ch. 7 application. WWOD-TV cites economics facing their planned uhf operation, a view generally adhered to by WHHH-TV.

WROV-TV Roanoke, Va., which had decried the unfeasibility of uhf operation in a market already with vhf service, last week announced it would cease operation on uhf Ch. 27, effective last Saturday [B•T, June 29, July 13, 6].

Two other uhf permittees not yet on the air last week returned their construction permits to FCC after further exploring the economic potentialities. They are:

WHHH-TV Warren, Ohio, assigned uhf Ch. 67, and WWOD-TV Lynchburg, Va., permittee for uhf Ch. 16.

Radio Roanoke Inc., operator of WROV-TV, had several weeks ago requested authority to change from uhf Ch. 27 to vhf Ch. 7 on the economic grounds. Last week a new station application for vhf Ch. 7 was filed.

WROV-TV's reason for ceasing operation was to insure that its application for vhf in Roanoke would be accepted by the FCC. WROV-TV thus strongly asserts itself as a contestant in a three-way contest for the Ch. 7 grant, competing with Polan Industries and Times-World Corp. (WDBJ).

The deletion of the two uhf permittees adds fuel to the already "hot" question of uhf-vhf compatibility in the same city and what to do about the economic status of uhf stations.

Of particular significance is the deletion of WWOD-TV in Lynchburg. WWOD-TV lies approximately 45 miles northeast of Roanoke and is in competition with WLVA-TV operating on vhf Ch. 13. In setting forth its reasons why it wishes to be deleted, WWOD points out that:

. . . Since before the grant was issued and after, the board of directors and management of WWOD have diligently explored the possibilities from an economic standpoint of constructing a uhf television station in this market. After months of careful study and viewing, we do not believe it advisable to go ahead with our plans. Even though we are vitally interested in television, we feel that the risk is too great at this time.

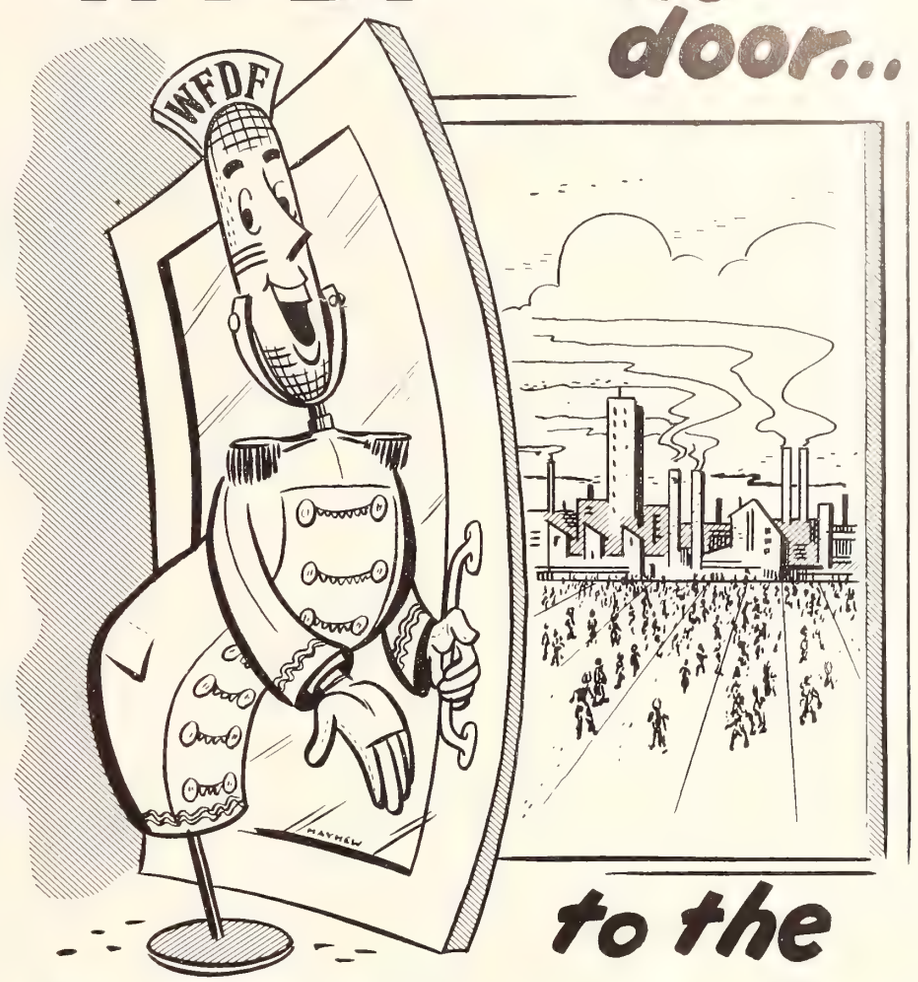
WLIB's Tower Crashes From East River Base

WLIB New York's new 212-foot transmitting tower in mid-Manhattan [B•T, July 13] tore loose from its base in the East River and fell last Wednesday evening. Station officials who had expected to put the new tower into service about Aug. 1, to replace WLIB's present transmitter and tower at 180 Morgan Ave. in Brooklyn, said the fall would delay the transfer by three weeks to a month.

Cause of the collapse was not immediately determined, but there was speculation that the tides of the East River — the tower was anchored on concrete pilings in the river, about 150 feet offshore—may have loosened rivets.

The new transmitter and transmitter building were not damaged. The tower missed by about 10 feet a group of some 60 children in a playground, demolished a parked car and damaged four others, and slightly injured five persons. Steel work on the tower was done by the Gunner A. Olsen Co.

WFDF opens the door...



to the Rich Flint Market

Yes, Flint, Michigan is an IMPORTANT MARKET . . . a RICH market ($325,184,000 retail sales in 1952) . . . a BIG market (287,200 population). Flint, Michigan is the World's largest General Motors' Plant City. What's more, added General Motors' production and expansion plans for the future will mean even more jobs . . . more workers . . . more retail sales . . . AND MORE PROSPECTS FOR YOUR SALES MESSAGE OVER BUSY WFDF, FLINT'S FIRST STATION. To open the door for your product in this rich industrial market, BUY WFDF, FIRST IN FLINT!

* *Sales Management "Survey of Buying Power" 1953*

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids WFBM and WFBM-TV Indianapolis — WEOA Evansville

POST-THAW UHF-VHF BALANCE NEARS AS FIVE NEWEST OUTLETS PLAN STARTS

The comparison will stand at 46 vhf—45 uhf when operations are underway for WISE-TV Asheville, KFSA-TV Fort Smith, WMTV (TV) Madison, WTPA (TV) Harrisburg and WAKR-TV Akron

WITH WTPA-TV Harrisburg on the air and four more stations planning to start commercial programming yesterday and today (Monday), the number of post-thaw commercially-operating uhf stations nearly equals the post thaw vhf outlets: 45 uhf, 46 vhf.

Yesterday (Sunday) WISE-TV Asheville, N. C., KFSA-TV Fort Smith, Ark., and WMTV (TV) Madison, Wis., were to make their commercial debuts. Today WAKR-TV Akron plans to begin programming. All are uhf stations.

Assuming the above five stations met their target dates, the total number of commercial outlets is 199. There also is one noncommercial-educational station on the air.

The vhf stations still far outnumber the uhf outlets because of the 108 pre-freeze vhf stations. Altogether there are 154 vhf outlets.

A number of soon-to-start stations have begun test pattern operations. As soon as they begin commercial programming they will be counted by B•T as "on the air" and will be listed in TELESTATUS, page 39. All other post-thaw grantees are listed in the table beginning on page 113.

Sheldon Anderson's KAFY-TV Bakersfield, Calif., reported as on the air July 5, actually did not begin then although it had planned an early July start. Mr. Anderson explained there was an unexpected delay in shipment of some equipment. He says the station will go on within the next two or three weeks. Mr. Anderson added that a survey indicates about 15,000 of the 25,000 vhf sets in Kern County already are converted to receive uhf. KAFY-TV will be on uhf Ch. 29.

W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., assigned uhf Ch. 17, last week advised that everything except the antenna was on hand and that the transmitter had been adjusted. He said the antenna was delayed but he hopes the station can begin putting out a test pattern Wednesday.

Mr. Shellabarger reported that out of 300 central Illinois TV set dealers queried, 100 have replied stating that 11,924 TV sets have been sold at retail. Of these, 2,212 are able to receive uhf.

WTPA (TV) Beats Target

Several stations did get on the air last week, although a few now on with test patterns don't expect to start commercial operations for a week or two.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, started commercial programming July 6 with 15 to 16 hours of programs daily—believed to be one of the most extensive program schedules of any new station. Five hours of programming daily consist of local live productions, David J. Bennett, manager, said. He reported the station's coverage is exceeding the engineers' expectations. He said WTPA started with a full day's programming so "the viewer would always find us on the air when he wants to view." He said in the Harrisburg area no one thinks of uhf as being a special type of television. "It's just TV," he said, "and even though it's been researched to death, it's still TV."

The Harrisburg outlet had been reported as having a July 15 starting date; this it beat by nine days.

KTVH (TV) Hutchinson, Kan., which went on the air July 1 [B•T, July 6], commenced telecasting live network programs July 14, ahead of schedule, according to Bill Ritchie of that station. The Hutchinson-Wichita outlet, a basic CBS-TV affiliate, is on vhf Ch. 12.

KFSA-TV Fort Smith, Ark., which put a test pattern on the air July 10, was to have started programming yesterday (Sunday), according to Weldon Stamps, a station spokesman. He said the outlet is affiliated with ABC-TV, DuMont and NBC-TV.

Two other stations were to have started yesterday. WISE-TV Asheville, N. C., and WMTV (TV) Madison, Wis., both were aiming for a July 19 commencement.

WAKR-TV Akron, on test pattern since the middle of last month, planned to begin commercial operations today (Monday).

WKJF-TV Pittsburgh, planning an Aug. 1 start of programming, went on the air with a test pattern July 14, F. G. Raese, station manager, told B•T.

WGVL (TV) Greenville, S. C., went on the

NIX TO NETS AT NIGHT -- say Cincinnati radio listeners -- Hooper survey* shows WCPO with music-news-sports programs FIRST in listener preference

TV CHANGES LISTENING HABITS

In the television-saturated Cincinnati Area, where almost everybody can watch TV, there's a new pattern in nighttime radio listening.

Oh, yes — people *still* listen to radio at night in Cincinnati, as shown by the latest Hooper Survey. But they now say NIX to NETS at NIGHT . . . and turn to WCPO Radio *first* for the kind of programs that TV can't replace: music, news, sports . . . programs that can be enjoyed anywhere in the house, on the porch, in the back yard, or in the car.

Result: night after night, more Cincinnatians listen to WCPO than to any other radio station.

* Here's how Cincinnati radio stations rank in nighttime audience (8:00 to 11:00 PM), based on independent survey made in May, 1953 by C. E. Hooper, Inc.:

RANK	STATION	AVERAGE ¼-hr. RATING
1st	WCPO	3.8
2nd	network station "B"	3.6
3rd	network station "C"	2.4
4th	station "D"	0.8
5th	network station "E"	0.7

(And remember . . . for television it's WCPO-TV—Cincinnati's favorite TV station.)

WCPO



CINCINNATI'S FAVORITE RADIO STATION

Represented by the Branham Co.

Uhf by Hook or CROOK

WHEN WTVI (TV) brings its uhf operation to Belleville, Ill., a few weeks hence one person, at least, will be ready.

That's the person who broke into a radio-TV servicing business and stole two uhf converters valued at $68. Cracks the *St. Louis Post-Dispatch:* "The television-minded burglar was presumed to be ready for ultra high frequency when it came."

air with a test pattern July 15, Ben K. McKinnon, general manager, reported. The station, which begins "on schedule," is operating with 17 kw ERP visual. It will be interconnected with ABC-TV, DuMont and NBC-TV. Commercial operation still is set for Aug. 1.

WGLV (TV) Easton, Pa., which began its test pattern operations June 26 with 60 kw ERP, now is on with full 100 kw ERP. Charles R. Thon, chief engineer, said the station has been received 90 miles away.

Arthur B. Church, president of KMBC and KMBC-TV Kansas City, Mo., said an early start on vhf Ch. 9 was assured last week when FCC granted approval for KMBC-TV and WHB-TV to go on the air with special temporary authorization, sharing time on the channel, as soon as the antenna could be mounted atop the Kansas City Power & Light Bldg. and a transmitter installed.

These installations should be completed this week, Mr. Church said. He hopes equipment tests can begin before the end of July. Barring unforeseen delays, he predicted KMBC-TV and WHB-TV will begin broadcasting CBS-TV programs on Aug. 1.

George Higgins, KMBC-AM-TV general manager, and Don Davis, WHB-AM-TV president, are in New York now, conferring with agencies and advertisers.

WKLO-TV Aims for August

WKLO-TV Louisville, Ky., will go on the air in early August, according to Joe Eaton, general manager of WKLO-AM-TV. He said the uhf Ch. 21 outlet will be an ABC-TV affiliate and will operate with ERP of 230 kw visual from an antenna 730 feet above average terrain.

John C. Merino, manager of KFSD-TV San Diego, which plans a September debut, said Jack E. Tolen and Charles Baldour, both of WDTV (TV) Pittsburgh, have joined the station. Mr. Tolen has been named program director of the vhf Ch. 10 station, and Mr. Baldour is to be production supervisor.

WCAN-TV Milwaukee's tower will be completed within the next three weeks, Lou Poller, president and general manager, said last Thursday. Test patterns will begin in about three weeks, he added. Commercial programming is set for Sept. 1, he said. He said up to two weeks ago, there were already 25,000 TV sets able to receive uhf Ch. 25. Representative is O. L. Taylor Co.

WTAO-TV General Manager Frederic S. Bailey said that the station on "uhf Ch. 56 is licensed for Boston and will be Boston's third TV station . . . It will be on the air with a test pattern the latter part of August and start commercial operations in September." He asserted that conversion of the Boston area TV sets to receive uhf channels is "progressing at an astonishing rate."

WILS-TV Lansing, Mich., was to have in-



this is where
it PAYS to be in the middle...

Providing it's the middle of this important mid-South region —an advertiser's paradise of progressive communities, all served by the broad circle of WFMY-TV's coverage. Packed into this zone of sales opportunity is a greater amount of buying power than you'll find in such media "musts" as Baltimore, Pittsburgh, San Francisco, or New Orleans.

Strategically located in the middle of almost a billion and a half dollars — money waiting to be spent on what *you* have to sell — is WFMY-TV. Many of America's most successful advertisers have discovered how well WFMY-TV reaches and persuades the customers of this growing area. Why not share their good fortune with them?

wfmy-tv

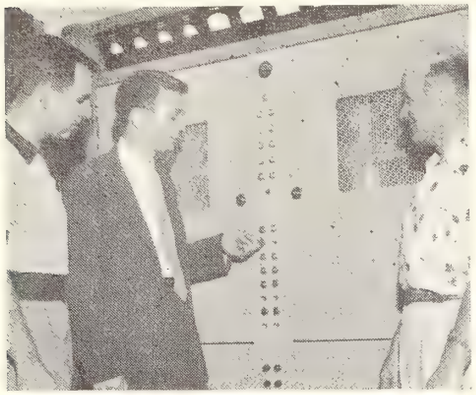
Basic CBS Affiliate – Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

stalled its transmitter on the 24th floor of the Olds Tower last week. The uhf Ch. 54 station's antenna was raised atop the building July 12. The test pattern will be put on the air as soon as possible, a station spokesman reported. The on-the-air date for commercial programming is Sept. 15.

KTXL-TV San Angelo, Tex., says it has set



FLIPPING THE SWITCH to put WNAO-TV Raleigh on the air is Charles W. Stone, general manager. Watching are Peter Miller (l), chief engineer, and James Valentine of Federal Telecommunications Labs., which supplied the 1 kw transmitter for the uhf Ch. 28 station. WNAO-TV started test pattern July 8, commercial operations July 12. The station is building private microwave installation to pick up network shows live. All TV plant equipment was purchased through Graybar Electric Co. by Sir Walter Television, new owner of the WNAO-AM-FM-TV stations.

* * *

a new pattern in station openings. Claiming that most opening-day programs are informal affairs, the station explained it had formal introductions and greetings of various dignitaries and filmed introductions of the staff members at their desks. The station began July 7.

Paul McClelland, in a speech before the Quincy, Ill., Lions Club, said WGEM-TV Quincy, of which he is program director, plans to get on the air by early fall with NBC-TV affiliation. He outlined plans of the station and demonstrated some of the techniques of television with a closed circuit TV program at the luncheon meeting. The outlet is assigned vhf Ch. 10 and will go on the air with 316 kw ERP.

One educational and five commercial stations received construction permits last week. For their starting plans, see story page 52.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARKANSAS

KFSA-TV Fort Smith, uhf Ch. 22 (ABC-TV and DuMont), represented by John E. Pearson TV Inc., yesterday (Sunday) (test pattern started July 10).

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Aug. 1.

KUSC (TV) Los Angeles, uhf Ch. 46, noncommercial educational, August.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., July 25.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22.

ILLINOIS

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., July 22.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1.

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 1.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15.

MONTANA

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV and CBS-TV), represented by Weed TV, today (Monday).

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., yesterday (Sunday).

WHKP-TV Hendersonville, uhf Ch. 27, July-August.



PURCHASE of a 5 kw DuMont transmitter for WREX-TV Rockford, Ill., is completed by L. E. Caster (l), president of Greater Rockford Television Corp., licensee. Watching the contract-signing are B. J. Klindworth, DuMont sales representative, and Soren Munkoff, general manager of the vhf Ch. 13 outlet.

OHIO

WAKR-TV Akron, uhf Ch. 49 (ABC-TV), represented by Weed TV, today (Monday) (test pattern started mid-June).

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, July 21.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., August (test pattern started June 26).

WTPA (TV) Harrisburg, uhf Ch. 71, represented by Headley-Reed TV Inc., started commercial programming July 6.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1 (test pattern started July 14).

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

SOUTH CAROLINA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern on Aug. 15).

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Sept. 1.

KIMA-TV Yakima, uhf Ch. 29 (CBS-TV), represented by Weed TV, yesterday (Sunday) (test pattern started June 30).

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WMTV (TV) Madison, uhf Ch. 33 (ABC-TV, DuMont and NBC-TV), represented by The Bolling Co., yesterday (Sunday).

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WPTS Goes On Air As Pittston's First

WPTS Pittston, Pa., went on the air last month with 1 kw on 1540 kc, Angelo W. Fiorani, president and general manager, has announced.

The station, Pittston's first, has studios in the Newrose Bldg., Main and Spring Streets. Frank Silva is station manager; R. E. Florey is commercial manager. Transmitter is located in Duryea, Pa.



CHARLES N. DeROSE, general manager of WHYN-AM-TV Springfield-Holyoke, Mass., signs the contract appointing Weed & Co. and Weed Television as New England representatives for the stations. Looking on are (l to r) Robert R. Reardon, Weed's Boston manager; William Dwight, managing editor of the *Holyoke Transcript-Telegram*, and Patrick J. Montague, WHYN-AM-TV business manager.

Three Stations Are Shipped RCA Victor Transmitters

RCA VICTOR last week shipped a 25 kw amplifier to WPTZ (TV) Philadelphia, a 1 kw uhf. transmitter to WTAO-TV Cambridge-Boston and a 1 kw AM transmitter to WCIN Cincinnati.

The WPTZ conversion equipment will allow the station to increase its power to the maximum allowed on the station's vhf Ch. 3 frequency—100 kw visual. WPTZ will use an RCA six-bay superturnstile antenna in conjunction with the new unit.

WTAO-TV, assigned uhf Ch. 56, will get an RCA antenna and associated equipment early next month, according to RCA. The station plans to start commercial operations in September.

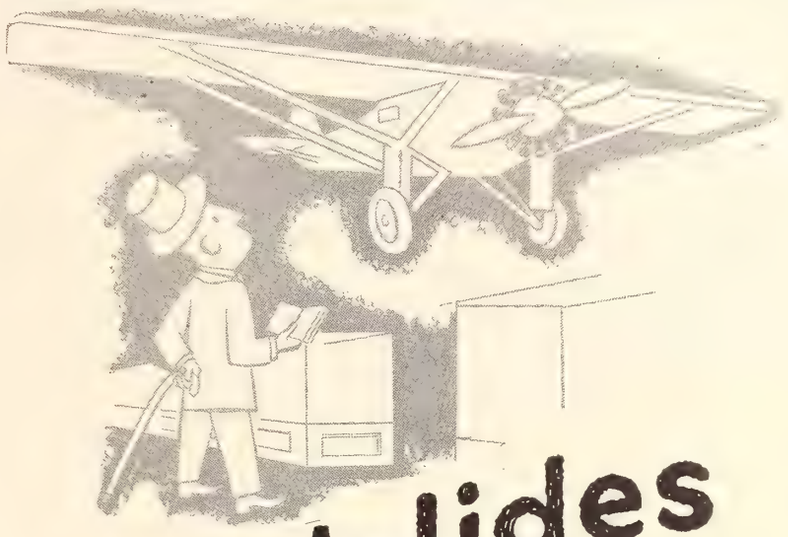
WCIN, which plans to begin broadcasting soon on 1480 kc, is owned by R. W. Rounsaville, permittee for WCIN-TV, uhf Ch. 54 station (not yet on the air).

Crosley, MBS-GT Meet Stresses Sales, Promotion

CROSLEY's WLW Cincinnati is enjoying an increasing sales volume because of "a realistic approach to today's problems of radio selling," Norman Cash, WLW's general manager, told 20 MBS executives and salesmen, guests of the station at a two-day seminar July 9 [B•T, July 13].

Mr. Cash quoted figures pointing up WLW's position in the major markets of the four-state area it serves. Robert E. Dunville, Crosley Broadcasting Corp. president, was the host. MBS visitors were headed by T. F. O'Neil, president and board chairman, and J. G. Taylor, executive vice president of General Teleradio Inc. and MBS. Network salesmen from both New York and Chicago attended. The seminar on radio sales and promotion problems began July 9 and concluded July 11 with a breakfast at the Terrace Plaza in Cincinnati.

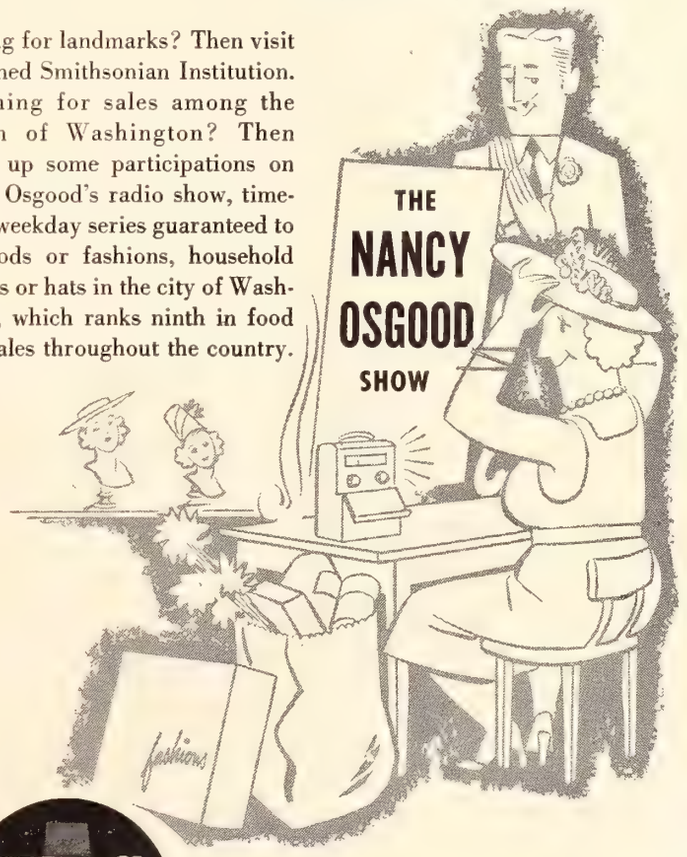
Landmarks in history . . and . .



landslides in sales

The Nation's Capital is famous for both.

Looking for landmarks? Then visit the famed Smithsonian Institution. Searching for sales among the women of Washington? Then snatch up some participations on Nancy Osgood's radio show, time-tested weekday series guaranteed to sell foods or fashions, household services or hats in the city of Washington, which ranks ninth in food store sales throughout the country.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

KROW Begins Operating Its Remote Transmitter

DESCRIBING itself as the first metropolitan radio station to utilize remote control operation of a transmitter and the first to erect a transmitter building especially designed for remote operations, KROW San Francisco-Oakland put its new facilities into operation July 11.

KROW last week announced that the new transmitter adds $100,000 to its radio investment and is the culmination of more than two years of planning and construction on the tower and transmitter building in San Francisco Bay.

Sheldon F. Sackett, KROW Inc. president, termed the investment as "indicative of our constant faith in AM broadcasting" in the face of increasing TV competition.

The remote operation is accomplished at the downtown studios, three miles from the island transmitter, by KROW engineers who handle the controls and meter readings. With a relay system, a duplicate control panel downtown actually controls the transmitter and tower.

KROW, managed by J. C. (Gil) Partridge, operates as an independent outlet with 1 kw on 960 kc.

KOMO-TV Names Hollingbery

O. W. FISHER, president, and W. W. Warren, general manager, KOMO-TV Seattle, last Wednesday announced the signing of George P. Hollingbery Co. as television representative. The vhf Ch. 4 station plans to go on the air Dec. 11 as an NBC-TV affiliate.

Radio's GROWING

Last year a radio was purchased every 3¼ seconds in the United States! 98.1% of U.S. homes are radio homes.

And WGN has a weekly daytime circulation of 2,199,000 homes—55% of which are non-TV homes and 85% of which are in the middle and upper income brackets*—a great audience with top buying power.

* Nielsen Coverage Service.

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11 Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

KOLN-AM-TV Lincoln Sold To Fetzer for $650,000

SALE of KOLN-AM-TV Lincoln, Neb., by Cornhusker Radio & TV Corp. to Fetzer Broadcasting Co. for a total consideration of about $650,000 was announced last week. Sale price includes $145,000 cash plus assumption of various obligations totaling about $500,000.

Application for the transfer was expected to be filed with the FCC late last Friday.

Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids.

Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%), vice president and secretary.

Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa, which is applicant for a TV station at Waterloo; vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., TV applicant for that city; chairman of the board and minority stockholder Vitapix Corp., distributor of motion pictures for TV, and together with his wife owns all of the stock of Fetzer Enterprises Inc., electronic equipment company in Kalamazoo.

In the KOLN-AM-TV purchase, Fetzer Broadcasting assumes all the liabilities of KOLN-AM-TV, amounting to about $120,000, and a long term debt of $175,000. The TV station operating on vhf Ch. 12 has been on the air since February of this year and KOLN-AM-TV reports a total loss of $113,108.60 for the six months ending June 30.

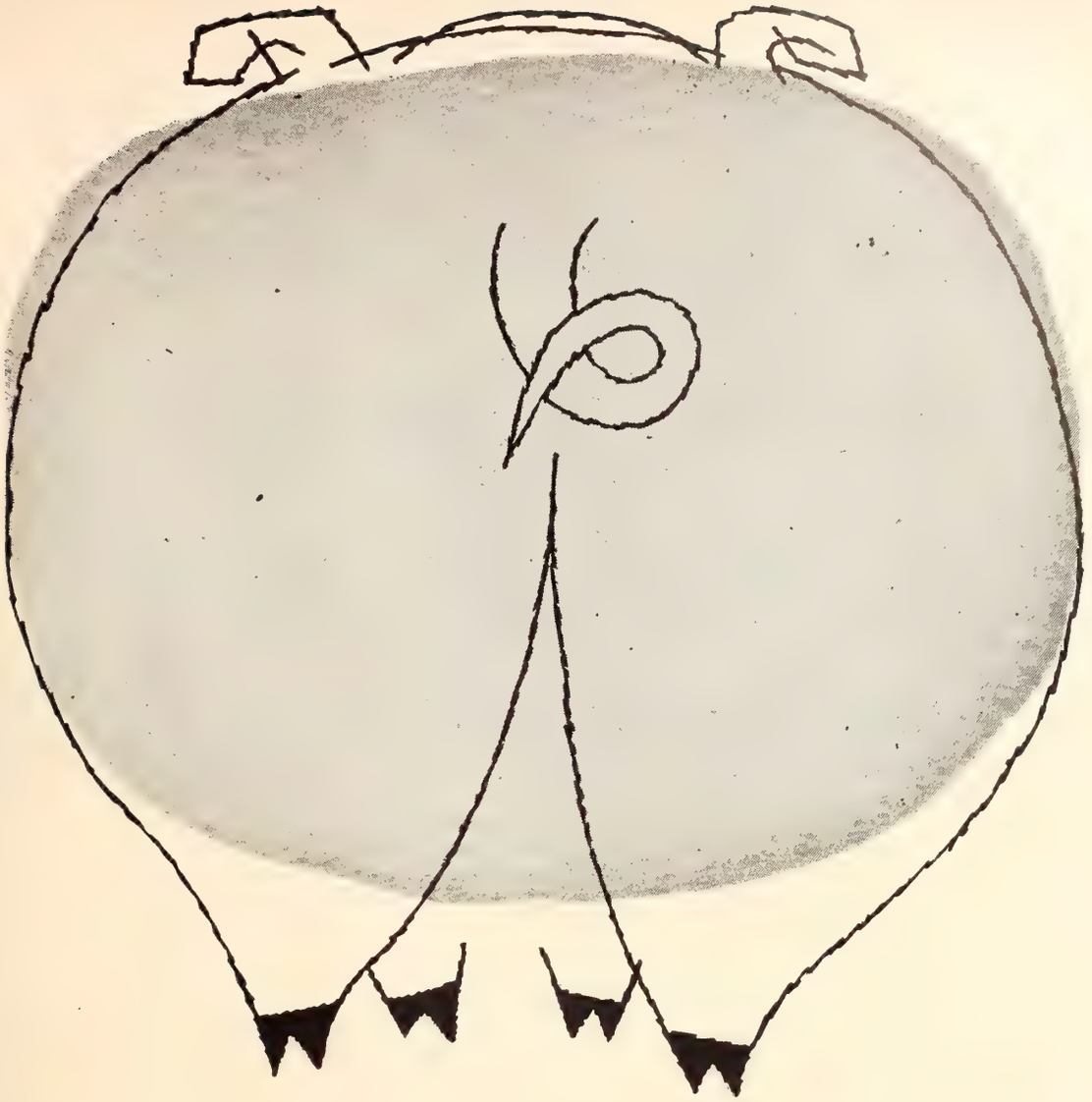
Both parties to the sale were represented by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson.



WKRC Cincinnati local sales are up, and congratulations are in order. Hubbard Hood (l), sales manager, and David G. Taft, vice president of Radio Cincinnati Inc. (WKRC licensee), exchange best wishes when the station's sales for the first four months of 1953 climbed 32.1% over the same period last year.

WSBA-TV Builds TV Center

CONSTRUCTION of a new TV center for WSBA-TV York, Pa., has commenced with plans for completion by Sept. 15. According to Walter J. Rothensies, vice president of Susquehanna Broadcasting Co., licensee of the uhf Ch. 43 outlet and WSBA, the completed facilities will have a 40 x 60-ft. studio for local-live shows, accommodating studio audiences, with a permanent kitchen set. Studio will allow cars or trucks to be driven onto the floor. Three smaller studios, plus expanded office, dressing and storage space, are being included.



Round Number: Twelve Million

Adding very little to a pig's weight but much to his appearance, a tail also serves radio stations, Chambers of Commerce, statistically minded copywriters, and packing houses, than which there are few things to stay upwind of (packing houses, that is).

To come to the point, in 1952 Iowa again was the Nation's top pork producer, being instrumental in supplying 12,057,000 tails, each attached to a going concern subsequently rendered into squeals, bacon, ham, pork, sausages, billfolds, brushes and an infinitude of et cetera.

The official U. S. census puts Iowa's farm living index at 177, which places the Iowa farmer on top. The national average is 122. Iowa also leads the nation in the percentage of farms with automobiles. The percentage of farms served by electricity, telephones and radios has practically reached the saturation point.

These facts aren't put here to bore you. They're more reason for you to call the Katz Agency and try this WMT market for size. It fits big sales and small (or large) budgets.

WMT **Cedar Rapids • 600 kc • 5000 Watts • Basic CBS Network • Represented nationally by the Katz Agency.**

RADIO IN THE Upper Midwest...

Cost per Thousand.....

Dollar for Dollar...

Ratingwise...

Anyway You Figure It

KSTP Radio

Is a Better Buy Than Ever!

KSTP

50,000 WATTS
CLEAR CHANNEL
THE NBC STATION

REPRESENTED BY EDWARD PETRY and COMPANY

MINNEAPOLIS, ST. PAUL

WOR JOINS CRITICS OF 'LIFE' CLAIMS

New York station says that its audience not only outnumbers "Life's", but also outnumbers the combined circulations of the top four magazines in New York.

ON TOP of criticism from CBS and NBC, WOR New York last week attacked *Life* magazine's four-media evaluation study as "an inequitable comparison" [B•T, June 15].

At the same time, Robert M. Hoffman, research director of WOR, claimed that WOR reaches a greater audience each week in the New York area than the top four national magazines combined. He said that the WOR figures were based on the Standard Audit & Measurement Services Inc. survey in the spring of 1952 and the magazine data on the latest breakdown provided by the individual publications.

Life's study, which purported to make comparisons between the accumulative audiences of magazines, newspaper supplements, radio programs and TV programs, drew the following comment from Mr. Hoffman:

"There is nothing wrong in comparing media. But only by measuring magazine circulation against the audience of a station can the true audience of each media be evaluated properly. The practice of stacking up circulation of magazines against the audience for a particular radio or TV program is obviously an inequitable comparison."

Mr. Hoffman pointed out that the Standard study showed that WOR delivers a weekly audience of 1,903,109 families in the New York area. He submitted the following breakdown comparing WOR's audience with the circulation of national magazines in the New York area:

WOR's audience: 1,903,109.

Circulation of the top four magazines in the New York area:

Woman's Day	582,083
Life	539,554
Ladies Home Journal	363,170
Family Circle	326,668
Total	1,811,495

Circulation of the next seven magazines:

Woman's Home Companion	317,875
Good Housekeeping	298,211
Saturday Evening Post	289,076
Look	282,348
McCall's	266,839
Better Homes & Gardens	224,564
Cosmopolitan	184,929
Total	1,863,842

"Moreover," Mr. Hoffman commented, "if anyone raises the cry that the weekly audience consists primarily of people listening only once or twice each seven days, bear in mind that WOR's average daily audience in the metropolitan New York area alone amounts to 1,286,502—outpulling *Woman's Day* plus *Life*. Obviously, as far as WOR is concerned, comparisons between media are highly desirable—as long as the comparisons are made properly."

Mrs. Gordon Gray Dies

MRS. GORDON GRAY, 39, wife of Gordon Gray, president of WSJS-AM-FM Winston-Salem, N. C., president of the U. of North Carolina and former Secretary of the Army, died at Baltimore Wednesday after an illness of several months. Survivors, besides her husband, include four sons, her mother and a brother.

WTMJ-TV Moves to Ch. 4; New Facilities Put Into Play

WTMJ-TV Milwaukee effected its switch from Ch. 3 to Ch. 4 midway in a 7-7:30 p.m. broadcast July 11. [B•T, July 13]

While viewers turned the dials on their sets, WTMJ-TV engineers threw into operation a new transmitter, a new 1,035-ft. tower, and increased power from 16 kw to a maximum 100 kw. The station says its fringe area was extended from 45 miles to 85-90 miles.



THE FIRST TWO to appear on Ch. 4 WTMJ-TV Milwaukee after the switch-over from Ch. 3 are Walter J. Damm (l), vice president-general manager of WTMJ-AM-TV, and Wisconsin Gov. Walter J. Kohler.

Intensive promotion preceded the channel change. During the switch-over broadcast a video tour of the transmitter building was conducted by George Comte, station manager, and Phillip B. Laeser, engineering chief. Signal for the change was given by Walter J. Damm, vice president-general manager for The Journal Co.'s radio and TV properties.

The first person seen on Ch. 4 was Wisconsin's Gov. Walter J. Kohler. Mr. Damm followed him on the air.

WFIL-TV Power Up to 100 kw

WFIL-TV Philadelphia this week will increase its effective radiated power to 100 kw visual, the first Philadelphia station with maximum power, according to Roger W. Clipp, general manager. Former ERP was 27 kw visual.

Henry E. Rhea, chief operations engineer for the *Philadelphia Inquirer* station, estimated the station's coverage would be increased from its former range of about 50 miles to more than 60 miles—an increase of 40% in the service area. The station is on vhf Ch. 6 and uses RCA transmitting equipment.

Sawyer to Extend TV Bid

CHARLES SAWYER, Ohio broadcaster and former Secretary of Commerce who is buying WCMI-AM-FM Ashland, Ky., subject to FCC approval [B•T, July 6], last week announced intention of filing for TV in that area, which embraces Huntington, W. Va., and Ironton as well as Ashland.

Mr. Sawyer owns WING Dayton, WIZE Springfield and WCOL Columbus, all Ohio.



Safety knows no season

"In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages."

STANLEY C. HOPE
President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because "safety knows no season."

Esso ESSO STANDARD OIL COMPANY

CROSLEY NAMES SIX VICE PRESIDENTS

Figuring in Crosley Broadcasting Corp. promotions are Ward Quaal, Gil Kingsbury, H. P. Lasker, James Leonard, Bernard Musnik and Harry P. Albrecht.

APPOINTMENT of six Crosley Broadcasting Corp. officials as vice presidents was announced Wednesday by James D. Shouse, board chairman, and Robert E. Dunville, president.

Those promoted and their titles: Ward L. Quaal, vice president and assistant general manager; Gilbert W. Kingsbury, vice president in charge of public relations; H. P. Lasker, vice president in charge of WLWD (TV) Dayton; James Leonard, vice president in charge of WLWC (TV) Columbus; Bernard Musnik, vice president in charge of Crosley Broadcasting Sales' eastern division, New York, and Harry P. Albrecht, vice president in charge of Crosley Broadcasting Sales' central division, Chicago.

Mr. Quaal joined Crosley in August 1952. He had been director of Clear Channel Broadcasting Service, Washington, for three and a half years, during which time CCBS is said to have increased greatly its engineering and program service to members.

Mr. Kingsbury joined WLW Cincinnati in



Mr. Kingsbury



Mr. Quaal

1942 as assistant editor, was promoted to editor and later to head of WLW's Washington bureau. After acting as administrative assistant, first to the late Sen. Garrett Withers (D-Ky.) and then to Sen. Earle Clements (D-Ky.), he rejoined Crosley in July 1951 as administrative assistant to the president.

Mr. Lasker, born and educated in Europe, joined WLW as transportation advertising director and became successively WLWD (TV) sales manager and in 1950, general manager.

Mr. Leonard has been with Crosley since



Mr. Lasker

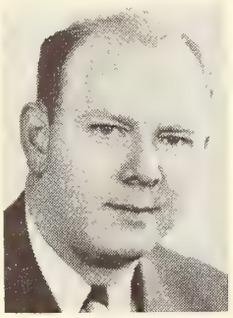


Mr. Leonard

1936, as program director of WSAI Cincinnati (formerly a Crosley outlet) and as m.c. and announcer on WLW programs. He was named station manager of WLWC (TV) in 1948.

Mr. Musnik has been with Crosley 13 years, first working with the company's international shortwave station two years until the station was turned over to the Office of War Information. He then joined the WLW sales staff and became Crosley's eastern sales manager in 1950.

Mr. Albrecht has headed WLW's sales office



Mr. Albrecht



Mr. Musnik

in Chicago seven years and previously spent 14 years handling sales work and campaigns for the Western United Gas & Electric Co.

Writer Sues KTTV (TV)

SUIT for $200,000, charging misappropriation of literary property, was filed in Los Angeles Superior Court July 9 against KTTV (TV) by writer David Manning. Plaintiff claims idea behind *Star Shoppers,* which station started telecasting on a five times weekly basis last March, is one he submitted on an audition record in 1951, titled *Shopping with the Stars.* He asks $100,000 actual and $100,000 punitive damages.

Rayburn Creates Scholarship

GENE RAYBURN, WNBC New York personality-disc jockey, who once was a member of the page and guide staff at NBC, still remembers his leaner days. He has created a scholarship for $300 during 1953-54 to assist members of the NBC page and guide staff in New York to enroll in Columbia U.'s School of General Studies or its School of Dramatic Arts, according to Erik Barnouw, assistant professor of dramatic arts in charge of courses in television, radio and films. A number of the university's television and radio courses have been given in cooperation with NBC for nine years.

KECA (TV)'s Wrestling Tussle

KECA (TV) Hollywood has won a temporary victory in a controversy over telecasting out-of-town wrestling matches on same night the local Olympic Auditorium has its mat card. The California State Athletic Commission gave San Diego promoter Hugh Nichols permission to change his wrestling dates to Wednesday nights until final decision is made July 29. Olympic Auditorium promoter Cal Eaton protested Nichols' date changes as illegal, also claiming KECA's telecasts would hurt his gate.

WDIX Now in 'Dixie'

FRANK B. BEST, general manager of the former WRNO Orangeburg, S. C., reports that station now has been assigned the call letters WDIX, which he says long have been sought by other southern stations. The station opened its day on the Fourth of July with the announcement that "this is WDIX—in Dixie" together with a rendition of the first few bars of the tune "Dixie." The letters formerly were assigned to a U. S. Navy ship, which was willing to release them, Mr. Best said. WDIX expects to go from 250 w to 5 kw day, 500 w night next Jan. 1.

KFMB Commentator Clears Man's Name

A RADIO crusade undertaken by Paul W. White, executive editor of KFMB-AM-TV San Diego, to clear the name of a man who was turned down for a job at the Naval Supply Depot on grounds he had sworn falsely that he had never belonged to a subversive organization, has resulted in a victory, Mr. White said last week.

Last Tuesday Mr. White, on his KFMB commentator program, *Speaking of San Diego,* told the story of musician Harrison J. Melhorn's application last November for a Civil Service job as musical instrument repairman at the depot.

After failing a physical examination for the job in January and correcting the condition with an operation he was told to report for work March 4, but upon reporting, according to Mr. White, he was told he had sworn falsely on his application that he never belonged to a subversive organization.

Mr. Melhorn filed a new application, demanded an investigation and was promised that one would be made, according to Mr. White, but months passed and nothing happened. Then Mr. Melhorn told his story to Hollywood ABC commentator Chet Huntley, who turned the matter over to Mr. White.

Mr. White wrote to the Navy, he says, and receiving no answer, put Mr. Melhorn's story on his KFMB program June 25, at the same time sending the information in a letter to Rear Admiral George R. Henderson, commandant of the 11th Naval District.

Admiral Henderson replied promptly, Mr. White said, and ordered an investigation June 29. The investigation was made and Mr. Melhorn's name was cleared in 15 days, Mr. White said.

Mr. White drew this conclusion for listeners: "An American right has been at issue here and an American right has been upheld!"

WRUL's Latin America Output

WITH SUSPENSION of Voice of America broadcasts to Latin America, WRUL Boston, international station owned by Walter S. Lemmon, has almost doubled its output to that area, spokesmen said last week. They reported WRUL now is beaming 14 hours 45 minutes of programming to Latin America each week. A feature of last week's WRUL broadcasts was coverage, in a half-hour program, of the departure of hotel man Conrad Hilton and entourage for the opening of the Hotel Castellano Hilton in Madrid. The broadcast orignated at Idlewild Airport.

for the

FINEST

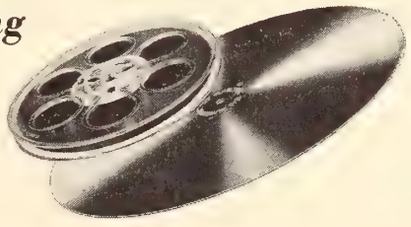
in recorded sound







America's leading phonograph record manufacturers use audiotape* for the original sound and audiodiscs* for the master recording



No one listens to recorded sound with a more critical ear than the professional recordists who make America's finest phonograph records. Here there can be no compromise with quality.

That's why it's significant that so many of them repeatedly specify Audiotape and Audiodiscs to meet their most exacting requirements. For example, it was found that 29 of the 30 best selling records of 1952 were made from Audiodisc masters. And over 43% were first recorded on Audiotape before being transferred to the master discs.

Remember – you get this same superlative sound by using Audiotape and Audiodiscs in *your* recording work.

AUDIO DEVICES, Inc.

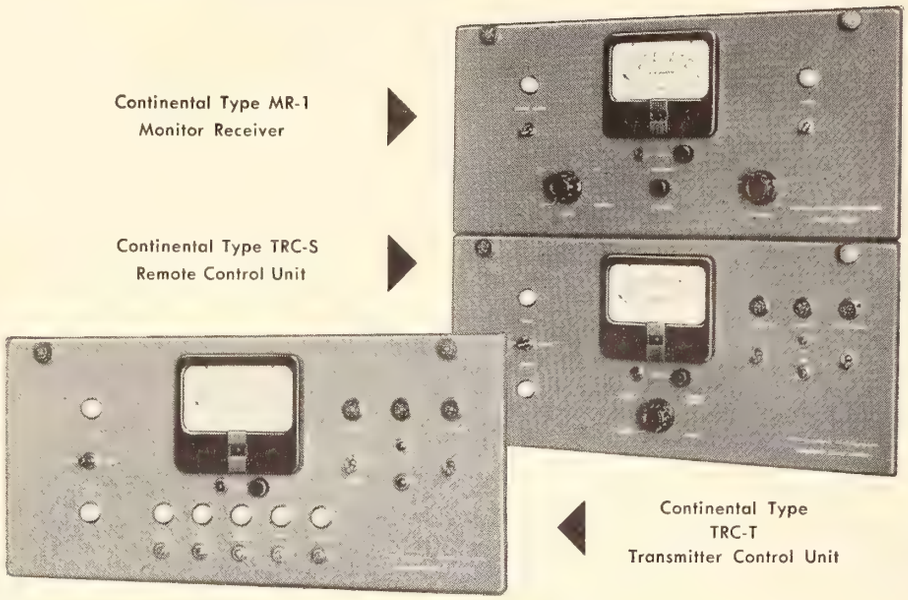
444 MADISON AVE., NEW YORK 22, N. Y.
Export Dept.: 13 East 40th St., New York 16, N. Y.
Cables "ARLAB"



audiodiscs
audiotape
audiofilm
audiopoints

© The exclusive trade-mark of Columbia Long Playing Records — Reg. U.S. Pat. Off.
** Trade Mark. Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

3 units complete...only $2800



- Positive ON and OFF control — simple installation on any transmitter.
- Automatic protection for rectifier tubes through time delay ON and OFF controls of transmitter filaments and plate supply.
- Permits raising or lowering output transmitter power by operation of reversible motor control.
- Extra switching for power change, tower lights, auxiliary transmitter, etc.
- Indicates transmitter overloads and locks out plate voltage if overload continues.

Now...cut AM & FM operating costs with *Continental*

REMOTE TRANSMITTER CONTROL EQUIPMENT

...via Graybar

Even the smallest station can afford to install this new Continental remote transmitter control system. Moderately priced to begin with, it quickly pays for itself after installation. You no longer require a full-time transmitter-site staff—you can perform all operating, metering, and monitoring functions right from your own studio or other convenient control point.

Check the money-saving features of this new Continental equipment for yourself — for full particulars, call your nearby Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

363-17

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR — via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

EVERYTHING ELECTRICAL

to Keep You on the Air

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are conveniently located in the following 21 cities.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6452
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7282
MINNEAPOLIS
L. S. Sellner, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
ROCHESTER
A. E. Byers, Baker 7700
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123

A Few of Our Leading Supplier-Manufacturers—
Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • Federal Telecommunication Laboratories • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Prodelin • Rek-O-Kut • Sarvis • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting
—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

IDEALLY SUITED TO REMOTE CONTROL OPERATION

...The *Continental* Type 315 5000 WATT AM TRANSMITTER...



Remote Control operation emphasizes the need for utmost reliability in transmitter performance. The extra quality built into the conservative design of this sturdy, extremely stable transmitter is your assurance of trouble-free, unattended operation.

The unusual stability of operation attained in the Continental Type 315 Transmitter results from the use of vacuum capacitors and special ceramic coil forms in all RF circuits. All components are conservatively rated.

For 10 KW operation, Continental also offers Type 316 Transmitter with identical features and performance.

Your best bet for REMOTE CONTROL

When planning a new station or the modernization of your present facilities, for radio broadcasting at its best, specify a complete Continental installation—of both Transmitter and Transmitter Remote Control Equipment. It will bring you greater convenience...reliability...and economy.

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Phone EVergreen 1137 Dallas 17, Texas

Distributed by GraybaR ELECTRIC COMPANY
GraybaR QUALITY SINCE 1869 *REG U.S. PAT OFF
IN OVER 100 PRINCIPAL CITIES



ALIGHTING from St. Louis *Post-Dispatch* KSD-AM-TV plane after a flight over the St. Louis area during a visit there to study that market are members of NBC Spot Sales, which will represent the stations nationally effective Oct. 1. L to r, on ground, Dick Close and Joe O'Hara, New York; Dave Pasternak, KSD promotion director; Harry Simmons, Chicago, and Jacques Biraben, New York. On steps, from front, Dick Hayes (l) and Bill Buschgen, New York; Paul Mensing, Chicago; Bill Davidson and Caroline Herbert, New York; and Dave Frame (l), co-pilot, and John Matthers, pilot.

County Commissioners Ban WDSR Tape Pickups

TAPE-RECORDED pickups of sessions of the Board of Columbia County Commissioners over WDSR Lake City, Fla., have been banned by the board except by specific invitation. WDSR had covered the last five meetings of the board.

Mayor-Commissioner Murray Hagan said that, on the other hand, the city commissioners welcome radio "as an excellent means of more fully informing the public in all city affairs. All of our city commission meetings are a matter of public record and any matters discussed and any actions taken at these meetings concern the welfare of our citizens and are our citizens' business."

KING-TV Offers Tower Plan

WHICHEVER of the three applicants for vhf Ch. 7 at Seattle wins FCC approval will be able to share the new TV tower of KING-TV there, operating on vhf Ch. 5, it was announced last week by Otto P. Brandt, vice president and general manager. KING-TV's new tower, which will be 1,000 ft. above sea level, is being built adjacent to the station's present tower on Queen Anne Hill and by September will be put into use, along with a new transmitter, he said. KOMO-TV, new Ch. 4 permittee, will locate elsewhere. Ch. 7 contestants are KXA, KIRO and KVI, all Seattle.

Charlotte Construction

PLANS for a $2.75 million office building in Charlotte, N. C., have been announced by Jefferson Standard Life Insurance Co., parent company of Jefferson Standard Broadcasting Co., licensee of WBT WBTV (TV) Charlotte and WBIG Greensboro.

Joseph M. Bryan, JSBC president, is first vice president of JSLIC, which has home offices in Greensboro. The building will house the insurance company's Charlotte branch.

WMT-TV at 600 & #2

WMT-TV Cedar Rapids now has its address at 600 Old Marion Road NE, that city, the same number as its AM frequency, and also secured the number 602, so that it now writes its address 600 & #2, the latter number the same as its TV Ch. 2. The station does not use this address for its mail or telephone calls, however, but receives these at the Paramount Theatre Bldg.

WQXR Sales Up 10%

A 10% INCREASE in radio time sales at WQXR New York for the first six months of this year as compared with the same period of 1952 was reported last week by Norman S. McGee, vice president in charge of sales for the station. He added that fewer sponsors are taking a summer hiatus this year, and that many advertisers are contracting for September air time earlier than usual and in larger volume than in previous years.

WEAW-FM Expands, Adds AM Affiliate

LOCAL nighttime FM advertisers on WEAW-FM Evanston, Ill., will receive an added "bonus" about Aug. 1 when the licensee North Shore Broadcasting Co. invades AM broadcasting.

Tower has been erected and consulting engineer for the company has been making directional antenna tests near Beloit, Wis., according to Ed Wheeler, WEAW-FM president. Walter F. Kean, Riverside, Ill., is engineer for the station. Tower will be located alongside the AM structure.

Mr. Wheeler describes the new AM affiliate as an "expansion of the FM operation," noting the financial success of the latter made the AM investment possible.

Nighttime FM sponsors will get the daytime AM audience for one and the same rate, with AM fare duplicated on tape for nighttime use. WEAW-FM daytime programming will remain separate. Advertisers will receive a better buy than offered by stations which merely duplicate all AM shows, Mr. Wheeler feels.

WEAW has been authorized to operate with 500 w on 1330 kc from 6 a.m. to sunset. WEAW-FM will continue from 6 a.m. to 11 p.m. FCC announced the grant May 26 [B•T, June 8].

WIP 1953 Sales Up 9%

WIP Philadelphia was reported last week by Benedict Gimbel Jr., president and general manager, to have increased local and national sales for 1953's first four months 9% over those for that period of 1952 and 14.5% over those for the 1951 period. Mr. Gimbel said the record is "particularly significant, since in 1952 we enjoyed the greatest time sales in the station's 31-year history."

WJR's Six Month Sales Total

WJR Detroit President John F. Patt last week said his station registered sales of $1,617,817 for the first half of 1953, as against $1,670,366 for the comparable 1952 period. Net profit after income tax provisions was $260,213, compared with $230,161 for that period in 1952. Net earnings per share: 1953, 50 cents; 1952, 44 cents.



GEORGE JESSEL, ABC-TV's "goodwill ambassador," headed the list of guests visiting KBTV (TV) Denver's new $500,000 studios officially opened July 11 [B•T, July 13]. With Mr. Jessel at the opening were (l to r): Max Goldberg, KBTV director; Joe Flood, Denver radio personality; Mr. Jessel; Gail Ireland, Denver attorney and KBTV director; T. C. Ekrem, KBTV secretary-treasurer; John McEwen, president of Garden Farms Dairy, Wichita, and KBTV director, and Joe Herold, KBTV station manager.


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Sampson Leaves KXO, Takes Over for BCA

RICHARD T. (DICK) SAMPSON, manager, KXO El Centro, Calif., has resigned to become general manager of the Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KRPO Brawley, KYOR Blythe) and is headquartered at Riverside.



Mr. Sampson

He succeeds Fred E. Carr, who was appointed the new trustee of BCA by bankruptcy referee David Head last month [B•T, July 6]. Mr. Carr replaced William B. Ross, Los Angeles agency head, who resigned after operating the BCA stations under trusteeship since January 1952.

Mrs. Belle Hovey takes over Mr. Sampson's former duties as KXO manager.

WHAS Sets Rate Card #12

RATE CARD NO. 12 for WHAS Louisville was announced last Wednesday, effective immediately, by station manager Neil Cline. The changes: The 6:30-7 a.m. period, increased from $75 to $100, becoming part of the former Class B period (now from 6:30 a.m. to 6 p.m.); the one-time minute announcement between 6:30-9 a.m., now $47.50, and from 9 a.m. to 6 p.m., now $42.50. Mr. Cline states these are not for chainbreak announcements.

Keating Takes New Quarters

JOHN KEATING Inc., Seattle, has moved to new quarters which include "the most complete radio and television studio on the West Coast, outside of Los Angeles," Don Motter, owner, announced last week. The expanded facilities were designed by Lyle Thompson, Keating's chief engineer, and are located in the 1426 5th Ave. Bldg.

The firm represents 37 radio and five independent TV stations in Washington, Oregon and Idaho.

REPRESENTATIVE APPOINTMENTS

KELO-AM-TV Sioux Falls, S. Dak., appoints Bulmer & Johnson Inc. as Minnesota representatives.

WDLA Walton, N. Y., appoints William G. Rambeau Co. as national representative, effective immediately.

WTUX Wilmington, Del., appoints Indie Sales Inc., N. Y., as national representative.

KGST Fresno, Calif., appoints William G. Rambeau Co., as have **KSJO** San Jose, **KBOX** Modesto and **KHUB** Watsonville, Calif.

WTRF-AM-FM-TV Wheeling (W. Va.)-Bellaire (Ohio) appoint George P. Hollingbery Co., national representative, effective July 1.

MBS AFFILIATES OFFERED 'REVOLUTIONARY' POLICY

The network and its affiliates advisory group draft a plan which would : (1) Limit Mutual to five hours option time daily and (2) pay affiliates in programs rather than cash.

MUTUAL bared to its affiliates Friday the details of proposed policy changes [B•T, July 13, 6] which officials said can change "the nature of radio broadcasting coast-to-coast."

Needing approval of virtually all of the network's 375 "pay" affiliates by Aug. 1 in order to become operative by the October target date, the proposal encompasses "revolutionary new concepts" of network option time and of payment to affiliates. Essentially, these are:

- Mutual would cut the amount of time it can option from affiliates to an average of five hours a day (as compared to nine now).
- The affiliates would be paid in programs for local sale rather than in money, taking no pay for network commercial shows placed in network option time but getting—in other periods—14 hours per week of "highest calibre" free programs for local or national spot sale.

'Typical Affiliate' Would Gain

Officials said "the typical Mutual affiliate" stands to gain more than his present network payments from the sale of only two additional half-hours of the total 14 weekly free hours which Mutual would provide under the plan.

The proposal was outlined to the network's 565 affiliates by President and Board Chairman Thomas F. O'Neil—who called it "Mutual's answer to what radio stations and radio advertisers and radio listeners seem to be needing today"—and Station Relations Vice President E. M. (Pete) Johnson in a conference call Friday. Further details were put into the mails to all affiliates.

Eleven of the 12 Mutual Affiliates Advisory Committee members who attended the Cape Cod meeting where the plan was developed late last month backed the proposal in brief recorded statements also presented during the conference call. [The other MAAC member at Cape Cod, Fred Fletcher of WRAL Raleigh, did not participate in the conference call because he was on vacation, MBS officials said.]

Presenting President O'Neil on the conference call, Mr. Johnson noted that the plan could mark the "biggest turning point" in the history of the network and of the stations individually —could change "the whole future" of the stations' profits locally as well as the nature of radio broadcasting itself.

Bonus Stations Studied

Mr. Johnson also disclosed that, while the current plan is directed at the pay stations, Mutual also proposed to work up a "comparable announcement" for the bonus outlets "as soon as possible."

President O'Neil said that under the new plan, Mutual would concentrate both its network programming and its network selling in the new option-time periods and that affiliates would be expected to carry without pay all programs furnished by Mutual during these option hours, whether they are commercial or sustaining. Mutual would retain the right to sell all segments within these hours except the customary 30-second station breaks on the hour and half-hour. If Mutual should sell time outside of the option periods, the net receipts from such sales would be turned over to the stations, less a 15% "selling commission."

Exact periods which would be designated as option time were not revealed in the conference call, but it was understood that they would include morning, afternoon, and evening hours, and would total approximately five hours a day Monday through Friday, four hours on Saturday, and six on Sunday.

Since Mutual now options nine hours a day from stations, it was pointed out, the new plan would mean the return, to the stations, of an average of four hours a day. In these periods, and in all other hours of station time, the affiliates would be free to accept or refuse



SPECULATION continues in Chicago that ABC's *Breakfast Club* might become an occasional simulcast feature this fall in view of the 20th anniversary ABC radio-TV broadcast last month. Discussion first cropped up during this informal conversation among network, agency and talent representatives following the program. (L to r): Savington Crampton, radio-TV director, Hutchins Advertising Agency, which handles account of Philco Corp., one of program's sponsors; Don McNeill, *Breakfast Club* m.c.; Ralph Bergsten, vice president and general manager of McNeill Enterprises Inc.; Alexander (Sandy) Stronach, vice president in charge of ABC-TV, and James L. Stirton, dir. of ABC Central Div. TV opns.

any commercial, sustaining, or co-op show offered by Mutual.

Mr. O'Neil said affiliates and their sponsors would thus be guaranteed "the profitable use of an average of four uninterrupted hours of choice local time, never before possible on network stations."

Programming Pool

The money "saved" on station compensation, under the proposal, would go into a "giant programming pool," Mr. O'Neil asserted. The 14 hours per week of "highest calibre" programs which Mutual would furnish free to stations for local sale would be, he said, in addition to the network's present co-op features.

Though he noted that changes might develop in the lineup by October, he said that Mutual planned, for instance, to feed daily a block of six five-minute shows, *Spotlight Parade* featuring Fred Robbins, Duncan Hines, Al Helfer, David Ross, Senator Ford, and Arlene Francis and Bill Cullen. These five-minute shows would be available for local sale and could be inserted in the station's schedule at whatever periods "that will do you the most good."

Three news strips also are planned, featuring Frank Singiser, H. R. Baukhage, and Ed Pettitt—also for local sale—and *Lucky U Ranch* is slated to return as a free co-op. The Three Suns and a star girl vocalist are slated for an evening quarter-hour strip, and "high-grade" mystery and dramatic shows are scheduled for 8:30 p.m. Monday through Friday, also for local sale. In the latter group, those set or in negotiation were said to include George Sanders in *High Adventure,* Basil Rathbone in *Bulldog Drummond,* Peter Lorre in *Nightmare,* and Madeleine Carroll in *Four-Star Theatre.*

The rest of the free programs, Mr. O'Neil said, will be carried on Sunday afternoon. These include *Mr. District Attorney* and *The Shadow,* which he told affiliates are "known to every prospective sponsor in your market." (*The Shadow* has been sponsored in part by Wildroot, which took summer hiatus and does not plan to return to that show in the fall.)

Mr. O'Neil assured affiliates that they can sell these free programs because, he said, they include every successful format in radio.

Further, he said:

"Other stations in your area will feel the impact of your new lineup because programs of this character cannot be duplicated locally or purchased on a syndicated basis except at tremendous cost. Advertisers will want these programs for all these reasons and because the wide variety of time segments available makes it possible to select a feature that matches available advertising dollars.

Never Before

"Never . . . anywhere . . . has the local or national spot advertiser been offered the variety of top programs or flexibility of scheduling which you can offer when this new plan gets underway."

Noting that the "typical" MBS affiliate can gain more than his present network payments by selling only two additional half-hours of the 14 hours to be provided free by Mutual, Mr. O'Neil admonished the stations that "the margin by which you top that par is a question between you and your sales department."

Although the plan calls for Mutual to program an average of five hours a day of network time and an average of two hours a day of "free" programs for local sale, a total averaging seven hours a day, officials said there was



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ELECTRON TUBES HARRISON, N. J.

no thought of cutting down Mutual's overall total of approximately 16 hours of daily programming.

The plan provides for five specific special events broadcasts per year, "traditionally" carried by Mutual, to be continued as network features whether carried in network or station time. These are the World Series, the All-Star Baseball Game, All-Star Football Game, and the East-West and Blue-Gray Football Games.

MAAC's Request Started It

Mr. O'Neil explained at the outset that the plan was devised at MAAC's request, originally made last October, that ways be worked out whereby the network and affiliates together could achieve two principal goals: Assure each affiliate of a larger share of its "biggest profit dollar," which he said is in business from local and national spot advertisers, and to insure the long-term stability of the network.

It was MAAC's suggestion, Mr. O'Neil said, that the network spare neither effort nor tradition in undertaking to adapt network procedures "to the realistic picture of radio today—and tomorrow." Management worked up two plans, submitted them to MAAC at the Cape Cod meeting, and out of these the current proposal was developed.

It was agreed all along, he said, that a station's big advantage in a Mutual affiliation lay in its access to topflight network programming for integration into local schedules, rather than in "its relatively minor revenue" for network time sales. Accordingly, the objective was to provide better programs, make more hours available for local sale, and lower the cost of providing such improved service, he asserted, calling it the first time in history that a radio network was getting itself geared to the practical needs of its affiliates.

Want Approval By Aug. 1

Mr. O'Neil called upon the stations to get written approval of the plan back to the network by Aug. 1. He said he was confident the proposals would work to the benefit of both Mutual and its affiliates, but only if all hands supported it 100 per cent.

Virtually all MAAC members supported the project in recorded statements presented on the conference call.

Retiring MAAC Chairman John Cleghorn of WHBQ Memphis said it was worked out after MAAC members suggested that "the current type of network operation did not seem destined to survive indefinitely with changing conditions in the industry." Although affiliates will be "giving up a lot," he said, "some of us feel that we may be gaining a proportionate advantage," and "we will recommend full and favorable consideration of the plan. . . ."

Gene Cagle, KFJZ Fort Worth, voiced belief that "the stations of Mutual will be better off financially under the new proposed affiliation plan than they have ever been." He estimated that the average affiliate receives about "one time its hour rate per week from Mutual, but suffers a great deal more than this by having to displace local advertisers in not having its time firm for sale."

Can Restrict The Network

The new plan's big advantage to the affiliate, he said, "is being able to restrict the network to the five hours per day and having all the other time available for money-making purposes. I think the plan will help the network materially also since it will have firm programming and universal clearance." Having network programs for sale locally at no talent charge is "an extra plus that can be turned into dollars," he added.

John Laux, WSTV Steubenville, called on affiliates to provide clearance for the necessary option hours so that Mutual can secure the needed revenue to "carry on its improved program ideas." He said he was convinced the plan is "the best . . . presented by any network" and one that is both a "practical and feasible solution" to the network's problems.

Rex Howell, KFXJ Grand Junction, Colo., termed the plan "a radical departure from the old concept of network service." He said it would provide MBS affiliates with "a new plus, because Mutual dares to be different."

Boosts Nighttime Position

The proposal was praised by Jack Younts, WEEB Southern Pines, N. C., as one that would improve program structure and offer "top-notch co-ops for sale with no talent charge" to stations. He added: "It will place nighttime stations in a position to program strongly and earn higher ratings against competitive networks and regain any audience lost to television."

Victor C. Diehm, WAZL Hazleton, expressed approval of the plan and paid tribute to Mr. O'Neil for his efforts on behalf of Mutual affiliates. He said the plan would permit stations to "go out and sell some worthwhile shows and wind up with much more money than we did before."

George Hatch, KALL Salt Lake City, said of the plan: "First, it will fix network programs in a limited five-hour period daily and allow stations to develop long-range profitable local and national spot programming in all other hours. Second, affiliates will make more from local sale of 14 hours of weekly free co-ops than they previously were paid for MBS commercials. Third, MBS programs will now be greatly improved since the program budget will be concentrated on fixed times and fixed shows with regular 52-week staple programming."

In endorsing the plan, Hugh O. Potter, WOMI Owensboro, Ky., asserted that affiliates value the Mutual network for the programs and co-ops it makes available, rather than for the network revenue it provides. He noted that the plan is designed to give stations better programs, additional co-ops of a type not previously available, and a reduction in network option time.

E. J. McKellar, KVOX Moorhead, Minn., described the proposal as "a step in the right direction," meaning, he said, "more profits for the station, plus having the prestige of being part of a network system."

Could Always Reconsider

"If in due time," he continued, "we find it is not what we want, knowing Mutual as I do, I am sure they will be glad to sit down with us again and make such changes as will be necessary to make it a profitable and working agreement to the advantage of both the affiliates and Mutual."

J. Porter Smith, WGRC Louisville, pointed out that the plan represented a compromise of two proposals submitted to MAAC. He said it was the consensus of the members that the compromise plan would benefit both the metropolitan and smaller market stations. Calling it "a good deal," he urged its adoption.

Wendell Mayes, KBWD Brownwood, Tex., also endorsed the proposal.

DUMONT NETWORK APPOINTS FOUR IN TOP MANAGEMENT REALIGNMENT

In shuffling of important executive posts for network activity step-up, Donald McGannon is named assistant broadcasting director, Ted Bergmann becomes general manager, William Martin joins DTN as sales director and John Bachem is appointed national sales director.

REALIGNMENT of three top executive posts and the addition of a sales management executive were announced last week by Chris J. Witting, managing director of the DuMont TV Network.

Under these developments, said to be prompted by a "sharp step-up in general network activity," Donald H. McGannon, administrative assistant to Mr. Witting since February 1952, has been named assistant managing director of broadcasting. Among other duties, he will maintain general supervision of DuMont's owned and operated stations.

Mr. McGannon is a member of the New York and Connecticut bars. Before joining DuMont, he practiced law in Norwalk, Conn. He was graduated from Fordham U.'s law school in 1946.

Other changes include appointments of Ted Bergmann, sales director, as general manager of the network; William G. Martin, Lennen & Newell agency vice president, as sales director, and John H. Bachem, assistant sales director, as national sales director.

Mr. Bergmann has been a member and executive of the DuMont's sales department since 1947. He was appointed sales director two years ago and is credited with guiding negotiations for many national accounts, including Procter & Gamble, Westinghouse and General Foods.

Mr. Martin began his broadcasting career with NBC in 1935 in the promotion and publicity department, later serving in both spot and network sales. From 1947 to 1950 he was with William Esty agency as business manager of radio.

Mr. Bachem, who has more than 30 years of sales and advertising experience, joined DuMont in 1949. He also has held various sales positions at CBS and NBC.



Mr. McGannon



Mr. Bergmann

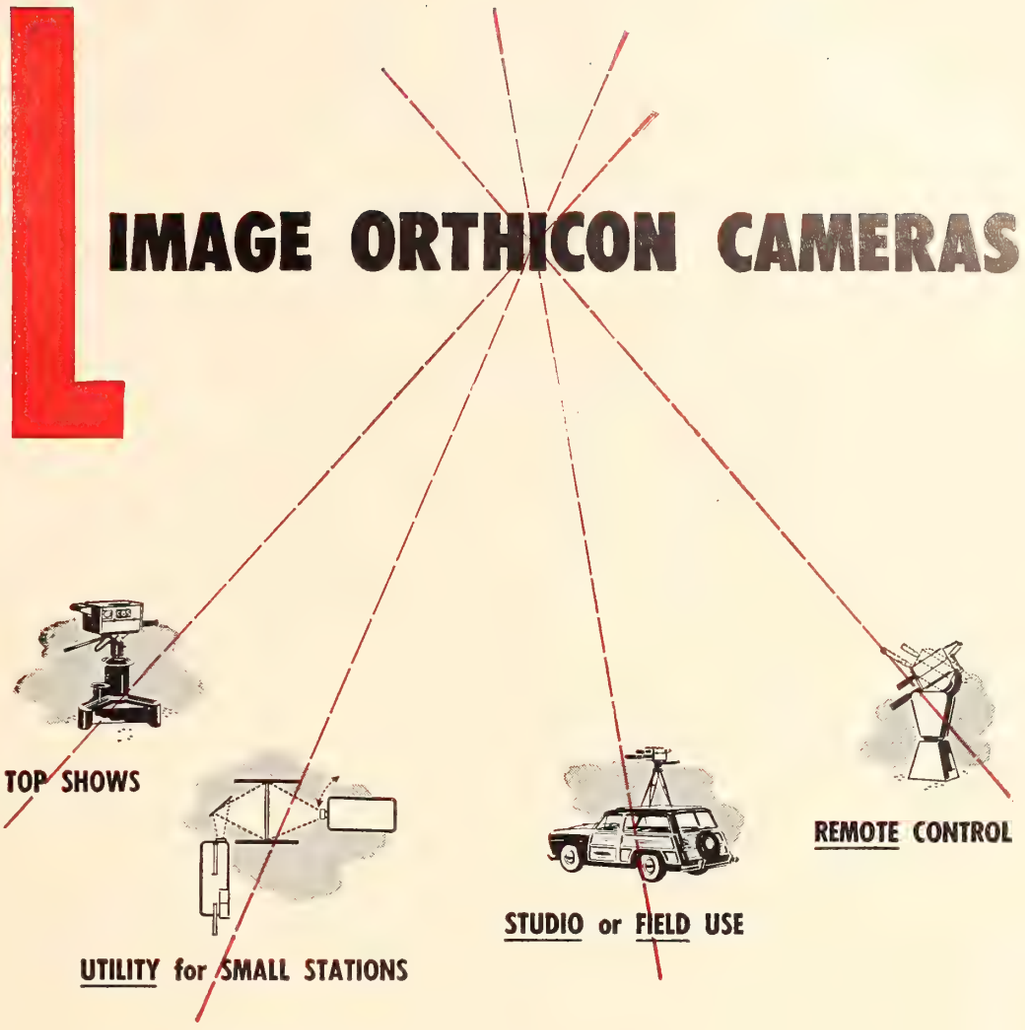


Mr. Martin



Mr. Bachem

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U.S. Steel to Sponsor 'Theatre' on ABC-TV

AFTER many weeks of negotiation with the ABC, CBS and NBC television networks, United States Steel signed last week with ABC-TV for the alternate Tuesday night 9:30-10:30 p.m. period on that network. Program is to be called *U.S. Steel Theatre*. It will follow the new Danny Thomas show, sponsored by American Tobacco Co. (9-9:30 p.m.) on the same network. Both U.S. Steel and American Tobacco are handled by BBDO, New York.

MacDonald to Supervise

The TV show will be produced by the Theatre Guild under the direct supervision of J. Carlisle MacDonald, assistant to the chairman of the board of U. S. Steel. An October starting date is planned. It is expected that another hour-long dramatic show will alternate with *U.S. Steel Theatre*.

The *U.S. Steel Theatre* radio show on NBC, which went off the air June 7, will not be resumed next season.

Service to Networks, Stations Outlined in Bell System Report

GROWTH of the Bell System's television network service from 900 miles of TV channels interconnecting five cities along the Eastern Seaboard to the present 35,000 miles of radio relay and coaxial cables providing service to 140 TV stations in 93 cities throughout the nation was stressed in an announcement last week by Cleo F. Craig, AT&T president.

He also noted that additional facilities which will substantially enlarge the network, are now being built.

Total income for the Bell System, including AT&T, for the 12 months ended May 31 was reported as $562,617,596 as against $504,913,400 for the same period ended May 31, 1952. Net income for the periods was said to be $445,251,055 this year as compared with $388,311,840 last year.

Weiss Estate Left to Widow

WILL of Lewis Allen Weiss, 60, former Mutual Broadcasting System board chairman, admitted to probate in Los Angeles by Superior Judge John Gee Clark, left his entire $250,000 estate to his widow, Mrs. Sue C. Weiss of Beverly Hills.

Long associated with Don Lee Broadcasting System as general manager and vice president before his retirement from the broadcasting industry, Mr. Weiss died June 15 of a self-inflicted bullet wound. He had been in ill health [B•T, June 22].

WEMP to Feed 'Packers' Tilts

GREEN BAY PACKERS football broadcasts this fall will be originated by WEMP-AM-FM Milwaukee. A network of 28 Wisconsin and two Minnesota stations will be fed the games, for which Earl Gillespie, WEMP sports director, will do the play-by-play. Tony Flynn, WJPG Green Bay, will assist him. WEMP also originates the Milwaukee Braves baseball broadcasts.

NBC Signs Chevillat, Singer

SIGNING of comedy writers Dick Chevillat and Ray Singer to contracts with NBC, was announced by Charles C. Barry, NBC vice president in charge of network programs. For the past six years, they have been writers of the *Phil Harris-Alice Faye* show on NBC radio. In their new positions, they will serve as creators, writers and producers of new programs for NBC, of which the first will be *This Is Living*, TV show planned for production next month.

18 NBC-TV Shows Booked On Norfolk's WVEC-TV

ADVERTISERS on 18 major NBC programs have booked their shows to appear on WVEC-TV Norfolk, NBC television outlet scheduled to go on the air on uhf Ch. 15 Sept. 19, the network announced last week. WVEC-TV as an NBC affiliate, is the replacement for WTAR-TV Norfolk, which is switching to CBS-TV.

NBC-TV programs ordered for WVEC-TV include *Colgate Comedy Hour, Your Hit Parade, Ethel and Albert, Your Show of Shows, Philco Television Playhouse, Goodyear Television Playhouse, Mr. Peepers, Robert Montgomery Presents, Voice of Firestone, Gabby Hayes, On the Line With Considine, Greatest Fights of the Century, Dragnet, Hallmark Hall of Fame, I Married Joan, The Goldbergs, The RCA Victor Show and Roy Rogers.*

WVEC-TV has opened offices and display rooms in the Seldon Arcade where the public may visit to learn about uhf operations from station salesmen and other personnel. Television sets and television cameras have been set up in the office space and in dealers' showrooms throughout the Norfolk area.

The space in the Seldon Arcade is said to be in addition to the station's new studios and offices which will be opened officially at a later date.

Penn Grid Network Planned

FORMATION of a University of Pennsylvania Football Radio Network, to feed 1953 season games to stations in the Mid-Atlantic area, has been announced by WFIL Philadelphia, which will originate the play-by-plays. Schedule calls for Penn's eight home games and one away game, plus a tenth contest Nov. 21 between two other schools to be announced later. Lineup of stations for the network has not been finalized.

'Stern' Co-op Sales Grow

ISSAC D. HIRSCH Co., Savannah, Ga., distributor for Budweiser beer, is latest to sign for cooperative show *Bill Stern Sports Review* (NBC radio, Mon., 6:15-30 p.m.). Other beer sponsors are Fitger's Brewing Co., Duluth; Hudepohl Brewing Co., Cincinnati; Anheuser-Busch, Salt Lake City; Tennessee Brewing Co., Memphis; Jos. G. Maloof, Albuquerque, and State Distributing Co., Selma, Ala.

Marx to NARTB Advisory Unit

FRANK MARX, vice president of ABC, has been named a member of the NARTB Engineering Advisory Committee, formed a fortnight ago by NARTB President Harold E. Fellows [B•T, July 13]. Raymond F. Guy, NBC, is committee chairman.

Pro Grid Slate on DuMont Announced by Westinghouse

SCHEDULE of National Football League football games on the DuMont TV Network this fall, under sponsorship of Westinghouse Electric Corp., was announced last week by J. M. McKibbin, Westinghouse consumer products vice president.

The series, Oct. 3 through Dec. 13, will be seen in virtually every TV area. Sunday afternoon games will be broadcast to some 45 markets where pro football telecasts have not been available in the past, while Saturday night games will be sent into 20 to 25 cities where local sponsors are telecasting other pro teams on Sunday afternoons.

The West Coast schedule remains to be completed. Otherwise, the plans stand as follows, with the Oct. 4 games listed as "tentative" because of potential conflict with World Series baseball.

Sat., Oct. 3, New York at Pittsburgh; Sun., Oct. 4, Cleveland at Chicago Cardinals (tentative); Sat., Oct. 10, Philadelphia at Cleveland; Sun., Oct. 11, San Francisco at Detroit; Sat., Oct. 17, Pittsburgh at Philadelphia; Sun., Oct. 18, Los Angeles at Detroit; Sat., Oct. 24, Green Bay at Pittsburgh; Sun., Oct. 25, Cleveland at New York; Sat., Oct. 31, Green Bay at Baltimore.

Sun., Nov. 1, New York at Chicago Cardinals; Sat., Nov. 7, Baltimore at Detroit; Sun., Nov. 8, Green Bay at Chicago Bears; Sun., Nov. 15, San Francisco at Cleveland; Sat., Nov. 21, Chicago Cardinals at Philadelphia; Sun., Nov. 22, Cleveland at Pittsburgh; Sun., Nov. 29, Los Angeles at Chicago Bears.

Sat., Dec. 5, Baltimore at Los Angeles; Sun., Dec. 6, Chicago Bears at Detroit; Sat., Dec. 12, Green Bay at Los Angeles; Sun., Dec. 13, Cleveland at Philadelphia.

Don Lee Inc. Wins Case in Tax Court

ACTION of the Internal Revenue Dept. to collect additional income taxes allegedly owed by Don Lee Inc. and its successor corporation, Thomas S. Lee Enterprises Inc., has been reversed in U. S. Tax Court.

The court held that the Collector of Internal Revenue erred in assessing $327,058.74 as penalty taxes against Don Lee net profits of $878,867.26 after taxes for the year 1946.

The government also sought more than $1 million in penalty taxes for the years 1947-48-49. These claims were settled on a 25% basis of the demands.

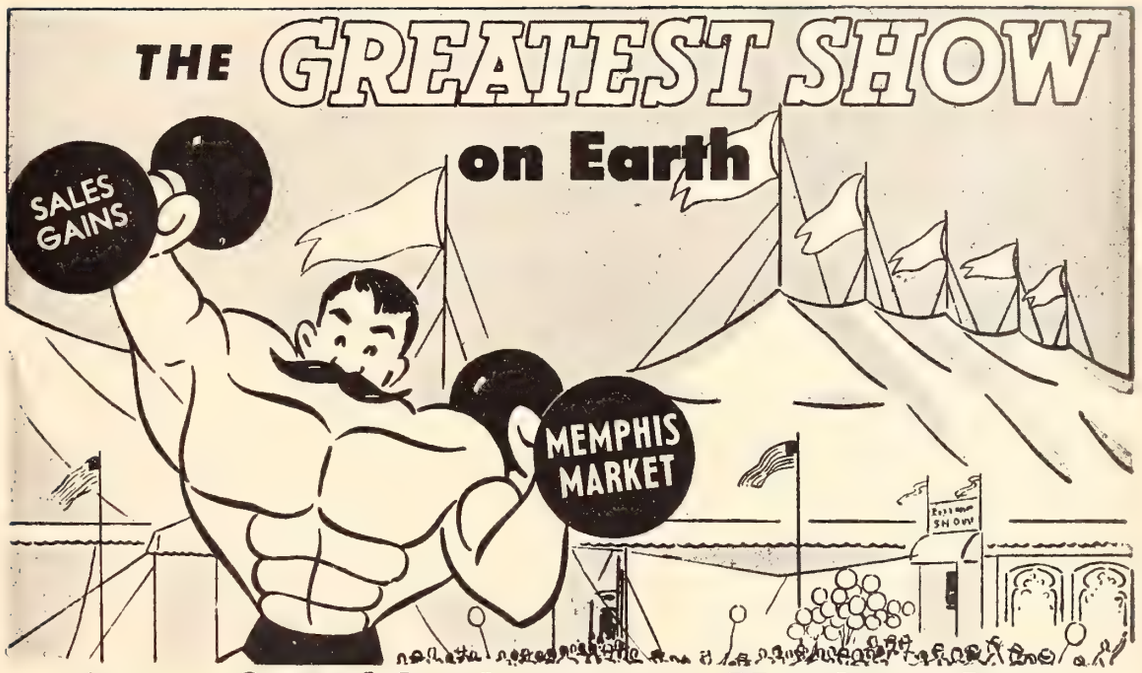
WTOK-TV Joins CBS-TV

WTOK-TV Meridian, Miss., will join CBS-TV Sept. 27 as a primary, non-interconnected affiliate, Herbert V. Akerberg, vice president in charge of station relations for the network, announced Thursday. The station, which will operate on Ch. 11, is owned and operated by Southern Television Corp. Robert F. Wright is president and general manager.

WDLP Joins NBC

WDLP Panama City, Fla., will affiliate with NBC Aug. 13, Harry Bannister, NBC vice president in charge of station relations, announced last week. WDLP, 1 kw on 590 kc, is owned by Panama City Broadcasting Co. John H. Perry Jr. is president and Cecil Kelley general manager.

features



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WREC

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

IDEAL ANTENNA LOCATION AND DESIGN GIVE WEEU-TV "EXCELLENT COVERAGE"

New Reading, Pa., Station Concentrates On Primary Market—Plans Expansion!



Thomas E. Martin
Executive Vice President
Hawley Broadcasting Co.

WEEU-TV, channel 33, is Reading, Pennsylvania's newest UHF television outlet. Commercial operation began April 15 using a G-E 100-watt UHF transmitter and five-bay helical antenna on an interim basis to achieve 1400 watts effective radiated power.

Ingenious Location Of Antenna Site

Thomas E. Martin, Executive Vice President of Hawley Broadcasting Co., station owners, firmly believed from the outset that in order to gain success WEEU-TV must concentrate on the primary market area—engineering-wise—and program-wise. With this in mind, his technical operations director, David J. Miller, Jr., instituted a novel and very effective means of determining signal strength on population concentrations from several pre-selected antenna sites. Miller used a topographical map to produce a plaster relief map of the area. Beams from a lighted flashlight bulb held on various hilltops simulated TV signals and clearly indicated Mount Penn as the best antenna location for market coverage.

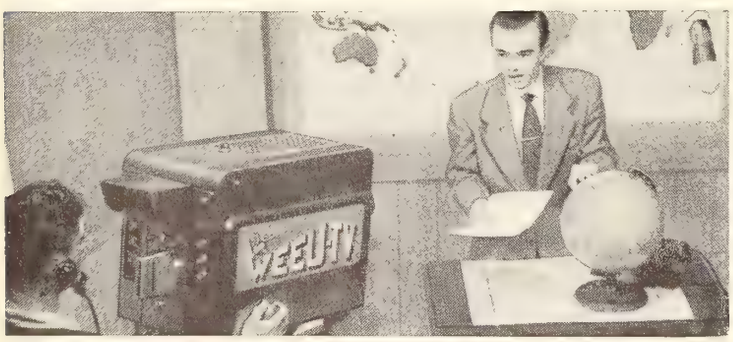
"Solving the antenna location was half of WEEU-TV's coverage problem—the other half was antenna design. G-E's high-gain helical antenna, tilted electrically for full close-in coverage, more than satisfied WEEU-TV's requirements."

Full Power Operation This Summer

Martin plans to radically improve the present 10 mile signal radius when full power operation starts this summer with the addition of a General Electric 12,000-watt amplifier. He estimates there are 15,000 receivers in Berks County capable of receiving UHF.



WEEU-TV's 43-foot antenna was mounted on a 365-foot guyed tower atop Mt. Penn, directly overlooking Reading from the east.



Jack Gounder, news editor and special events director, programs twice daily.

Good Local Programming Answer To Multiple VHF Set Conversions

A large number of VHF sets existed in the WEEU-TV area long before this new station opened. The problem of how to get set owners to adapt for UHF reception was naturally a serious handicap to success.

Station officials met the challenge with an extremely diversified format of local shows and set up their programs operating with a variety of the latest G-E studio and film equipment. News, educational themes, musical features and religion all play an important role in their well balanced schedule. In addition, WEEU-TV already is programming more than twelve hours weekly of both NBC and ABC network programs. All but three shows are sponsored!

WEEU-TV Signal Strength Overrides Normal Trouble Spots

Signal strength measurements of WEEU-TV's interim power signal have been taken at a number of known "trouble" spots in Berks County. Results have been termed "excellent" by both station officials and General Electric Company field engineers. General Manager Martin said the station has received calls from viewers as distant as North Philadelphia, 50 miles away.

"From all accurate engineering statistics and checks, our signal now covers Reading and most of Berks County", said Martin. He also pointed out that the forthcoming increase in power will substantially broaden the station's coverage.

WEEU-TV's consultant, who played a vital role in establishing the new station, was Michael R. Hanna, General Manager of WHCU, Cornell University's commercial radio outlet at Ithaca, New York.



An interim General Electric 100-watt transmitter powers the WEEU-TV signal to Reading and Berks County.

GENERAL ELECTRIC

features

- A man who knows says TV can help radio. Page 82.
- How a radio station started a hillbilly craze in Boston. Page 86.
- Two tricks in producing weather telecasts. Page 88.
- A TV manager's appeal: Let's quit plugging movies. Page 90.

A switch in "foreign language" shows:

KGAK GIVES RADIO BACK TO THE INDIANS

MERLE TUCKER, owner of 250w KGAK Gallup, N. M., has tapped a $10 million a year cash market that had been ignored until two years ago.

The market is the 75,000 Navajos on their 25,000-square-mile reservation in New Mexico, Arizona and Utah.

Indians do much day work off their reservation. They draw some $7 million a year, chiefly from railroads, and a big slice of that cash comes back to the reservation. The Indians have additional income from seasonal crops of lambs and wool and arts and crafts goods—Navajo rugs and silverwork.

Gallup as the historic Navajo trading center gets the biggest share of the business. An advertising medium in that market for Gallup business men was a natural.

In Daily Demand

To tap it, two years ago Mr. Tucker started an hour's broadcast in Navajo. It was the first commercial program to be directed to the Indians, many of whom don't speak English. In three months, the program was so popular with Indians and advertisers that it was upped to a daily afternoon feature.

The Indians listened to it daily in their mud and log hogan homes, and in the trading posts on the reservation. And they began to buy battery radios (their hogans aren't equipped with electricity). Several stores reported sell-outs. And even now, one store in Gallup sells about $400 worth of batteries monthly.

The Navajo program is made up of records, commercials, news and health hints. It serves as a clearing house for all of Navajoland. If an Indian loses a horse or his jewelry, or if his car has been stolen, he comes to the station. Through the program, many of the lost valuables have been located. And if car licenses are found, instead of taking them to the sheriff the Indians bring them to the station. The program has even found lost Navajos.

Popularity of the program is proved by the mail it receives. One broadcast brings in 150 to 200 letters and cards. Since it was started, more than 15,000 pieces of mail have come in—all without giveaway gimmicks or write-me appeals.

The program has its difficulties, too. In Navajo, it takes an announcer 1½ minutes to give a commercial which would take 45 seconds in English. To get in his 11 or 12 spot announcements, the announcer can play only six or seven records in the hour. On a comparable English program, up to 14 records would be played.

Kinds of Advertisers

Main advertisers on the program are food markets, car dealers, dry goods stores, Indian trading posts and labor recruiting agencies. However, the labor recruiting agency will not be taken as an advertiser unless it has been cleared through the Navajo Tribal Council.

Five minutes of news, translated from the station's press wire, are included each day. Also given are announcements of local happenings of interest to the Navajos, such as rodeos, ball games and community meetings.

The program has been recognized by the Navajos as their official program. Mr. Tucker offered the Navajo Tribal Council time on the program to give news of that governing body when it is in session four times a year. The Council accepted, and a member, Howard Gorman, daily goes in to Gallup from Window Rock, Arizona, to broadcast an account of the council happenings. This sometimes stretches the program to 1½ hours.

The success of the *Navajo Hour* caused Mr. Tucker to launch another Indian program—one aimed at the Zunis in the Zuni tongue. It started as a weekly half-hour March 20 with six advertisers. It has since been upped to three days per week.

A RADIO MAN WHO TALKS FROM EXPERIENCE TELLS WHY...

tv can HELP radio

Here's how one radio station met TV competition and wound up better off than it was before TV came to town. The author has been program director of KOY Phoenix for 24 years; longer, he believes, than any other program director in the U. S. has stayed on the same job. This article is a revision of a speech he gave at a Texas Assn. of Broadcasters' meeting.

By Jack Williams

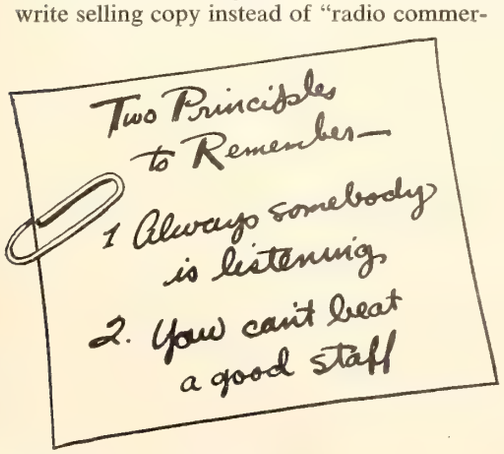
OUR problem when TV came to our town was easy to understand and easy to describe. We stood a good chance of losing our shirts unless we did the right thing. And there was nobody to tell us what was the right thing to do. We'd lost our network, and we faced what was the frightful ogre of Television Competition in the same period.

Twenty-nine months later, we can draw some conclusions. As the little boy said, it didn't hurt a bit! By every index, by every measurement you care to apply, we *have not been hurt* by TV. Indeed, it is possible for us to conclude that we have been *helped* by TV coming to our town. Yes, television can help you run your station better when it comes to your town. TV will *make* you run your station better.

Two great lessons we had to learn and to learn them fast! The first, "always somebody is listening." And second, "you can't beat a good staff." On these two hang all the law and the profits. Remember them.

Having been a program man, having faced a microphone daily for almost 25 years, I did have confidence that radio could deliver. It is the same confidence that fills the sorriest disc jockey on the smallest station in town . . . who knows that people are listening to *him*. The sales department may have great doubts. The management may have no proof. But the man behind the microphone couldn't work unless he felt somebody was listening. And, *always there is.*

You can't beat a good staff—writers who write selling copy instead of "radio commercials." Writers who work hand in glove with salesmen and announcers. Salesmen who have the courage to walk into the office of an advertiser and ask: "How did we do for you?" Everybody begins to get excited about results. And one result story builds confidence that another is possible, and with confidence comes assurance. And that assurance is infectious. Everyone becomes a salesman and the whole station is keyed to one great objective—to secure those results for the advertiser.



What did we do program-wise? We did a lot of worrying and experimenting, but, essentially, we came up with the same answer that most everybody seems to come up with. Our program structure is now music, news, sports, and network in about that order.

The network's own capitulation to TV is reflected in its position as a program aid. We think we have the best network to fit our music-news-sports pattern. Perhaps I should say sports and special events. And we use that network just as long as it fits into that pattern.

Music for the Family

Our music is important. It represents about two-thirds of our time. We feel ours is a family station. We play music that appeals to the family as we have a concept of the family. That means that we try to have mature announcers who are family men. We shy away from extremes. No smarties, no wise crackers, no hot jazz. And each announcer is instructed to make the other fellow look great. He doesn't sell himself. He sells his brother announcer. Result? We have the best known announcers in the state. Letters addressed to the station will name 90% of the announcers on our staff. Announcer identification is the first step as far as we're concerned with selling. Announcers who are known and loved and trusted really sell. It works both ways. The advertiser buys a name and a service he knows. The listener buys from a friend he trusts. We're selling impressions and we're better equipped to do it than *any other advertising medium known.*

When we started to analyze what we could use as program material against television, or to off-set what we feared would be the inroads of television on our audience, we didn't know that news would be one of the strongest weapons. We have always had a good news department, and we found our network complemented us in that advantage. We began, as well, to build our own men to greater stature. We even tried to develop commentators, but lost them as fast as we built them. One is in Washington serving a major network there. Another is administrative assistant to the governor of Arizona.

Suffice to say we have experimented with news. We have found the use of a recording 'phone invaluable for on-the-spot coverage of events and the introduction of well-known voices and names into newscasts. We have found that news can be added to your network in the form of five-minute all-local round-ups, beamed at specific areas. We have learned that news is not necessarily confined to newscasts, but can be interpolated into record programs through the personality of the announcers. We have found new ways of adding to our schedule, and in doing so we were lucky enough to experiment with the one medium that television thus far has not been able to crack too successfully.

Sports and special events are good. TV is on the defensive in this field, despite the wonderful job it can do. TV is handicapped to get out and cover many things because of the very number of cameras and men involved to do the job. And major sports are scared to death of TV in our area, which gives us what amounts to an exclusive.

Sadly I notice that our network programs are becoming more and more eclipsed by television features. While we're almost entirely sold out at night, and at full night rate, too, the pattern is mostly the same, records and news and some sports.

I have a hunch that the dramatic show on AM will come back into its own as a definite artistic medium, taking advantage of the illusion made possible by sound-only techniques. But, until the present glamor pe-

Here's the tube that gives WMCA FREEDOM FROM ARC-OVERS—LOWER HUM!

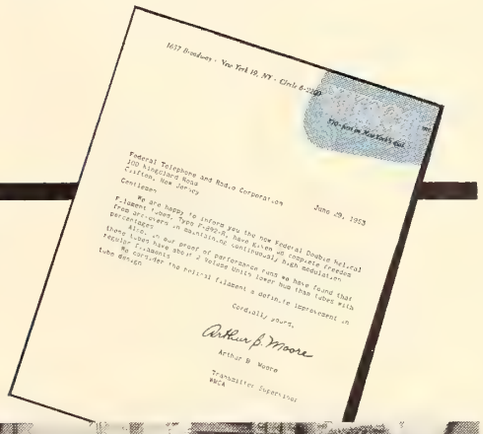


Federal's F-892-R

with the Federal-developed

DOUBLE HELICAL FILAMENT

- *Does away with bowing*
- *Greatly increases tube performance and life*



Federal Telephone and Radio Corporation
100 Kingsland Road
Clifton, New Jersey

June 29, 1953

Gentlemen:

We are happy to inform you the new Federal Double Helical Filament Type F-892-R has given us complete freedom from arc-overs in maintaining continuously high modulation percentages. Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments.

We consider the helical filament a definite improvement in tube design.

Cordially yours,

Arthur B. Moore

Arthur B. Moore
Transmitter Supervisor
WMCA

"...a definite improvement in tube design," says WMCA

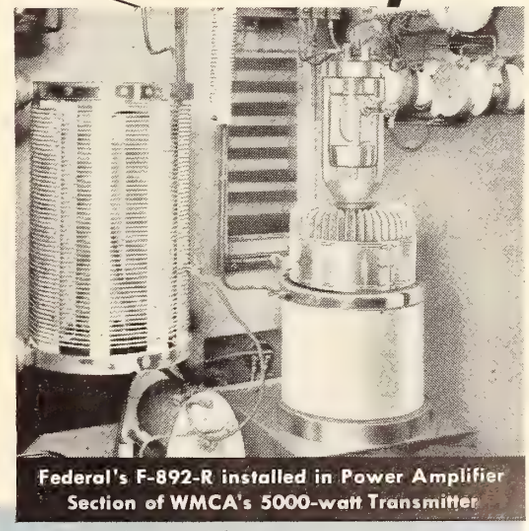
Federal's Double Helical Filament—in Federal's F-892-R—has achieved an outstanding record of dependability at WMCA—America's Leading Independent Station, and First on New York's Dial.

WMCA reports that these tubes "have given us complete freedom from arc-overs in maintaining continuously high modulation percentages. Also, in our proof of performance runs we have found that these tubes have about 2 Volume Units lower hum than tubes with regular filaments."

Federal's F-892-R—wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability—definitely eliminate *bowing*—one of the primary causes of filament-to-grid shorts!

Sturdier, longer lasting and more economical, Federal's double helical filament tubes are the key to a new era of *performance quality* and *operating dependability* for 5 and 10 KW transmitters. Write for full information today, address Dept. K-39

"Federal always has made better tubes"



Federal's F-892-R installed in Power Amplifier Section of WMCA's 5000-watt Transmitter

FEDERAL TELEPHONE & RADIO — AN I T & T ASSOCIATE

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION • 100 KINGSLAND ROAD, CLIFTON, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

HARD NIGHT MEANS RADIO SUCCESS

RADIO, not-so-fond memories and telephone sales talks are the ingredients that make up the peculiar success of Vermeulen Furniture Co., Kalamazoo, Mich., in its sale of "more (Beautyrest) mattresses than any other store in Michigan."

WKZO Kalamazoo is the secret, Dwight Hutson, Vermuelen's advertising manager, told Ty Hall, district manager of the Simmons Beautyrest Mattress Co., when the latter invited him to a sales demonstration meeting in Chicago to tell how the store sells so many mattresses.

Mr. Hutson, who works closely with Tom White, WKZO local sales manager, on copy for Vermeulen's 8 a.m. WKZO news program, which it has sponsored for 10 years, tells it this way:

"Most people who listen to the 8 o'clock news have either just got up, or have been out of bed just long enough to dress and eat breakfast. If they've been sleeping on a lumpy mattress all night long, they still can feel it. So when we start talking about the rest and comfort of a Beautyrest mattress, they are interested immediately. We invite our listeners to call up and find out more about the mattresses. On the days we run mattresses on the radio, the telephone is busy."

Copy for the mattresses, advertised almost exclusively on WKZO, is run about once a week on Vermeulen's news show, and on these days the store's salesmen keep edging toward the telephone.

The reason: It's very easy to sell a Beautyrest mattress to the WKZO listener who has been invited to call up for more details.

riod of TV wears off, it's hard to convince an advertiser.

We now run 24 hours daily. When we planned to do so, we had a hunch that TV would never run all night. We found that adding the extra time was like putting another station on the air. After an analysis of our costs for adding a man to our staff to handle the midnight to six trick, we found additional business which ran the gamut of about the same accounts that bought day-time, plus all-night restaurants and some medical accounts that were carefully screened, giving us a 50% return on our all-night investment. In fact, that all-night operation has turned into a profitable hedge against an ogre that now we have become quite fond of.

Radio Goes With People

We also discovered the car radio. We learned that radio listening has too long been considered and measured as an "in home" occupation. Today, the radio set goes wherever the people go. One of the most important parts of this out-of-home audience is radio listening in automobiles. The prime characteristic of the automobile audience is the fact that it is a captive audience. Music, news and sports fit this audience perfectly. In a conclusive sample conducted in Indianapolis, it was found that 77.2% of the cars were equipped with radios. Here is an audience that television will never challenge. Radio can speak to thousands of people with nothing to distract the attention of the driver and his passengers from the voice of the announcer as it comes through the loudspeaker of the car radio.

We have learned this. TV can revitalize your whole operation, because suddenly you find that there are just two things you really need. Audience and results . . . and one leads to the other. No longer are you the glamorous mysterious medium that merchants should support because of their civic responsibility. You leave the "subsidized symphony" class and get out into the economic world of advertising on your own feet with newspapers and magazines and billboards and you struggle to justify your own existence. And you find when the chips are down that you have a perfectly wonderful medium to sell all day and all night long.

And I've saved the best till the last. TV complements radio. You are going to find your radio station your best friend when television comes into your town because you're going to find it easier and easier to make a profit with radio.

Television is about five to seven times as costly as radio. Know what this means? You'll find that by comparison, your radio rates will seem very modest when your salesman goes in to sell against TV. And the money that is spent on TV will go a long, long way on radio. That's one of the important things to remember. You'll have an easier time selling after television comes into town.

And there's something else. Whereas a radio personality wears and wears and wears, TV burns 'em out. The viewers get tired and finally surfeited with the same announcers and same personalities. The best show idea in the world can't seem to hold up. TV is burning 'em out faster than the ingenuity of man can supply them. In AM there's no depreciation. The staff will just get better and better and better.

Another thing is that TV has gone into the living room and radio has retired into the bedroom, kitchen, sunroom and other places around the house. The big radio set in the living room was one of our greatest problems anyway. After the novelty wore off the big living room set, we learned that most of them gathered more dust than listeners. Either the family had company in the living room and wasn't listening, or nobody was in the parlor at all and the family was scattered throughout the house in the bedrooms, rumpus room, kitchen and bathrooms.

Welcome the small set, each providing a new source of listening. Comes a time in radio's career when we may well afford to give sets away to build our audiences. We do it at KOY already. We have a marked set with our own signature and we'll give one out on the slightest pretext, to staff members, accounts or friends. True, we haven't quite given them away by the hundreds, yet, but we have made arrangements for a steady supply which in a year's time will add up to a comfortably generous figure. And what can we lose? We simply provide another listener for AM radio.

The Solid Proof

Of course the proof of the pudding is in the eating. The indices we mentioned earlier as providing proof that we have not been hurt by TV in our market tell the story graphically. Our gross income is up 11% from our pre-TV days. Our net income is up 70.2% over the average of those dear, dead days beyond recall. And as for mail? Let's take the last mail report. Mail is up 55% and no PI stuff. Our payroll is up 15% and our staff is down 15.9%. Now, as to an analysis of our business, let's run through that. Local business is up 54.1%. National spot business down 32.1% because most national advertisers had bought network adjacencies, and remember that during this period we also lost our CBS affiliation and took another network—Mutual-Don Lee. And, as for network income, that's been down only 18.7%. Yes, by every index we have not been hurt by TV. In fact, as I indicated earlier, it is possible to conclude that we have been helped by TV coming to our town.

No really great invention in the history of the world has done away with another great invention of the past. Each complements and adds to the other.

Our problem is even easier now. Because wherever you go there's radio, and radio is here to stay, bigger and better than ever.

TELEVISION IS FOR THE BIRDS

LEFT with 40 canaries on its hands at the beginning of summer, a slow season for bird sales, the Northwest Seed & Insecticide Co. of Spokane resorted to television to clean out its chirping inventory.

The store used half a dozen spot announcements only one day on KXLY-TV Spokane. Here are the results as described by Harry I. Gross, an executive of the seed and pet shop:

"We advertised canaries at $5.95 each. An average of $11.20 was spent by each customer. Some customers spent more than $45 which included a lovely cage and accessories. Mail and telephone orders were received from as far away as 150 miles. People drove in from more than 100 miles away. We phoned for more canaries and got them in by air. The total number of canaries sold was more than 350 and many folks who didn't respond immediately kept coming in for days after the offer was made. Fully 50% of the orders received came from folks who live outside Spokane. We would have made the offer again but were unable to get more canaries from our supplier."

What happens if we do away with profits?

With his bare hands the average American can't produce any more than any other person in the world. Yet his standard of living is much higher. He owns a home, a car and enjoys such luxuries as a telephone, refrigerator and television set.

The American lives well because of the "tools" he has to work with. They *multiply* the labor of his hands. Thus, he is able to produce more useful goods with his day's work.

A good example is the Union Oil employee. Today each man working for the company has $70,691 worth of "tools" at his disposal, 3½ times as much as he had in 1927. Because of this, his production of goods has increased 2½ times. His wages (including retirement, vacation and other benefits) have climbed from $168 to $484 a month—almost 3 times—yet he works far shorter hours than he did 25 years ago.

The "tools" that make such gains possible are paid for by the shareowners of a business. For putting up their money, these people are offered the opportunity of being rewarded for their investment. So when a company makes a profit, they share it. Last year, the 40,302 owners of Union Oil common shares received an average of $261 in dividends.

Now if you destroy the profit incentive, as continued high taxes could eventually do, you kill the goose that lays the golden egg. The "tool providers" couldn't be expected to risk their money. Without new "tools," employees couldn't continue to produce more. The flow of new and better products would dry up. There would be less wealth to share and a lower standard of living for America. So an economic climate that encourages profit and success is vital to all of us.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.



MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

HOEDOWN ON

It's hard to believe, but Boston has taken to "Turkey In The Straw." There's a hillbilly craze that has the Cabots talking to everybody. A radio station is responsible.



HILLBILLY music in Boston's hallowed Symphony Hall? The yodelling of the Ozarks, the twangy rhythms of the hayseed country in elite, fashionable Belmont Country Club?

Little more than a year and a half ago, Boston would have been shocked at the thought.

But a local radio station has made the thought a reality. It has brought about a new trend in the musical tastes of a whole section of the country—and has brought a waiting list of sponsors to the station's doorstep.

Faced with what it felt was an urgent need to develop new, distinctive programming WCOP Boston in early 1952 decided to gamble on country and cowboy music. Under new ownership, it had just changed its status from an ABC affiliate to an independent outlet, making it one of more than ten independents in the Metropolitan Boston area. Taking over at the helm was Roy V. Whisnand, who had come from WKDA in Nashville, Tenn., the hillbilly capital.

Surveying the local situation, the WCOP management discovered that hillbilly music had hitherto been aired merely as incidental shows, that no Boston station had ever attempted to make such music a prominent feature.

So WCOP took a long chance. It began with a two-hour evening record show, the *Hayloft Jamboree,* Mondays through Saturdays from 8 to 10 p.m. Results were almost instantaneous and almost all bad. Conservative-minded Boston, apparently, would not accept it—at least not without a fight.

Within a couple of days, letters from well-known Bostonians were threatening to have the station put off the air. Phone calls from listeners accustomed to WCOP's previous programming complained about the new type music. Many prominennt people were quick to voice their opinion that such a venture would never succeed, that it was a disgrace to the community.

But before a week had passed, another reaction began to make itself heard. Mail was becoming jammed, phones were beginning to ring off the wall—and the comments were not only favorable but enthusiastic. Shortly, sponsors were beginning to tell of increased results.

WCOP, sensing the creation of a new reputation for itself, went all-out with hillbilly music. It began programming daily mid-morning *Hayloft Jamboree* record shows and soon afterward a daily afternoon program.

Feeling its way a bit cautiously at first, it created a new role for its popular disc jockey, Nelson Bragg, the "Merry Mayor of Milo, Maine." As m. c. of the *Hayloft Jamboree,* Mr. Bragg began talking and dressing to fit his part, soon became synonymous with hillbilly music.

The quick acceptance of Mr. Bragg in his new character led WCOP to a search of the New England area for folk and country entertainers looking for an outlet of expression in this field. It began filtering out the best of this talent with an eye to bringing them together, to highlighting live hillbilly acts for the first time in New England radio.

Within a couple of months, the station was embarking on still another experiment —a live Friday night show in an auditorium. It rented New England Mutual Hall, which accommodates 1,000 people, and charged 75 cents admission. The show was a sell-out, with hundreds turned away.

On Hallowed Ground

Seeking larger space, WCOP turned for its second live performance to Symphony Hall with a capacity of 2,700 seats. The dignified walls of Symphony Hall looked down for three weeks upon packed audiences, with hundreds more unable to gain admittance.

By May of 1952, the *Hayloft Jamboree* was in Boston's second largest hall, the Arena, where it could accommodate an audience of 5,000. (Later, barn dances were added following the radio show.)

As station ratings steadily mounted, as sponsors began clamoring for time on its hillbilly programs, WCOP continued to expand its project. (The station's share of audience both in the morning and afternoon, as reported by Pulse, has increased from 6% to a current 8%. In the evening, from 8% to 10% currently.) It added four live 10- and 15-minute programs daily, featuring different groups of entertainers.

It formed a Hayloft Jamboree Network to carry still another live half-hour afternoon show. Quickly purchased by participating sponsors, the network show has a waiting list of prospective clients should

BEACON HILL

By Mitzi Kornetz

any drop out. In addition to WCOP, the network is made up of WTSL Hanover, N. H., WTSV Clairemont, N. H., WTSA Brattleboro, Vt., WWNH Rochester, N. H., WKBR Manchester, N. H., WHOB Gardner, Mass., WOTW Nashua, N. H., and WARA Attleboro, Mass.

It imported some of the country's leading entertainers to acquire a staff of hillbilly and folk stars unequalled by any station in the East. Featured in its roll call are Ray Smith, formerly with the ABC and DuMont networks, whose recordings for Columbia, London, and Coral labels have passed the half-million mark; Ray Bradley and his boys, popular on hillbilly stations throughout the South; Eddie Zack and his Dude Ranchers, Decca and NBC stars; Tex Logan, champion old-time fiddler from Big Spring, Texas; the Lilly Brothers and Don Stover from Clear Creek, West Virginia; Doug Garron, New England's own personality cowboy; Boston's talented Pete Lane; as well as many others.

Summer on the Beach

It moved its major live program, during the hot summer months, to Paragon Park at Nantasket Beach, and held weekly shows and barn dances to capacity vacation crowds.

It established its own Artists' Bureau, with a manager, promotion department, and publicity department to capitalize on its growing fame and the commercial value of its stars off the air as well as on. WCOP collects 10% of the amount paid to each group.

It began producing records with the Hayloft Jamboree label and opened a record shop in its first-floor lobby off Boston's busy Boylston Street. The Hayloft Jamboree Record Shop now boasts the largest concentration of hillbilly and western music of any dealer in the Boston area.

On the air, *Hayloft* shows have long been sold out. Pepsi-Cola, which bought one-time programs last year, has contracted for the Friday night shows (where Pepsi-Cola is sold) for 52 weeks this year. Now spending more money in Boston radio than ever before, its success with the *Jamboree* led to its entire Boston radio budget being placed with WCOP.

Commenting on the soft drink company's use of radio advertising, the manager of Pepsi-Cola in Boston, Frank McHugh, reported that Pepsi-Cola has had "a 3.3 sales increase in per capita consumption in Boston, and we believe that WCOP deserves much of the credit for our wonderful growth."

Another sponsor, Beacon Wax, Boston, originally purchased news on WCOP, now concentrates almost all of its budget on the *Hayloft Jamboree*, using both programs and spots. An active radio advertiser nationwide, Beacon Wax now spends more money on WCOP than on any other Boston station.

With station billings showing nice, round, black figures, WCOP has made imaginative and courageous programming pay off financially. Says Mr. Whisnand, station manager and sparkplug behind it all, "We believe in independent radio and look to the *Hayloft Jamboree* as an outstanding example of what can be done with a little imagination and a lot of hard work. Our success is attributable to promotional radio, with the *Jamboree* the predominant factor. But with our air shows as a base, we're constantly projecting our activities into new fields and new opportunities. It's the special features, the outside promotion that helps make the difference."

Typical of the "special features and outside promotion" constantly being conceived by WCOP was the New England Committee for Hillbilly Music which it recently formed to continue to promote this music. On the committee are Gabriel Stern, vice president, Hirshon-Garfield advertising agency, Boston; Rudolph Bruce, advertising manager, New England Coke Co.; R. M. MaCrae, regional manager, RCA Victor Co.; Walter Brown, manager, Boston Garden; Warren Freeman, former dean of music, Boston U., and Mr. Whisnand.

First effort of the committee, a New England Hillbilly Jamboree on May 22, featured all top folk talent in the six-state area, plus many of the nation's leading hillbillies such as Pee Wee King, Hank Snow, Carl Smith, Minnie Pearl, Hawkshaw Hawkins, Elton Britt and Grandpa Jones.

Co-operating were record companies, music shops, other New England stations which air some hillbilly music, and advertisers who sponsor western-type programs. A ten-block parade through Boston streets the night before was watched by thousands. The "Jamboree," held in the 13,000-seat Boston Garden, packed the city's largest auditorium.

This summer, the *Hayloft Jamboree* is on the road, broadcasting from a variety of outdoor amusement parks and vacation spots. In the fall, it will return for its spectacular Friday night live show to Boston's Mechanics Hall where barn dances following the broadcast can accommodate an average of 3,000 people weekly.

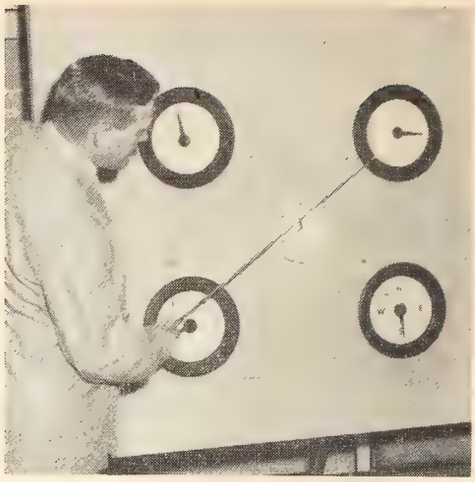
Scores of fan clubs and near-riots at stage doors calling for police protection attest to the hillbilly hero-worship of the youthful fans. But folk-type music has become a family attraction, too, in the area. Every day, Hayloft stars entertain at adult gatherings somewhere in New England, with bookings now being scheduled for country clubs.

WCOP has proved once again that, even in a television age, radio remains a dominant force in a community, that it can have sponsors pleading for time. With imaginative programming and promotion, the 5,000 w station has started a minor revolution which, in the space of a year, swept hillbilly music for the first time into Boston's sedate Symphony Hall, into swank Belmont Country Club, and into the hearts and minds of New England music-lovers.



This is Boston? Here Eddie Zack and his Dude Ranchers, staff hillbillies of WCOP, cut up on a regular Jamboree Friday night show.

WEATHER ON VIDEO



WBAP-TV has its own weather station, and instruments showing barometric pressure, wind direction and velocity, temperature and time can be picked up by camera (see picture at right). KOTV (TV) has developed transparent map for charting weather (see below).

IN AN UNDERTAKING based on the premise that "weather is big news in the nation's biggest state," WBAP-TV Fort Worth has built a "completely-equipped" weather station in its own studios from which the station plans to keep viewers abreast of the elements as they affect Texans.

WBAP-TV, Texas' first TV station, has presented *Weather Telefacts* since October 1949 to "a wide and vitally interested audience." Farmers and ranchers, according to the Fort Worth outlet, depend on WBAP-TV nightly weather reports, and pilots, builders and "just about everybody who cares about the weather have come to rely on WBAP-TV's weather programs, handled by professional meteorologists."

The Fort Worth outlet, which believes it has the first weather station ever built in a studio, gives the lion's share of credit to Bob Denny, American Airlines meteorologist and one of the originators of WBAP-TV's *Weather Telefacts* show in 1949. When Mr. Denny was recalled to the Navy as a weather officer, he began to wonder why it wouldn't be practical to install weather instruments in TV stations.

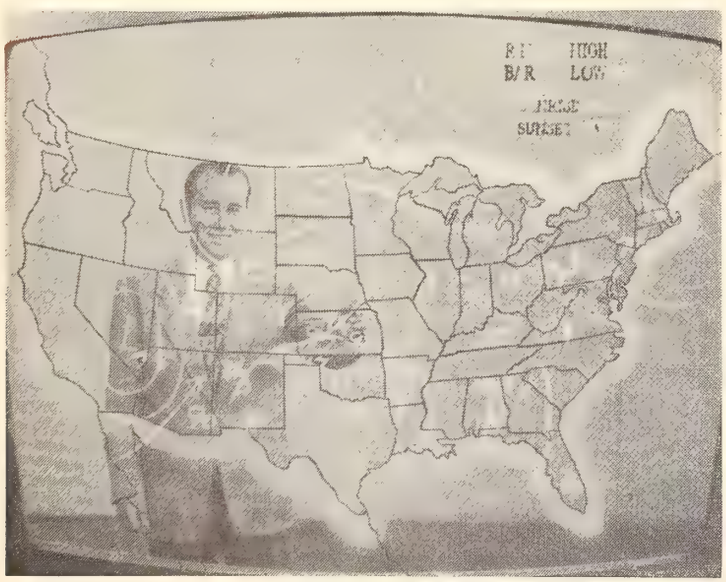
The main obstacle, he found out, was cost. Weather paraphernalia doesn't come cheap. So after he returned to Fort Worth, Mr. Denny talked over his idea with representatives of Bendix-Frieze, manufacturers of weather instruments. Bendix-Frieze, realizing immediately the possibilities in equipping TV stations with weather stations, began working with Mr. Denny on the project.

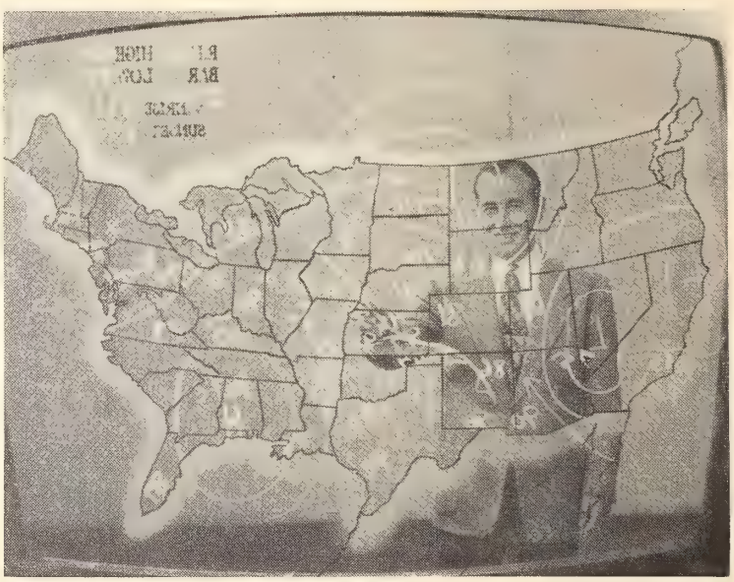
Using spare parts and a lot of patience, Mr. Denny started assembling his weather station. He built two instruments himself, and the other two were furnished by Bendix-Frieze. After weeks of work, calibration, wiring and tests, Mr. Denny finished his weather layout.

It includes outdoor transmitters which indicate temperature, barometric pressure, wind direction and velocity and rainfall, all on dials within the WBAP-TV studio. Latest wind velocity instruments, including an Aerovane, made by Bendix-Frieze, are installed on the WBAP-TV roof, from which readings are transmitted to the studio instruments by selsyn-synchronous motors. The temperature is transmitted the same way, over underground cables connected to a permanent weather house adjacent to the building.

Viewers' concern with the weather is reflected in WBAP-TV's current plan for sponsorship of its meteorology presentations. The new instruments will be used on *Weather Telefacts,* sponsored at 10:30 p.m. daily by Fair Department Store and Frontier Pontiac of Fort Worth; on *Cook Book Weather Show,* seen at 6:25 p.m. Monday through Friday and sponsored by Cook Book Bread, and on a new Monday through Friday 7:25 a.m. show, sponsored by Continental Trailways and 7-11 Food Stores.

Besides these, 20-second station-break weather reports are planned at regular intervals throughout the broadcast day.





KOTV (TV) Tulsa uses a camera trick to enable its weather man, Joe Krieger, to illustrate temperatures and weather fronts.

The map he works on is a plate of transparent plexi-glass with the U. S. and states outlined. Mr. Krieger faces the map (right-side-to-him) and marks it with a special wax-crayon pencil.

The camera is on the other side of the set-up, and to the cameraman's naked eye, Mr. Krieger and his map look backwards. That's where the electronic trick comes in.

KOTV's engineers fixed the camera so that its horizontal sweep circuits can be reversed, automatically reversing the picture. TV viewers see the map the way it should be. The only flaw, and that of little consequence, is that Mr. Krieger, a right-handed writer, appears in the reversed image as a southpaw.

The picture at left above shows how the audience sees Mr. Krieger, after the camera trickery is at work. The picture at right shows how he would look if the image were not reversed.

Mr. Krieger's weather show is telecast at 5:15 p.m. and 10:15 p.m. Mon.-Fri. and at 10:15 p.m. Sun.



Henry P. Cowen, President of MacGregor Golf Co., Cincinnati, Ohio, asks an unusual question:

"Which club is worth $8,000?"

"Jack Burke was teed off!

"He was leading the Texas Open after two red-hot rounds. Then a souvenir-hound stole a custom-made 11-iron from his bag. Without that MacGregor 'Double Duty' iron, he was in trouble!

"He sent us a desperate telegram at Cincinnati. We called Air Express — and a duplicate club was in his hands the next morning!

"He went on to win the Texas Open and three more tournaments in quick succession. His new MacGregor 11-iron (6th from the right) was worth $8,000 in prize money — thanks to Air Express!

"Jack and our other staff professionals are the 'proving ground' for MacGregor golf equipment. Keeping these famous players supplied as they move from tournament to tournament could be a tough job. But Air Express reaches them quickly—wherever they are.

"Demands of tournament committees, pro shops and retailers keep us calling on Air Express day in and day out. Air Express has never failed us. Yet costs on most of our shipments are actually *lower* than other air services.

"We save money by specifying the fastest service — Air Express!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.



AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

Like many other TV station operators, the author of this article is appalled by the volume of free plugs that TV (particularly the networks) gives motion pictures—which have never given TV anything but a bad time. Mr. Walbridge, general manager of WJIM-TV Lansing, Mich., says . . .

By Willard E. Walbridge

LET'S QUIT PLUGGING MOVIES

ABOUT five years ago Hollywood declared war on the infant television industry. There was no public announcement from the pistachio colored towers of the film capital, but most of us then in the business began to notice the effect immediately.

We noticed it first in the revenue department. Some of us had convinced local exhibitors to try film trailers on TV to publicize their pictures. It seemed a perfectly natural transition, and it is certain now that if they had continued and expanded this practice they would have kept pace with a great and growing market of TV viewers, many of whom have not seen a movie since. But, the word went out to withdraw any advertising budget from television, and overnight the much needed support vanished.

We noticed it in the publicity blasts from Hollywood too, lampooning TV, making much of its rough production. Most of the top moguls are on record with quotations that must embarrass them now, to the effect that TV was a gim-crack novelty in a flickering box, and never would really amount to much. Privately they ordered all creative support, producers, directors, actors, writers, to "lay off." Artists who broke the rules and helped or appeared were often boycotted. The effort was made through power plays and trick contracts to bottle up all the know-how of the film capital and isolate it from television.

We could have used the creative help as much as we could have used the revenue, but Hollywood chose to withhold it. The other aural or visual arts, radio and the legitimate theatre, allowed us to borrow liberally, shared talent and techniques, and were themselves revitalized in the process of the television revolution. The television industry eventually overcame this creative boycott and achieved artistic competence in spite of Hollywood's obstructions.

And, finally, the movie makers dealt television their greatest blow. They withheld the great storehouse of wonderful films from the past years and all those in the current classification. Only the moldiest old B pictures were released, and with a few British releases of somewhat better grade, these became the film staple of television. The public that had supported the great pictures of the past and wanted to see them again were denied the opportunity.

With this as a background you can better understand the growing concern among television station operators about the infiltration of Hollywood propaganda on the television screen via the free plug route, the teaser device, and every other method that doesn't cost a dime. Not a night goes by but the public is being urged to leave their sets and go see some movie. Let's get right down to cases.

Some of television's star performers, like Ed Sullivan build whole programs around movie teaser sequences, with liberal invitations to the viewer to drop in at his neighborhood movie and see the whole show, though presumably not on Sunday night. Mr. Sullivan has an excellent television program, and he had an illustrious career as a journalist before TV. But he owes a great deal to the television industry for his present eminence. When he plugs movies, he digs his own grave.

Open Adulation

The same with other performers. Ken Murray, Martin and Lewis, and many others are open in their adulation of Hollywood starlets, directors and producers. Many a picture is plugged and many an unknown starlet gets a free ride into 20 million homes in order that these comedians, who owe television so much, can fill a couple of minutes of program time. Robert Montgomery continually gives plugs to movies even unrelated to the performer he features, and while he is admittedly a victim of the trick contracts department of Hollywood, more careful casting to avoid artists who are thus bound would eliminate this artistic blackmail.

The most flagrant example of the television industry being duped by Hollywood was the coast-to-coast telecast of the Academy Award dinner. This glamorous, narcissistic orgy was started years ago as a promotional effort to hypo the flagging public interest in movies. It reached its promotional pinnacle when NBC-TV paid money to cover it. Millions of viewers were treated to an hour of unbridled plugging of movies, and not a little sneering at the eavesdropping television cameras.

It's obvious from all these examples that another directive has gone out from Hollywood, and a new phase is developing in the cold war. They are now out to take us for all they can get without spending a dime. And, this is the same outfit that has been fighting us for more than five years!

It would be different if we owed them a debt for their past help. But we owe them nothing. Nothing good, that is! Our legacy from the movie industry is one of obstructionism, shoddy material, and a lot of inflated salaries and wage scales that were spawned amid the leisurely waste and excess of the modern Babylon. So, it seems time for some plain talk about television *versus* the movies.

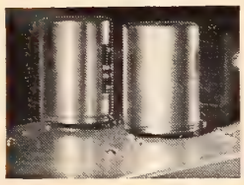
All attempts to control movie plugging in the past have failed because no one will take the responsibility to establish policy and police it properly. Whenever the individual networks are confronted by their affiliates with the latest examples of Hollywood infiltration, they assure us that their performers tell them that they cannot get the performers they need without the plugs. But, remember that the industry grew almost to its present state without such performers and their plugs.

Obviously it isn't a problem for one network. The NBC affiliates recently appointed Robert Dunville, president of Crosley, as a one-man committee to meet with affiliates of other networks and approach the problem on an industry level. The sense of his instructions is that no movies will be plugged nor people invited to diminish the size of the potential television audience unless television gets paid for it. Every affiliate of every network, and each of the networks themselves should give Mr. Dunville all the help and support he needs. His is the first constructive move to the counterattack.

And, it's about time that we had the counterattack. Hollywood has bought into one network already, and undoubtedly that network can't help itself much from now on. But the others are being duped, and they are making suckers out of their affiliated stations if they continue to allow their performers to plug movies, or if they allow anything that remotely resembles cooperation to go out on the air. Hollywood started this war, and to date they have had nothing but disorganized resistance.

And, when they started it, they were impelled to by the basic truth which they have recognized, but which the television industry, in its first flush of prosperity, has forgotten. Hollywood said it first . . . *television competes with movies!* All right . . . let's compete!

NO CRYSTAL OVENS



Simplified frequency control with low-temperature-coefficient crystals

ALL TUBES VISIBLE

SMALLER PHYSICAL SIZE

NO EXTERNAL EQUIPMENT other than one open dry-type plate transformer

POWER REDUCTION SWITCH

GOOD OVERALL EFFICIENCY FROM POWER LINE TO ANTENNA

FORCED AIR COOLING of entire transmitter



EASY ACCESS TO ALL RELAYS



21E 5 kw — 21M 10 kw BROADCAST TRANSMITTERS

feature for feature . . .

COLLINS offers MORE!

Compare Collins 5 kw and 10 kw broadcast transmitters feature by feature and you'll see that Collins offers *more* for your money. In addition to the many features outlined above, Collins offers simplified circuitry with only 9 tube types in the 21E and 10 tube types in the 21M — a total of only 25 tubes in the 21E and 26 in the 21M. You save on operating costs as well as spare tube stocks. These transmitters are smaller . . . only 28″ deep by 105″ wide, yet all components are easily accessible for servicing. The entire RF final amplifier network is double shielded in heavy gauge aluminum to reduce spurious radiation to a minimum.

The 5 kw 21E may be converted at any time into a 10 kw 21M. Any specified carrier frequency from 540 kc to 18 mc is available.

We invite you to write or phone the Collins office nearest you for descriptive specifications, price and delivery information.

CONDENSED SPECIFICATIONS

Power Output: 21E 5500 watts; 21M 10,600 watts.

Frequency Range: 540-1600 kc standard. Frequencies to 18 mc available.

Frequency Stability: ±10 cps.

Audio Frequency Response: Within ±2.0 db from 50 to 10,000 cps.

RF Output Impedance: 75/50 ohms standard. Other impedances available.

Audio Input Impedance: 600/150 ohms.

Temperature Range: +68° to +113° F. Ambient.

Altitude Range: Sea Level to 6000 feet.

Power Source: 208/230 V three phase 50/60 cps.

Weight: 21E approximately 2700 lbs.; 21M approximately 3000 lbs.

Dimensions: 105¼″ wide, 76″ high, 28″ deep.

FOR BROADCAST EQUIPMENT QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 36 | 1930 Hi-Line Drive DALLAS 2 | 2700 W. Olive Ave. BURBANK | Dogwood [illegible]



LARGEST month-long spot announcement campaign in history of KRLD Dallas is signed by Paul R. Gorham, pres., Kaiser of Dallas (autos). Observing are W. A. (Bill) Roberts (l), KRLD-AM-TV asst. gen. mgr. in charge of sls., and Harry D. Colson, KRLD sls. representative.



BILL JONES (l), KLZ Denver disc jockey, and R. Morris Main, KLZ radio mgr., examine a cake sent the station by Ed Schmidt, mgr. of local Holland Bakery, in appreciation of KLZ "good news, good music, good programming."



SIX shows a week (12:15-12:30 p.m. CST) on KRMG Tulsa and KFBI Wichita are arranged by (l to r): Frank Lane, KRMG gen. mgr.; Leon McAuliffe, western band leader on program; Ellis Moses, Ellis Home Appliances, Tulsa, sponsor; Hale Bondurant, KFBI gen. mgr.

IN UNUSUAL use of radio, Pesco Products Co., div. of Borg-Warner, advertises for sub-contractors and employes on Bill McColgan's WGAR Cleveland sportscast. Mr. McColgan signs contract before (l to r) Arthur Brown, Pesco personnel mgr.; Charles Lind, Fuller-Smith & Ross acct. exec.; Bob Waters, Pesco, and Don Hyde, WGAR sales representative.



SESAC's Max Lerner in the July 'ABA Journal':

equal rights for radio and tv

THE IMPORTANCE of promulgating a set of standards that would give radio and television equal rights with other news media in covering court and other legislative proceedings is highlighted in an article in the July issue of the *American Bar Association Journal.*

Under the title "Limitations Imposed on Television and Radio: A Problem That Needs Immediate Attention," the article, written by Max K. Lerner of SESAC's legal staff and formerly with ABC, argues that curbs placed on radio and television coverage appear to be discriminatory and therefore unconstitutional and against the public interest.

Mr. Lerner recommends that a special committee, consisting of members of the American Bar Assn., news media, broadcasters and NARTB, "meet, study and investigate in order to promulgate a desirable set of standards."

In developing his thesis, Mr. Lerner examines various arguments levelled against radio and TV coverage, notably the contention that television tends to disturb "judicial decorum." He points out that TV does not require klieg lights or flash bulbs, and "in fact, television cameras need not be in the same room as the speaker." He cites the telecasting of UN sessions from Lake Success and of the signing of the Japanese Peace Treaty from San Francisco as examples that can bolster the argument that TV "is the least obtrusive instrument in the coverage of any hearings or trials."

No Discrimination Urged

Mr. Lerner takes cognizance of opinions expressed as to the desirability of bringing hearings or trials into the home and makes the point that radio or television should not be prohibited if other media are permitted. He adds:

"Moreover, a medium should not be erased or prohibited simply because it reaches a vaster audience. Prior to the advent of television, a cry was heard from certain quarters about the need for factual reporting. More particularly, it was charged that the press was unfair and biased. What better medium is there than TV which actually places the listener on the spot and in the same room?"

Considering the assertion that television "will impede progress in getting at the truth," Mr. Lerner declares that "barring a specific medium is not the solution for seeking out the truth." He suggests that Congress and the courts establish "a set of rules covering hearings and trials, which is applicable in all instances."

Pointing out that the ban on television and radio as news media raises constitutional questions, Mr. Lerner expresses the opinion that Federal and state governments are "expressly prohibited from passing legislation or formulating edicts adversely affecting radio or television." He advances the claim that a state has no jurisdiction in these fields except for the exercise of police power and that the authority of Federal government must take cognizance of the First and Fourteenth Amendments to the Constitution, which guarantee freedom of the press.

Against Public Interest

"Thus it can be argued that since television falls within the pattern of the free press, any restriction on this medium which discriminates against it in favor of other media is unconstitutional and contrary to public interest," Mr. Lerner adds.

Mr. Lerner is a member of the Assn. of the Bar of the City of New York, chairman of the radio and television committee of the Federal Bar Assn. of New York, New Jersey and Connecticut, and a member of the Copyright Law Revision Committee of the American Bar Assn.

Nighttime Radio Pull

POWER of nighttime radio was dramatically demonstrated when a Tacoma, Wash., department store ran a newspaper advertisement one day and used spot radio announcements the next. It found that radio brought in 96% of the total customers attracted to a store event at 37% of the newspaper advertisement cost.

The store bought 54 column inches (that's about one-third of a standard-size newspaper page) in a leading Tacoma newspaper to attract women into the store's appliance department. The total number of customers attracted by the lavish newspaper campaign: Five. Cost of the newspaper advertising: About $135. Cost per customer: $27.

The next day spot announcements were used on KMO Tacoma—and 80% of the spots were aired between 6 p.m. and midnight. In an area of 263,000 TV sets, the radio spots brought 120 women into the store's appliance department at a total cost of $50, or 42½ cents per patron.

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.



TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.



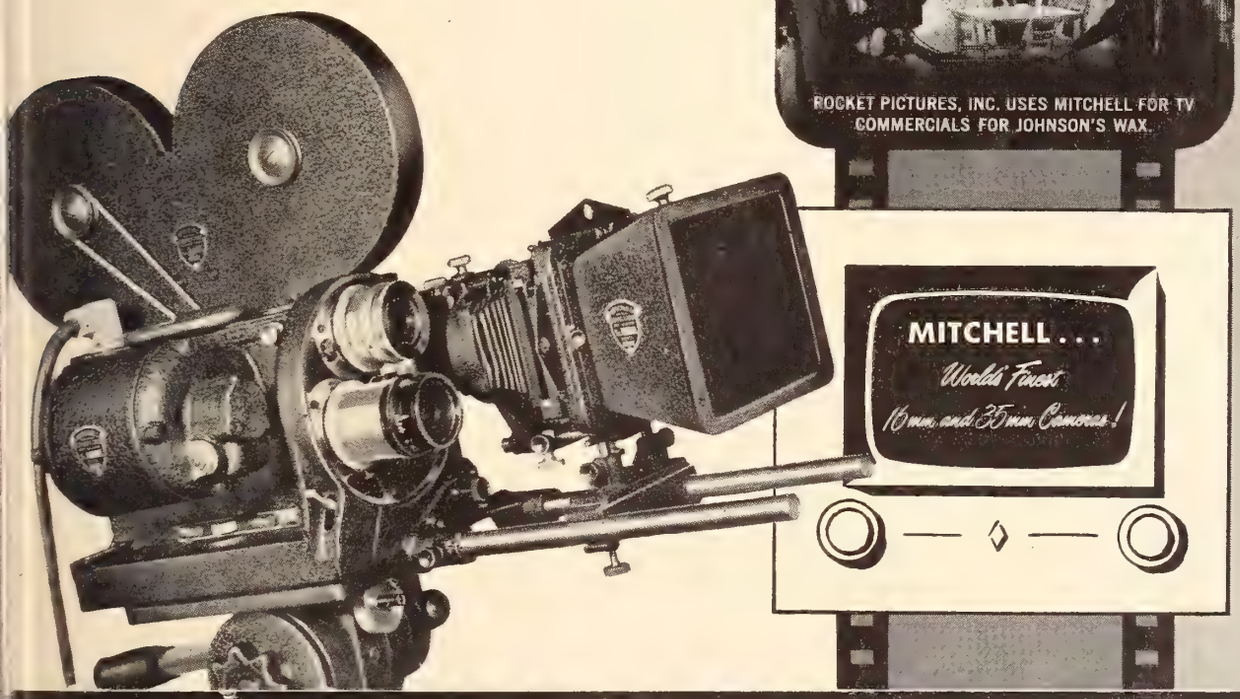
JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."



ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS OF MITCHELL CAMERAS:

DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PRODUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
MOODY BIBLE INSTITUTE
FILM GRAPHICS
CORONET FILMS



Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



TV NEWSREEL

KARL GATCHETT, Gatchett Motor Co., Cincinnati, completes arrangements for sponsorship of *Yesterday's Newsreel* on WCPO-TV Cincinnati. Onlookers are Jerry Stautberg (l), sls. mgr. of Gatchett, and Vincent Niemeier, WCPO-TV slsman.

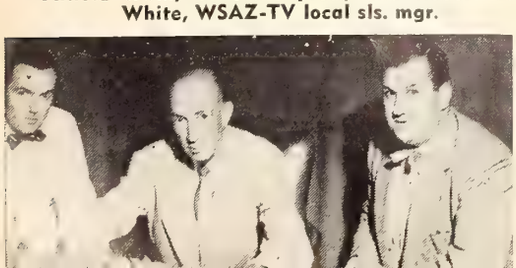


SPACE salute is tendered Jack Runyon (c), vice pres., Biow Co., by Dal McKennon (Capt. Jet), star of *Space Funnies* on KNXT (TV) Los Angeles, while Tony Moe (l), KNXT acct. exec., looks on. Occasion was start of a 13-week summer campaign on the station by Pepsi-Cola Bottling Co. of Los Angeles.



WEEKLY wrestling on WTVP (TV) Decatur, Ill., is contracted by Griesedieck Bros. Brewing Co., St. Louis. Harold W. Neusitz, brewery adv. mgr., signs as Roger Bacon (l), acct. exec., Ruthrauff & Ryan, St. Louis, and Jim Rohrs, George W. Clark Inc., Chicago station representatives, look on. Saturday night telecasts start next month when station goes on air.

TRI-STATE Appliance Co., pioneer sponsor on WSAZ-TV Huntington, W. Va., since 1949, again signs for time. L to r are Lawrence H. Rogers, vice pres. and gen. mgr., WSAZ Inc.; Arnold Irwin, Tri-State pres., and Robert E. White, WSAZ-TV local sls. mgr.



PROGRAMS & PROMOTION

CONTRIBUTIONS TO CULTURE

A SERIES of advertisements is being run currently by NBC pointing out the network's contribution to the cultural life of the nation. First in the series is a TV panel divided into segments: Music, opera, drama, history and thought, with appropriate pictures in each. Copy describes the pictures, which are taken from NBC programs such as *Hamlet, Conversations with Distinguished People* and *Amahl and the Night Visitors.*

SERVE YOURSELF SOME SALES

TO UNCOVER the object in the box WIBW Topeka, Kans., is sending prospective clients, you must unfold an accordion-pleated piece of paper telling you on each fold to be careful, proceed with caution and that you are only one fold away. The surprise is a plastic cake-server and a message, "To serve yourself more Kansas sales, hire WIBW." For more plastic cake-servers and more Kansas sales, a request card is enclosed.

HOLLYWOOD & VINE BENCH

KTTV (TV) Hollywood, to promote programs, has placed a bench at the corner of Hollywood and Vine, bearing the phrase, "Watch That Good-Looking Channel 11." A plexiglas screen is placed front and back, each of which contains a photograph depicting one of the programs for that day with copy and sponsor credit. Fresh copy is inserted daily.

TORNADO BOOKLET

TITLED "Tornado : . .," a booklet has been released by WJR Detroit, describing in detail the service performed by the station during and after the Flint tornado. Printed on heavy paper, the booklet has featured on its cover an aerial photo, taken the morning after the tornado, providing a panorama view of the path of destruction. Replete with photographs, including several of the station's mobile unit-bus, the 15-page booklet tells the chronological story of WJR's aid to the disaster-stricken area, including highlights of its special benefit show.

COLORFUL INVITATION

AN INVITATION to the formal opening of KBTV (TV) Denver's studios July 11 was printed in the form of a colorful TV screen. The invitation, colored in green and orange, opens in four directions, giving on each panel such information as station officials, studio facilities and its nine months' history. Each panel contains data on both sides.

CHARLOTTE MARKET

WBT WBTV (TV) Charlotte, N. C., have mailed out letters addressed to Charlotte distributors, brokers and district managers, which point up Charlotte as a market rather than as a city, claiming the Charlotte market to be among the top 25 in the United States. Of the five major southern cities, Charlotte's population is the least. Ranked as markets, however, Charlotte heads the list in population. The letters give references to studies backing up the station's claims.

BEYOND THE TV HORIZON

"BETTER frequencies mean better coverage" is the headline on a brochure prepared by KMMJ Grand Island, Neb., and KXXX Colby, Kan. Inside the folder is a map which illustrates that KMMJ and KXXX are "covering the ranch and farm market . . . beyond the TV horizon . . . coverage that's over 95% unduplicated by present and proposed TV." Colored in bright red and blue, the folder features a graph of frequency comparisons on the front and an additional map on the back.

WAVES SWORN IN

FEATURED on *Personalities in the News,* KDYL-TV Salt Lake City, Utah, was the swearing in of five Wave recruits into the United States Navy. The official installation represents the largest single group for one day in the Intermountain area, reports the station. According to information from local Naval sources, the station claims that this was the first swearing in ceremony to be executed on TV.

'HOMES OF THE BRAVES'

WTMJ Milwaukee is presenting a new program called *Homes of the Braves,* with Esther Hotton interviewing wives of players on the Milwaukee Braves baseball team. The programs will be presented from homes of the various players. Mrs. Hotton will chat with the wives and children while the players take a back seat. The 15-minute program is being sponsored by the Gridley Division of the Bordan Co. and will be heard every Sunday until Sept. 27.

HOPE FOR THE HANDICAPPED

KNBH (TV) Hollywood *You Can Do It Too,* new weekly quarter-hour program produced under the auspices of Junior League of Los

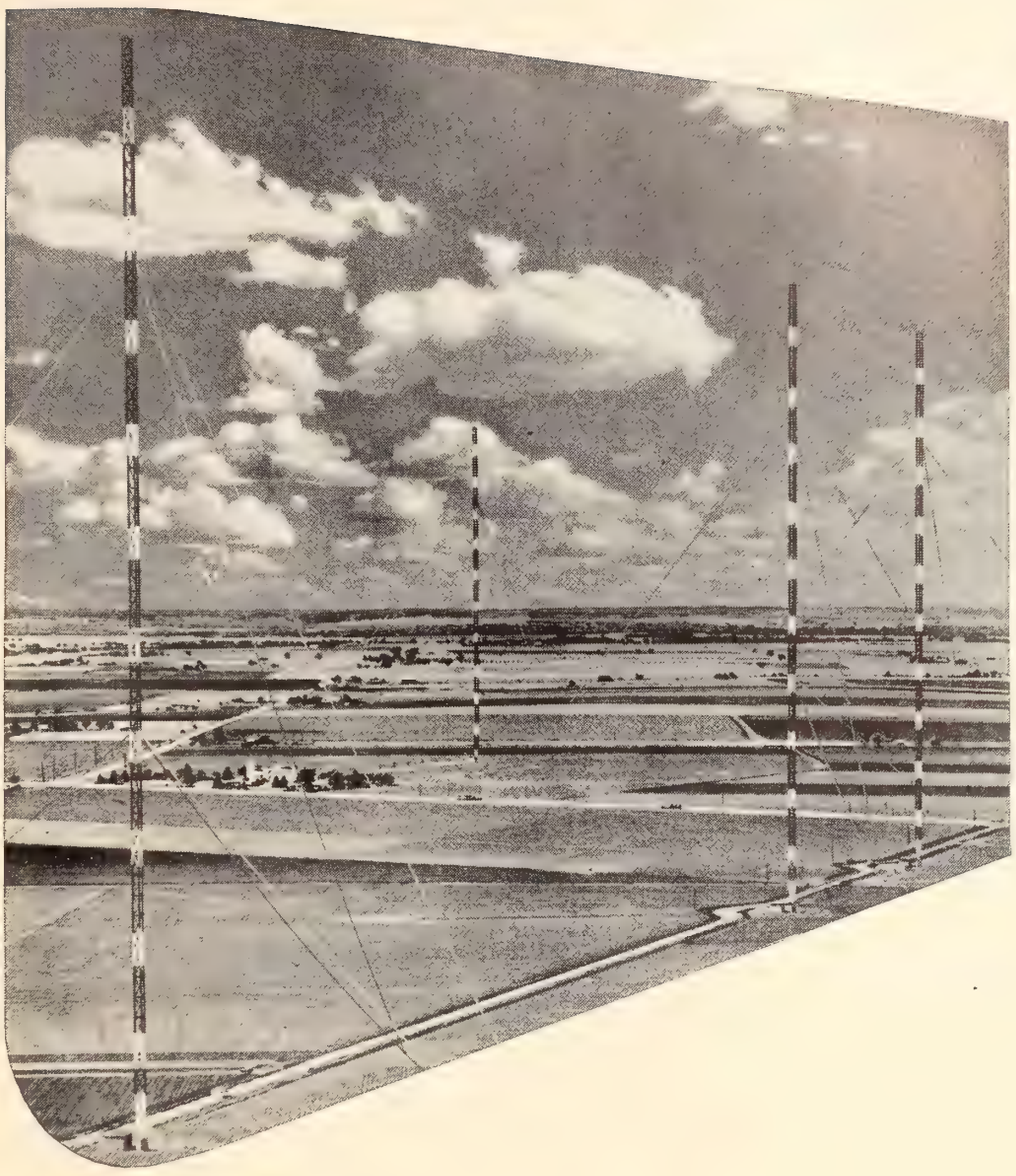
. . . While It's News

A NEW TWIST in radio play-by-play occurred in Van Buren, Ark., July 1 when a weekly newspaper editor, in the middle of his daily 15-minute "country editor" newscast, witnessed a bank robbery and recovered his wits sufficiently to describe the gunmen and their getaway for his audience.



Editor Park

Hugh Park, editor of the Van Buren *Press Argus,* was looking through his office front door while making his 11 a.m. daily newscast on KFPW Fort Smith, across the Arkansas River from Van Buren, when he noticed a commotion going on at Citizens Bank across the street and saw two youthful bandits run out after a holdup. He quickly described the robbers, their car and the getaway, and was cut back on for more after his regular newscast, plus a third broadcast at noon. The bandits were captured the same afternoon and their $19,414 loot recovered.



Symbol of Communications the World Over . . .

● Truscon's radio tower experience is world-wide. Truscon engineers have designed and built many hundreds of towers which now stand strong and tall—serving the communications needs of peoples everywhere. Truscon towers today are performing dependably in all types of topography . . . exposed to all extremes of wind and weather.

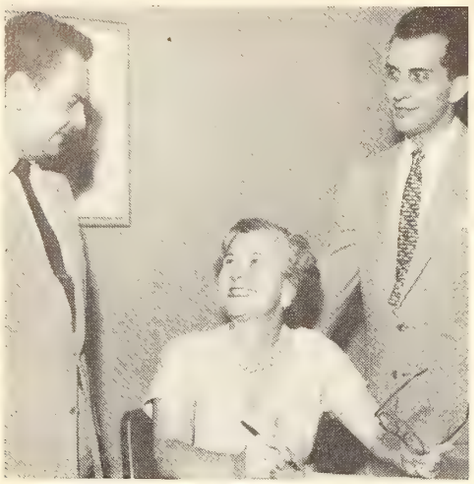
Truscon manufacturing facilities are modern and efficient—geared to production of guyed and self-supporting towers . . . tall or small . . . tapered or uniform in cross-section . . . for AM, FM, TV, and Microwave transmission.

Your own tower program can benefit from this world-wide experience. Truscon engineers are equipped to help you achieve maximum tower performance . . . whatever the location . . . whatever the weather. Your phone call or letter to any Truscon district office, or to "tower headquarters" in Youngstown, will help get your tower program started as soon as possible.

TRUSCON
MARK OF MERIT
PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO

TRUSCON® a name you can build on



PAPERWORK by which Penn Traffic Co., Johnstown (Pa.) department store, completes arrangements for six-days-weekly newscast strip and homemakers show on WARD there is signed by Marjorie Reynolds, traffic advertising manager, while Robert R. Nelson (l), WARD manager, and William S. Santoro, station sales representative, register their approval.

Angeles and John Guedel Productions, is designed to give hope to the physically handicapped. Such people from the entertainment world and private life will be featured along with their stories of how they overcame handicaps. Jack Slattery, George Fenneman and Bill Balance are alternating m.c.'s.

CONTRACT CHARTS

NBC SPOT SALES has distributed to agencies radio-TV time contract charts designed to assist them in the preparation of radio and television schedules. The chart covers a two-year period so that agencies may make long-range plans for clients, NBC Spot Sales reports.

VIEWERS SELECT THE MOVIES

MAKING its debut on WEWS-TV Cleveland on July 26 will be *Request Theatre,* a feature film program where the viewers themselves select the movies to be shown. Viewers are to write to the station requesting any of the approximately 3,000 films the station has shown. Votes will be tallied, and the Sunday afternoon period from 1:30 to 5 through September 15 will be devoted to the films receiving most viewer votes. Gil Canfield, station film buyer, expects audience response provided by *Request Theatre* to serve as a guide for buying additional films.

Three-Network Feed

THE WCPO Cincinnati stations, AM, FM and TV, fed three networks on the same day last Tuesday, according to Ed Weston, WCPO-TV program manager. WCPO-TV televised the All-Star Baseball Game from Crosley Field and fed it to the entire NBC-TV network. WCPO-AM-FM aired the annual sports event, feeding it to Mutual. That afternoon the Paul Dixon show, a five-a-week pantomime program, was fed to DuMont Network during its usual one-hour scheduled time.

'POLICE REPORTER'

SUMMARY of crime happenings in Chicago area forms the basis for a new program, *Police Reporter,* premiered by WBKB (TV) that city, July 13. Jay McMullen, veteran newspaperman, provides news and interviews police officers and others who have figured in crime cases. As a special feature of the show, which will be telecast daily on a staggered time basis, Mr. McMullen will present a weekly award to an officer for merit in the performance of duty. The program is sponsored by Sandra Motors.

UP WITH THE BIG TOP

THE SETTING up of the Ringling Brothers, Barnum & Bailey Circus was telecast by WWJ-TV Detroit and sent to NBC for use on three five-minute segments. The nation-wide audience had ring-side seats for the setting up of the big tent, the midway and the unloading of animals at 6:45 a.m., 7:45 a.m. and 8:45 a.m. on July 10, and at 9:45 a.m. another segment was seen locally on the station's children's program, *Playschool.* Special program announcer, Paul Williams, emceed the show, which was produced by Bob Ritter.

KOWH 'After Hours'

SPECIAL "Omaha After Hours" half-hour broadcast July 7 by KOWH that city has aroused the interest of citizens and public officials, the station reports. KOWH newsman Donald Loughnane, wearing a concealed German-made recording device, visited several gambling and after-hours liquor spots, recording gambling activities and conversations of gamblers and other employes, according to the station. KOWH reports it has received congratulations from Sen. Estes Kefauver (D-Tenn.), former head of a Senate Crime Investigating Committee.

SCOUTS EN ROUTE

PLANS have been made to broadcast long distance telephone reports over WSOC Charlotte, N. C., from the city's boy scouts as they cross the nation to attend the International Boy Scout Jamboree in Puente, Calif. The calls, coming from such points as Salt Lake City, Utah, Puente, Seattle and Chicago, will be recorded at the station and broadcast a few hours later. As many of the Charlotte scouts as possible will speak on each call. F. J. Chris Cristensen, scout master of Troop 111, will accompany the boys and act as master of ceremonies during the program.

'LITTLE MISS WASHINGTON'

A "LITTLE Miss Washington" contest will be conducted on *Inga's Angle* program, on WNBW (TV) Washington. Ten little girls between five and ten years old, selected from photographs sent to the station, will appear on each program during the period from August 4 to 27. Judged on the basis of beauty, poise and personality, "Little Miss Washington" will receive a loving cup and other valuable prizes, and each child who appears on the program will receive a special toy. Starring Inga Rundvold, *Inga's Angle* is aired on Tuesday and Thursday, 2:30 p.m. EDT.

Like Honey Draws Bees . . .

ABOUT four weeks ago Barry Kaye moved to Pittsburgh and started a four and a half hour disc jockey program every afternoon over WJAS. He decided to open a "Teen Canteen" segment of his *Barry Kaye Show,* and a fortnight ago, over his program (no other promotion was used), invited teen-agers up to see the opening "Teen Canteen" portion at which the Four Aces were guests one day last week. The teen-agers began to assemble at noon—three hours before the start of the show—and were broken into groups and admitted to the studio in half-hour shifts. More than 500 teen-agers crowded through the 60-person-capacity studio and hundreds more had to be turned away. Caley E. Augustine, public relations director for the station, observed that "radio is dead" now has reached the status of other "famous last words."

DOG WILL HAVE ITS DAY

A DOG beauty contest, open only to mutts, will be featured by WTVJ (TV) Miami on the Jack Cobb *Tea-V Room* program. Miss, Mrs. or Mr. Mutt of 1953 will be selected from among 25 finalists on July 31 in the station's open-air studio. The winner, selected by Miami's mayor, Miss Miami (human) of 1953 and the secretary of the Miami Humane Society, will receive a blue ribbon and ten cases of Rival Dog Food. All finalists will receive a free shampoo and hair-do from the Mlle. Fifi Dog Beauty Salon of Miami Beach just prior to the contest judging.



HARRY TRUMAN stopped for lunch in Richmond, Ind., and WKBV had its microphone at his table before the soup was served. Program director Mark Mitchell interviews the former president about his book writing plans. Geneta Kern, WKBV commentator, is at right.

Advertisers

Henry J. Muessen, vice president and general manager of Piel Bros., elected president and chairman of board, succeeding **William Piel,** who died April 6.

Ralph R. Brubaker, general sales manager of Carnation Co., L. A., named vice president in charge of sales and advertising. He succeeds **Philip G. Kinzer,** who continues as a director. Other promotions are **Henry C. Arnest** to succeed Mr. Brubaker as general sales manager, and **E. Hadley Stuart Jr.,** to vice president.

W. J. Tormey, general sales manager, Los Angeles Soap Co. (White King Soap), promoted to vice president and director of sales and advertising.

Frank Roberts, production director of Albert Black Assoc. and Milverne Productions, appointed sales promotion and publicity manager of Carvel Dari-Freeze Stores Inc., Yonkers, N. Y.

William Sexton, agency secretary for Great Southern Life Insurance Co., appointed director of public relations.

Earl Littman, formerly account executive with George N. Kahn Co., N. Y., advertising agency, appointed director of advertising at Jones & Brown Inc., Pittsburgh (national distributors of Inselbric products and Interlock plastic wall tile).

Col. Frank A. Hunter appointed public relations director of Ohio for James B. Beam Distilling Co.

Robert L. Boehm named divisional sales manager for Hunt Foods Inc., Fullerton, Calif., replacing **S. Lee Miller Jr.,** who has resigned.

Victoria Risk, secretary, Universal Adv. Agency, Hollywood, to First Federal Savings & Loan Assn., that city, as director of advertising and public relations.

Agencies

Larry Wherry, vice president and director, elected president of Sherman & Marquette, Chicago, succeeding **Arthur F. Marquette,** named board chairman. **Louis E. Tilden,** director of radio-TV dept., and **Bruce Baker,** copy chief, elected vice presidents.

Dan Rodgers, account supervisor on Whitehall Pharmacal account, Biow Co., N. Y., named vice president of agency.

Albert H. Black, production manager, elected vice president of Dancer-Fitzgerald-Sample, N. Y.

Nicholas E. Keesely, vice president and director of radio and television, **Jackson Taylor,** account supervisor and **Hans Sauer,** art director, elected vice presidents, Lennen & Newell, N. Y.

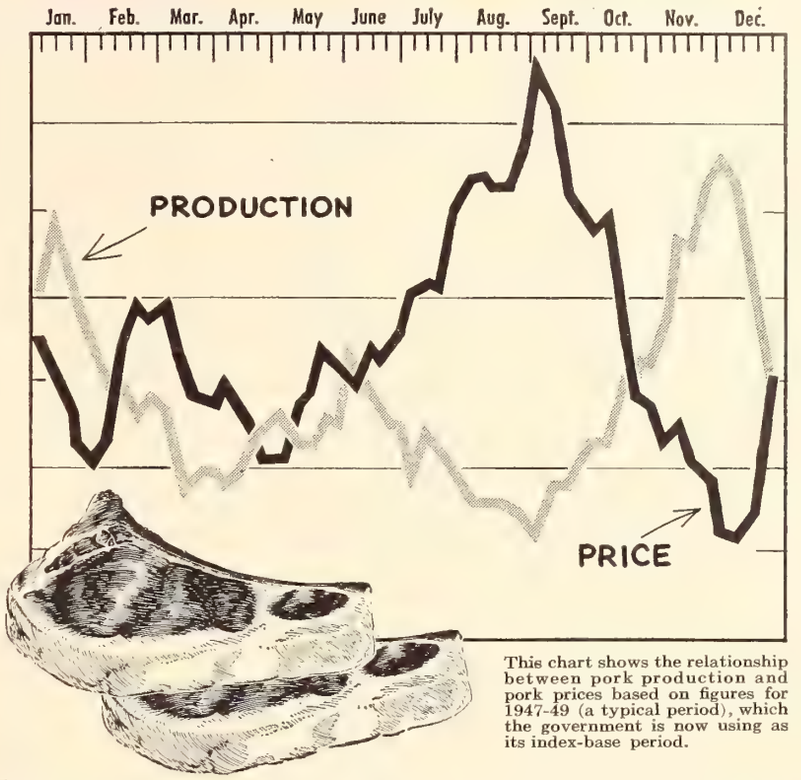
G. A. Honold, account executive, Ralph H. Jones Co., Cincinnati, to Rhoades & Davis Adv. Agency, L. A., as vice president and account executive.

Todd B. Franklin, with Lennen & Newell, N. Y., as vice president in charge of marketing, to Harry B. Cohen, N. Y., in same capacity, effective Aug. 1.

M. V. Odquist, Kenyon & Eckhardt, N. Y., to Hilton & Riggio, N. Y., as vice president.

Harold T. Bers, vice president, William Esty

What law sends pork prices up in summer... down again in winter?



This chart shows the relationship between pork production and pork prices based on figures for 1947-49 (a typical period), which the government is now using as its index-base period.

THE well-known law of *supply and demand*. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the *law of nature*. They spend a good 6 months growing to pork chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. *Less pork—higher prices* through the summer followed by *more pork, lower prices* during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

Did you know

... that America's 4000 meat packing companies must compete for the farmer's livestock on one hand, and for customers on the other ... that this two-way competition provides a highly effective system of checks and balances on meat prices ... that this is one of the reasons meat moves from farm to table at a lower service cost than almost any other food?

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.

& Co., N. Y., to Warwick & Legler, N. Y., as copy chief, working with **Barrett Brady,** vice president in charge of copy.

Grant Smith appointed media director of Presba, Fellers & Presba, Chicago, succeeding **Edna Eldridge,** who resigned.

John R. Mooney, former assistant media director of Tatham-Laird, Chicago, appointed to similar position, Needham, Louis & Brorby, Chicago, and **Edward R. Freeman,** former member of Central Intelligence Agency, Washington, D. C., named research associate at NL&B. **Albert A. Klatt,** copywriter at Leo Burnett Co., same city, to copy dept. of NL&B.

Lewis Nemerson, Hirshon-Garfield, N. Y., to Albert J. Silberstein, Bert Goldsmith Inc., as director of planning group.

John Mandable, Dell Pub. Co., Chicago, to Benton & Bowles, N. Y., as print supervisor.

Wayne Palmer, contact man on General Foods account, and **William W. Belcher Jr.,** traffic dept., Young & Rubicam Inc., N. Y., transfer to Hollywood office as contact man on Union Oil account and traffic, respectively.

John Bainbridge, account executive, Killingsworth Co., L. A., to Roche-Eckhoff & Assocs., that city, as account executive for Youngstown Kitchens.

Burt Schultz, Owens-Corning Fiberglass Corp., to Benton & Bowles, N. Y., on publicity and promotion staff.



WWJ Detroit radio sales dept. bet the station management a dinner it could increase May billings 10%. Here the salesmen wear arm bands showing the 9.1% increase actually reached. L to r: Edwin K. Wheeler, WWJ general manager; Gardner Bird, Johnny Wales and Pete Allen, salesmen; Tom Warner, sales manager, and Don DeGroot, WWJ assistant general manager.

William E. Frazier, account executive with John Falkner Arndt & Co., Phila., to contact dept. of Gray & Rogers, advertising and public relations agency, same city.

Edward W. Joyce Jr., formerly New England executive director of CARE, to staff of W. H. Hunt & Assoc. Adv., L. A.

Virginia I. McLean, J. Walter Thompson Co., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as member of copy staff.

Douglas J. Meservey, account executive, J. Walter Thompson Co., L. A., named head of creative copy committee for 1953 Community Chest fund campaign in that city, with **C. Burt Oliver,** vice president and general manager, Foote, Cone & Belding, Hollywood, appointed to head sub-committee dealing with radio-TV copy.

A. Ruric Todd, president, Todd & Assoc., San Jose, Calif., adds duties as deputy controller of State of Calif. **Frank Eicher,** vice president, assumes management of agency temporarily.

Stations

Gary C. Davis, program director at WFMR High Point, N. C., named general manager of WHPE-AM-FM High Point.

Henri Lepage, CHRC Quebec, appointed general manager of CFCM-TV Quebec, in addition to his post at CHRC. **E. W. Miller,** formerly with RCA-Victor Ltd., Montreal, appointed technical director of CFCM-TV Quebec.

Richard K. Blackburn appointed general manager of WTHT Hartford, Conn., replacing **Glover DeLaney** who assumes management of WHEC Rochester, N.Y., and direction of all Gannet radio stations.

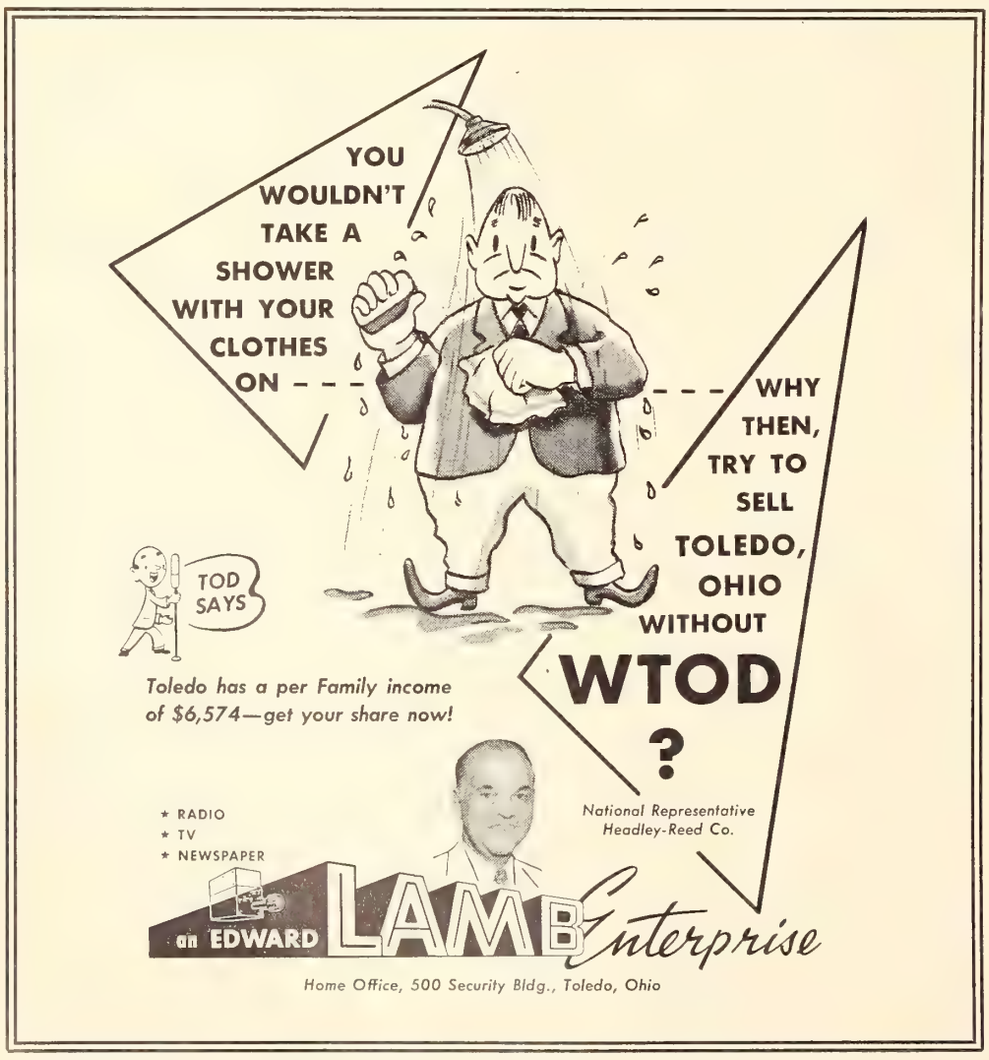


Mr. Blackburn

Bob Garrison to WOOD - AM - TV Grand Rapids as promotion director and **Don McAuliffe** to station's sales staff.

Melvin Winters, advertising and merchandising, Safeway Stores, L. A., to KWKW Pasadena, as promotion and merchandising manager.

O. P. Bobbitt, appointed sales manager for KTBC Austin, Tex. Also appointed to sales staff are **Robert G. Mitchell,** KFYO Lubbock and KTAE Taylor, and **Carolyn Bush,** head of continuity for KTBC. **Van Hutto,** commercial



manager for KRRV Sherman, Tex., named director of traffic and continuity and **E. Robert Scherer,** to announcing and TV continuity staff of KTBC. **Hal Nelson,** announcer at KCMC Texarkana, appointed TV announcer at KTBC-TV.



Mr. Swift

Arthur M. Swift, salesman at WOOD-AM-TV Grand Rapids, Mich., promoted to general sales manager.

Joseph A. Jenkins, former manager of WNBK (TV) Cleveland, appointed commercial manager for WKJF-TV Pittsburgh.

Clyde F. Meades, account executive at WGH Newport News, Va., promoted to commercial manager, succeeding **Edward E. Edgar,** newly-appointed production and public relations officer of Commonwealth Building & Loan Assn.

Tom Decker, sports director at WNEB Worcester, Mass., appointed program director.

Gene Walz, senior director at WLW Cincinnati, appointed creative program manager at WTAM and WNBK (TV) Cleveland, replacing **Brooke Taylor,** recently promoted to director of programs.

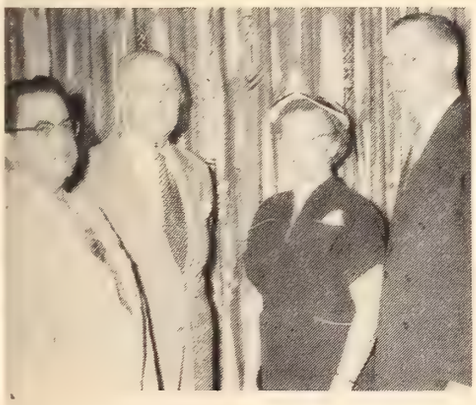
Hunton L. Downs, assistant program supervisor, named program supervisor of American Forces Network in Germany, group of six stations serving American troops in Europe. Mr. Downs succeeds **Louis Adelman,** who has resigned.

Barclay Russell, radio and television m.c. for WOAI-AM-TV San Antonio, appointed assistant program manager for radio.

Hugh Connor, staff announcer, promoted to program director, WQAN Scranton, Pa.

James Pollock, farm and program director at WPTZ (TV) Philadelphia, to WILS-TV Lansing, Mich., as TV program director.

William H. Blackton, *Easton Express,* Easton,



CONNIE COOK, WOW-AM-TV Omaha's new home service director, was introduced to members of the Buchanan-Thomas Advertising Agency at a luncheon held recently by the stations. Meeting her are (l to r) Gene Cuddeback, assistant director of radio and TV for the agency; Adam Reinemaud, Buchanan-Thomas president, and Frank Fogarty, WOW-AM-TV general manager.

Advertisement



From where I sit
by Joe Marsh

Harvesting a Better America

Rubbed my eyes yesterday when I caught sight of Hap Jackson's truck in Biff Morgan's alfalfa field . . . helping Biff get in his cutting.

Since they've been carrying on a friendly argument for years (originally over how much fertilizer to use per acre of alfalfa), I had to ask Hap what was going on.

"Got my own crop in safely last week," he says. "And since Biff's boy is at the summer encampment of the National Guard, I figured the least I could do was to help him out. After all," Hap went on, "there's *no* argument over how important the National Guard is to all of us."

From where I sit, a fellow like me, who's too old to get in the Guard, can still vote, do a turn at jury duty, and respect others' rights. Even a little thing like respecting a neighbor's right to have, say, beer or buttermilk at dinner is important if we want to keep America good and strong. We have to be on "guard" in more ways than one these days!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Pa., named regional sales and promotion manager of WGLV (TV) Easton.

Bob Smith, former program director of WTPS New Orleans, to announcing staff of WMC and WMCT (TV) Memphis. **Louis Grundwald** succeeds Mr. Smith as program director at WTPS.

Harry Coon, floor manager at WBBM-TV Chicago, named producer.

Robert C. Connelly, radio and TV director for Cabbot & Coffman Adv. Agency, appointed account executive at WCAE Pittsburgh.

Ed Hagen, WSAU Wausau, Wis., to sales staff of KLZ Denver.



Mr. Pack

Alvin G. Pack, formerly executive vice president of KALL Salt Lake City, Utah, and of Intermountain Network and head of Pack Ad-Visers Adv. Agency and Alvin G. Pack Recording Co., named program director for KDYL Salt Lake City, Utah.

Dana Campbell, formerly assistant director of radio-TV at Henri, Hurst & McDonald, Chicago advertising agency, appointed director of station promotion at WBBM-TV Chicago.



BEFORE looking over his latest copy of B•T, Jack Tipton, KLZ-TV Denver sales manager, was looking over a TV antenna atop a friend's roof. He tumbled from the roof and ended up with both his heels shattered —his experience as a World War II paratrooper notwithstanding. Mr. Tipton was to be back at his desk today (Monday), via wheelchair.

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

John Knight, in charge of KNBH (TV) Hollywood transmitter atop Mt. Wilson, appointed engineer in charge of all technical operations and engineering.

Ward R. Crowley, sales representative for KGHL Billings, Mont., appointed to sales staff of KVTV (TV) Sioux City, Iowa.

Steve Hunter, program director of WTNT Tallahassee, Fla., to production staff at WLBS Birmingham, Ala.

Betty Carlson to sales promotion dept. of WICC-AM-TV Bridgeport, Conn.

Palmer Payne to WKNE Keene, N. H., as announcer and newsman.

Saul Warshaw to news staff of WALL Middletown, N. Y.

Dave Shaw, announcer, KIEV Glendale, to KFI Los Angeles in same capacity.

Barbara Harrell to continuity staff of WPTF Raleigh, N. C.

Evelyn Kay to WDSU New Orleans as radio personality.

Myron Young to staff of WDRC-AM-FM Hartford, Conn., as control room operator.

G. W. Gear to news staff of KRDO-AM-TV Colorado Springs, Colo.

Ann Trippe White and **Mari Privette** to continuity dept. of KCMO Kansas City, Mo.

William J. Merchant, program director at WMUS Muskegon, Mich., to KSTT Davenport, Iowa, as "morning man." **Harold J. Koenigsacker,** regional sales representative for Paper Mate Pens, to sales staff of station.

M. C. Hofmann, WENR Chicago, to engineering staff of WDLA Walton, N. Y.

Paul Sealy and **Alan Hinshelwood** to transmitter staff of WIS Columbia, S. C. **Joel Brice** and **Tommy Tucker** named control operators of station. **Henry Wesley** to WIS-TV as transmitter operator.

Lix Wagner to WSPD-AM-TV Toledo as music librarian. **Marilyn Hartman** to station's TV



up goes another

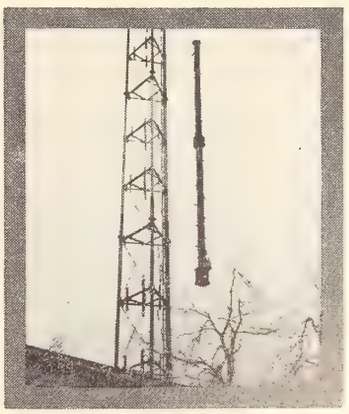
WORKSHOP COSECANT UHF ANTENNA

Station WGLV-TV at Easton, Pennsylvania, will go on the air shortly on channel 57 equipped with a Workshop Model WA-25-57 cosecant television antenna. This new Workshop UHF antenna has a power gain of 25. Its radiation pattern is the closest approach to a cosecant curve of any antenna now available. Simple mechanical design eliminates all insulators (except for gas seal), de-icing and field repair problems. The plastic weatherizing windows, dyed "international orange," completely eliminate painting.

For further information on Workshop UHF-TV antennas, write for Bulletin TV-100.







WORKSHOP ASSOCIATES DIVISION ▸ THE GABRIEL COMPANY

Endicott Street, Norwood, Massachusetts

We believe...

. . . a radio station has a duty, to its advertisers and listeners—and that a statement of our beliefs and policies is important to both our listeners and our clients.

1 We have one rate card. All WGAR advertisers pay the same amount of money for similar services.

2 We believe that any attempt to buy listening by offering prizes as a reward is a deception not in the public interest. Our high listenership is created and maintained through the exceptional entertainment and informational value of our programs.

3 Every day, Cleveland's Friendly Station is invited into hundreds of thousands of homes in Northeastern Ohio. Therefore we strive to act as a becoming guest. No advertising matter, programs or announcements are accepted which would be offensive, deceptive or injurious to the interests of the public.

4 We believe in fairness to responsible people of all convictions. Those of different religious faiths broadcast freely . . . and free . . . over our facilities. Balanced controversies are aired regularly without charge. We practice freedom of expression without penalty to those whose opinions differ from our own.

5 We believe that we serve our advertisers more effectively by broadcasting no more than a single announcement between programs.

★

If you are not advertising on WGAR, we invite you into the good company of those who are.

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto



LISTENING to a talk by Chris J. Witting (standing), managing director of DuMont TV Network, at a dinner given by DTN to 220 members of the Radio & Television Executives Club of New York during inspection of DTN's Tele-Centre, are (l to r): Robert Burton, BMI; Bruce Robertson, B•T senior associate editor and RTEC board member; Ted Bergmann, DTN sales director; James M. Gaines, vice president, General Teleradio Inc. (WOR-AM-TV New York) and RTEC president; George Shupert, United Artists Television, and James L. Caddigan, DTN programming and production director.

production staff and **Betty Sanford** to AM traffic staff. **Jack Mullen** to floor studio staff.

Walter J. Damm, vice president and general manager of WTMJ-AM-TV Milwaukee, in Milwaukee hospital for surgical treatment for week or ten days, starting July 19.

Roy A. Roberts, president of Kansas City Star Co. (WDAF-AM-TV), entered St. Luke's Hospital for physical checkup and rest.

Miller C. Robertson, president and general manager of KEPO-AM-TV El Paso, Tex., elected vice president of El Paso Sales Executives Club for 1953-1954.

Maj. George D. Robinson, station manager of WSUN-TV St. Petersburg, Fla., received Mighty Monarch trophy from Majestic Div. of Wilcox-Gay Corp. for his contribution to advancement of TV in field of electronics.

Phillips G. Terhune, general manager of WTSA Battlesboro, Vt., appointed Windham County (Vt.) campaign director for National Foundation for Infantile Paralysis 1953-54 drive.

Harriet Pressly, women's director at WPTF Raleigh, N. C., named North Carolina state chairman for American Women in Radio and Television.

Johnny Grant, KMPC Hollywood disc m.c., awarded special citation by Los Angeles County Peace Officers Assn. for work among teenagers in combatting juvenile delinquency.

Eleanor Hanson, director of women's activities at WHK Cleveland, received Outstanding Achievement Award from Ohio State Safety Council for her *Modern Home* program.

Harry Voelker, promotion manager at KTBC-TV Austin, Tex., father of girl.

Ralph Sisson, account executive at WSPD-TV Toledo, father of girl, June 15. **Frank Venner,** TV announcer at station, father of boy, Michael.

James Willingham, account executive at WIRE Indianapolis, father of boy, Scott Anthony.

Shirley Dinsdale, West Coast TV ventriloquist, and Frank Layburn, field engineer, Sperry Gyroscope Co., Springfield, Mass., were married July 14.

Peter L. Mertens, 38, national sales manager at KIRO Seattle, died July 8.

Networks

Henry Howard Jr., in charge of business affair for CBS-TV Hollywood, to program busines affairs dept. of CBS Radio, N. Y. **Davi Klinger,** who has been with CBS Radio busi ness affairs, assigned to CBS-TV business af fairs, N. Y.

Jack Owens, star of own program on AB radio and KECA-TV Los Angeles, signed t exclusive two-year contract by network.

Rush Hughes rejoins Don Lee Bcstg. Systen Hollywood, as host on five-times-weekly quarte hour *Hughes Reel.*

William D. Shaw, general manager, CPRN an KNX Hollywood, presented with special awar for supporting Ground Observer Corps progra by Maj. Gen. Walter E. Todd, commandin general, Western Air Defense Command.

Harlow Wilcox, announcer, NBC radio *Fibbe McGee and Molly,* and Gina K. Cass were mar ried July 12.

Bill Bennett, member of ABC Chicago pres dept., and Margo Miller, chemist at Abbo Labs., were married July 2.

Manufacturers

Roy E. Nelson, equipment sales field enginee Tube Dept., RCA Victor, RCA, promoted t newly-created post of manager of semi-co ductor equipment sales.

George V. Rosenquist, assistant to president Lee Spring Co., named works manager of J. Warren Corp. (magnetic tape recording an

Pink+Blue=Greenbacks

COLORFUL solution to bill-collecting problems of KROW Oakland, Calif., has been devised by Paulie Landon, office manager. First past due notice, mimeographed on pink paper, reminds: "We hope this SHOCKING PINK reminder will startle you enough to cause you to send us a check etc." Next notice, on blue paper, points out in verse: "As you see I'm just plain BLUE. . . MY SHOCKING PINK reminder brought no check from you!"

the new 1953 '54



TIMED for the 1953-54 season, a brand new member of the B. T. family, the **TELECASTING Yearbook & Marketbook** combines the indispensable analyses of the **MARKETBOOK** heretofore published in mid-August, with the all-inclusive reference directories and guides of the **YEARBOOK** . . . two fully-indexed and annotated productions in a single volume.

It's a brand-new approach to buying guides. It evolves from pre-publication field testing of agencies, advertisers, film executives . . . tailored to their needs.

It meets the urgent need for up-to-date data on burgeoning TV . . . 180 stations on the air in 120 markets, against 109 in 64 a year ago . . . 370 stations authorized . . . county by county TV homes . . . coverage . . . rates. Replete with what the decision-maker demands.

Vital Statistics

Advertising deadline July 27 (for proof); final deadline August 5. Minimum space: half page for station positions; all other directories 1/6th page or more.

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EVEN IN VIENNA
THEY WATCH
W·H·E·N



Not for dancing, but for year 'round enjoyment people in Vienna watch WHEN and then shop the Syracuse Market.



Vienna, N. Y., reacts to television as enthusiastically as the other communities in the rich 26-county market covered exclusively by WHEN. This enthusiasm is reflected in the increased sales volume of WHEN advertisers. Over 2¼ million people with a high, stable buying income are your prospects. It's the heart of the Empire State. You get maximum effectiveness from your advertising dollar and GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH ONE MEDIUM—WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

allied electronic equipment), and **Robert C. Jackson,** former assistant publisher of *Quick* magazine, appointed executive assistant to **J. C. Warren,** president of electronics firm.

John T. Caviezel, manager of new market development for TV, Crosley Div. of Avco Mfg. Corp., Cincinnati, appointed manager of TV sales section. **DeWitt Suplee,** head of new market development program in Eastern Div., succeeds Mr. Caviezel as manager of new market development for TV.



Mr. Caviezel

W. T. Buschmann, production requirement and service coordinator, appointed to newly-created post of product sales manager of radio receiving tubes, Sylvania Electric Products Inc., N. Y.

George B. Fraser, former vice president and general manager of The Astatic Corp., Conneaut, Ohio, elected president.

A. Raymond Bermond, assistant advertising manager for Halicrafters Co., named advertising manager of radio division.

John W. Butler, purchasing agent for Radio Craftsman Co., appointed to sales staff of Manufacturers Engineering Representative to the Electronic Trade, Chicago, Ill.

Representatives

Paul Mulvihill, station representative, Toronto, has opened Montreal office at 1434 St. Catherine St. W., with **Murray MacIvor,** formerly of the radio dept. of Young & Rubicam Ltd., Toronto, as manager.

Cease & Desist

WKPA New Kensington, Pa., disc jockey Phil Brooks was asked by the chiefs of police in that city and Cheswick, Pa., to desist after he decided to measure the audience of his new remote show from Milt Trebac's Paragon in Cheswick. He invited listeners with auto radios to blow their auto horns as they passed the Paragon, to find out how many were listening to his show. The ensuing noise brought the order from police.

Program Services

Arnold Berry, director of costs and budgets for Columbia Records Inc., appointed director of international relations, and **Leon Ruysschaert,** manager of Columbia's export division, named director of export sales.

Hal Thompson, WOR-TV New York, to Sandy Howard Productions, that city, as associate producer of *The Merry Mailman* radio and TV programs.

Trade Associations

Curtis Kenyon, TV film writer with Jack Chertok Productions, Hollywood, and **Harry Tugend,** writer-producer, to Screen Writers' Guild. **Nora Padway** to SWG as assistant executive secretary.

Personnel Relations

Clayton Thomason elected to fill unexpired term of late business manager **Robert Leicester,** Hollywood Scenic Artists Local 816, IATSE.



THEIR TENURE with KMPC Hollywood totals 103 years and in recognition of service KMPC established a Ten Year Club. Veterans are (l to r, rear) Earl A. Lieske, engineer, 17 years; Mel Cody, chief control engineer, 11 years; Harold Bender, engineer, 17 years; Oren Mattison, secretary-treasurer, 12 years; Robert O. Reynolds, vice president and general manager, 14 years; (l to r, front): Charles Stone, chief announcer, 10 years; Rowena Geraghty, executive secretary, 10 years, and Loyd Sigmon, vice president and assistant general manager, 12 years. Two other club members not shown are Joseph Taylor, maintenance engineer, 18 years, and M. O. Bradovick, engineer, 13 years. Those with 15 years or more service were presented with watches, with 10 year members receiving portable radios.

BRITISH ADVISORY UNIT HANDS DOWN SUGGESTIONS FOR TV'S FUTURE COURSE

First report of the Postmaster General's study group covers extension of government-operated service, commercial TV (if any) and color

EXTENSION of British government-operated television in the vhf band—with commercial TV (if approved) predominantly in the uhf band—was the consensus of the Postmaster General's Television Advisory Committee in its first report a fortnight ago.

The committee also recommended that future color TV be "compatible." It suggested that only every third channel in the United Kingdom's Bands IV and V (470-585 mc and 610-960 mc) be allocated for TV so that if color requires a wider bandwidth, stations could utilize adjacent frequencies.

ENGLAND

The advisory committee, chairmanned by Admiral Sir Charles Daniel, was appointed in October 1952 to recommend to the Postmaster General the future of TV in Britain. Under government ownership, British Broadcasting Corp. operates four stations in Band I (41-68 mc), uses a 5-mc bandwidth for all except Ch. 1 (which uses 6.75 mc). BBC uses a 405-line standard for TV, 25 frames, AM sound.

Earlier this month, the Tory government announced in the House of Lords and in the House of Commons that it will publish a "White Paper" on commercial television in the fall. This would, it was explained, define the terms under which "competitive" TV might be "permitted."

Best means of permitting BBC to complete its primary TV service to cover all the United Kingdom is to permit it to use the two channels immediately available in Band III (174-216 mc), the Advisory Committee said. It also declared that this would permit three or four commercial stations to be assigned—if commercial TV is approved—mainly in London, South Lancashire and central Scotland.

The Committee also recommended that a third channel be cleared as soon as possible in Band III. Some parts of this band are now in use for aeronautical radio navigation aids, mobile and fixed communications and business services. There are eight possible TV channels in Band III.

Major question, which the Committee acknowledged but did not answer, was whether BBC's secondary TV service should be retained in vhf or operated in uhf (Bands IV and V). If retained in vhf channels, viewers would have little expense in adapting their sets for a second TV program, the Committee said, but such a move would require commercial TV to be allocated to uhf, which would start a "competitive" service under the handicap of converters.

Band II (87.5-100 mc) is not wide enough for TV, the Committee said, but could be used for sound broadcasting. A separate report on its use would be forthcoming, the Committee said. Since 3-D television is in the distant future, no notice was taken of it.

The Committee disclosed that there are 48 commercial applicants for Band III (30 high power, 8 medium power and 10 low power), and 29 commercial applicants for Bands IV and V (26 high power, 3 low power). There are 11 applicants for commercial TV with no band specified.

Although Band I is now occupied by BBC, the Committee suggested that there may be space available for additional stations for "any users."

The Committee used 500 uv/m as the standard minimum field strength for vhf and 3,000 uv/m for uhf.

In discussing color TV, the Committee recommended that any standards should insist on compatibility—so present TV receiver owners can continue to get black and white pictures of colorcasts. In suggesting that every third uhf channel be allocated, the Committee pointed out that this would permit wider bandwidth if 5 mc color TV is not feasible. At the same time, the initial 5 mc could be utilized for the black and white portion of the color signal, thus making any standards compatible.

In discussing U. S. activity in the color TV field, the Committee said:

. . . Considerable ingenuity has been exercised in doing this [referring to the National Television System Committee's color TV signal specifications] and full advantage taken of the limitations of the eye in appreciating colour differences. However, the system has not yet proved itself in field trials and it may be premature to conclude that a fully satisfactory colour television system can be confined to the channel bandwidth required for monochrome television of equal definition. The problem is simplified if the colour information can be transmitted in a clear space immediately adjacent to the frequency bandwidth occupied by the "black and white" signal.

In the government's announcements in Parliament, it was said that BBC would proceed in the next 18 months to install new TV transmitters at Aberdeen, Belfast, Isle of Wight, Plymouth and Pontop Pike and to institute service to the Channel Islands and the Isle of Man. This would cover 90% of the British people, it was said. The government spokesmen also said that the London transmitter would be moved from Alexandra Palace to the Crystal Palace—presumably with higher power.

Fact that BBC was given 18 months to round out its TV plant was seen by some observers as indicating there would be no commercial TV, if approved, before 1955.

Some of the points which the "White Paper" on commercial TV might cover would include such subjects as these, according to Government spokesmen: (1) Limitation on the number of stations under common control; (2) limit on the number of commercial stations at first, including low power and limited range; (3) establishment of a "Controlling Body" (like the FCC) to advise the Postmaster General on licenses and to see that programs conform to standards to be laid down—possibly calling for advance review of programs or scripts, warnings to offending stations, and recommendations regarding suspension or revocation of offending stations' licenses; (4) responsibility for what goes out over the air to be the licensee's; (5) maximum number of hours, restrictions on the type of products to be advertised, and the percentage of time and place of advertising matter in programs.

Dissenting from the report was C. O. Stanley, of Pye Ltd. Mr. Stanley called for a completely new approach to the allocation problem, including the esablishment of British "FCC" to control all frequency allocations and assignments.

Other members of the committee were: E. W. Playfair, Treasury; F. C. Musgrave, Supply; Sir Ben Barnett, Post Office; Lt. Gen. Sir Ian Jacob, BBC; G. Darnley Smith, Radio Industry Council; Sir Edward Herbert, Charles McLaren (Lord Aberconway), and E. M. Fraser, independent members. R. J. Broadbent of the Post Office Dept. was secretary.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

RCA now has several excellent positions open in the fastest growing branch of the television field—color television equipment design and development:

COLOR CAMERA • TRICOLOR MONITORS
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We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

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RADIO CORPORATION of AMERICA



KING COUNTY (SEATTLE) ACCOUNTS FOR SLIGHTLY MORE THAN HALF THE PUGET SOUND MARKET

The population of Seattle-King County represents but 57% of the prosperous area so capably served by KTNT-TV. The Seattle-King County population is important to advertisers, but just as important are the other 550,300 able-to-buy folks in the fabulous Puget Sound area. Over 60% of the families own TV sets, and they are tuning to KTNT-TV. And set sales continue to boom! Going beyond the area's present 266,900 sets.

Send for the complete KTNT-TV story.

KTNT-TV Coverage Area

Families	418,100
Population	1,318,700
Retail sales	$1,316,645,000
Net Effective Buying Income per family	$5,285
TV sets in Area (June 1)	266,900

Population of the KTNT-TV Area

King County (Seattle)	768,400
Pierce County (Tacoma)	293,700
Other Counties	256,600
TOTAL	1,318,700

KTNT-TV 125,000 WATTS SOON

CHANNEL 11

Affiliated with CBS and DuMont Television Networks

Transmitter strategically located at Tacoma in Middle Puget Sound.

Sales Representatives:
Weed Television, Nationally
Art Moore & Son, Pacific Northwest

THREE CANADA TVs PLAN '53 STARTS

CKSO-TV Sudbury is favored to be the first independent television station on the air. All nine of the independents plan to be in operation by May 1954.

THREE of the nine Canadian independent TV stations expect to be on the air before the end of the year, according to a survey of licensees. It still is a race to see who will be on the air first, with present conditions favoring CKSO-TV Sudbury, where there has been no TV reception of any kind to date. The station hopes to have a test pattern on the air, using RCA-Victor equipment, by late August, and films by early September. Closest among other stations are CFCM-TV Quebec, which expects to put a test pattern on the air in November, programs before Christmas, and CFPL-TV London, test patterns by late November. Most of the other stations expect to be on the air early next year, with dates varying to May.

CANADA

CHCH-TV Hamilton expects to be ready by Feb. 15, following some changes in connection with its shift from Ch. 13 to Ch. 11. Station will be equipped with RCA-Victor transmitter and directional antenna which will put its signal primarily into the southeast and northwest direction, minimizing its signal in the Toronto area, northeast of Hamilton.

CKLW-TV Windsor-Detroit is not expected to be on the air until next May, following its decision to apply for full power of 325 kw video on Ch. 9 at the Sept. 3 meeting of the board of governors of the Canadian Broadcasting Corp. at Edmonton. CKLW-TV has tentatively ordered RCA-Victor TV equipment, its present construction permit calling for 103 kw video and 61.8 kw audio.

CBUT Vancouver, CBC outlet, and first Canadian TV station on the Pacific Coast, is now expected to be on the air sometime in November, according to E. L. Bushnell, assistant general manager of CBC. A temporary antenna will be erected and film and kinescope recordings only will be telecast until completion of TV studio facilities.

Canadian Marconi Co. has been awarded contract for CBUT Ch. 2 transmitter with 5 kw video power. Transmitter building on Mount Seymour is now under construction and will be ready in October.

Seven of the TV licensees have appointed All-Canada Radio Facilities Ltd., Toronto, as national representative in Canada. These are CKCK-TV Regina, CHCH-TV Hamilton, CFPL-TV London, CKSO-TV Sudbury, CHSJ-TV St. John, CJCB-TV Sydney, and CKLW-TV Windsor-Detroit. CFCM-TV Quebec has appointed Jos. Hardy & Co. as representative, and CJBR-TV Rimouski has appointed H. N. Stovin & Co.

Advertisers are showing considerable interest in the stations as most are in markets which have had little, if any, TV reception from other Canadian or U. S. border stations. While station executives have not yet learned how much time will have to be set aside for CBC national programs (about 10½ hours a week, according to CBC announcements), tentative program time and announcements have been booked by national advertisers.

Godley Co. Completes Venezuelan FM System

PAUL F. GODLEY Co., consulting radio engineers, has completed the installation of a vhf FM communication-operating system to provide control and communications along the 90-mile railroad in Venezuela constructed by U. S. Steel Corp. from its Cerro Bolivar mine to the Orinoco River port of Puerto Ordaz. The system not only provides five telephones and two teletype channels, but also is used in remote control of switches, signals and interlocking on the two-way, single-track railroad from a central point in Puerto Ordaz. RCA transmitting and receiving equipment was used. Mr. Godley estimated that the savings effected by the use of vhf over a wire line system amounted to $600,000. The Godley firm also has been involved in the U. S. Steel Corp.'s high frequency communications between Caracas and the mine, and also in the communications system along the Orinoco and Macareo rivers.

VENEZUELA

Nippon TV Network Building Under Supervision of Unitel

EQUIPMENT now is being installed for the first of the Nippon Television Network Corp.'s stations in Japan, it was announced last week. Work is under the supervision of William C. Cothron, supervisory engineer for Unitel Inc., New York, consultant firm.

JAPAN

Network is being financed initially on a private enterprise basis through sale of capital stock. Stockholders represent practically every phase of Japanese business, including film companies and newspapers.

Key station of the network is to be located in Tokyo. A chain of 18 to 20 relay stations, strategically located on mountaintops, will be utilized to eventually blanket the entire population of Japan. Within a year, according to the announcement, Tokyo, Osaka and Nagoya areas will have television coverage.

TV Makes Strides in Europe, Andrea Says After Trip Aboard

TELEVISION "is making good strides" in Europe but to some extent is hampered by the "conservative attitude of most Europeans," Frank A. D. Andrea, president of Andrea Radio Corp., reported last week upon his return from abroad.

EUROPE

He said because "people are not buying sets in great quantities" in Europe it will take manufacturers and broadcasters longer to refine their processes and develop the art."

Mr. Andrea said "both Italy and France have an advantage over the U. S. in that power is not limited. I looked at a program in Venice that was being broadcast from Rome and it came in very well despite the distance. They do not have coaxial cables and must depend upon a direct broadcast. For best results, however, we had to wait until 9:30 p.m. Of course, one great disadvantage in Europe is that stations in each nation broadcast on a different frequency. They would do well to copy our system as it will help the industry in each of the nations.

"In Paris . . . there are 70,000 television sets, and their biggest problem is the quality of the programs they broadcast. Better and more regular television programs there would encourage a more rapid growth of sales of TV receivers."

TIFF WITH AFM ON AFTRA AGENDA

National Convention to review union's new problems during four day session in Hollywood starting Thursday.

LONG-SIMMERING controversy between American Federation of Television & Radio Artists and American Federation of Musicians over musicians who double as singer-m.c.'s and entertainers will be a major topic at the four-day AFTRA national convention starting Thursday at Hollywood's Roosevelt Hotel.

The AFTRA-AFM fight flared up last month in a juridictional controversy at Los Angeles [B•T, July 13].

Tentative agenda also includes a possible welfare and insurance plan for AFTRA members, the new recording code to replace that expiring July 1954 (as no national meeting will be held before then), control of "charity" telethons, reports of various committees and officers, selection of next year's convention city and election of new officers.

Senate Hearing Planned On Bill to Probe 'Red' Unions

A SENATE Internal Security subcommittee plans hearings this month on a bill (S 1606) that would permit the Subversive Activities Control Board to investigate alleged Communist domination and control of labor unions.

Sen. John M. Butler (R-Md.), author of the bill, is subcommittee chairman. With him are Sens. Herman Welker (R-Idaho) and Pat McCarran (D-Nev.). Under the bill, if the control board found in the affirmative, it could bar the union from bargaining for its membership. The National Labor Relations Board, according to the bill, would hold a new election for a successor bargaining agent.

Screen Extras Guild Re-elects Richard Gordon

RICHARD H. GORDON was re-elected president of Screen Extras Guild (AFL), Hollywood, at its annual membership meeting July 12. Other officers are Franklyn Farnum, re-elected vice-president; William H. O'Brien, second vice-president; George Barton, third vice-president; Beulah Parkington, recording secretary, and Jeffrey Sayre, treasurer.

The board of directors includes Leo Abey, Louise Bates, Polly Burson, James Carlisle, Paul Cristo, Victor Groves, Robert Hale, Kenner Kemp, Tina Menard, Rose Plumer and Miss Parkington, three-year terms; Florence Wix, two-year term, and Evelen Ceder, one-year term.

Edd X. Russell, first SEG president, was appointed to a newly-created position of president emeritus.

WFPG Keeps Operating During AFTRA-IBEW Strike

WFPG-AM-FM-TV Atlantic City, N. J., have been operating since July 4 with a supervisory personnel following a walkout by AFTRA personnel. IBEW technicians left duty at the same time, according to Fred Weber, president of the stations.

Mr. Weber said an agreement for a new one-year contract was reached June 22 with AFTRA in the presence of the New Jersey state mediator. He said AFTRA made new demands July 2, including an extra fixed fee for reading commercials during shift. Base pay under the new contract agreement had been $66.25 to $79.75 per week according to seniority, effective for 26 weeks, with $1.25 to be added for the following 26 weeks, Mr. Weber added.

He said less than an hour of TV time and one hour forty minutes of radio time was lost as result of the walkout.

NABET Negotiates With ABC

NEGOTIATIONS for wage increases and fringe benefits are being conducted with ABC Hollywood by National Assn. of Broadcast Engineers & Technicians for 20 building maintenance and 11 publicity and promotion employes. National Labor Relations Board decision on network office workers, as to unit description and election date, is yet to be made.

Public Should Judge Subscription TV—Borkin

FATE of subscription TV should be decided in the "open market-place," Joseph Borkin, former assistant to the Attorney General and author of "Television—The Coming Struggle for Power," told the Washington Advertising Club last week.

The only way TV will get up-to-date feature motion pictures is when there is a home box office capable of returning from $1 to $5 million to Hollywood producers, Mr. Borkin asserted. That home audience already exceeds 20 million, Mr. Borkin pointed out. He also asserted the belief that the first crack in the familiar broadcasting system supported entirely by advertisers has appeared: The sale of five Notre Dame home football games to be televised and shown exclusively in theatres via theatre TV [B•T, July 13].

Firms Interested in TNT

THEATRE Network Television announced last week that 53 companies have expressed "specific interest" in the possibilities of closed-circuit television meetings as a result of developmental work by TNT the past year.

Victor Ratner, director of TNT's Tele-Sessions, the division that arranges for business telecasts, said the 53 are in addition to such organizations as AT&T, Ford, General Electric, General Motors, Lees Carpets, Westinghouse, and others which have used various forms of closed circuit TV in the past year.

It's So Easy to Listen to WBNS

Central Ohioans set their dials at WBNS and relax. More Central Ohio people listen to WBNS than any other station. Popular staff personalities, plus top CBS programs add up to the *20 top-rated programs* and hour after hour of listening pleasure. Sponsors profit more when they reach this big audience of steady listeners.



CBS for CENTRAL OHIO

WBNS radio

COLUMBUS, OHIO

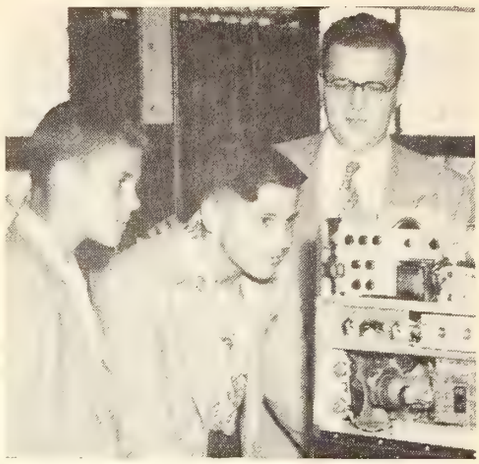
ASK JOHN BLAIR

Dage Shows TV Station Equipment in Washington

FIRST showing of Dage Electronics Corp. commercial TV station equipment was held in Washington last week at the Hotel Statler. Shown was a dual camera chain and associated equipment, packaged to sell for $12,000. Featured in the company's line is the lightweight of its gear and its low price—claimed to be about one-third of competitive apparatus.

Using RCA's Vidicon tube, Dage has designed its equipment around the "suitcase" principle, permitting flexibility and mobility. Equipment includes, in addition to the two cameras, two camera controls, a switcher and a sync generator. Vidicon tubes cost $345—compared to image orthicon's $1,250, Dage General Sales Manager Daniel Meadows pointed out. It has a resolution of 4-500 lines, Mr. Meadows explained, compared to the 600-line resolution of IOs. Equipment is capable of being used for studio or remote coverage, Dage said.

Company's headquarters is in Beech Grove, Ind. George Fathauer is chairman and James Lahey, president.



TWO youthful electronics students from New Haven, Conn., get a chance to watch professionals in action at Clifton, N. J., as guests of Dr. Allen B. DuMont. Frank Newman advertising manager of DuMont's television transmitter division, shows the mechanism of a network-type TV camera to Jeffrey Howard (l), 12, and Donald Wasserman, 14.

Develop New Overload Switch

FEDERAL TELEPHONE & RADIO Corp., Clifton, N. J., IT&T associate, reported last week that the company has developed a new Overload Radiation switch that "provides complete protection against tube failure due to anode overheating." It is said to have numerous applications in radio transmitters, tube test sets and other electronic devices.

Reeves Technique In Use

REEVES Soundcraft Corp., New York, announced last week that its new Micro-Polishing process currently is being used in the manufacture of the complete line of Soundcraft Magnetic Recording Tapes. Process is said to "materially reduce magnetic drop-outs" in magnetic film records and in highly critical tapes for telemetering and other calculating applications.

Massoth, Lloyd Get RCA Victor Promotions

THOMAS W. MASSOTH, controller of RCA Victor's Engineering Products Dept. since 1946, has been named to the newly-created post of operations control manager, Theodore A. Smith, vice president in charge of the department, said last week.

Wilbur E. Lloyd, assistant to the controller, has been promoted to controller, Mr. Smith said.

A veteran in RCA Victor's accounting and financial service and winner in 1951 of the Award of Merit, the company's highest employe honor, Mr. Massoth will coordinate and head the staff and administrative activities of the Engineering Products Dept., Mr. Smith said.



Mr. Massoth

IT&T Merge Subsidiaries

IT&T STOCKHOLDERS voted at a special meeting in Baltimore July 10 to merge the corporation's principal U. S. manufacturing and research subsidiaries with the parent company. Affected companies, which now become IT&T divisions, are Capehart-Farnsworth Corp., Fort Wayne; The Coolerator Co., Duluth; Federal Telcommunication Labs, Nutley, N. J.; Federal Telephone & Radio Corp., Clifton, N. J., and Kellogg Switchboard & Supply Co., Chicago.

Edwin H. Smythe Dies

FUNERAL services were held last Tuesday for Edwin Hutchison Smythe, 79, radio-electronics patent-holder and inventor, who died July 12 at his home in Evanston, Ill. Mr. Smythe, who is credited with some 70 patents in radio, radar, telephony and electronics, was associated with several companies of the Bell telephone system. He also was a consulting engineer and once conducted experiments with Dr. Lee DeForest, electronics pioneer. Mr. Smythe is survived by his widow, a daughter and two sisters.

AT&T Completes Midwest Link

NEW radio-relay system linking Chicago, Milwaukee and Minneapolis was completed last week by the Long Lines Dept. of AT&T. Augmenting existing facilities in the Great Lakes region and tying in with coast-to-coast cable and microwave routes at Chicago, the new route was constructed to provide for TV network extensions and telephone growth. The Chicago-Minneapolis section was opened last Tuesday; the Chicago-Milwaukee section on June 15.

MANUFACTURING SHORTS

Raytheon Mfg. Co., TV & Radio Div., Chicago, appoints Higgins Distributing Co., Baltimore, as franchised distributor of Raytheon TV sets in Baltimore area.

Webster-Chicago Corp. is introducing new table model high fidelity phonograph with three speakers.

The TIME of Your Life— on the

New WJAS AM & FM



HERB MORRISON, Bill Brant, and Barry Kaye broadcast daily to a total population of 3,060,317. News every THIRTY MINUTES . . . music all day long.

Herb Morrison—7:15 A.M. Daily

BILL BRANT, Barry Kaye, and Herb Morrison sell daily in a market with 787,417 radio homes. Nine hours of tastefully selected music every day. Complete local and world-wide news coverage EVERY THIRTY MINUTES.

"The Bill Brant Show"—Daily 6-10 A.M.





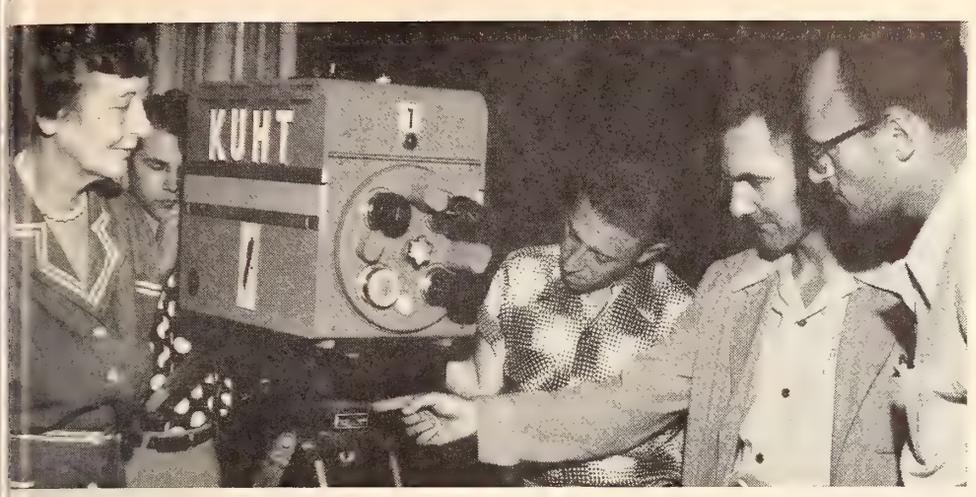
BARRY KAYE, Herb Morrison, and Bill Brant daily tap a market loaded with $2,847,991,000 annual retail sales. TWO top shows . . . THREE top personalities. Brant and Kaye with the music . . . Morrison directing the news.

"The Barry Kaye Show"—Daily 3-7:30 P.M.

1320 Kc.
5000 Watts

MONEY
THE ~~SUNNY~~ SIDE
OF THE DIAL

NATIONAL REP. George P. Hollingbery Co.



FIRST TRAINEES at the U. of Houston's program for new commercial television personnel are these five from KNOE-TV Monroe, La. Examining a TV camera at KUHT (TV) they are (l to r) Mrs. Nell Grigsby, Irving Zeidman, Jack Ansell Jr., Jack Ratliff and Ed Love. The two weeks of intensive training is designed to ready them for their station's opening Aug. 2.

Jrges Educators To Merge Commercial Know-How in Plan

'ITFALLS that loom if educational TV is al-owed to be dominated by Hollywood and New 'ork production methods were described last Monday by Dr. Robert T. Rock Jr., visiting rofessor at the All-University Lecture Series at yracuse U.

Dr. Rock, professor of psychology at Ford-am U., declared that the early promise of ducational radio and film has never been chieved because "educators as a group abdi-ated leadership to Hollywood producers, who re accomplished in the entertainment field but re unaware of the requirements for effective nstructional programs."

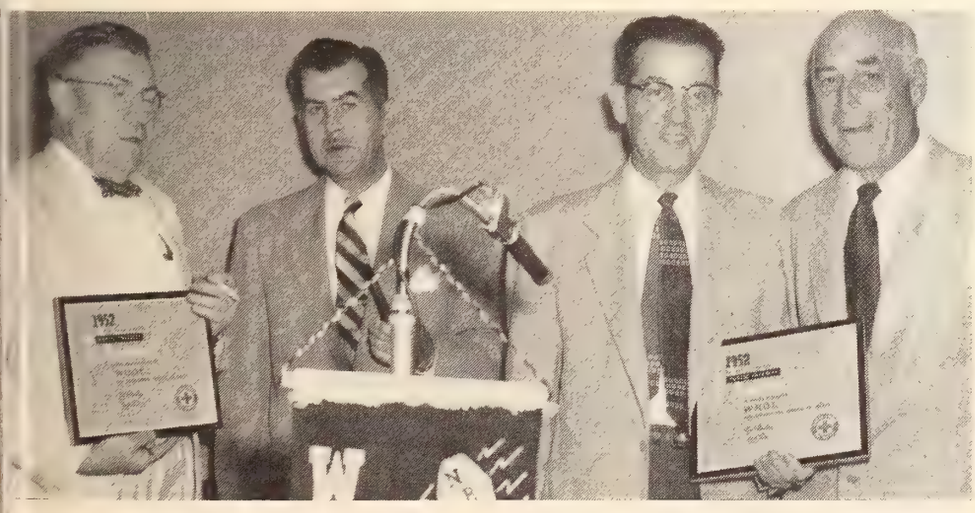
The answer, according to Dr. Rock, is team-ork between the commercial TV producers ith technical know-how and the educators ho can best define the goals and appropriate nstructional techniques.

Study College TV Setups

STUDY of Iowa and Michigan educational TV centers is slated this summer by members of the U. of Wisconsin radio and TV projects. The men, WHA Madison program director William Harley, TV director Raymond Stanley, and TV engineers Lawrence Anderson and Duncan Godshall will study at WOI-TV Ames, Iowa, and the Michigan State Closed-Circuit Laboratory, East Lansing. The Wisconsin U. TV station is planned for operation early in 1954.

'Omnibus' Names Three

APPOINTMENTS of Fred Rickey as producer and Andrew McCullough and Robert Banner as directors of the *Omnibus* television program were announced July 1 by Robert Saudek, director of the TV-Radio Workshop of the Ford Foundation, which produces the 90-minute show.



WROL Knoxville and WUOT (FM) there (U. of Tennessee outlet) are presented Public Interest Awards for 1952 by the National Safety Council. L to r, Dr. C. E. Brehm, president, U. of Tennessee; George Miller, president, Tennessee Safety Council and Southern Safety Congress, presenting awards; W. H. Linebaugh, executive vice president, and Paul Mountcastle, president, both Mountcastle Broadcasting Co., WROL licensee.

WANTED:

RESULTS!

Okay! How does this sound?

Three 90-second live commercials for Home Owners Supply Company of Lincoln, scheduled opposite top network shows on local CBS and NBC outlets, gave these results

341 Calls ON 3 TRUNK LINES

Results were so outstanding that it was necessary for the advertiser to employ an additional salesman.

KOLN-TV can do the same for YOU!

For BEST results in Southeast Nebraska

it's **KOLN-TV** 12
CHANNEL
LINCOLN, NEBRASKA
DuMont Affiliate

See WEED TV

26,900 Watts Visual
12,400 Watts Aural

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

Pereira & Luckman Services Offered to CBS-TV Affiliates

CBS-TV last week offered to all its affiliates the counseling services of Pereira & Luckman, architects and engineers for CBS' multi-million dollar Television City in Hollywood and most other CBS-TV construction of the past several years.

The network offered to put any of its affiliates in touch with the firm under an arrangement whereby one of the senior partners of P&L and any other specialists that may be needed will visit the station long enough to study its particular requirements.

Slight Charges

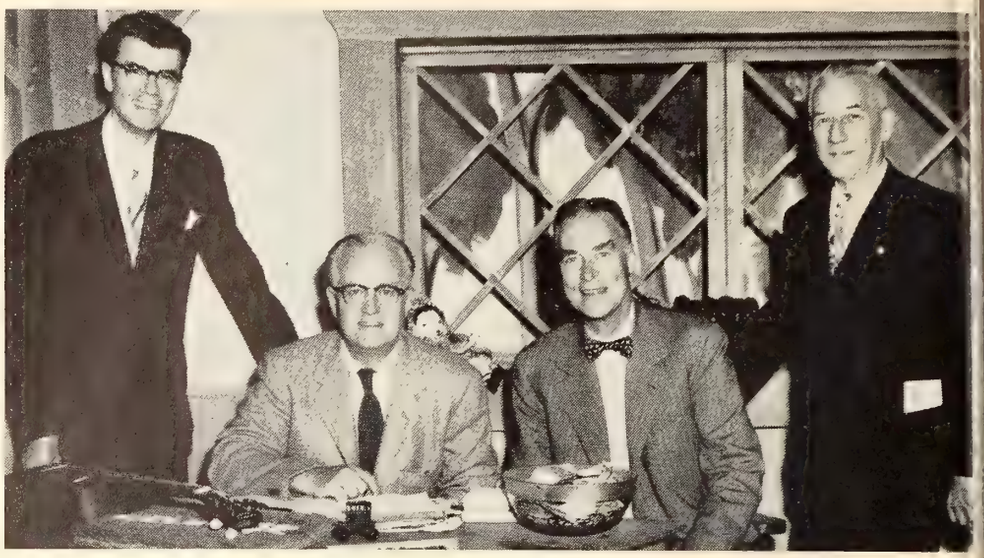
Only charge for the initial consultations will be for out-of-pocket expenses. Affiliates who wish to engage the firm for further consultation or for the actual architectural and engineering work may then make their own arrangements with P&L.

Henry Opens Own Offices As Station Consultant Service

MARTIN L. HENRY, for several years controller of Free & Peters, station representation firm, last week announced opening of his own consulting offices to handle tax and accounting problems of radio and TV stations. His offices are at 444 Madison Ave., New York. Mr. Henry said Free & Peters is retaining his services as a consultant, and that several major stations already have been added to his client list.

Publicist Groups Names Group To Study Employment Field

PUBLICISTS GUILD, Hollywood, has set up a seven member policy committee to study employment possibilities in TV and allied fields for publicists made jobless by recent motion picture studio slowdowns. Committee members are Jim Eddy, Bill Watters, Harry Mines, Judd Bernard, Leonard Shannon, Jack Mullen and Reavis Winckler.



MASSACHUSETTS' Gov. Christian A. Herter recently appeared on WBZ-TV Boston to thank the people of New England, especially children, for the work they are doing in raising money for victims of the Worcester tornado. The children have collected nearly $5,000. With the governor are (l to r) W. C. Swartley, WBZ-AM-TV station manager; "Big Brother" Bob Emery, who is collecting the children's money to be turned over to the governor's special committee; Gov. Herter, and C. S. Young, assistant to the WBZ-AM-TV station manager. The Boston station itself has collected $55,000.

Perform for Korean Aid

GIVE Them This Day, half hour show, for TV and radio presentation to raise funds for destitute Koreans, has been filmed and taped for probable July 28 nationwide release. Performing for the American-Korean Foundation, chairmanned by Dr. Milton Eisenhower, were Jack Benny, Bob Hope, Danny Kaye, Walter Pidgeon, Debbie Reynolds, William Holden, Keenan Wynn, Betty Hutton and Jan Sterling, with Harmon Jones directing. President Eisenhower was filmed in Washington for insertion in the show.

'Very Dangerous' Series

SERIES titled *V. D.—Very Dangerous,* produced by WTOP-TV Washington, is being shown people in Asia, Africa, Europe and Latin America, as well as in all sections of the U. S., Truman J. Keesey, program development specialist with the D. C. Health Dept., told John S. Hayes, WTOP-TV president. Mr. Keesey complimented Mr. Hayes for the series of 13 programs which was telecast on WTOP-TV from September through December, 1952. The station has completed a series on alchoholism, Mr. Hayes reported.

Aid to Cincinnati Blood Drive

WKRC-AM-TV Cincinnati, to counteract the area's sharp decline in blood donations to the Red Cross, has embarked on a drive to spur contributions for use in Korea and for gamma globulin to counteract polio. Announcements ask listeners to give a pint of blood in the name of a specific serviceman or polio victim. WKRC advises the selected person of the donor's contribution. Donors also are saluted on the air.

Blood-Giving Demonstration

DEMONSTRATION of the simplicity in giving blood was shown July 13 by WKNB-TV New Britain, Conn. Station news chief Floyd Pattee and Jean Barrows of the staff made contributions on the telecast. American Red Cross and other blood program officials also appeared. Telecast was from the WKNB-TV site on Rattlesnake Mountain in Farmington, Conn.

Rescue Squad Notice Timely

AN 81-year-old woman, watching a program of WJAR-TV Providence, fell from her chair and fractured a hip. Unable to move, she heard a public service announcement of the rescue squad telephone number. When a friend discovered her, hours later, ready availability of the phone number brought the rescue squad in just four minutes, according to WJAR-TV.

WABI-AM-TV Covers Search

WABI-AM-TV Bangor, Me., assisted in and covered the three-day search for a 10-year-old boy allegedly kidnaped by a man from another main city. The WABI mobile unit and TV cameramen helped coordinate the search. The pair was found by searchers about 37 hours after the boy was reported missing, according to WABI.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

KNXT (TV) Airs Safety Alert

WITH traffic deaths in the Los Angeles area up 56% over last year, KNXT (TV) Hollywood and the National Safety Council are presenting a series of weekly half-hour programs, *On Guard,* to alert viewers to road dangers. Each program presents interviews, information on traffic hazards and safety, a reading of the week's death toll by a highway patrolman and suggested safe trips for the weekend. Allan Buckhantz, KNXT, directs with NSC supplying scripts and program guests.

WEMP Scholarship

WEMP Milwaukee's annual $2,000 four-year radio-TV scholarship for study at Marquette U. has been awarded to Ruthann Schaefer after competition among Milwaukee County public and parochial high school students, Hugh Boice, WEMP general manager, has announced. Other WEMP efforts to interest young people in a radio-TV career include broadcasts of Marquette's *Radio Workshop* dramatic series and a junior achievement program, *High School Hit Parade,* Mr. Boice said.

WFIN Disaster Help

WFIN Findlay, Ohio, collected more than $1,000 in Hancock County for victims of a June tornado in Wood County, after appeals by disc jockeys Dick Daugherty, who conducts *Coffee Time,* and Don Meyers, who presents *Matters Musician With Meyers.*

KGO-AM-TV Palsy Show

A RECORD-BREAKING $500,333 in pledges and contributions for cerebral palsy victims resulted from a 31-hour telethon June 26-28 on KGO-AM-TV San Francisco, the stations report. Uncommon atmospheric conditions bounced the KGO radio signal as far away as Italy, Guam, Switzerland and Korea.

KBIG Opportunities Series

KGIB Avalon, Calif., has started a series of weekly 15-minute broadcasts to acquaint southern California youth with vocational opportunities in various crafts. Trade union representatives, interviewed by Long Beach teachers, give students information on job futures.

WANTED

TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS

•

Features - Shorts - Variety

•

Offer to Principals Only
Send Full Details with Lists
in First Letter, Please
Contact . . . Now

North American Enterprises Inc.

Program Division
CLEVELAND 18, OHIO
YEllowstone 2-0095

Record Marathon Claimed

WORLD marathon record is claimed by WBRW Welch, W. Va., which broadcast a single program 85 hours—from Thursday evening, July 2, to Monday morning, July 6—to raise money for the Welch Miners Class D Appalachian League baseball team. About $3,000 was raised by the station's marathon, which was co-sponsored by the *Welch Daily News.* During an open house, held during the marathon to show its remodeled studios and offices, the station was host to about 900 people. Local merchants provided guests with free refreshments.

WFPA Buys a Resuscitator

THE Fort Payne, Ala., volunteer fire department needed a resuscitator, so WFPA there dropped its commercial programming for a few hours and put on a local talent fund-raising show. George Gothberg, station president, and Jerry Carr, general manager, led the program with assists from Ted Kirby's and Hank Smith's hillbilly bands and from disc jockey Mark Spender. The goal: $400. The net: $492.77.

Police Car Reminders

TO EMPHASIZE highway safety, WVAM Altoona, Pa., uses special tapes from Pennsylvania State Police patrol cars on the *WVAM Newsreel,* five times weekly show of the Peoples Natural Gas Co. Station newsman, assigned to a patrol, describes the police assignments and various duty calls. Patrolman tapes a safety message to WVAM listeners after each assignment.

WTAD Aids Injured Girl

LISTENERS to Hal Barton's disc jockey shows on WTAD Quincy, Ill., contributed $250 to help pay medical expenses for a seven-year-old girl injured in a tractor accident and who required a leg amputation and other treatment, after Mr. Barton told the story of the little girl on his broadcasts.

KTLA (TV)'s Medical Forum

KTLA (TV) Hollywood has started a half-hour weekly medical forum series, *Ask the Doctor,* under auspices of Los Angeles County and California State Medical Assns. Each show presents a different panel to discuss various medical problems, coordinated by KTLA news editor, Gil Martyn.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

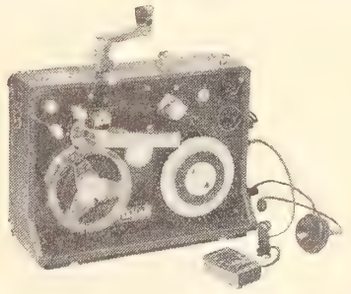
WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

WHEN *this* HAPPENS



BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 LIBERTY AVENUE
Richmond Hill, 19, L.I., N.Y.

MILESTONES

► WHAM Rochester celebrated its 31st year on the air last month with a salute to shut-in persons in its listening area on each local program for two days, while Rochester Mayor Samuel B. Dicker proclaimed WHAM's birthday as "The World Inside Shut-Ins Day," in honor of the WHAM-sponsored "World Inside Shut-Ins Club."

Since the WHAM broadcasts, 150 new members have joined the club for persons who through the organization become acquainted with others who must live "inside four walls," the station reports. WHAM's regular Saturday *The World Inside* program is conducted by Charles Brink especially for shut-ins.

► JULY 10 was the 23d anniversary of WIS Columbia, S. C. The station went on the air July 10, 1930, and the next year joined NBC, and has been affiliated since that time. In 1948, WIS began duplicating its service on WIS-FM. G. Richard Shafto is vice president and general manager of Broadcasting Co. of the South, licensee of the 5 kw WIS as well as WSPA Spartanburg, S. C., and WIST Charlotte, N. C. WIS managing director is J. Dudley Saumenig.

► FIRST annual meeting of the Ten Year Club of Fetzer Broadcasting Co. (WKZO-AM-TV Kalamazoo, Mich.) was held July 8. President and General Manager John E. Fetzer presented diamond set service pins to staff members with the organization ten or more years. These included Carl E. Lee, administrative assistant (14 years); John W. O'Harrow, national sales manager (10); Willis F. Dunbar, public affairs advisor (10); Wilma Beertema, secretary (12); Francis Morse, engineer (11); Willis Jenkins, engineer (10); Kenneth Moore, engineer (12); Joseph Roth, engineer (12); Ernest Berry, engineer (11); and Arthur E. Covell, engineer (15).

► TO mark Ruth Lyons' start of her 12th year with Crosley Broadcasting Corp., Cincinnati, employes presented her with three pieces of sterling silver. Miss Lyons, just returned from the Coronation in England, was given the two candlesticks and a bowl in a surprise ceremony July 6 on her *50-50 Club* on WLWT (TV) Cincinnati.

► TWENTIETH anniversary of *The Romance of Helen Trent* (CBS Radio, Monday-Friday, 12:30-12:45 p.m., EDT) will be observed Friday. It has been sponsored by American Home Products, N. Y., since its first broadcast in 1933.

► WSPD-TV Toledo tomorrow (Tuesday) celebrates its fifth anniversary. The Storer Broadcasting Co. station operates on vhf Ch. 13, and is Toledo's only television outlet.

► THE 250TH consecutive broadcast of *The Railroad Hour* (NBC radio, Monday, 8-8:30 p.m., EDT) was presented last week. The program, which has been on the air since Oct. 4, 1948, is sponsored by the Assn. of American Railroads.

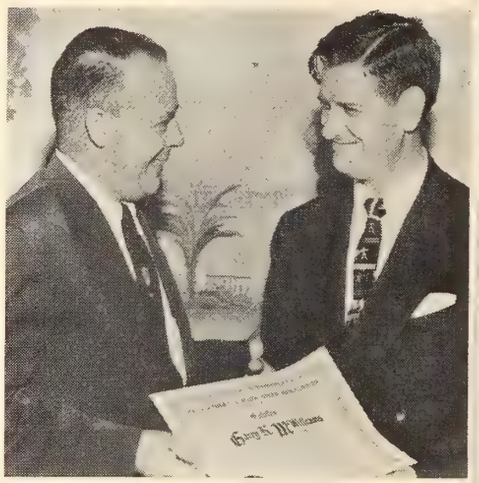
WGSM's June Shower

WGSM Huntington, L. I., N. Y., is as flustered as a June bride after receiving a shower of praises that month, Gen. Mgr. Edward J. Fitzgerald reports. Among compliments to the 20-month-old station: From the Jewish War Veterans, an award for brotherhood; the Red Cross, for securing blood donors; the U. S. Coast Guard Auxiliary, for news to boat owners about an inspection program; the post office there, for buying a shipment of 2,000 unclaimed baby chicks for $70, selling them for $200 and turning profits over to a hospital for infantile and crippled children, and from the Netherlands consul for WGSM's collection of 10 tons of clothing for Holland flood victims.

AWARDS



MARYLAND's award of merit is presented to E. K. Jett (l), vice president-manager of WMAR-TV Baltimore, by Gov. Theodore R. McKeldin. Mr. Jett won the award for *Comeback*, a weekly program which urges employment and rehabilitation of the physically handicapped.



SALUTE for directing public relations for 11 seasons of the Cincinnati Summer Opera Assn. goes to Harry K. McWilliams (r) of Screen Gems Inc. James D. Shouse, board chairman for the opera group, presents the award.

CLEVELAND'S *Chief* STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

JET FIRE IS SURE FIRE!

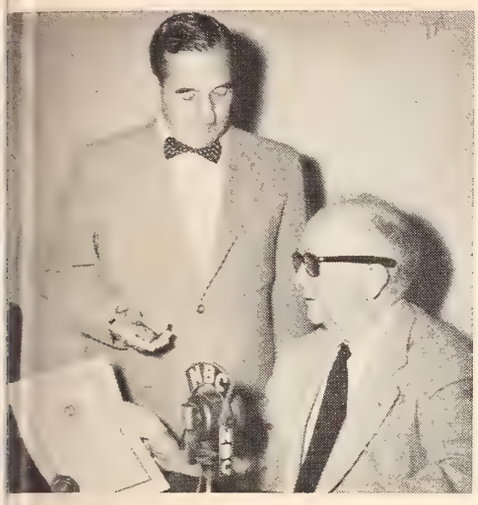
Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS

UPSTATE NEW YORK'S LEADING INDEPENDENT

Represented by Weed and Co.



AMERICAN Legion District of Columbia gold medal was presented to Earl Godwin (r), veteran WRC Washington commentator, by the Legion's D. C. Dept. for his broadcasts on the threat of communism. Here Mr. Godwin and Carleton D. Smith, vice president and general manager, WRC WNBW (TV) Washington, admire the medal and citation.

* * *

Sight & Sound Awards

MEDALS of merit will be awarded annually to makers of outstanding products displayed at the International Sight & Sound Exposition, the exposition management announced last week. Gold medals will be given for "excellence" in engineering, products design and performance of audio, television, high fidelity reproduction and recording equipment, and allied "sight and sound" products. Initial awards will be made during the first annual exposition and Audio Fair at the Palmer House in Chicago Sept. 1-3. Winners will be authorized to display medal reproductions in their products and advertising. Medal was designed by Irving Titel, senior art director, Burton Browne Adv., Chicago.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Fort Smith, **KFSA-TV** (22), 11/13/52-7/19/53—ABC, DuM, NBC, Pearson.
Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept., '53, CBS, NBC.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-8/1/53—CBS, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-9/1/53.
Los Angeles, **KUSC (TV)** (*46), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **John Poole** (46), 6/26/53—Oct.-Dec. '53.
Sacramento, **Cal-Tel Co.** (40), Initial Decision 7/8/53.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52—Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-Sept. '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 6/18/53—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

For full details, write, wire or ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

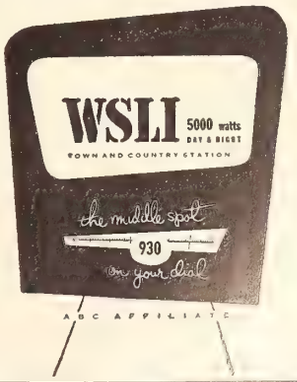


it's best to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI



Weed and Company, National Representatives

NAT D. WILLIAMS one of WDIA's many fabulous personalities



GOOD GULF Goes WDIA, Memphis!

. . . thus Gulf Oil gains completely dominating coverage of the 562,212 Negroes in WDIA's big, 27-county Nielsen area. Nat D. Williams handles the selling, on a 15-minute weekday schedule, as Gulf joins the swing to WDIA that includes such names as Camel Cigarettes, Vicks, Carnation Milk, Comet Rice, Maxwell House Coffee, Pepsi Cola, Arrid, Purex, and many others. Join this great blue chip list yourself—Get the full WDIA story today!

HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn. Months: Apr.-May '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	24.0	23.7	15.8	15.2	10.7	8.6	6.7	3.1

(Note: WDIA's share Sat.: 22.2; Sun.: 35.6)

MEMPHIS **WDIA** TENN.

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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53.
West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.
Boise, **KIDO-TV** (7), 12/23/52-7/12/53—CBS, DuM, NBC, Blair-TV.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-7/22/53—ABC, DuM Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Early Fall, '53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Unknown.
Fort Wayne, **WKJG-TV** (33), 5/22/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KTLV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-9/1/53—Pearson.
Sioux City, **KWTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53—CBS, ABC, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-8/1/53—ABC, Pearson (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53—Unknown.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/1/53.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-7/19/53—Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Midsummer '53.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Raleigh, **WNAO-TV** (28), 10/16/52-7/14/53—ABC, CBS, DuM, Avery-Knodel.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.



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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Akron, **WAKR-TV** (49), 9/14/52-7/20/53—ABC, Weed TV.
Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Warren, **WHHH-TV** (67), 11/6/52—Unknown.
Youngstown, **WUTV (TV)** (21), 9/25/52-7/21/53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/1/53.
Oklahoma City, **KMPT (TV)** (19), 2/11/53—Sept. '53.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), Initial Decision 6/18/53.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), Initial Decision 7/8/53.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52—Aug. '53, ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

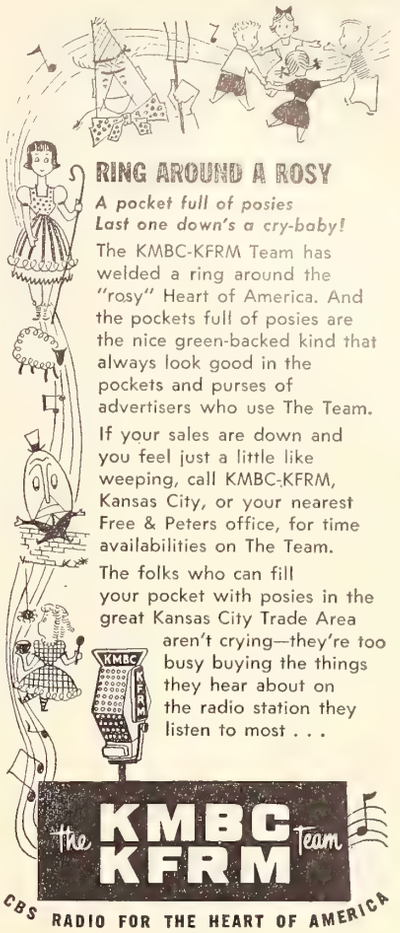
Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

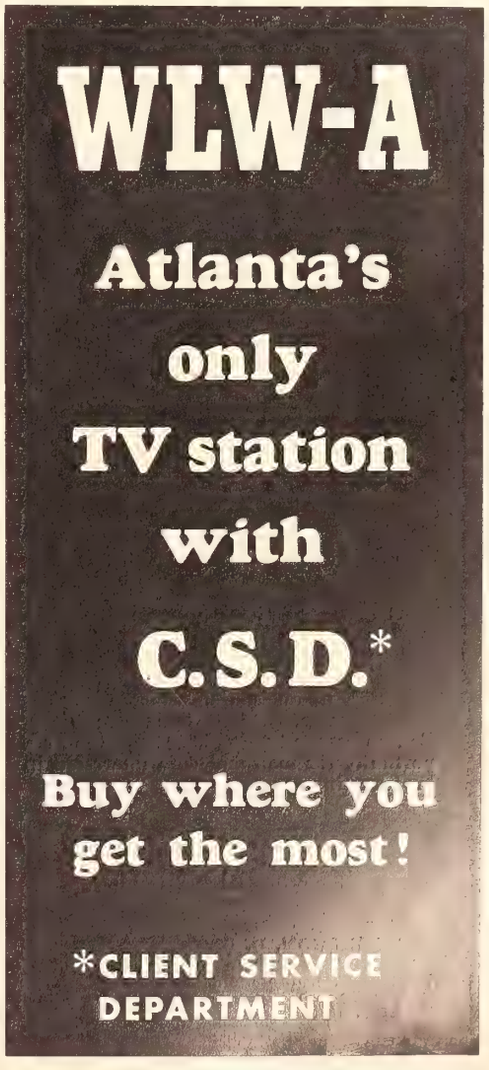
TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Everett-McKinney.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.





Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC; Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Lynchburg, **WWOD-TV** (16), 11/6/52—Indefinite, Walker.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WLOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Tacoma, **KMO-TV** (13), 12/10/52-9/1/53, Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIMA-TV** (29), 12/4/52-7/19/53—CBS, Weed TV.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Madison, **WMTV (TV)** (33), 1/23/53-7/19/53, ABC, DuM, NBC, Clark.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

ACTIONS OF THE FCC

July 9 through July 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,464	2,445	145	243	78
FM	574	549	54	6	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	142	247	389[1]
Educational	5	13	18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	808	337	637	509	1,146[2]
Educational	48		25	23	48
Total	857	337	662	532	1,194[3]

[1] Six CPs (2 vhf, 4 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 407 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

ACTIONS BY FCC

Lewiston, Maine — The Lewiston - Auburn Bcstg. Corp. (WLAM). Granted uhf Ch. 17 (488-494 mc); ERP 15.8 kw visual, 8.51 kw aural; antenna height above average terrain 370 ft., above ground 337 ft. Estimated construction cost $159,387, first year operating cost $130,000, revenue $130,000. Post office address 129 Lisbon St., Lewiston. Studio location 129 Lisbon St. Transmitter location West Auburn Road. Geographic coordinates 44° 09' 13" N. Lat., 70° 16' 36" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Elden H. Shute Jr** (2%), Treasurer **Frank S. Hoy** (67%), Clerk **Gladys Parker Hoy** (16%) and **Fred Parker Hoy** (9%). Granted July 8.

Poland, Me. (Poland Springs, Me.)—Mt. Washington TV Inc. Granted vhf Ch. 8 (180-186 mc); ERP 105 kw visual, 52.5 kw aural; antenna height above average terrain 3840 ft., above ground 86 ft. Estimated construction cost $450,000, first year operating cost $400,000, revenue $450,000. Post office address P. O. Box 1120, Portland 1, Me. Studio location Poland (Androscoggin County), Me. Transmitter location Sargents Purchase, summit of Mt. Washington, N. H. Geographic coordinates 46° 16' 13" N. Lat., 71° 18' 13" W. Long. Transmitter and antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Irving B. Robinson, Boston. Ownership of Mt. Washington TV includes: President **John W. Guider** (11.8%), 99% owner of WMOU Berlin, N. H.; Director **Horace Hildreth** (35%), U. S. Ambassador to Pakistan, ex-governor of Maine, ex-president of Bucknell U., 50% owner of Community Broadcasting Service, which owns WABI-AM-TV Bangor, Me., and is vhf Ch. 13 applicant at Portland, Me.; **Tyrone Corp.** (35%), whose stockholders control WENS (TV) Pittsburgh and Oliver Broadcasting Corp., licensee of WPOR Portland and vhf Ch. 6 applicant; **Kennebec Broadcasting Co.** (11.8%), licensee of WTVL Waterville, Me.; Granite State Network (5.9%), Manchester, N. H., subsidiary of Granite State Brodcasting Co., the licensee of WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H. Additional directors of Mt. Washington TV Inc. include: Carleton D. Brown, president-75% owner of Kennebec Broadcasting (WTVL) and president-25% owner of WRKD Rockland, Me.; William F. Rust Jr., 40% owner of Granite State Broadcasting (WKBR, et al); William H. Rea, Pittsburgh, part-owner of Tyrone Corp., WENS (TV) and treasurer of WPOR; Harold H. Meyer, president-general manager of WPOR; and Portland residents Charles L. Hildreth (brother of Horace), Edward W. Atwood, John M. Kimball and Charles Allen. Granted July 8.

Portsmouth, Va.—Commonwealth Bcstg. Corp. (WLOW). Granted uhf Ch. 27 (548-554 mc); ERP 89.1 kw visual, 51.3 kw aural; antenna height above average terrain 380 ft., above ground 346 ft. Estimated construction cost $151,195, first year operating cost $200,000, revenue $281,820. Post office address P. O. Box 363, Portsmouth, Va. Studio and transmitter location at end of Columbus St., south of Seaboard Airline Railroad shops and west of South St. Geographic coordinates 36° 49' 44" N. Lat., 76° 19' 25" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer John E. Creutz, Washington. Principals include President **E. L. Scott** (⅓), Vice President **Jack Siegel** (⅓) and Secretary-Treasurer **Robert Wasdon.** Granted July 8.

Winston-Salem, N. C.—Triangle Bcstg. Corp. Granted vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 159 kw aural; antenna height above average terrain 357 ft., above ground 490 ft. Estimated construction cost $544,553, first year operating cost $400,000, revenue $450,000. Post office address 419-421 N. Spruce Street., Winston-Salem, N. C. Studio location 419-421 N. Spruce Street, Winston-Salem. Transmitter location U. S. 421, 7 mi. E. of Winston-Salem. Geographic

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$30,000.00

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Midwest Network
$80,000.00

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Appraisals • Negotiations • Financing

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William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

coordinates 36° 08′ 00″ N. Lat., 80° 07′ 45″ W. Long. Transmitter GE, antenna GE. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer, Craven, Lohnes & Culver, Washington. Triangle Bcstg. Corp. is owned ⅔ by Piedmont Pub. Co. and ⅓ by Mary Pickford Rogers. Gordon Gray owns 100% of Piedmont Pub. Co. (WSJS). Granted July 8.

APPLICATIONS

Newport, Ky.—Tri-City Bcstg. Co. (WNOP), uhf Ch. 74 (830-836 mc); ERP 17.52 kw visual, 8.762 kw aural; antenna height above average terrain 514 ft., above ground 500 ft. Estimated construction cost $218,900, first year operating cost $225,000, revenue $250,000. Post office address 606 Monmouth St. Studio and transmitter location SE corner Race and Center Sts., Newport. Geographic coordinates 39° 05′ 26″ N. Lat., 84° 28′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer Robert M. Silliman & Assoc. (J. A. Moffet), Washington. Principals include President **James G. Lang** (52.3%), Vice President **Vincent Herold** (6.6%), director and stockholder of American National Bank, Newport, and Bellevue Commercial Bank, Bellevue, Ky. and **Olin W. Davis** (17.6%), superintendent of schools of Dayton, Ky., and professor at Purdue U. Filed July 9.

North Little Rock, Ark.—Arkansas Telecasters Inc. Requests vhf Ch. 11 (198-204 mc); ERP 108 kw visual, 54 kw aural; antenna height above average terrain 1429 ft., above ground 980 ft. Estimated construction cost $749,170, first year operating cost $495,000, revenue $550,000. Post office address 300 W. Washington Ave. Studio location Block 2, Fletcher's addition to the city of North Little Rock. Transmitter location on Bear Den Mt., 11.5 mi. WNW of State Capitol Bldg., Little Rock. Geographic coordinates 34° 47′ 36″ N. Lat., 92° 28′ 57″ W. Long. Transmitter and antenna FTL. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals in co-partnership are President **Raymond Rebsamer,** who controls Riverside Ins. Co. of America, which is minority stockholder of WTVI (TV) Belleville, Ill.; Vice President **Beloit Taylor,** vice president and 24% stockholder KXIR North Little Rock and president and 25% stockholder KWAK Stuttgart, Ark.; Treasurer **Phillip G. Back,** secretary-treasurer KXIR and vice president and 25% stockholder KWAK; Secretary **Emil J. Pouzar,** general manager KXIR. Filed July 15.

Roanoke, Va. — Radio Roanoke Inc. (WROV), vhf Ch. 7 (174-180 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain 670 ft., above ground 240 ft. Estimated construction cost $110,285, first year operating cost $165,504, revenue $160,000. Post office address P. O. Box 1110 Mountain Trust Bldg. Studio location 300 S. Jefferson St. Transmitter location Mill Mt. Geographic coordinates 37° 14′ 55″ N. Lat., 79° 56′ 08″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Leo F. Henebry** (14%), Vice President **James Kirk Ring** (14%) and Secretary-Treasurer **Ernest W. Mitchell** (14%). All the stockholders are local businessmen. Radio Roanoke also has pending an application to change WROV-TV from uhf Ch. 27 to vhf Ch. 7. Filed July 15.

San Antonio, Tex.—San Antonio Council for Educational Television resubmits application for noncommercial educational vhf Ch. 9 (186-192 mc): ERP 30.2 kw visual, 18.1 kw aural; antenna height above average terrain 388 ft., above ground 465 ft. Estimated construction cost $177,000, first year operating cost $30,000. Post office address % W. W. Jackson, American Hospital & Life Bldg. Studio and transmitter location N. St. Marys & Villita Sts. Geographic coordinates 29° 25′ 20″ N. Lat., 98° 29′ 22″ W. Long. Transmitter and antenna RCA. Legal counsel Norman S. Case, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include Chairman **W. W. Jackson,** vice president American Hospital & Life Ins. Co. and vice chairman Texas State Board of Education; Co-chairman **Trevor Clark,** associate director Southwest Research Institute, and Secretary **E. G. Conroy,** Research & Planning Council of San Antonio. Filed July 15.

APPLICATIONS AMENDED

Chattanooga, Tenn. — Tri-State Telecasting Corp., amends application for vhf Ch. 12 to change stockholders by deleting 18 stockholders and adding 6 others. There are 163 persons who have subscribed to the applicant corporation and each subscription is less than 3% of authorized capital. Filed June 16.

Fresno, Calif.—California Inland Bcstg. Co., amends application for vhf Ch. 12 to change studio location to 733 L St., Fresno. Filed June 16.

Jackson, Miss.— T. E. Wright, et al d/b as Rebel Bcstg. Co. of Mississippi amends application for uhf Ch. 47 to show that applicant is now operating as a partnership under name of Rebel Bcstg. Co., partners remaining the same; to change ERP from 30 kw visual, 15 kw aural to 276 kw visual and 138 kw aural; antenna height above average terrain from 316 ft. to 662 ft. and studio and transmitter location to McDowell Road, West of Jackson. Filed June 10.

La Crosse, Wis.—La Crosse TV Corp., amends application for vhf Ch. 8 to change officers and stockholders by means of assignment of part of George Becker's subscription, originally (28%), proposed (6%). Principals are Marjorie P. Shaflander (14⅓%), Harold Steinthal (3⅓%) and Pendray & Co. (4⅓%), public relations. Mr. Steinthal succeeds Mr. Becker as secretary-treasurer. Filed June 10.

Merced, Calif.—Merced Bcstg. Co. amends application for new TV station on uhf Ch. 43 to change ERP from 20.18 kw visual and 10.08 kw aural to 20.8 kw visual and 10.4 kw aural; antenna height above average terrain from 180 ft. to 174 ft., and add address of transmitter and studio location 1.95 mi. N. of Bear Creek. Filed July 2.

Paducah, Ky.—Paducah TV Corp., amends application for uhf Ch. 43 to change officers and stockholders by means of assignment of part of George Becker's subscription, formerly 28%, proposed 12%. Principals are Harold Steinthal (12⅔%) and Pendray & Co. (3½%), public relations. Mr. Steinthal succeeds Mr. Becker as secretary-treasurer. Filed June 10.

Philadelphia, Pa.—Lou Poller amends application for uhf Ch. 23 to change transmitter and antenna location to Waverly Road, Hillcrest; antenna height above average terrain from 763 ft. to 755 ft. Filed June 16.

Savannah, Ga.—WSAV Inc., amends application for vhf Ch. 3 to change officers and directors. Leila E. James replaces Evelyn O. Huggins as assistant secretary and treasurer. Filed June 16.

Waco, Tex.—WACO TV Corp. amends application for new TV station on vhf Ch. 11 to change ERP from 53.4 kw visual and 26.7 kw aural to 58.9 kw visual and 30.6 kw aural; antenna height above average terrain from 577 ft. to 525 ft. Filed June 26.

Worcester, Mass.—Wilson Enterprises Inc., amends application for uhf Ch. 20 to change ERP from 279 kw visual, 145 kw aural to 181.475 kw visual and 92.85 kw aural; antenna height above average terrain from 823.45 ft. to 825.4 ft. and geographic coordinates from 42° 18′ 11″ N. Lat., 71° 53′ 52″ W. Long. to 42° 18′ 13.1″ N. Lat. and 71° 53′ 53.9″ W. Long. Filed June 16.

Existing TV Stations . . .

ACTIONS BY FCC

KIDO-TV Boise, Idaho—KIDO Inc. granted special temporary authority to optrate commercially on Ch. 7 from July 9 to July 19. Granted July 7; announced July 14.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. granted modification of its CP for Ch. 13 to change ERP from 290 kw visual and 145 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 1640 ft. Granted July 8; announced July 14.

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. granted modification of its CP for Ch. 3 to change ERP from 17.5 kw visual and 9.3 kw aural to 14.4 kw visual and 7.24 kw aural; antenna height above average terrain 1570 ft. Granted July 14.

KCMO-TV Kansas City, Mo.—KCMO Bcstg. Co. granted special temporary authority to operate commercially on Ch. 5 from July 6, 1953, to Jan. 6, 1954. Granted July 6; announced July 14.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted special temporary authority to operate commercially on Ch. 25 from July 9 to July 19. Granted July 9; announced July 14.

WMTV (TV) Milwaukee, Wis. — Bartell TV Corp. granted special temporary authority to operate commercially on Ch. 33 from July 8 to October 8. Granted July 7; announced July 14.

WKNB-TV New Britain, Conn. — The New Britain Bcstg. Co. granted modification of its CP for Ch. 30 to change ERP from 205 kw visual and 105 kw aural to 155 kw visual and 81.3 kw aural. Granted July 7; announced July 14.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc. granted modification of its CP for Ch. 19 to change ERP from 91 kw visual and 49 kw aural to 200 kw visual and 105 kw aural; antenna height above average terrain 956 ft. Granted July 8; announced July 14.

WNAO-TV Raleigh, N. C.—Sir Walter Television Co. granted special temporary authority to operate commercially on Ch. 28 from July 10 to October 10. Granted July 9; announced July 14.

KFSD-TV San Diego, Calif.—Airfan Corp. Ltd. granted special temporary authority to operate commercially on Ch. 10 from Aug. 15, 1953, to February 18, 1954. Granted July 6; announced July 14.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein granted modification of its CP for Ch. 6 to change ERP from 6.3 kw visual and 3.2 kw aural to 16.2 kw visual and 8.71 kw aural; antenna height above average terrain 360 ft. Granted July 8; announced July 14.

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WWNY-TV Watertown, N. Y.—The Brockway Co. granted modification of its CP for Ch. 48 to change ERP from 235 kw visual and 120 kw aural to 178 kw visual and 93.3 kw aural; antenna height above average terrain 570 ft. Granted July 7; announced July 14.

WNOW-TV York, Pa.—The Helm Coal Co. granted modification of its CP for Ch. 49 to change ERP from 93 kw visual and 50 kw aural to 97.7 kw visual and 52.5 kw aural; antenna height above average terrain 660 ft. Granted July 14.

APPLICATIONS

WMGT (TV) North Adams, Mass.—Greylock Bcstg. Co. seeks modification of its CP for Ch. 74 to change transmitter site to Mt. Greylock, 2.5 miles NW of Adams, and studio location to be determined. Filed June 26.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. seeks modification of its CP to change from Ch. 27 (548-554 mc) with ERP 9.77 kw visual and 5.25 kw aural to Ch. 7 (174-180 mc) with ERP 55 kw visual and 27.5 kw aural. Antenna height above average terrain 670 ft. Filed June 26.

New AM Stations . . .

ACTIONS BY FCC

Morgan City, La. — The Tri City Bcstg. Co. granted 1430 kc, 500 w daytime; antenna 195 ft. Estimated construction cost $25,303, first year operating cost $24,000, revenue $36,000. Principals include general partners **A. A. Bensabat Jr.** (⅓), manager of WMPA Aberdeen, Miss.; **Joe Phillips** (⅓), partner and ¼ owner of both WSSO Starkville, Miss., and WMPA Aberdeen, and **Mortimer Silverman** (⅓), general manager and executive vice president of WMRY New Orleans. Post office address: % Joe Phillips, WSSO Starkville, Miss. Granted July 15.

Newton, N. J.—Sussex County Bcstrs. Granted 1360 kc, 300 w daytime. Estimated construction cost $7,011.82, first year operating cost $31,200, revenue $36,000. Partners are **Simon Geller** (33⅓%), engineer at WHAT Philadelphia; **Robert A. Mensel** (33⅓%), engineer at Atlantic Bcstg. Co., New York; **William Fairclough** (33⅓%), engineer at Atlantic Bcstg. Co., and **Elizabeth Fairclough** (1%). Granted July 15.

APPLICATIONS

Abilene, Tex.—Bill Mathis, 1280 kc, 1 kw daytime. Estimated construction cost $18,000, first year operating cost $24,000, revenue $30,000. Mr. Mathis is announcer-engineer KSNY Snyder, Tex. Post office address 526 E. 2d St., Colorado City, Tex. Filed June 29.

Grundy, Va.—Virginia-Kentucky Bcstg. Co., 990 kc, 1 kw daytime. Estimated construction cost $25,940.43, first year operating cost $48,000, revenue $65,000. Principals include President **Charles F. Trivette** (37½%), former Kentucky state senator and ⅓ owner WTCW Whitesburg, Ky.; Vice President **David B. Jordan** (25%), chief engineer WTCW, and Secretary-Treasurer **Kenneth J. Crosthwait** (37½%), ⅓ owner WTCW Post office address Ken Crosthwait, Box 398, Whitesburg. Filed June 29.

Houghton Lake, Mich.—Royal Oak Bcstg. Co. (WEXL Royal Oak), 1290 kc, 1 kw daytime. Estimated construction cost $15,000, first year operating cost $35,000, revenue $30,000. Principals include President **Jacob B. Sparks** (70%), 50% owner of Sparks Music Co. and owner of Sparks Conservatory of Music; Vice President **Garnet G. Sparks** (15%); Secretary-Treasurer **Gordon A. Sparks** (15%). Filed June 29.

Lexington, Tenn.—Lexington Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $20,000, first year operating cost $48,000, revenue $60,000. Sole owner is **Harold L. Simpson,** 18.64% owner of WTPR Paris, 6.67% owner of WDXE Lawrenceburg, 6.66% WDXI Jackson, 9.0% WENK Union City, Tenn., and 8.33% WCMA Corinth, Miss. Post office address Simpson's Center, Jackson, Tenn. Filed June 23.

Mansfield, La.—DeSoto Bcstg. Corp., 1360 kc, 1 kw daytime. Estimated construction cost $21,450, first year operating cost $30,000. Principals in partnership are President **Howard E. Sewell** (26.6%), Vice President **Dr. W. R. Hargrove** (26.6%), Secretary-Treasurer **Mrs. Mildred C. Sewell** (26.6%) and General Manager **Arthur L.** Greene (20%). Post office address Box 1866, Longview, Tex. Filed June 23.

Rogers, Ark.—G. Don Thompson, 1370 kc, 1 kw daytime. Estimated construction cost $20,163.09, first year operating cost $36,000, revenue $45,000. Mr. Thompson produces TV film commercials and is presently employed by KOTV (TV) Tulsa, Okla., as program manager. Post office address 2001 E. 17 Pl., Tulsa. Filed June 29.

Tampa, Fla.—Francis S. Miller, 540 kc, 500 w daytime. Estimated construction cost $24,985, first year operating cost $72,000, revenue $95,000. Mr. Miller is a retired lawyer. Post office address 800 Harbor Dr., Key Biscayne, Miami, Fla. Filed June 30.

West Chester, Pa.—Miners Bcstg. Service Inc. (WPLM Pottsville, WLSH Lansford, Pa.), 1480 kc, 500 w daytime. Estimated construction cost $34,750, first year operating cost $60,000, revenue $70,000. Principals in partnership are President **Joseph L. Mcguire** (42 6/7%), 50% owner Capitol Bus Co., Capitol Terminals Inc. and Allstate Construction Co., Harrisburg; Vice President **John T. Mcguire** (28 4/7%), 50% owner Capitol Bus Co., Capitol Terminals Inc. and Gettysburg & Harrisburg Transportation Co., Harrisburg, and Secretary-Treasurer **Kenneth F. Mcguire** (28 4/7%), 50% owner Ford School of Business, Pottsville, and McCann School of Business, Hazleton. Post office address Box 629, Pottsville. Filed June 30.

APPLICATIONS AMENDED

Bowling Green, Ohio—Howard R. Ward, seeking 730 kc, 250 w daytime, requests amendment to install directional antenna. Filed June 8.

Corpus Christi, Tex.—Hector De Pena, Aroldo O. Lerma, Jose A. Garcia, Gabriel Lozano and Hector P. Garcia d/b as International Radio Co. requests amendment to application for new AM station, 1150 kc, 1 kw daytime, to change transmitter location to on shore of Nueces Bay, 7.2 miles SSW of Taft, Tex. Filed June 29.

Corvallis, Ore.—Mid-Land Bcstg. Co. amends application for 1050 kc 1 kw daytime to change to 1240 kc with 250 w unlimited. Filed June 29.

Jacksonville, Fla.—Rollins Bcstg. Inc. amends application for new AM station on 1580 kc with 1 kw daytime to change power to 50 kw. Filed July 6.

Signal Hill, Calif.—Raymond B. Torian, John W. Doran, Foster Earl Rutledge and Harold B. Shideler d/b as Cerritos Bcstg. Co. requests amendment to application for new AM station on 1450 kc, 250 w unlimited, to change power to 100 w. Filed June 16.

APPLICATION DISMISSED

Brownfield, Tex. — Brownfield Bcstg. Co. granted petition for dismissal of its application for new AM station on 1250 kc, 1 kw daytime. Action July 7; announced July 9.

Existing AM Stations . . .

ACTIONS BY FCC

KOMA Oklahoma City, Okla.—KOMA Inc. FCC waived rules and granted application to move main studio outside city limits. Granted July 15.

WHUM Reading Pa.—Eastern Radio Corp. FCC waived rules and granted application to move main studio outside city limits. Granted July 15.

APPLICATIONS

WTAN Clearwater, Fla.—Clearwater Radio Broadcaster Inc. requests permit to change studio and transmitter location to Pierce St. at Bayfront, Clearwater. Filed June 16.

WESK Escanaba, Mich.—M & M Bcstg. Co. seeks modification of CP to change antenna and transmitter location to Sheridan Rd. and change studio location to Ludington St. between 13th and 14th, Escanaba. Filed June 26.

WPTX Lexington Park, Md.—Patuxent Radio Inc. requests CP to change from 1 kw day on 1570 kc to 920 kc and 500 w day. Filed July 2.

KOMA Oklahoma City, Okla.—KOMA Inc. requests modification of license to change studio location to 7301 North Lincoln Blvd., 1 mile north of Oklahoma City. Filed July 6.

KSPI Stillwater, Okla.—Stillwater Pub. Co. requests CP to change from 250 w day on 780 kc daytime to 1490 kc with 250 w unlimited. Filed July 2.

WBOY Tarpon Springs, Fla.—WBOY Inc. requests permit to change transmitter location to Alternate Route 19, 0.7 miles North of Dunedin, Fla. Filed June 16.

APPLICATION AMENDED

WOKE Oak Ridge, Tenn.—Air Mart Corp. amends application for modification of CP to specify night power of 500 w and change DA. CP authorized change from 1430 kc to 1290 kc, operating with 1 kw day. Modification requested is for change to unlimited operation. Amended June 19.

Existing FM Stations . . .

STATIONS DELETED

WELD (FM) Columbus, Ohio—Radiohio Inc. granted request to cancel license and delete FM station on Class B Ch. 246. Deleted July 14.

WISN-FM Milwaukee, Wis.—Hearst Corp. granted request to cancel CP and delete FM station on Class A Ch. 275. Deleted July 14.

WSMB-FM New Orleans, La.—WSMB Inc. granted request to cancel license and delete FM station on Class B Ch. 274. Deleted July 14.

APPLICATIONS

WBTM-FM Danville, Va. — Piedmont Bcstg. Corp. requests CP to decrease ERP from 32 kw to 3.29 kw; antenna height above average terrain 558 ft. Filed July 2.

WTAD-FM Quincy, Ill.—Lee Bcstg. Inc. requests CP to decrease ERP from 53 kw to 26.78 kw; antenna height above average terrain 751 ft. Filed July 2.

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Help Wanted

Managerial

Manager-salesman for successful remote market California network station with TV application pending. Eastern or midwest men need not apply because no choices sight unseen. Prefer man between 30 and 40, good character, brain, personality and record. Able to grow and progress. Box 127X, B•T.

Sales manager wanted. State experience and when available. Box 223X, B•T.

Salesmen

Young man with agency or radio sales experience by rep office in Detroit representing radio and TV stations. Reply Box 171X, B•T.

Salesman for midwestern regional station. Experience helpful, but can train bright newcomer for hopeful future if not afraid of work. 5000 watt independent, established operation. Reply Box 183X, B•T.

Texas regional station seeking good salesman with play-by-play sports ability. Fair basic salary. Immeasurable opportunity for person who wants to get after accounts. Disc, references and sales history first letter. Box 190X, B•T.

A livewire salesman in one of the nation's fastest growing cities in the southwest. Your earnings are limited only by your ability and effort. Give complete details of past sales record, character references and enclose photo. Box 208X, B•T.

Salesman. Experienced and of good habits. Southern city of 25,000. Livable guarantee against commission. Box 218X, B•T.

Salesman. Positive contract closer. Southern New England seacoast. Major network affiliate. Box 228X, B•T.

Salesman for permanent home in vacation wonderland. Salary. Commission. Some announcing. Unrestricted list. Immediately. Phone, wire KPRK, Livingston, Montana.

Salesman for successful central Texas station. Excellent opportunity. Salary plus commission. Send full details first letter. Don't phone. Ralph Weedon, KTEM, Temple, Texas.

Experienced time salesman who can graduate to commercial manager near future. Excellent market. WCMY, Ottawa, Illinois.

Help Wanted—(Cont'd)

Announcers

DJ and newsman. If you're good now and expect to get even better, a progressive Detroit area station has plans for you. Send audition and details to Box 80X, B•T.

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

Experienced, personable Negro DJ for northern metropolitan market. Forward audition disc, photo, experience. References to Box 180X, B•T.

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Topnotch versatile staff announcer for southern NBC regional station. Must be settled and interested in permanency. Salary commensurate with ability. Box 186X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Play-by-play, sports and news reporter. Want man capable of handling one-man news-sports department fulltime. Salary commensurate with ability. Audition, photo, full details to Box 211X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, impersonations well known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Announcer-engineer for Missouri kilowatt independent. Good pay for experienced man. Could use inexperienced man if announcing possibilities are good. Write Box 239X, B•T.

Announcer. Top disc jockey for four-hour night show in Georgia station. Send audition and background. Box 247X, B•T.

Announcer. Must have experience on major network station and good on news. Fine working conditions. CBS affiliate. Write giving complete details concerning education, photo, experience and salary expected to Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Announcer capable handling DJ show and regular shift, some play-by-play football and baseball. Send tape or disc to KERB, Kermit, Texas.

Ambitious announcer, capable, interested selling. Commission basis plus good salary. Telephone today. KPRK, Livingston, Montana.

Help Wanted—(Cont'd)

Good all-round announcer. Send details and audition. Will return auditions. Ralph Weedon, KTEM, Temple, Texas.

Need immediately two topnotch engineer-announcers for metropolitan independent operation. Very best equipment and working conditions. Salary commensurate with ability. Write or wire Ralph McClellan, KWBB, Wichita, Kansas.

Staff announcer for 1000 watt regional station. KWHI, Brenham, Texas.

Immediate opening for experienced staff announcer. Prefer stable family man interested in permanent position with advancement. Write or wire full information to L. C. Cate, WWPA, Williamsport, Penna.

WATO, Oak Ridge, Tennessee, now auditioning for early morning and sports announcer. Salary open. Contact Ross Charles for details.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer or chief engineer. Start at $85 per week. Permanent. Box 128X, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Experienced combo man with ticket for Mutual net in Texas. Straight boardwork. Best working conditions, time-and-a-half for overtime. A position, not a job! Box 237X, B•T.

Engineers with first class license for new TV station in The Land of Enchantment. Contact Chief Engineer, KOAT, 122 Tulane SE, Albuquerque, New Mexico.

Combination engineer-announcer with emphasis on both engineering and announcing. State minimum acceptable salary. Write Bert Godfrey, KVOW, Box 926, Cheyenne, Wyoming.

Need immediately two topnotch engineer-announcers for metropolitan independent operation. Very best equipment and working conditions. Salary commensurate with ability. Write or wire Ralph McClellan, KWBB, Wichita, Kansas.

1st class engineer. Prefer man with WE experience or good ham. Starting salary $85. Vacation, bonus and company paid insurance. WAIM, Anderson, S. C.

Immediate opening, operator, first class license. No experience necessary. WASA, Havre de Grace, Maryland.

First class radio engineer. Contact George F. Bissell, WEAV, Plattsburg, New York.

Operator with first class telephone license, experienced, for 1000 watt daytime. Have car. WGAT, Utica, N. Y.

Northeastern Michigan directional needs engineer with first class ticket. Car necessary. Send complete details first letter. WSGW, Saginaw, Michigan.

Production-Programming, Others

Experienced production manager. Take complete charge of production of 5 kw Mutual. Music, sports, markets and news station in city of 100,000 in midwest. Top salary for right man. Send full details and salary expected first letter. Box 140X, B•T.

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Young man with ideas to run one-man promotion department for leading 5,000 watt CBS outlet in mid-Atlantic states. Should know sales and audience promotion; display, showcard and art work; how to interpret sales data. Free rein and adequate budget to develop ideas. Good salary, vacations, insurance benefits and profit sharing. Present man moving to management position. Box 244X, B•T.

Newsman. Immediate opening on midwest network affiliate for man with journalism school training, experience in reporting, rewrite and air work with TV potential. Send full information and audition tape and picture to Box 250X, B•T.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—and can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, **WPEO**
Peoria, Ill.

Help Wanted—(Cont'd)

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Salesmen

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Account executive. Kansas City television station wants salesman preferably experienced in radio or television sales. Excellent working arrangements. State experience, personal data, and include recent photograph. Replies held in strict confidence. Box 2267, Kansas City, Missouri.

Technical

Engineers wanted for UHF station in the deep south. Construction starting August 1st. TV experience desirable but not necessary. Please furnish complete story of background, references and recent photograph. Box 203X, B•T.

WPAG-TV has openings for two men, permanent, first phone required. WPAG Ann Arbor, Michigan.

Situations Wanted

Managerial

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General manager. 20 years experience. Excellent references. Now available radio or TV. Box 122X, B•T.

Manager. Strong on both sales and programming. Excellent background. Successful record. Box 209X, B•T.

Manager. Small-medium market. Opened present successful operation. 8 years experience. 36, married, veteran, thoroughly reliable. Prefer midwest, northwest. Box 217X, B•T.

General manager. Now head of major market network station. 15 years radio, sales and promotion experience. Interested in managing radio or TV station with opportunity to share in profits. Prefer east. Box 233X, B•T.

Commercial manager, fifteen years experience, wants manager's position. Now employed, but not satisfied. Box 251X, B•T.

Station manager-chief engineer. 25 years experience, all phases. Prefer medium or small western or northwestern station. Want permanent connection. Personal interview. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Salesmen

Salesman with good record in competitive market wants position in town over 20,000 population. Box 194X, B•T.

Salesman. 8 years experience, now employed as sales manager, desires position with television or solid AM station. Family man, mature, settled. All replies answered. Box 212X, B•T.

Salesman-sportscaster. Want combined AM-TV. Presently employed TV-radio sales-sports. College graduate, married, excellent references, college football specialty. Will drive for interview. Box 241X, B•T.

Salesman, 28. Can you use or know someone who can use, a salesman with a top sales personality and a top sales record, who is seeking to become associated with a worthwhile sales undertaking? Write Irving Kammerman, 2010 Ocean Avenue, Brooklyn, N. Y.

Announcers

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Topnotch morning man. 12 years experience. $100 minimum. No southern stations. Box 146X, B•T.

Situations Wanted—(Cont'd)

"Western film actor," announcer, musician, engineer, experienced MC, DJ, console, piano, accordian, guitar, sound recording, etc., desires TV or AM affiliation in scenic southwest. Box 193X, B•T.

Gal announcer. Reliable, versatile. Will travel. Handle control board. DJ, woman's page, commercials. Tape, disc available. Box 204X, B•T.

Announcer-sportscaster. Some experience. Well-trained. Excellent athletic background. Control board, DJ, news. Married, veteran. Permanent, begin August. Resume, tape. Box 210X, B•T.

Staff announcer. Age 30. One year experience. Married, wife infanticipating. Desire permanent position within 250 miles N.Y.C. Easy, relaxed style. Control board. Tape or personal interview. Box 219X, B•T.

Announcer, 26, single. Vet. 3 years experience. Specialize in news. No independents, please. Box 220X, B•T.

Non-drifting, non-drinking, ambitious, all-round announcer, with third ticket. Tape or disc available. Box 226X, B•T.

Announcer. 2½ years experience. Disc jockey, staff console operation. Prefer job with independent station in or around New York, New Jersey or New England states. Tape on request. Box 232X, B•T.

Girl announcer-writer. Radio school graduate. Ambitious. Secretarial abilities. Prefer midwest. Disc, photo, samples. Box 238X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Topnotch announcer. Excels commercials, news, personality DJ. Veteran. Married. Now working in Florida; desire larger market. Box 246X, B•T.

Announcer. All phases, strong on sports, console operator. Conscientious. Married. Veteran, draft exempt. Joe Bell, 43-10 53rd St., Woodside 77, New York.

Announcer five years. Dan Holocher, 410 N. Central Ave., Campbellsville, Ky., 74-6.

Announcer, light experience, married, college, reliable, station asset—seeks permanent staff opportunity. Smooth platter and news man, spot commercials. Strong potential. Handle control board. References, resume, tape. Bill Layton, 26 Rutland Road, Freeport, New York.

A long and mutually pleasant association desired by announcer whose 7 years varied experience (east, south), ability, character, broadcast versatility, appearance, will be station asset. Prefer AM-TV future or straight TV large community, any state. Single, 26, exempt. Complete audition, references. Harvey Murphey, 523 Elm Tree Lane, Lexington, Ky.

Announcer, director. Practical experience in radio and TV. College education. Good ideas. Sports, console, camera, etc. All-round TV man, including film. References. Good idea for children's show. Write 2205 Bluegrass Lane, Cincinnati 37, Ohio.

Technical

Engineer, 2½ years experience, studio, transmitter. N.Y., N.J., and vicinity. Box 185X, B•T.

First phone, available immediately. Some transmitter and control experience. Single. Box 197X, B•T.

First phone. Radio schooling. Married. Want permanent position. (No experience.) Class A amateur. Available immediately. L. H. Estes, phone 34 or 65, Marble Hill, Missouri.

Engineer. 18 years experience construction, maintenance and operation. Former chief engineer. Available due to reduction in staff of present employer. George D. Stearns, 3100 Detroit, Dearborn, Michigan.

Announcer. First phone, good commercial delivery, good voice. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, Calif.

Chief engineer-manager. 25 years experience, construction, installation, recording, remotes, announcing, programming and sales. Excellent references. Personal interview. Western or northwestern. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Production-Programming, Others

Present pay better than average. No advancement possibilities. Good versatile voice. Strong on commercial copy, news, interviews, narrative, sports. Know music. One year production experience with live talent. Experienced stage director. Veteran, college graduate. Marketing, advertising majors. Mature, sober. Desire position with advancement opportunities in agency or AM-TV operation. Box 192X, B•T.

Situations Wanted—(Cont'd)

Effective local programming, greater station income, is as near as your mailbox. Present news-sports director, 7 radio-experience years, desires program directorship in southwest. Box 214X, B•T.

Versatile problem solver. Eight years experience broadcasting-stage-press. Mostly freelance. 4 years AM-TV. Capable popular vocalist. Publicity and production specialist. Desire immediate position and opportunity to exploit talents. Male, single, 24, living midwest, willing to relocate. All propositions considered. Box 231X, B•T.

Double header. Two gals thoroughly experienced radio and TV, all station operations—secretarial, air-time, publicity, public relations. Will locate anywhere. Available Sept. 1. Box 236X, B•T.

Program director desires boss who will delegate authority, appreciates new ideas, and wants top Hooper in area, in exchange for 8 years experience from 250 to 10 kw. Announcer, salesman, program director. Age 28. Box 240X, B•T.

Lady — Experienced secretary, radio traffic — wishes employment change. Prefer south. Box 245X, B•T.

Farm director, B.S. in Technical Agriculture-Journalism. Some farm radio experience. Family man. Ray Pepoon, 3515 Rhode Island Ave., Minneapolis 16, Minn.

Television

Salesmen

Salesman. Four years TV backed by radio. Qualified as salesmanager or willing to just plain sell. Family. Interested in market with potential, operation with future. Box 191X, B•T.

Topflight salesman anxious to sell television. 4 years successful advertising sales. Missouri journalism. Veteran. Highest references. Box 248X, B•T.

Continued on next page

FOR SALE



DUE TO ILLNESS THIS BEAUTIFUL PROPERTY AVAILABLE FOR $55,000.

LOCATED BERNARDSVILLE, NEW JERSEY. GOOD COMMUTING TO NEW YORK ON ELECTRIFIED LACKAWANNA RAILROAD.

GEORGIAN RESIDENCE. 16 ACRES.

FOR DETAILS AND APPOINTMENT CALL BERNARDSVILLE 8-1206 OR WRITE BOX 181X, B.T.

Situations Wanted—(Cont'd)

Technical

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Experienced engineer desires responsible position with progressive TV station or grantee. Presently employed NY network. Box 249X, B•T.

1st phone licensed. Desires work in TV station. Inexperienced. Will go anywhere. Joseph Erganian, 111 Somerset Street, Providence, Rhode Island.

Photographer with diversified background in news and illustration desires connection with progressive TV station. Opportunity as TV cameraman welcomed. 38, married, two children. H. M. Zalmanoff, 772 Harrison, Syracuse, New York.

Production-Programming, Others

Seven years experience all phases radio. Four years programming and announcing TV with three of country's top stations. Married; 2 children. Desire program director, new TV station. Available August 1. Box 124X, B•T.

Experience to back me up. Ambition, aggressiveness and desire to succeed are your assets. Desire to work on staff. Employed in agency radio-TV department. Age 30, married and one child. Box 139X, B•T.

Graduate of TV production school, with low budget ideas, wants a chance to get a start in radio or TV. Box 187X, B•T.

Experienced in TV film sales, production. Desires staff position with upcoming station. Single, 29, veteran. Box 188X, B•T.

11 years radio. All phases. TV school graduate. Any TV job. Texas preferred. $85 weekly. References. Married. Presently PD at 1000 watt AM. Box 189X, B•T.

Studio floorman. Studio operations and film experience. Television Workshop of New York graduate. Top references. Box 205X, B•T.

Attention TV stations. Can you use a TV personality who can direct-MC and write saleable low-budget shows? Telegenic. Versatile. 15 years sho-biz. Now on TV-radio in Hawaii. Available in 30 days. Box 206X, B•T.

Ready to move up. Desire television or public relations opportunity. Ore-Cal-Wash preferred, but will consider right offer even in Timbuktu. Newsman and program director with 7 years independent radio experience. Family man, 26. Good background for publicity. Details for 3¢-6¢ if you're in a hurry. Box 216X, BT.

For Sale

Stations

Southwest; indie, 250 w. No competition. Good earnings. Only $10,000 down. Box 195X, B•T.

Equipment, etc.

10 kw Federal FM transmitter complete including tubes, monitor and two crystals for 93.7 megacycles. Box 144X, B•T.

Type 101 Wincharger tower, 200 feet. Lights and guys, ready to go. Box 222X, B•T.

Complete Western Electric 3 kw FM transmitter. Practically new. Also 400 feet 1⅝ 70 ohm coaxial line and 300 feet, 1⅝ 51.5 ohm coaxial. Transmitter complete except for studio equipment. Bargain. Box 230X, B•T.

Western Electric 5 kw AM transmitter. Stored Chicago area. Excellent for rebuilding for low-cost power increase, Conelrad transmitter, etc. $800. Box 235X, B•T.

Western Electric mikes 639B; amplifiers 124C, D, E, and F; jack panels double; VI panels 754A, B; repeating coils 111A, C, 153A; equalizers-coils panels 55A, 279A, 23A; all new or nearly. Box 242X, B•T.

Gates turntable, model CB7B; 33 and 78 RPM; complete with preamplifier; Pickering arm; standard cabinet; Pickering permanent cartridge; in good condition; only $150. Just taken out of service. Contact Norman Loose, Manager, KAVE, Carlsbad, New Mexico.

Composite studio console, two turntable and two microphone channels, separate power supply, one Gates turntable, paid $800, selling price, $300. WKOX, Framingham, Massachusetts.

For Sale—(Cont'd.)

WE transmitter 310B. Highest bid takes. WVOS, Liberty, N. Y.

RCA 69-C distortion and noise meter. $200.00 FOB Ft. Wayne, Ind. Harry J. Harris, 1210 Home Ave.

Two 220 foot self-supported radio towers complete with lighting equipment. Contact Iowa Police Radio, Fairgrounds, Des Moines, Iowa.

Wanted to Buy

Equipment, etc.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Used studio control console. Dual channel preferred. Need immediately. Radio station WTOB, Winston-Salem, N. C.

Used console or mixer for film recording studio. Give description and price in first letter. Kent Lane, Inc., Louisville 3, Kentucky.

Miscellaneous

Any half-hour tape recorded on 12" LP, standard —$5. ARG, Box 341, Cooper Station, N.Y.C.

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMAN GO-GETTER

Good proposition for the right man. Write wire or call Dewey Long, Manager,

WABB
Mobile, Ala.

Technical

CHIEF ENGINEER

to assume complete responsibility, maintenance of 250 watt, 24 hour remote operation. No announcing shift, but handles four hours Sunday evening board shift, carrying remotes and taped shows. Considerable recording Monday thru Friday. Salary $90 going to $110 per week. Air mail full information.

Fred Rabell, General Manager,
KSON, 630 F St., San Diego, Calif.

Production-Programming, Others

NEW NETWORK-AFFILIATED TV STATION

NE section United States looking for program director. Essential must have been assistant program director or program director in smaller TV station. Also want commercial manager who has had radio or TV experience. Positions offer exceptional opportunity in one of the nation's major markets.

Reply Box 61X, B•T

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Situations Wanted

Managerial

GENERAL MANAGER of newspaper-owned AM-FM, presently employed, is desirous of making a change. In present position for 7 years, with 20 years of general broadcasting experience. 43 years old, family, active in civic and trade groups. Strong on sales, programming and FCC procedures, including TV. Personal reasons and financial improvement sole motivation for this ad. Will assume management or assistant in larger operation. All replies confidential. Box 207X, B•T.

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Wanted to Buy

Equipment, etc.

TELEVISION
WANTED
WO—79B OSCILLOSCOPE
WA—21B SWEEP GENERATOR
CHIEF ENGINEER — KGUL-TV, GALVESTON, TEXAS

Miscellaneous

AVAILABLE AUGUST 1st

experienced TV syndicated program salesman, traveling middle Atlantic states.

Box 165X, B•T

$5,000.00

$5,000.00 cash to invest in AM or TV property. Announcer-director specializing in sports-news-special events. Experienced from 250 AM to net TV. No hurry. Currently well employed TV. Not job hunting. Want my hard work to produce for me. All replies considered and answered. Confidential. Box 215X, B•T.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured.. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

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EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Ownership Changes . . .

ACTIONS BY FCC

WIBR Baton Rouge, La.—Community Bcstg. Co. granted voluntary acquisition of control of licensee corporation by G. T. Owens Jr. through purchase of 250 shares of stock from Owen W. Ware for $650. Granted July 6; announced July 14.

KFGT Fremont, Neb.—Walker Newspapers Inc. granted voluntary assignment of license to Walker Radio Inc. No change in ownership. Granted July 6; announced July 14.

KMLB-AM-FM Monroe, La.—Lisner's Bcstg. Station Inc. granted voluntary acquisition of control of licensee corporation from Melba Liner Gaston, individually and as administrator of estate of J. C. Liner Sr., deceased, to Melba Liner Gaston. Granted July 9; announced July 14.

WMOC Covington, Ga.—Covington News Inc. granted assignment of license to WMOC Inc. Consideration is one year lease for $2,000 and option to purchase for $35,000. Principals are President **George P. Mooney** (20%), time salesman WMCT (TV) Memphis, Tenn.; Vice President-Secretary **Abe D. Waldauer** (20%), 30% owner of Skyvue Theatre; **Don J. Lynch** (20%), vice president and general manager WBSR Pensacola, Fla.; **D. F. Prince** (20%), salesman WBSR Pensacola. Granted July 15.

KERC Eastland, Tex.—Tri-Cities Bcstg. Co. of Eastland County granted assignment of CP to new corporation of same name in which present partners hold same relative interest. Granted July 15.

WRMN Elgin, Ill.—F. F. McNaughton, John McNaughton, William McNaughton and Joseph McNaughton d/b as Elgin Bcstg. Co. granted assignment of license to same partnership adding **J. Richard Sutter** (15%) and reducing holding of each partner from 25% to 18.75%. Consideration $15,000. Granted July 15.

KDAS Malvern, Ark—Malvern Bcstg. Co. David M. Segal, Edward M. Guss, Leslie Eugene Abrahamson and **Ernest W. Hackworth,** owners of 80% of stock, granted transfer of control to **Thomas F. Alford** (100%) for $24,998. Mr. Alford is vice president of KDAS and manager of KTFS Texarkana, Tex. Granted July 15.

WMAP Monroe, N. C.—Union Bcstg. Co. granted transfer of 50% interest by D. W. Marble to four other present stockholders: **J. Archie Laney, Frank A. Funderburk, William D. Benton** and **Robert I. Smith** for $20,000. Granted July 15.

WTAP Parkersburg, W. Va.—West Virginia Enterprises Inc.. Granted relinquishment of control through sale of (57.4%) of stock from Frank A. Baer, Helen K. Baer and Ben K. Baer to Howard L. and Melva G. Chernoff (42.5%), Theodore A. Eiland (10%) and Lydia Busek (5%) for $43,100; 13% of stock is to be transferred to the children of Frank A. and Helen K. Baer. Granted July 15.

APPLICATIONS

WHEP Foley, Ala.—Howard E. Pill tr/as Alabama-Gulf Radio requests assignment of permit to Alabama-Gulf Radio Inc. for $30,000. Mr. Pill will own 99% of the stock and Ralph O. Howard and Katherine Pill Howard will own 1%. Filed June 24.

KRUX Glendale, Ariz.—Radio Arizona Inc. requests acquisition of negative control by Elizabeth R. & Timothy D. Parkman (37.5%) and Alice M. & Stanley N. Schultz (37.5%) through purchase of 24.8% of stock from Gene Burke Brophy for $3,627.52. Each family will then own 50% interest. Filed July 6.

WLON Lincolnton, N. C.—J. A. Polhill tr/as Lincoln County Bcstg. Co. requests assignment permit to Lincoln County Bcstg. Co. for $1,500. Principals include Vice President **Earl Holder** (20%), 33% owner WNNC Newton, N. C.; Secretary **Z. R. Burris** (13⅓%) and Treasurer **J. A. Burris** (13⅓%). Mr. Polhill becomes president and will own 16⅔%. Filed June 23.

KVRV Victorville, Calif.—O. E. Bohlen and O. L. Bohlen d/b as Francisco Rental Co. request assignment of permit to Apple Valley Bcstg. Co. for $1,000. Principals in partnership are President **Newton T. Bass** (40%), Vice President **Joseph A. Ball** (20%), attorney, and Secretary-Treasurer **Bernard J. Westlund (40%).** Messrs. Bass and Westlund are associated in real estate and oil development. Filed June 22.

Hearing Cases . . .

Hearing Schedule

FCC on July 10 adopted notice that beginning July 13 hearings before the Commission and its hearing examiners will start at 10 a.m. instead of the 9 a.m. opening which has been in effect since Feb. 16.

INITIAL DECISIONS

Joliet, Ill.—New TV, uhf Ch. 48. Examiner James D. Cunningham issued initial decision looking towards grant of application of Joliet TV Inc. for new TV station on Ch. 48 with ERP 13.7 kw visual, 6.85 kw aural; antenna height above average terrain 501 ft. He denied as in default competitive application of Sanders Bros. Initial decision July 15.

San Juan, Puerto Rico—New TV, vhf Ch. 4. Examiner Benito Gaguine issued initial decision looking towards grant of application of Jose Ramon Quinones for new TV station on Ch. 4 with ERP 56.5 kw visual and 33.9 kw aural and antenna height above average terrain 221 ft. American Colonial Bcstg. Co. (WKVM) earlier dismissed its competitive application. Initial decision July 10.

Tampa, Fla.—New TV, vhf Ch. 8. Examiner Basil P. Cooper issued initial decision looking towards grant of application of The Tribune Co. (WFLA) for new TV station on Ch. 8 with ERP 50 kw visual, 30 kw aural; antenna height above average terrain 1041 ft. Decision would deny applications of Pinellas Bcstg. Co. (WTSP) and The Tampa Bay Area Telecasting Corp. for same channel at St. Petersburg. Initial decision July 10.

Worcester, Mass.—New TV, uhf Ch. 20. Examiner E. Gifford Irion issued initial decision looking towards grant of applicaion of Wilson Enterprises Inc. for new TV station on Ch. 20 with ERP 181.475 kw visual and 92.85 kw aural; antenna height above average terrain 825.4 ft. Action July 15.

OTHER ACTIONS

Joliet, Ill.—New TV, uhf Ch. 48. FCC by order deleted issue No. 4 related to antenna proposed by Joliet TV Inc. in competitive proceedings with Sanders Bros. for new TV station on Ch. 48. Order July 10.

KTOE Mankato, Minn.—Minnesota Valley Bcstg. Co. Designated for hearing application to increase power on 1420 kc from 1 kw night and 5 kw day, directional night, to 5 kw unlimited, directional night. Order July 15.

KPLT Paris, Tex.—North Star Bcstg. Co. granted petition for dismissal of its application to change from 1490 kc to 1450 kc. Concurrently FCC removed from hearing application of Memorial Bcstg. Co. for new AM station of 1450 kc, 250 w unlimited. Action July 7; announced July 9.

Portland, Ore.—New TV, vhf Ch. 8. By memorandum opinion and order, FCC denied petition of June 10 by Cascade TV Co. seeking reconsideration of Commission action of June 4 affirming examiner's ruling denying Cascade leave to amend its application for new TV station on Ch. 8 in Portland. By separate order the FCC denied another petition by Cascade of June 7 seeking review of examiner's denial on that date of Cascades petition for continuance of the Portland Ch. 8 proceedings involving Westinghouse Radio Stations Inc. (KEX), Portland TV Inc., North Pacific TV Inc. and Cascade. Comr. Hennock dissented. Order July 9.

Steubenville, Ohio—New TV, vhf Ch. 7. By memorandum opinion and order denied petition of April 17 by WSTV Inc. to dismiss competing application of John R. Osborne or for conditional grant of its application for new TV station on Ch. 7. Order July 8; announced July 9.

Superior, Wis.-Duluth, Minn.—New TV, vhf Ch. 6 and Ch. 3. FCC scheduled oral argument in Washington on July 14 on applications of Ridson Inc. and Lakehead Telecasters Inc., applicants for new TV station on Ch. 6 in Superior and Duluth, respectively, and applications of Head of the Lakes Bcstg. Co. and Red River Bcstg. Co. for new TV station on Ch. 3 at Superior and Duluth respectively. Action July 10.

Opinions and Orders . . .

ACTIONS BY FCC

FCC on July 8 adopted notices of proposed rule making looking toward amendment of the table of TV allocations on the basis of the following petitions: (1) By Daily Telegraph Printing Co., Bluefield, W. Va., to assign Ch. 6 to Bluefield by substituting Ch. 4 for Ch. 6 in Beckley and move the Zone 1 line to include all of W. Va. (2) By High Point Enterprise Inc., High Point, N. C., to assign Ch. 6 to High Point by substituting Ch. 4 for Ch. 6 at Beckley, W. Va. and Ch. 13 for Ch. 6 at Wilmington, N. C., and move the Zone 1 line to include all W. Va. Comments to the above conflicting proposals may be filed on or before August 17. Order July 8.

AM Standards—FCC announced proposed rule making which looks towards changing AM blanketing requirements contained in its AM engineering standards by adopting a 25 mv/m contour as the reference contour in city to be served and specifying 1 v/m as the blanketing contour instead of 250 mv/m-500 mv/m. Comments to this proposal may be filed on or before Sept. 14. Order July 15.

Fort Smith, Ark.—Burnett Estes tr/as Razorback TV Co. FCC by order dismissed for lack of prosecution application for new TV station on Ch. 5. Order July 8; announced July 9.

Los Angeles, Calif.—Pacific Bcstg. Co. FCC by order dismissed as moot application for Class B FM station. Order July 10.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change list No. 160, June 15, 1953

790 kc

XEST Satillo, Coahuila, delete assignment, 5 kw day, Class III-B. 6-15-53.

1240 kc

XECX Poza Rica, Veracruz, delete assignment, 0.25 kw unl., Class IV. 6-15-53.

1430 kc

XEHD Ciudad Miguel Aleman, Tamaulipas, increase power daytime from 0.25 kw to 2 kw, 0.15 kw night, unl., Class IV. 9-15-53.

1500 kc

XERH Mexico, D.F., increase power from 0.5 kw night and 5 kw day to 50 kw unl., directional night, Class II. 9-15-53.

Routine Roundup . . .

July 9 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Anthony Wayne Bcstg., Fort Wayne, Ind. — Granted request for dismissal of its petition to enlarge the issues in proceeding re its application and that of Radio Ft. Wayne Inc., applicants for CPs for new TV stations in Ft. Wayne, Ind. (Docket 10424; BPCT-1040) (Docket 10425; BPCT-1400). (Action 7/3).

KDIA Auburn, Calif., Diamond H. Ranch Bcstrs. —Denied request for continuance of hearing re its application (Docket 10405; BR-2544). (Action 7/7).

KMYR Bcstg. Co., Denver, Colo.—Granted petition for extension of time to July 20, 1953, to file exceptions to initial decision released re its application and that of Metropolitan Television Co. for TV CPs at Denver, Colo. (Docket 9043; BPCT-488) (Docket 10238; BPCT-941) (Action 7/7).

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.— Granted petition for acceptance of its late filing of appearance in proceeding re its application for extension of completion date (Docket 10480; BMP-5864) (Action 7/7).

Television Spokane Inc., Spokane, Wash. — Granted petition for extension of time to July 17, 1953, to file opposition to petition for reconsideration filed by Louis Wasmer on June 22, 1953 (Docket 10423; BPCT-1087) (Docket 10422; BPCT-920) (Action 7/7).

WJIV-TV Inc., Savannah, Ga.—Granted petition for extension of time to July 20, 1953, to reply to opposition of WSAV Inc., Savannah, Ga., to petition filed by WJIV-TV on June 11 for deletion of Issue No. 1 from order of designation (Docket 10518; BPCT-1006) (Docket 10517; BPCT-703) (Action 7/7).

By Commissioner Robert T. Bartley

Atlantic City Bcstg. Co., Atlantic City, N. J.— Partially granted petition for extension of time to file exceptions to initial decision re its application (Docket (10119, BP-8090, et al); time within which exceptions may be filed to initial decision was extended to August 3, 1953.

RADIO STATION *WANTED*

Box 221X, B•T.

One of southeast's best known radio men desires to purchase all or control of station in Georgia, Alabama or Florida. I am not identified with any group operation. Your reply held in confidence—and will come direct to me. No brokers.

By Hearing Examiner Herbert Sharfman

South Central Bcstg. Corp., Evansville, Ind.—By memorandum opinion and order granted petition in so far as it proposes to change response to question 12, Sect. IV, page 3 of application, and paragraph 2 of proposed amendment submitted with petition is accepted; denied in all other respects (Action 7/6).

By memorandum opinion and order ordered that written statements of points at preliminary conference upon which Scripps-Howard Radio Inc., Radio Station WBIR Inc., and Tennessee Television Inc., applicants for TV Ch. 10 in Knoxville, Tenn., intend to rely for competitive preference shall control subsequent course of hearing, and that taking of testimony shall start on August 24, 1953, with understanding that this date may be continued because of Examiner's hearing schedule (Docket 10512, et al) (Action 7/3).

July 9 Applications

ACCEPTED FOR FILING

Amendment

Kennedy Bcstg. Co., San Diego, Calif.—CP to change frequency from 550 to 540 kc., increase power from 1 kw to 5 kw and install new trans. Amended to change name of applicant to Wrather-Alvarez Bcstg. Inc. (BP-8716 Amended).

License to Cover CP

KELP El Paso, Tex., Trinity Bcstg. Corp.—License to cover CP (BP-8748) which authorized change in trans. and studio locations (BL-5056).

Modification of CP

WJLN-TV Birmingham, Ala., Johnston Bcstg. Co.—Mod. CP (BPCT-1335) which authorized new commercial TV, for extension of completion date from 8/10/53 to Feb. 1954 (BMPCT-1219).

WDAN-TV Danville, Ill., Northwestern Pub. Co.—Mod. CP (BPCT-919) which authorized new commercial TV, for extension of completion date from 8/10/53 to 12/10/53 (BMPCT-1220).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Mod. CP (BPCT-916) which authorized changes in facilities of existing commercial TV, for extension of completion date from 8/10/53 to 2/10/54 (BMPCT-1221).

WTLV (TV) N. New Brunswick, N. J., N. J. Dept. of Education—Mod. CP (BPET-13) which authorized new noncommercial educational TV, for extension of completion date from 8/3/53 to 2/1/54 (BMPET-11).

Renewal of License

Following stations have requested renewal of license:

KSUN Bisbee, Ariz., Carleton W. Morris (BR-821); KOOL Phoenix, Ariz., Maricopa Bcstrs. Inc. (BR-1772); KOY Phoenix, Ariz., KOY Bcstg. Co., main, alternate main, aux. (BR-100); KRIZ Phoenix, Ariz., Howard M. Loeb, (BR-2542); KTAR Phoenix, Ariz., KTAR Bcstg. Co. (BR-99); KYCA Prescott, Ariz., Southwest Bcstg. Co. (BR-1079); WSGC Elberton, Ga., Elberton Bcstg. Co. (BR-1391); KGEM Boise, Ida., Idaho Bcstg. & TV Co. (BR-1471); KIDO Boise, Ida., KIDO Inc. (BR-121); KRLC Lewiston, Ida., H. E. Studebacker tr/as Station KRLC (BR-841); KFXD Nampa, Ida., Frank E. Hurt & Son Inc., (BR-698); KTFI Twin Falls, Ida., Radio Bcstg. Corp. (BR-746); KWEI Weiser, Ida., Inland Broadcast Co. BR-1858); KELY Ely, Nev., David Hansen and Dale V. Bradley d/b as White Pine Bcstg. Co. (BR-2500); KORK Las Vegas, Nev., Vegas Valley Bcstg. Co. (BR-2665); KWRN Reno, Nev., KWRN Inc. (BR-1805); KABQ Albuquerque, N. M., KABQ Bcstg. Co. (BR-1816); KAVE Carlsbad, N. M., Carlsbad Bcstg. Corp. (BR-906); KLEA Lovington, N. M., David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. (BR-2776); KSWS Roswell, N. M., John A. Barnett (BR-1542); KSET El Paso, Tex., Rio Grande Bcstg. Co. (BR-1879); KJAM Vernal, Utah, Uintah Bcstg. & TV Co. (BR-1415); KOVE Lander, Wyo., Edward J. Breece (BR-2216); KRAL Rawlins, Wyo., Rawlins Bcstg. Co. (BR-1647); KVRS Rock Springs, Wyo., Wyo. Bcstg. Co. (BR-974).

APPLICATION RETURNED

Renewal of License

KOLD Yuma, Ariz., Maricopa Bcstrs. Inc.—Application returned (BR-2774).

July 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Joliet Television Inc., Joliet, Ill.—Granted petition for leave to amend its TV application (Docket 10533; BPCT-1340) with regard to engineering phases and plans for financing proposed construction (Action 7/7).

Notice is given of hearing conference in proceeding re application of Eugene Television Inc., Eugene, Ore., applicant for CP for new TV station (Docket 10571; BPCT-1231), on July 13, 1953, at Washington, D. C. (Action 7/8).

By Hearing Examiner William G. Butts

Ordered prehearing conference in proceeding re application of Midwest Television Inc. (WCIA), Champaign, Ill. (for mod. CP for TV station) (Docket 10580; BMPCT-1109) in Room 1416, New Post Office Bldg., Washington, D. C., at 10:00 a.m., July 13, 1953 (Action 7/8).

By Hearing Examiner Basil P. Cooper

Ordered that statements made in proceeding involving applications of KTBS Inc. (Docket 10476; BPCT 464) and International Bcstg. Corp. (Docket 10477; BPCT-505), applicants for CP's for new TV stations on Ch. 3 in Shreveport, La., shall control conduct of hearing. Exhibits showing programming proposals will be exchanged by parties on or before July 24, 1953. During week of Aug. 3, arrangements will be made for further conference to clarify issues in light of programming proposals.

By Hearing Examiner H. Gifford Irion

Superior Television Inc., Corpus Christi, Tex.—Granted petition for leave to amend its application for CP for new TV station (Docket 10556; BPCT-1031) by showing election of two new directors and changing address of main studio (Action 7/8).

Ordered that statements made in proceeding involving applications of WKRG-TV Inc. (Docket 10457; BPCT-690) and The Mobile Television Corp. (Docket 10458; BPCT-990), applicants for TV Ch. 5 in Mobile, Ala., will, except for amendments granted upon showing of good cause, govern course of hearing and date for taking of testimony will commence on July 15, 1953, at 9:00 a.m., in Washington, D. C. (Action 7/8).

WKRG-TV Inc., Mobile, Ala.—Granted petition for leave to amend its TV application (Docket 10457; BPCT-690) to correct certain discrepancies (Action 7/9).

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10272; BPCT-264) in various respects (Action 7/8).

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10273; BPCT-949) to show increased power and changes in engineering data and in various other respects (Action 7/8).

By Hearing Examiner J. D. Bond

Southern Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for CP for new TV station to change certain engineering information and specified transmission line (Docket 10471, BPCT-931) (Action 6/30).

Southern Television Inc., PWDEF Bcstg. Co., Chattanooga, Tenn.—Dismissed motion for order that certain depositions not be taken of four named individuals alleged to be principal parties in interest in TV application of Tri-State Telecasting Corp., Chattanooga, Tenn. (Dockets 10471 et al) (Action 7/3).

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore. — By memorandum opinion and order denied request for continuance of further hearing presently scheduled for July 8, 1953, re its application (Docket 10324, et al).

By Hearing Examiner Fanney Litvin

Southland Television Co., Shreveport, La. — Granted petition for leave to amend its TV application (Docket 10522; BPCT-992) correcting reply to question in Section II in Form 301.

By Hearing Examiner H. Gifford Irion

Ordered pre-hearing conference in proceeding re applications of Corpus Christi Television Co., Corpus Christi, Tex. (Docket 10555, et al), on July 14, 1953, at Washington, D. C.

Ordered pre-hearing conference in proceeding re applications of Gulf Coast Bcstg. Co. (Docket 10559) and Baptist General Convention of Texas (Docket 10560), Corpus Christi, Tex., on July 14, 1953, at Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Cal Tel Co., Sacramento, Calif.—Granted petition for leave to amend its application for CP for new TV station (Docket 10341, BPCT-1330) to provide more recent and complete balance sheets for two partners.

By Hearing Examiner Annie Neal Huntting

Anthony Wayne Bcstg., Ft. Wayne, Ind.—Granted petition requesting that record in proceeding re its application (Docket 10425; BPCT-1400) and that of Radio Ft. Wayne Inc. (Docket 10424; BPCT-1040) to be closed and that all proposed findings be ordered to be filed herein on or before Aug. 3, 1953; and stipulation agreeing to admission of document attached thereto and identified as Exhibit 50 for sole purpose of showing circulation of Ft. Wayne newspapers.

By Hearing Examiner Benito Gaguine

Queen City Television Co., Allentown, Pa. — Upon request of counsel for Queen City and upon concurrence thereto by Commission's Broadcast Bureau, hearing data was continued to 10:00 a.m., July 20, 1953 (Docket 10494).

By Chief, Broadcast Bureau

Upon request of Storer Company for extension of time until July 10, 1953, to permit filing of its comments in matter of amendment of Section I of Standards of Good Engineering Practice Concerning Standard Broadcast Stations (Docket 10509), extended to July 10 time for filing comments and to July 20 time for filing replies to such comments in this matter.

July 10 Applications

ACCEPTED FOR FILING

Modification of CP

WCAR Detroit, Mich., WCAR Inc.—Mod. CP (BP-5971) as mod., which authorized change in power and hours of operation from 1 kw D to 10 kw N, 50 kw D unl. time; installation of new trans. and DA ant. D and N (DA-2) and change trans. and main studio locations and MEOV, for extension of completion date (BMP-6252).

License to Cover CP

KERC Eastland, Tex., F. James Dabney, Bryant F. Craig, James C. Whittington, Allen D. Dabney Jr., d/b as Tri-Cities Bcstg. Co. of Eastland County, Tex.—License to cover CP (BP-8575) as mod., which authorized new AM (BL-5053).

WDLC Port Jervis, N. J., Robert G. Adams Jr., W. Stanley Buchler and William H. Ware d/b as Port Jervis Bcstg. Co.—License to cover CP (BR-8127) as mod., which authorized new AM (BL-5055).

WPFP Park Falls, Wis., Radio Station WIGM Inc.—License to cover CP (BP-8544) as mod., which authorized new AM (BL-5057).

KASL Newcastle, Wyo., Newcastle Bcstg. Co.—License to cover CP (BP-8605) as mod., which authorized new AM (BL-5058).

Renewal of License

Following stations have requested renewal of license:

KCID Caldwell, Ida., Caldwell Bcstg. Co. (BR-1543); KELK Elko, Nev., Elko Bcstg. Co. (BR-2179); KATO Reno, Nev., Sierra Bcstg. Co. (BR-1280); KVOC Casper, Wyo., KVOC Bcstg. Co. (BR-1330); KPOW Powell, Wyo., Albert Joseph Meyer (BR-1107).

Remote Control

Following stations have requested to operate transmitter by remote control:

KNEA Jonesboro, Ark., Radio Jonesboro Inc. (BRC-116); WCRA Effingham, Ill. Resubmitted (BRC-115); WFGM Fitchburg, Mass., The Wachusett Bcstg. Corp. (BRC-117).

APPLICATIONS RETURNED

Modification of CP

WAJF Decatur, Ala., J. B. Falt Jr.—Mod. CP (BP-8744) which authorized new AM for approval of ant., trans., and studio location as near 9th St. South and Summer Ave., Decatur, Ala.

License to Cover CP

WOOW New Bern, N. C., Craven Bcstg. Co.—License to cover CP (BP-8142) as mod., which authorized new AM.

Remote Control

KRUS Ruston, La., Clarence E. Faulk Jr. tr/as Ruston Bcstg. Co.—Application for remote control operation returned.



July 14 Decisions

BY THE BROADCAST BUREAU

Actions Taken July 10

Granted CP

WLCM Lancaster, S. C., Royal Bcstg. Co. Inc. — Granted CP to install new trans. and make changes in ant. system (BP-8909).

WMMW-FM Meriden, Conn., The Silver City Crystal Co.—Granted CP to install auxiliary trans. (BPH-1872).

Modification of CP

WDAN-TV Danville, Ill., Northwestern Pub. Co. —Granted mod. CP for extension of completion date to 12/10/53 (BMPCT-1220).

WLWD (TV) Dayton, Ohio, Crosley Bcstg. Corp.—Granted mod. CP for extension of completion date to 2/10/54 (BMPCT-1221).

WMGT (TV) North Adams, Mass., Greylock Bcstg. Co.—Granted mod. CP to change description of trans. site (not move) and studio location from "To be determined," North Adams, Mass., to "To be determined," Adams, Mass. (BMPCT-1194).

KLIR Denver, Colo., Denver Bcstg. Co.—Granted mod. CP for change in type of trans.; changes in ant. system and change in trans. and studio locations (BMP-6196).

WIZZ Streator, Ill., Streator Bcstg. Co.—Granted mod. CP for change in type trans. (BMP-6246).

WTUN Tampa, Fla., University of Tampa — Granted mod. CP for extension of completion date to 10/10/53 (BMPED-265).

Actions Taken July 8

Granted License

WRTI-FM Philadelphia, Pa., Temple University —Granted license for noncommercial educational station; 90.1 mc (Ch. 211) (BLED-131).

WILS Lansing, Mich., Lansing Bcstg. Co. — Granted license covering installation of old trans. as an auxiliary trans. (BL-5043).

Granted CP

KEYY Provo, Utah, Mid-Utah Bcstg. Co. — Granted CP to install new trans. (BP-8921).

Actions Taken July 8

Modification of CP

KHQ-TV Spokane, Wash., KHQ Inc.—Granted mod. CP for extension of completion date to 11/1/53 (BMPCT-1208).

KPIK Los Angeles, Calif., John Poole Bcstg. Co. —Granted mod. CP for extension of completion date to 12/15/53 (BMPCT-1213).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Granted mod. CP for extension of completion date to 10/12/53 (BMPCT-1206).

Following were granted mod. CPs for extension of completion dates as shown:

KANI Kaneohe, Oahu, T. H., to 9/16/53 (BMP-6230); WBEL Beloit, Wis., to 8/15/53, conditions (BMP-6242); WBRY Waterbury, Conn., to 8/1/53 (BMP-6244); WIL-TV St. Louis, Mo., to 9/27/53; KVOA-TV Tucson, Ariz., to 11/12/53 (BMPCT-1217).

Actions Taken July 8

Granted License

WJAC-TV Johnstown, Pa., WJAC Inc.—Granted license for changes in TV broadcast station—to change frequency, ERP, type of trans. and ant., and make other equipment changes (BLCT-132).

Modification of CP

WDON Wheaton, Md., Commercial Radio Equipment Co.—Granted mod. CP to change type trans.; conditions (BMP-6240).

Actions Taken July 6

Modification of CP

KPAL Palm Springs, Calif., Desert Radio and Telecasting Co.—Granted mod. CP for extension of completion date to 9/15/53 (BMP-6163) (condition).

July 14 Applications

ACCEPTED FOR FILING

Modification of CP

WAJF Decatur, Ala., J. B. Falt Jr.—Mod. CP (BP-8744) which authorized new AM, for approval of ant., trans. and studio location as Near 9th St., South and Sumner Ave., Decatur, Ala. (BMP-6254 resubmitted).

WEEU-FM Reading, Pa., Hawley Bcstg. Co.—Mod. CP (BPH-1802) which authorized changes in licensed station, for extension of completion date (BMPH-4832).

WRAK-FM Williamsport, Pa., WRAK Inc.—Mod. CP (BPH-1768) which authorized changes in existing FM stations, for extension of completion date (BMPH-4833).

WTUN-FM Tampa, Fla., University of Tampa.—Mod. CP (BPED-220) which authorized new noncommercial education FM, for extension of completion date (BMPED-265).

License to Cover CP

WFAH-FM Alliance, Ohio, Review Publishing Co.—License to cover CP (BPH-1836) which authorized changes in licensed station (BLH-905).

Renewal of License

Following stations have requested renewal of license:

KTYL-FM Mesa, Ariz., Harkins Bcstg Inc. (BRH-578); **KPHO Phoenix, Ariz.,** Meredith Engineering Co. (main and aux.) (BR-2004); **KDSH Boise, Ida.,** Boise Valley Bcstrs. Inc. (BR-1572); **KSEL Pocatello, Idaho,** Radio Service Corp. (BR-123); **KICA Clovis, N. M.,** Hugh Dewitt Landis and Ross B. McAllister d/b as Radio Station KICA (BR-807); **KGAK Gallup, N. M.,** Thunderbird Bcstg. Co. (BR-1275); **KOAL Price, Utah,** Eastern Utah Bcstg. Co. (BR-1015); **KSVC Richfield, Utah,** Sevier Valley Bcstg. Co. (BR-2232).

APPLICATION RETURNED

Modification of CP

WMDL Meyersdale, Pa., WJAC Inc.—Mod. CP (BP-8322) which authorized new AM station, for approval of ant., trans. location as on Highway toward Berlin, Pa., 0.25 mi. East of city limits of Meyersdale, Pa.

July 15 Decision

BY COMMISSION EN BANC

McFarland Letter

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Is being advised that application to increase power on 1290 kc from 500 w, D, to 1 kw, D, involves interference considerations which indicate necessity of a hearing (BMP-6222).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KBNZ LaJunta, Colo.; KCRE Crescent City, Calif.; KDDD Dumas, Tex.; KDLK Del Rio, Tex.; KFLD Floydada, Tex.; KLIZ Brainerd, Minn.; KLTI Longview, Tex.; KLVT Levelland, Tex.; KTEM Temple, Tex.; KTRC Santa Fe, N. Mex.; KTRM Beaumont, Tex.; KTSW Emporia, Kans.; KTTS Springfield, Mo.; KVFD Ft. Dodge, Iowa; KVOP Plainview, Tex.; KVOZ Laredo, Tex.; KVWC Vernon, Tex.; KWHI Brenham, Tex.; KXOX Sweetwater, Tex.; WBAT Marion, Ind.; WBIZ Eau Claire, Wis.; WBTH Williamson, W. Va.; WFTL Ft. Lauderdale, Fla.; WGYV Greenville, Ala.; WHAL Shelbyville, Tenn.; WICH Norwich, Conn.; WSLB Ogdensburg, N. Y.; WSTC Stamford, Conn.; WTCM Traverse City, Mich.; WTON Staunton, Va.; WTRR Sanford, Fla.; KREL-FM Baytown, Tex.; KEYL (TV) San Antonio, Tex.; KPRC-TV, KPRC-FM Houston, Tex.; KRLD-TV, KRLD-FM Dallas, Tex.; WCAU-TV, KA-5403, KA-5404 Philadelphia, Pa.; WFBM-TV Indianapolis, Ind.; WFIL-TV Philadelphia, Pa.; WOAI-TV San Antonio, Tex.; WPTZ (TV) Philadelphia, Pa.

July 15 Applications

ACCEPTED FOR FILING

License to Cover CP

WBHP Huntsville, Ala., Wilton Harvey Pollard. —License to cover CP (BP-8460), as mod., which authorized change in trans. and studio locations and change type trans. (BL-5062).

KVSA McGehee, Ark., Southeast Arkansas Bcstrs. Inc.—License to cover CP (BP-8317) as mod., which authorized new AM station (BL-5060).

WBLE Batesville, Miss., Panola Bcstg. Co.— License to cover CP (BP-8483) as mod., which authorized new AM (BL-5061).

KRSC Seattle, Wash., Washington Telecasters Inc.—License to cover CP (BP-8515) as mod., which authorized increase in D power and installation of new trans. (BL-5059).

Modification of CP

WNRI Woonsocket, R. I., Friendly Bcstg. Co.— Mod. CP (BP-8106) as mod., which authorized new AM, for extension of completion date (BMP-6257).

WOSH-TV Oshkosh, Wis., Oshkosh Bcstg. Co.— Mod. CP (BPCT-792) which authorized new commercial TV, for extension of completion date from 7/26/53 (BMPCT-1226).

Remote Control

Following stations have requested to operate transmitter by remote control:

KRUS Ruston, La., Ruston Bcstg. Co. (BRC-122); **WESK Escanaba, Mich.,** M & M Bcstg. Co. (BRC-118); **WHUN Huntingdon, Pa.,** The Joseph F. Biddle Pub. Co. (BRC-120); **KOCA Kilgore, Tex.,** Radio Station KOCA Inc. (BRC-119).

Renewal of License

KRUN Ballinger, Tex.—Amended to change applicants name to: Walter G. Russell, M. M. Rochester and J. W. Youngblood d/b as Runnels County Bcstrs. (BR-1601).

KSEL Lubbock, Tex.—Amended to change applicants name to: Walter G. Russell, Walter L. Hull, Mary Frances Hull, and M. M. Rochester d/b as Lubbock Bcstg. Co. (BR-1388).

Upcoming Events

July 23-26: National convention, American Federation of Radio & Television Artists, Roosevelt Hotel, Hollywood.
July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.
July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Oct. 1-8: National Newspaper Week.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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Brokers and Financial Consultants

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THE LATEST WCKY STORY

COVER THE SOUTH WITH

WCKY'S FAMOUS JAMBOREE

Neilsen Shows a Larger Average

Nightly Audience for WCKY

Than Any Other 50 KWs

Station Covering the South

Toward Needed Service

THE FCC last week realistically resolved—on paper—the problem of expediting television hearings in those pressure areas which need additional service most. It established flexibility where "manifest injustices" appear.

Thus, the Commission removed artificial roadblocks which would have stymied a number of important markets for many months, even years. There now will be two new processing lines, one covering cities with "no service," the other covering, in progression, markets with 1, 2, 3 or 4 stations. Every 60 days the list will be subject to change.

The new procedure is realistic because it deals in actual service on the air, rather than authorized service, i.e., construction permits. Moreover, the 40-mile outside station rule is eliminated; the degree of service is appraised on the basis of "on the air" facilities actually assigned to the city.

This introduces the kind of "looseness in the joints" that has been urged by Comr. John C. Doerfer, who brought a fresh viewpoint to the FCC. It evolves from plans previously espoused by Comrs. Robert T. Bartley and George E. Sterling. It introduces a rule of reason, rather than of the rigid yardsticks set up in the now superseded processing lines.

There's ample legal precedent for this. One of the reasons for having an administrative commission is discretionary power. If it were simply a matter of setting up rigid "traffic regulations," there would be no need for an adjudicatory body—a one-man board, as "chief of police" could handle the job.

This is not to suggest that the FCC should throw its controls to the winds. Either extreme should be avoided. We feel the FCC has thrown adequate safeguard around its new procedures.

The pressure points are known to the FCC. These are cities like Pittsburgh, Memphis, Miami, Milwaukee, St. Louis, Indianapolis, Jacksonville, Des Moines, Buffalo, Richmond, Providence, Oklahoma City and Tulsa, among others. By ear-marking particular markets for expedited hearings, the FCC's motivation is the need for service. We doubt whether there can be legitimate complaint.

As a trial balloon, this was done in Vermont, which had no in-state service. Not a murmur of opposition has been heard.

Black Look From Men in White

AN ETHICAL doctor, under the canons of the American Medical Assn., is not permitted to advertise. Hence, most doctors look at all advertising with a jaundiced eye.

The *Journal* of the American Medical Assn. is the exhaust valve for the medical men. It gets a lot of publicity mileage out of its editorial comments (and a lot of dollars out of its display linage).

The *Journal* currently is fulminating against commercials which depict doctors in white uniforms, pince-nez glasses and stethoscopes. It avers this constitutes misleading advertising, connoting medical approval of the claims made.

Newspaper and magazine ads use the same kind of graphic art. We even recall having seen ads in the *Journal* itself wherein a simulated doctor, white coat and all, exhorts the medical subscribers to prescribe the particular "ethical" preparation advertised. The "doctor" movies employ actors, and not necessarily medical school graduates, to portray doctors.

There must be a reason for the singling out of broadcast commercials for attack. Our educated guess is that its because in radio and television the effect is so much more intimate and effective.

And because of this the broadcast media have a greater responsibility. The phenomenal acceptance and power of television—the newest of the media—has resulted in statements in Congress that there should be a "continuing investigation" of the media.

Here's another assignment for the NARTB Code Review Board, which has been singularly effective in parrying the thrusts against television. Since its organization two years ago, this board has handled controversial matters from within and has had the wholehearted cooperation of television licensees. Based on past performance, we have no doubt that the board, at its September meeting, will review the complaint of the AMA, and perhaps call in kinescopes of the particular commercials which provoked the criticism.

We're disposed to prescribe "Rotcod," which, spelled backwards, is "doctor."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Nope, Little Wolf . . . not gold this time. I'm doing a field survey for transmitter sites!"

An Archaic Rule That Hurts

AN FCC regulation prescribing strict standards of sponsor identification has come under justifiable attack in the past fortnight. The time is appropriate for a thorough review of an archaic rule that stems from an even more archaic section of the Communications Act.

The Act states that "all matter broadcast . . . for which service, money, or any other valuable consideration is directly or indirectly paid . . . from any person . . . shall, at the time the same is so broadcast, be announced as paid for or furnished as the case may be, by such person."

The FCC regulation interprets that to mean that the sponsor must be clearly named in any radio or television commercial. A few weeks ago a Washington attorney informally asked the FCC if "teaser" commercials which did not give the sponsor's name were permissible. The FCC's answer: No.

The unfortunate fact is that unless it wished to violate its own regulation, the FCC could not have given an affirmative reply. The rule binds the Commission unreasonably and should be rewritten to recognize contemporary advertising techniques. The original purpose of the rule was to smoke out the buyers of political time.

"Teaser" advertising is in wide use in all media. In principle it is ethical. Used properly, it is by no means deceptive. It is intended simply to arouse advance public interest in the more detailed advertising messages that are to come.

To deprive the broadcast media of an opportunity to carry such material is to handicap them unfairly in their competition with other avenues of advertising. It cannot be argued that such restrictions are in the public interest, for the public interest is served rather than disserved by ethical advertising.

Yet there is no doubt that the FCC rule is working to the detriment of radio and television. For that we have the testimony of the Fitzgerald Advertising Agency, New Orleans, agency for Jax beer which has said that it will be forced to pull a substantial budget from radio-TV if it cannot use teaser commercials for Jax [B•T, July 13].

It is true that in recent years the FCC has not been aggressive in policing its regulation on sponsor identification. But if a violation were presented to the Commission, it would have no choice but to adhere to its rule.

The very fact that the FCC, as currently composed, has not exerted itself in this respect suggests that the present members might be receptive to argument in favor of modernizing this regulation. There is always the possibility that a future Commission might be seized with a recurrence of Blue Book fever. It is obviously essential to have a less rigid sponsor identification regulation on the books, and there is every reason to believe the FCC would be amenable.

Talk about a pushover!



. . . . . that's just what your sales problem is for the WLW-Stations. They're famous for bulldozing the stubbornest sales to success because only the WLW-Stations have the Client Service Department composed of advertising and merchandising specialists who study and solve your sales problem.

And the WLW radio and television stations have the coverage—over 1/10th of America—millions of ready-to-buy people who see and hear about your products daily. What's more, the WLW programs on both radio and TV are packed with popular, professional talent to put over your sales message.

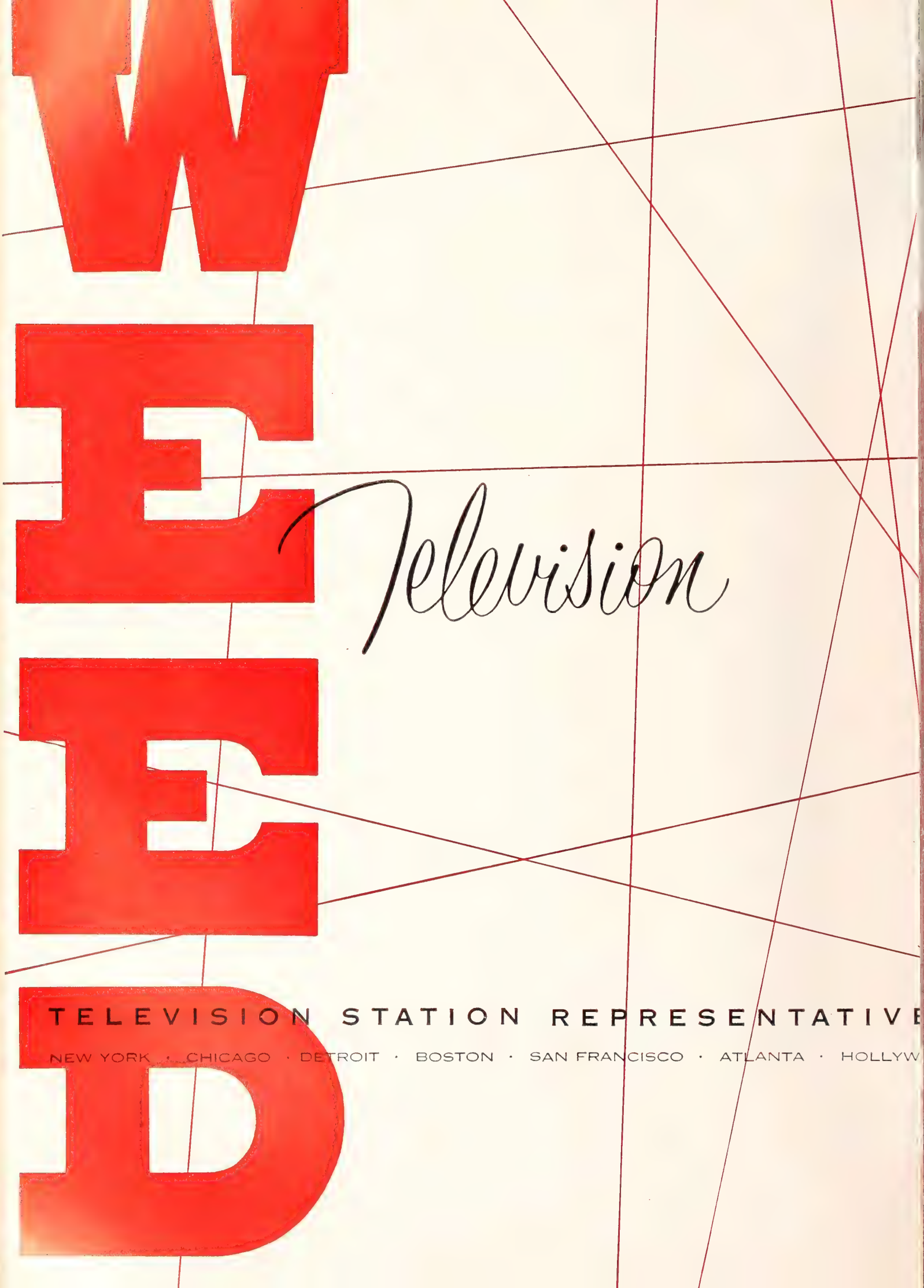
So why let sales stumps stand in your way. Get at your problems with WLW-Stations and watch your sales grow and your problems go.

as your ad dollar is handled, so your sales message goes over

CROSLEY

broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD


WEED
Television
TELEVISION STATION REPRESENTATIVE
NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA · HOLLYW

ULY 27, 1953

35c PER COPY

BROADCASTING TELECASTING

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

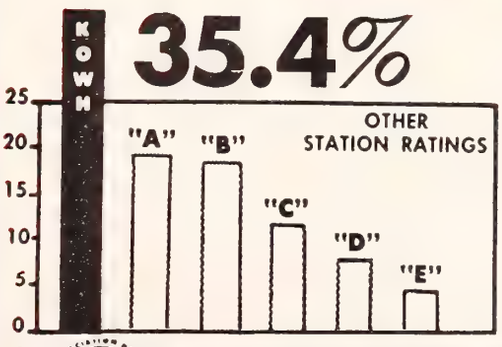
EXPOSE'!





A "Dick Tracy-like" wire recorder, concealed in a shoulder holster and connected to a tiny "wristwatch" microphone; a daring reporter, KOWH newsman Don Loughnane . . . result: dumbfounded proprietors of gambling and "after hours" joints tuning to KOWH to hear their own voices accepting bets and serving illegal liquor!

It was news to the rest of the Omaha, Council Bluffs area, too; another reason **KOWH** captures and holds the **largest total audience** of any Omaha station, 8 A. M. to 6 P. M., Monday thru Saturday! No wonder KOWH has a Hooper that has **averaged 35.4%** for the **20-month period from October, 1951, to June, 1953!** Use "America's most listened-to independent station" for your next campaign!



Kowh
OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

Fables of the leopard and the hippo

ON GETTING THE FACTS



THE HIPPO: "I've roamed everywhere possible, but can't decide what's making all that ringing."



THE LEOPARD: "When stalking facts, sir, you'll find those close at hand are usually quite important."

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WICU	Erie
KPRC-TV	Houston
KECA-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

THE MORAL:

Wily advertisers know, too, that facts which clinch decisions are often right under their noses.

And more than often TV viewers also make decisions on the same basis. Of what's happening just around the corner. On their **own** Main Street.

Spot TV programs give them the facts. About local news, local weather, local shopping hints.

That's one reason why they produce favorable buying decisions for sponsors' brands. Easily, quickly.

You can get the facts about these seventeen leading stations' Spot TV program availabilities from any Petry office.

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

IN DETROIT

. . . IT'S



- Procter and Gamble
- General Foods
- Reynolds Tobacco
- Sterling Drug
- Coca Cola
- Hollinator
- Chevrolet Dealers of Detroit
- The Kroger Co.
- Troy Laundry
- Miller Jewelers
- Monsanto Chemical
- Minute Maid
- Glendale Provision Co.
- Lewyt Vacuum Cleaner
- Michigan Bell Telephone
- Serutan
- Junket
- Eastern Airlines
- Shulton, Inc. (Old Spice)
- Bayer Aspirin
- New York Central Railroad
- Quaker Oats (Aunt Jemima)



In the motor city, music fans play favorites. Best of all local DJ's, they like Bob Maxwell and Ross Mulholland, who play their favorite music on their favorite station . . . WWJ. Top audience ratings prove it. Top advertiser demand substantiates it. Glance at the list of current spot announcement advertisers—*most selective in the nation and in the market*—then check your Hollingbery man, for facts and figures.

Associate Television Station WWJ-TV

WWJ AM-FM

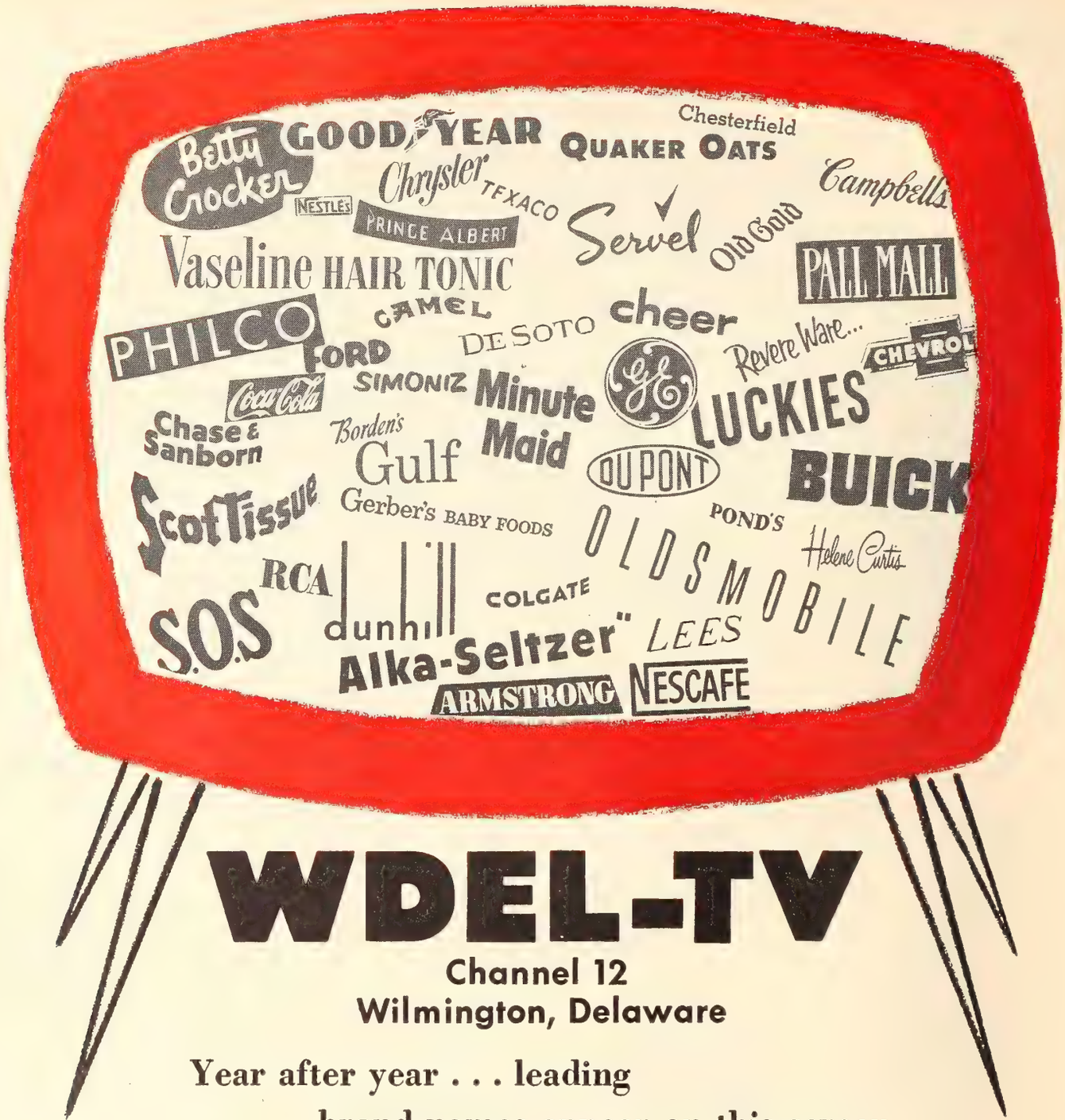
AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

Basic NBC Affiliate

THE WORLD'S FIRST RADIO STATION *Owned and Operated by*

THE DETROIT NEWS • *National Representatives:* **THE GEO. P. HOLLINGBERY COMPANY**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WDEL-TV

Channel 12
Wilmington, Delaware

Year after year . . . leading brand names appear on this screen

The reason: WDEL-TV sells profitably. That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, *buy WDEL-TV.*

WDEL
AM TV FM
A Steinman Station

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC TV-AFFILIATE

closed circuit®

WHO WILL succeed Frank White as president of NBC? That was question asked after Friday report that he would relinquish post for reasons of health, with announcement to come at Chicago today (Monday) at NBC affiliates meeting. Immediate prospect is "no one" and that Brig. Gen. David Sarnoff, RCA-NBC chairman and chief executive officer of NBC, will continue to direct policy and operations until permanent organization is effected.

★ ★ ★

HELL BENT for balancing Federal budget, Administration has instructed all agencies to evolve means of defraying substantial portions of their overhead through license fees. At FCC, for example, thought is being given to schedule of fees for permits, licenses, etc., to be paid through documentary stamps, purchased through Post Office Dept. Example: Application for renewal of radio or TV station license might run $6 or $10 in special stamps; amateur licenses may be $1 or $2, etc. Rule-making hearings will be called within few weeks.

★ ★ ★

IT WAS touch and go again last week on FCC vacancy, with confusion compounded. One report had Charles Garland, KOOL Phoenix, offered secretaryship rather than Paul Walker vacancy which, it's understood, he flatly turned down. Another had Midwesterner slated for commissionership. Score at weekend: Garland, Robert J. Dean (KOTA Rapid City) still in running; J. Paull Marshall (Washington-Maryland attorney) dark horse; Paul Hawkins, 40-year-old Nebraska attorney, outside runner. Only thing certain was that something has to break soon with pressures at White House and Republican Committee reaching highest pitch.

★ ★ ★

TUG OF WAR on Senate ratification of NARBA agreement covering multilateral use of standard broadcast band by North American nations may run right up to expected mid-August adjournment. FCC Chmn. Hyde, backed by State Dept. and numerous broadcasters, including networks, favors ratification; clear channel group is battling for defeat on ground rural service will suffer. There's whispered report that FCC will move for "full utilization" of clears if there's no treaty and that would mean duplicated operation. FCC argues 14 of present 24 clears have "unauthorized" Cuban stations on their backs and that situation would improve through treaty. Clear channels won't buy this.

★ ★ ★

BEING talked up in Senate is throw-back to 1938 when clear channel fight was at white heat. Former Sen. Burton K. Wheeler (D-Mont.) who advocated clear channel breakdown, authored resolution declaring it sense of Senate that there should be no power authorized by FCC in excess of 50,000 watts. Although resolution was not legally binding, FCC nevertheless, did not consider applications for that power. Both FCC and clear channels oppose move as placing artificial barrier on power whereas other NARBA countries have no restrictions.

★ ★ ★

IT APPEARS cold now, but NBC was making overtures to get Kevin Sweeney, BAB vice president and veteran salesman, to head "sales task force" for radio before split-up of NBC radio and TV sales, programming, and promotion activities was announced [B•T, July 20]. Deal failed to jell and it is understood has not been revived since decision on divorcement policy was made public.

★ ★ ★

NEW "OUTSTANDING" candidate for FCC general counselship is Ulric Bonewell Phillips, 6-foot-8 attorney in Claims Division of Dept. of Justice. Reportedly having backing of Attorney General Brownell, Mr. Phillips is native of Connecticut but now resides in Maryland. He was with FCC for short period in 1942, graduated from Yale in 1937, and is son of Yale professor.

★ ★ ★

FRANK M. FOLSOM, RCA president, returns to his office today (Monday). He had been away several weeks recuperating from minor surgery, with everything turning out well.

★ ★ ★

IT'S unofficial, but FCC is setting up color TV task force. Staffers reported slated for "color committee": Curtis B. Plummer, Broadcast Bureau chief; Edward W. Allen, chief engineer; Arthur Scheiner, Rules & Standards Div. chief; Edward W. Chapin, FCC Lab. Div. chief; Hyman H. Goldin, Economics Div. chief; Hart S. Cowperthwait, Technical Branch chief, TV Facilities Div.; Herbert M. Schulkind, Rules & Standards attorney.

★ ★ ★

THEY'RE HOPING for action at this session of Congress on amendment of Sec. 309 (c) permitting protests against FCC grants on grounds of purported economic injury. Rep. William L. Springer (R-Ill.) spearheading move, particularly since provision slows down authorization of new TV stations and since there's no known opposition. Whether it can be whipped through prior to mid-August adjournment is question.

★ ★ ★

OPERATING noncommercial-educational TV stations will not count in making up new city priority lists under revised processing procedure to become effective Aug. 24 (story page 54), according to FCC spokesmen. Rules revision specifies city lists will count only local on-the-air outlets licensed "for regular commercial operation" or under STA for such operation.

★ ★ ★

THAT UHF drive for WVEC-TV Hampton-Norfolk will rival campaign in behalf of KPTV (TV) Portland, first uhf operation to hit air, evidenced in activities during past fortnight. It's reported that $150,000 promotional campaign is being put behind new Ch. 15 NBC outlet replacing WTAR-TV, which switches to CBS-TV this September.

IN THIS ISSUE

LEAD STORY

Results of Politz depth study of radio in TV areas prove penetration of radio as it has never been shown before. Radio emerges as indispensable medium. *Page 31.*

COLOR TELEVISION

Compatible color is ready for the green light, and nothing seems to be in its way. NTSC files formal petition for FCC approval of its compatible color standards, slightly different from those submitted earlier by RCA-NBC. And RCA-NBC amends its petition to correspond with NTSC. CBS, whose own system seems sure to be superseded, announces it will seek FCC permission to telecast compatible color on NTSC standards beginning in mid-September. Commission will call meeting this week to set pattern of color hearings. Coverage begins on *Page 33.*

FACTS & FIGURES

Salary average in radio-TV is second highest of any U. S. industry, according to U.S. Dept. of Commerce report. *Page 44.*

GOVERNMENT

Station Representatives Assn. asks FCC to reopen investigation into network "invasion" of national spot field in both radio and TV. *Page 54.*

Congress, in the homestretch, steps up legislative activities in radio and television. For roundup of legislative news see *Pages 58, 60, 61.*

STATIONS

WATO Oak Ridge, Tenn., will make broadcast using atomic power. *Page 70.*

NETWORKS

Frank White will tell NBC affiliates today he has resigned as president of the network. No successor is immediately in the offing. *Page 72.*

FEATURES

Remodeling the "man in the street" broadcast. *Page 85.*

Merchandising: A plea for more of it from Kenyon & Eckhardt and a policy statement by B•T. *Page 86.*

Now a Dayton department store uses TV profitably. *Page 90.*

A price war taught this refinery the value of radio. *Page 92.*

Why McCann-Erickson is bullish about radio. *Page 94.*

UPCOMING

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

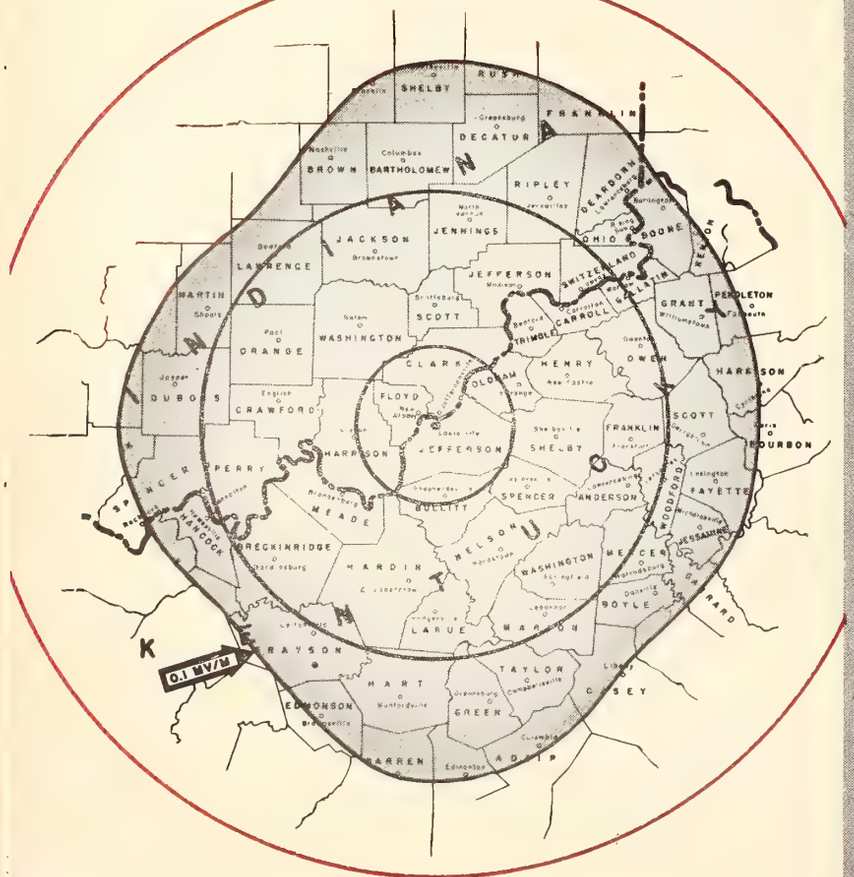
Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

Aug. 19-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

(For other Upcomings, see page 121)

WHAS-TV's G-E 20 KW AMPLIFIER BLANKETS MARKET WITH

Reliability... Power





WHAS-TV, Louisville, Ky.—America's first 316,000 watt TV station employs a General Electric 20 KW High Channel Television Amplifier. Station WHAS-TV believed in the *reliability* of G-E equipment to the point where it exceeded rated factors of this equipment to accomplish successfully the station's *power* objective. The actual, field-measured coverage of WHAS-TV appears to the left.

* * *

"Congratulations to General Electric for the outstanding engineering design of their 20 KW VHF amplifier.

"The considerations given to basic telecasting needs plus the most cooperative assistance of the TV transmitter engineering staff at Syracuse, permitted us to work out a modification resulting in WHAS-TV being the first television station in the United States capable of 316,000 watts ERP. After 5 months of service, this equipment has more than fulfilled our expectations for reliability and ease of operation."

Chief Engineer
Station WHAS-TV, Louisville, Ky.

IF YOU want your station to saturate an entire market area—like Station WHAS-TV, Louisville, Ky., is doing—then you know you must have outstanding transmitter performance *plus* power! These are recognized qualities of General Electric equipment! You've got to be careful in your selection of a transmitter and you've got to have complete confidence in its operation. Broadcasters throughout the country who use G-E equipment will tell you they have the utmost confidence in the "proved-in-operation" reliability and power capability of this equipment!

Design Features of a G-E 20 KW High Channel TV Amplifier

Completely air-cooled: External blowers assure quiet operation.

Compact: Readily adaptable to limited space requirements.

Simplified Control and Power Circuits: One high voltage power supply.

Economical: Independent unit. Conservative tube and component operation. Use at full or reduced power.

Accessible: Quick tube change. Built-in sweep generator for easy circuit alignment.

General Electric Company, Section 273-27, Electronics Park, Syracuse, N. Y.



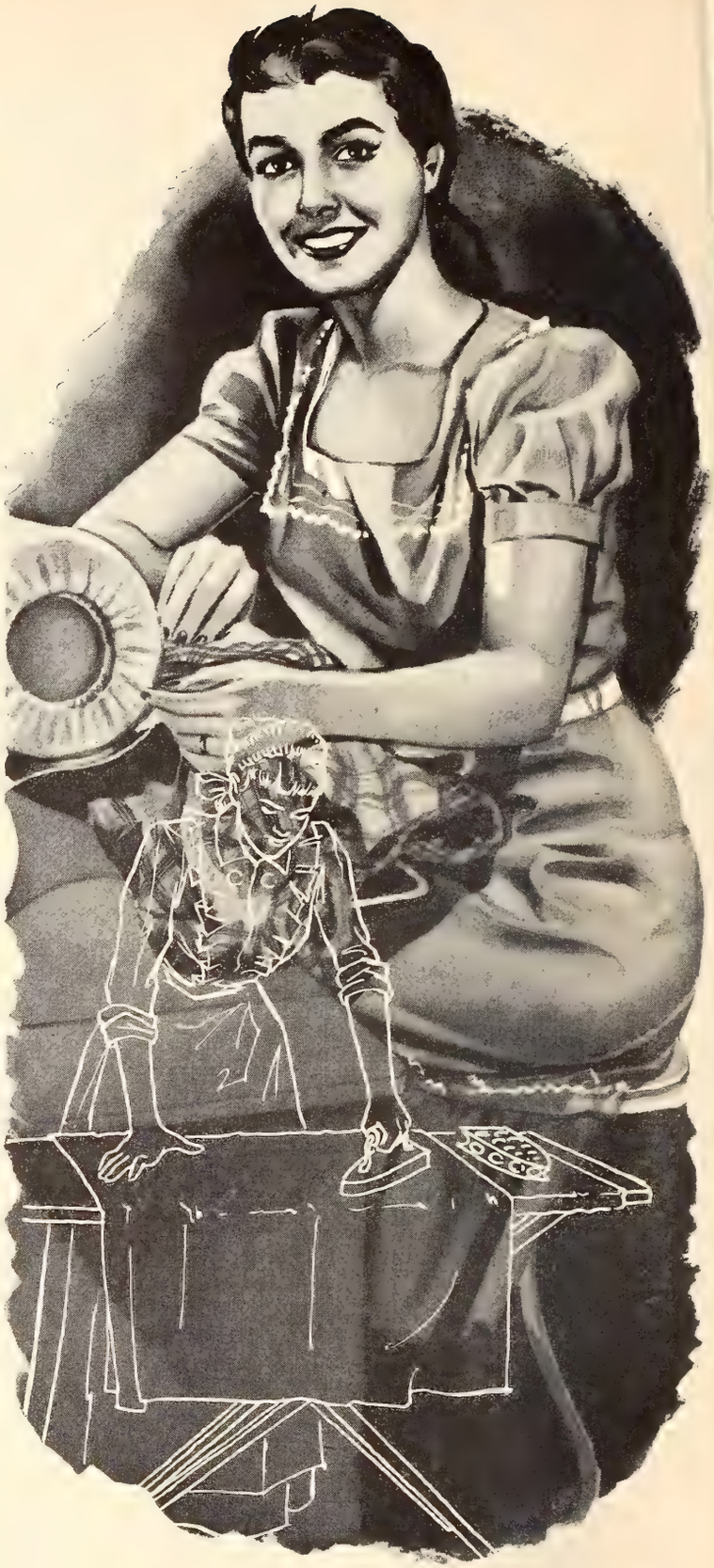
LEFT: Visual cubicle for General Electric's 20 KW Amplifier.

RIGHT: Aural cubicle for General Electric's 20 KW Amplifier.

You can put your confidence in—

GENERAL ELECTRIC

Things have changed in ARKANSAS, too!



If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are **276.9% ahead of ten years ago** *!

There's a bright new star on the Arkansas radio horizon, too—it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives **primary** daytime coverage of 1,002,758 people —more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3¼ million people, and includes practically all of Arkansas!

Get all the big KTHS facts, **now.** Write direct or ask your Branham man.

* Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

CBS Equips Three Stations for NTSC Color

CBS-OWNED TV stations WCBS-TV N. Y., WBBM-TV Chicago and KNXT (TV) Hollywood are being equipped to broadcast NTSC color programs which network plans to start feeding about Sept. 15, at cost in excess of $25,000 per station, William B. Lodge, CBS Television engineering vice president, said Friday (see earlier story on network color plans, page 34). CBS-TV affiliates receiving programs entirely by microwave from originating point will get "fair approximation" of NTSC color, Mr. Lodge said, although without color monitors, generally unavailable until next year, observations on signal quality will be limited to those made on black-and-white monitors and wave form monitors. Stations receiving network service via coaxial cable will get color programs only in black-and-white at present and non-interconnected stations will not receive them at all, as no recording of these experimental colorcasts is planned at this time, Mr. Lodge said.

Sen. Tobey Dies Friday; Headed Commerce Committee

SEN. CHARLES WILLIAM TOBEY (R-N. H.), 73, died Friday midnight in Bethesda, Md., Naval Hospital following heart attack he suffered in Capitol in late afternoon. Former New Hampshire Governor, Sen. Tobey was elected to Senate in 1938. With change in Administration last January, he became head of powerful Senate Interstate & Foreign Commerce Committee. He opened North American Regional Broadcasting Agreement hearings July 8.

HATFIELD, COY & CO.

MANHATTAN agency men stared in astonishment last week when sales representatives of two long-feuding Kansas City stations, WHB and KMBC, called together on CBS-TV advertisers. What was described in station publicity as "shot gun wedding" of stations was brought about because both outlets—rivals for 30 years—sought vhf Ch. 9 in Kansas City, hence faced lengthy hearings that could drag on for years, during which time another TV station might get CBS-TV affiliation. WHB and KMBC applied for share-time facilities and got FCC grant. Stations will operate in 90-minute segments, share one transmitter but have separate studios. Commencement planned for Aug. 1.

Maryland MBS Affiliates Oppose Contract Changes

NEW MUTUAL contract amendments recently sent to MBS affiliates received sharp "no" from all Maryland MBS outlets at meeting held in Baltimore Friday (early story page 74).

It was reported affiliates were unanimously opposed to new contract, asserting that it was not in best interest of their various stations or areas they serve and, further, that proposed policy, if adopted, would be detrimental to radio industry as whole, according to spokesman for group.

Attending meeting were Charles J. Truitt, WBOC Salisbury and WCEM Cambridge; Bill Paulsgrove, WJEJ Hagerstown; James M. Martinson, WDYK Cumberland, and George H. Roeder, WCBM Baltimore.

FCC PROPOSES THREE-YEAR TV LICENSES

EXTENSION of television station license period to three years—from present one-year span—proposed by FCC Friday in announcing rule-making proceeding to which Comr. Frieda B. Hennock dissented at length and called for "factual study" of TV programs with ultimate government-industry conference and "open public hearings."

TV licenses would run three years concurrent with existing AM and FM licenses under same ownership in given area, as would associated auxiliary TV stations such as studio-transmitter links, remote pickups and intercity relays. Comments are due Sept. 1.

Stating one-year TV licenses have been appropriate during "early formative period," FCC majority noted almost 500 outlets are now authorized with 200 in operation. "We are of the view that the development of a nationwide television system will be facilitated by the extension of television licenses for a three-year period," majority said. "Such an increase, moreover, will reduce substantially the workload for both television licensees and the Commission."

Comr. Hennock chided majority for change of mind from 1951 plan to hold general program inquiry and for not "frankly" announcing it "no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every three years."

Terming majority's views "contradictory," Comr. Hennock said her disagreement "stems from the majority's identification of the 'public interest' with the convenience of broadcast licensees, rather than with higher public interest considerations." She reminded majority of need for 1946 *Blue Book* despite AM's many years.

Proposed TV renewal periods would be as follows:

(1) For stations located in Del. and Pa., Aug. 1, 1954. (2) Md., D. C., Va., W. Va., Oct. 1, 1954. (3) N. C., S. C., Dec. 1, 1954. (4) Fla., P. R., and Virgin Islands, Feb. 1, 1955. (5) Ala. and Ga., April 1, 1955. (6) Ark., La. and Miss., June 1, 1955. (7) Tenn., Ky. and Ind., Aug. 1, 1955. (8) Ohio and Mich., Oct. 1, 1955. (9) Ill. and Wis., Dec. 1, 1955. (10) Ia. and Mo., Feb. 1, 1956. (11) Minn., N. D., S. D., Mont. and Col., April 1, 1956. (12) Kan., Okla., Neb., June 1, 1956. (13) Tex., Aug. 1, 1956. (14) Wyo., Nev., Ariz., Utah, N. M. and Ida., Oct. 1, 1956. (15) Calif., Dec. 1, 1953. (16) Wash., Ore., Alaska and Hawaii, Feb. 1, 1954. (17) Conn., Me., Mass., N. H., R. I. and Vt., April 1, 1954. (18) N. J. and N. Y., June 1, 1954.

• BUSINESS BRIEFLY

SPOTS FOR CAMAY • Procter & Gamble, on behalf of Camay soap, launching spot announcement push in approximately 80 radio and 65 television markets about Aug. 17 for as yet undetermined length of time. Agency: Benton & Bowles, N. Y.

SWAN SOAP RADIO • Lever Bros. understood to be planning radio spot announcement campaign for Swan soap in Pittsburgh and Cincinnati divisions, starting end of August for approximately four weeks. Agency: BBDO, N. Y.

WASHING COMPOUND SCHEDULE • Economic Labs., St. Paul, scheduling spot radio campaign in St. Louis, Cleveland, San Francisco, Buffalo and Baltimore for Soilax washing compound, starting Sept. 1. Agency: Scheideler, Beck & Werner, N. Y.

AMALIE AGENCY • Amalie Div. of Sonneborn Sons Inc., oil refiner and manufacturer of automotive lubricants, names Humbert & Jones agency, N. Y., to handle advertising. Plans include early morning radio spot campaign for one year in six New England states.

CROSBY FOR GE • Arrangements for General Electric sponsorship of Bing Crosby on CBS Radio and on six shows on CBS-TV reported near completion Friday. Agency for radio program is Young & Rubicam and for television appearances BBDO.

ANACIN CAMPAIGN • Whitehall Pharmacal Co.'s fall radio spot announcement campaign for Anacin now in preparation. Agency: John F. Murray, N. Y.

TENNA-ROTOR DRIVE • Alliance Tenna-Rotor lining up fall campaign using TV spots adjacent to sports shows in number of markets, through Foster & Davies, Cleveland.

Schwimmer Sues UTP, TP and 'Look' for Million

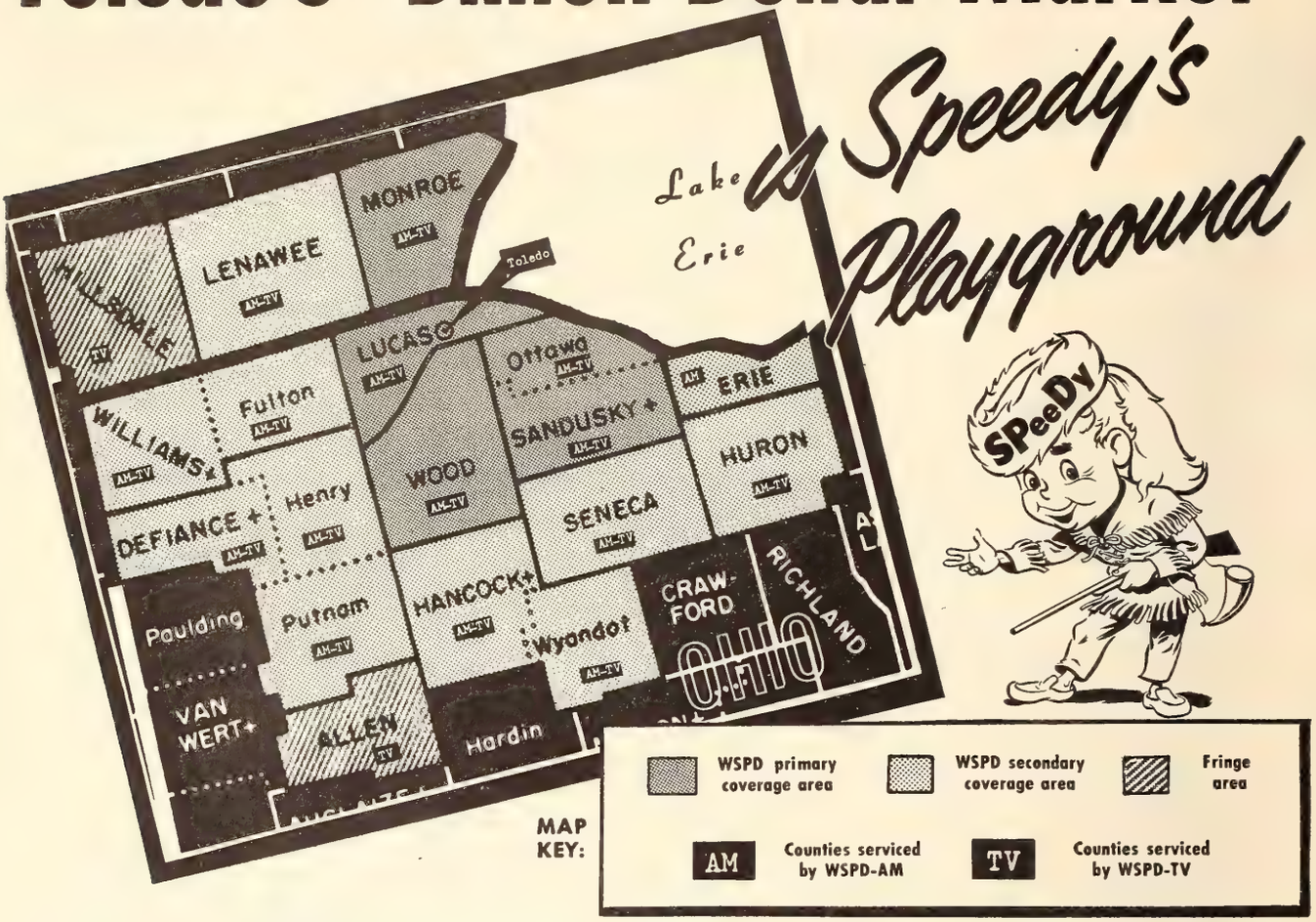
WALTER SCHWIMMER PRODUCTIONS Inc., Chicago, late Thursday filed $1 million civil suit in U. S. District Court against United Television Programs Inc., Telenews Productions Inc. and Cowles Magazines Inc. (*Look*).

Complaint, filed in court for Northern District of Illinois (Eastern division) charges defendants "copied and imitated" certain features of Schwimmer's *Movie Quick Quiz* in *Look Photoquiz* TV program.

Schwimmer suit notes UTP distributed package until Jan. 19, 1953, and that after that date—and continuously since about June 1—defendants have been "producing advertising, exhibiting, and publishing and otherwise marketing" *Look Photoquiz*. Firm charges "irreparable damage," "dilution" of value to its *Movie Quick Quiz* and infringement of copyright, and seeks to enjoin defendants from producing, licensing, distributing and otherwise showing other activity in connection with *Look Photoquiz* pending outcome of suit.

Toledo's "Billion Dollar Market"

Lake Erie is Speedy's Playground



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,161,200
Families 348,000
Radio Homes 339,060
Percent tuned to WSPD-AM
Daytime 56.8%
Nighttime 48.6%
Television Homes 226,000
Percent tuned to WSPD-TV
Daytime 78%
Nighttime 91.5%

EFFECTIVE BUYING POWER
Total—$1,896,407,000
Per Capita $1,633
Per Family $5,449

RETAIL SALES
Total $1,310,208,000
Per Family $3,764
Spent For:
Food $321,211,000
Gen. Mdse. $128,461,000
Furniture & Household—$67,725,000
Automotive $251,294,000
Drug $35,282,000

Toledo's Metropolitan Area ranks high in the nation's leading areas—

Toledo ranks 36th in total retail sales
Toledo ranks 36th in food store sales
Toledo ranks 35th in gen. mdse. store sales
Toledo ranks 48th in apparel store sales
Toledo ranks 38th in home furnishing sales
Toledo ranks 31st in automotive store sales
Toledo ranks 33rd in filling station sales
Toledo ranks 50th in building material and hardware store sales.
Toledo ranks 36th in drug store sales

SPeeDy daily entertains the people whose buying habits account for Toledo's high rating.

Authority for above listening and market information:

Sales Management's Survey of Buying Power,
Standard Rate & Data Consumer Markets
Neilsen Coverage Service
NBC Research

WSPD-TV AM-TV
TOLEDO, OHIO

Storer Broadcasting Company

TOM HARKER NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

NARTB Group to Furnish Information on Television

FLOW of TV information to stations, general public and specialized groups expected to start on regular basis within few weeks via NARTB TV Information Committee, spokemen said Friday after meetings of TIC Implementation and Research subcommittees in New York.

Following Thursday meeting of Research group, headed by NARTB Research Manager Richard M. Allerton, Implementation subcommittee under NARTB President Harold E. Fellows on Friday was reported to have approved proposed formats for monthly information bulletin to stations plus material to go regularly to public and to specalized groups such as educators and "opinion molders."

Stay Final Decision On KOA; Other FCC Actions

EFFECTIVE date finalizing initial decision to grant vhf Ch. 4 at Denver to KOA there and deny competitive bid of KMYR Denver was stayed by FCC Friday pending "further review" of initial ruling by Hearing Examiner James D. Cunningham issued mid-June [B•T, June 22]. Decision would have become final Wednesday. FCC gave no reason for stay action other than to indicate additional study is required.

Twentieth grant for noncommercial educational TV station issued Friday by FCC for reserved vhf Ch. 9 at San Francisco to Bay Area Educational TV Assn. ERP of 30.9 kw visual and 15.5 kw aural with antenna height above average terrain of 510 ft. specified. Grant is subject to such further action FCC may take as result of court appeal by KROW Oakland against Sixth Report's cancellation of pre-freeze Bay Area comparative TV hearing.

Rossmoyne Preferred

Examiner's initial decision to grant uhf Ch. 27 at Harrisburg, Pa., to Rossmoyne Corp., licensee WCMB Lemoyne, Pa., was made final by FCC Friday [B•T, June 22]. Competitive application of WHBG Harrisburg for same facilities was denied. Examiner preferred Rossmoyne so as to diversify control of mass media of communication in area, citing Triangle Publications Inc.'s (WFIL-AM-TV Philadelphia) 50% interest in WHGB.

Ed Smith, Rossmoyne vice president-general manager, said new Ch. 27 outlet will be on air in mid-December; representative, Donald Cooke Inc.

Advertisers Use Public Service

ADVERTISING COUNCIL reports that first three advertisers to agree to participate in its new plan for public service messages on filmed TV programs are American Tobacco Co., Liggett & Myers and Pepsi-Cola Co. They are in addition to Procter & Gamble Co., which carried council messages as experiment past five months on three filmed network shows. Council is seeking support of sponsors and advertisers of filmed shows to promote non-seasonal campaigns.

AIR RACE

RACE to see which station can get on air first soon to be held between WGEM-TV Quincy, Ill., and KHQA-TV Hannibal, Mo. DuMont Labs Friday shipped two 5 kw vhf transmitters on one truck bound for midwest cities (they are only few miles apart). Crew of DuMont engineers assigned to each station will race to see who can get on air first. WGEM-TV is assigned vhf Ch. 10; KHQA-TV will be on vhf Ch. 7.

GE Color Equipment Ready Early in '54

GENERAL ELECTRIC TV transmitting equipment will rebroadcast network color programs under NTSC standards satisfactorily without additional equipment if network signals are "of reasonable quality"; will rebroadcast NTSC network color programs in monochrome without needing changes in equipment, and will transmit them in color with "only minor changes," company said Friday. It estimated that equipment to enable existing TV stations to provide "best possible" rebroadcast of network color programs will cost "less than $20,000" and will be available in first quarter of next year; that additional $68,500 worth of special equipment will be needed for station to originate slide and film color programs, and at least $70,000 in color studio cameras and switching equipment to originate live shows from own studios. GE estimated its special color TV transmitting equipment will be available to existing stations by end of 1954.

Sylvania Color Petition

SYLVANIA ELECTRIC PRODUCTS Inc. petitioned FCC Friday for approval of NTSC color TV (see early story, page 33). Petition estimated Sylvania will be in position to produce "substantial quantities" of color TC picture tubes within six to nine months after FCC approval of system, and to start production of color sets for public sale within nine months after FCC approval. Adoption of NTSC standards, Sylvania President H. Ward Zimmer said, "would provide a sound basis for the growth of color television service to the public."

KOIN-TV Basic CBS-TV

KOIN-TV Portland, Ore., signs as basic affiliate of CBS-TV. Now under construction, station will operate on vhf Ch. 6 and is expected to go on air about Oct. 15. It is owned by Mt. Hood Radio & Television Broadcasting Corp., licensee of KOIN. Howard Lane is president.

Gates' West Coast Office

NEW West Coast office and distributing branch for Gates Radio Co., Quincy, Ill., opened at 7501 Sunset Blvd., L. A. Robert Kuhl, in charge of Gates' West Coast sales, appointed office manager.

PEOPLE

HENRY FLYNN, eastern sales manager, becomes general manager, CBS Radio Spot Sales.

TOM McDERMOTT, director of TV Department of Benton & Bowles, N. Y., named vice president in charge of production of all Benton & Bowles radio and television shows. In new post he assumes substantial portion of duties handled by Walter Craig before his resignation as radio-TV vice president last May.

JOHN T. SOUTHWELL, formerly of BBDO and Young & Rubicam, N. Y., and Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, effective in August.

ROBERT H. SILVERMAN, sales manager WABF (FM) N. Y., to WQXR N. Y. as account executive.

ROBERT L. STEVENSON elected president of Advertising Syndicate of America, Pittsburgh agency.

Hildreth Takes Over WABI-AM-TV Ownership

COMPLETE ownership of WABI and WABI-TV Bangor, Me., has been taken over by Horace Hildreth, ex-Gov. of Maine and present Ambassador to Pakistan, and associates, it was learned last Friday. Unconfirmed reports indicated that Mr. Hildreth and associates—believed to be WPOR Portland, Me., principals—paid Murray Carpenter, general manager of Bangor stations, $125,000 for his half-interest in Community Broadcasting Service, which is licensee of WABI and owns 100% of Community Telecasting Service, licensee of WABI-TV. Other 50% ownership of Community Broadcasting Service is owned by Mr. Hildreth, who is also 35% owner of TV grantee Mt. Washington TV Corp, Poland, Me. Just what new ownership will amount to could not be determined, but application for FCC approval said to be in preparation.

ABC Signs New Stations

WMIN-TV and WTCN-TV Minneapolis, which will share time on vhf Ch. 11 starting about Sept. 1, have signed as ABC-TV affiliates. WMIN-TV is headed by Larry N. Bentson as president and is represented nationally by O. L. Taylor Co., while WTCN-TV is headed by Robert Butler as president and is represented by Blair-TV Inc.

ABC-TV meanwhile announced Friday that four new stations have joined network as affiliates. They are:

WROW-TV Albany (Ch. 41), owned and operated by Hudson Valley Bcstg. Co. with Harry L. Goldwin as president and general manager; WKNA-TV Charleston, W. Va. (Ch. 49), owned and operated by Joe L. Smith Jr. Inc. with Joe L. Smith Jr. as general manager; KMMT (TV) Austin, Minn. (Ch 6), owned and operated by Minnesota-Iowa Television Co. with L. L. McCurnin as station manger, and WDAK-TV Columbus, Ga., with Allen M. Woodall as general manager.

RCA Ships Two More TV Units

RCA Victor reported Friday shipment of two more TV transmitters (early story page 70). Vhf Ch. 4 unit, 2 kw size, sent to KVOA-TV Tucson, Ariz., and uhf Ch. 45 transmitter, 1 kw model, shipped to KJEO (TV) Fresno, Calif.

DuMont Signs Caddigan

SIGNING of James L. Caddigan, director of programming and production for DuMont television network, to long-term contract announced by Chris J. Witting, managing director of network.

RADIO IN THE Upper Midwest...

Cost per Thousand.....

Dollar for Dollar...

Ratingwise...

Anyway You Figure It

KSTP Radio

Is a Better Buy Than Ever!

KSTP

KSTP

50,000 WATTS
CLEAR CHANNEL
THE NBC STATION

REPRESENTED BY EDWARD PETRY and COMPANY

MINNEAPOLIS, ST. PAUL

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Radio, practically saturating the homes of the Greater Indianapolis Market, swings merrily along the outdoor circuit; add car radio to portable coverage and you sum up WFBM's morning-evening share of audience leadership.



WFBM INDIANAPOLIS
CBS NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM-TV; WEOA** Evansville; **WFDF** Flint; **WOOD (AM & TV)** Grand Rapids



YOUNGSTOWN'S
BEST
ADVERTISING
BUY

C. E. Hooper Nov. '52 Thru Mar. '53
Shows WBBW share of Audience
Increased

57% MORE IN THE MORNING

*20% MORE IN THE AFTERNOON

46% MORE IN THE EVENING

Making WBBW

Lowest Cost Per 1,000

Homes

OF ALL RADIO STATIONS
SERVING YOUNGSTOWN

** 97%

OF ALL RADIO HOMES IN
MAHONING COUNTY, TUNE IN

WBBW

ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

* Afternoon periods always were high
** A. C. Nielsen Report

FOLLOW THE LEADER

Network: CBS-TV.
Time: 9:00-9:30 p.m., EST, alternate Tues.
Producers-Writers: Paul Harrison and Bernie Gould.
Director: John Claar.
Star: Vera Vague.
Origination Point: Hollywood.

A PERENNIAL children's playtime favorite has turned up in adolescent form in a new CBS-TV show called *Follow the Leader,* seen every other Tuesday evening, alternating with *Anyone Can Win,* Al Capp's audience participation-panel program previously reviewed in this column. It is better than average audience participation fare—a small bouquet at best since "average" shows of this sort are seemingly designed to test the patience of the most casual televiewer.

The new series centers around Vera Vague whom radio fans will recall as a regular on the *Jack Benny Show* in her role as a never-say-die female constantly in pursuit of a man. She has stepped out of that character for CBS-TV to play mistress of ceremonies on *Follow the Leader.* Each contestant picked from the audience watches Miss Vague run through a short skit. The contestant must then re-enact the skit repeating as many of Miss Vague's movements as possible in a given time period. For every gesture repeated correctly the contestant earns $10 and a comparable amount is added to the evening's jackpot. The rush to re-play the scene is thwarted by supplying the contestant with exaggerated props not used by Miss Vague in the original scene.

Simple But Amusing

It's a simple enough way to kill a half hour on TV but everyone seemed to get a kick out of the goings-on. The obstacle course set up for the participants by the prop crew accounted for some amusing moments.

Follow the Leader will hardly be remembered as a television achievement but it has one saving grace notably absent in most programs using the participation format. The point of departure in this case was an idea—not an afterthought. That the idea in itself was not earth-shaking does not nullify the fact that this is a step in the right direction. In production, an attempt was made to let the idea carry the show. The game was the focal point. Too frequently celebrities who m.c. such shows treat them only as personal vehicles. Such a mishap has been avoided on this series. Although Miss Vague is the mainstay of the production, she nicely subordinates any urge to walk off with the show and plays the game as writers have conceived it.

THE RETURN

Talent Scouts, CBS Radio and CBS Television, Mon., 8:30-9 p.m.
Arthur Godfrey and His Friends, CBS Television, Wed., 8-9 p.m.
Arthur Godfrey Time, CBS Radio, Mon.-Fri., 10-11:30 a.m.
Arthur Godfrey Time, CBS Television, Mon.-Thurs., 10-11 a.m.

IN HER long and distinguished career Helen Hayes has mastered many difficult roles, but surely none of them imposed a more severe demand upon her dramatic resources than that of mistress of ceremonies on *Arthur Godfrey and His Friends* last Wednesday evening.

It fell to Miss Hayes to announce that Mr. Godfrey would return to the program the following week. In prefacing the momentous news, Miss Hayes confessed she counted it an honor and privilege to have been chosen to deliver it. She spoke the words "Arthur Godfrey will be back" with such reverence that it was possible to believe she had momentarily confused the incident with the Second Coming.

Indeed if Miss Hayes *were* so confused she must be regarded as only one of many. The deification of Arthur Godfrey has been in progress for some time, but his triumph over illness and the opportunities it made for the CBS publicity factory have rendered it complete. It is only a matter of time until the second syllable of Godfrey will be forgotten.

It is questionable that a mortal performer would be accorded the special facilities that have been erected to transport Mr. Godfrey's voice and image from his Loudon County farm during his convalescence. A 144-foot transmitter tower was constructed on his property to beam microwaves to the nearest permanent TV installation. Two video circuits, going and coming, will be used so that Mr. Godfrey in Virginia and his cast in New York may appear together in the home picture. Three audio lines have been installed, two of them to provide back-and-forth sound for TV and radio and the third for inter-communication in the production staff.

Six-Figure Cost

No reliable estimates of the cost of these electronic exertions are available, but it must run into the higher range of six figures.

Obviously it is worth it to CBS, both radio and television. In his undeniably exalted state, Mr. Godfrey is beyond the limits of normal criticism, and this column has no intention of assessing him in terms applied to others who work for a living on the air. It is enough to say that whatever he has, a lot of millions like it. Indeed the popular attitude exceeds liking. Miss Hayes projected it last Wednesday; it is worship uncorroded by doubt.

The devout may attend services tonight (Monday) when Mr. Godfrey returns to his *Talent Scouts* simulcast (8:30-9 p.m.) and Wednesday when he will be back on *Arthur Godfrey and His Friends* (8-9 p.m). Next Monday he will resume his morning strip (CBS Radio, Mon.-Fri., 10-11:30 a.m. and CBS-TV Mon.-Thurs., 10-11 a.m.).

* * *

BOOKS

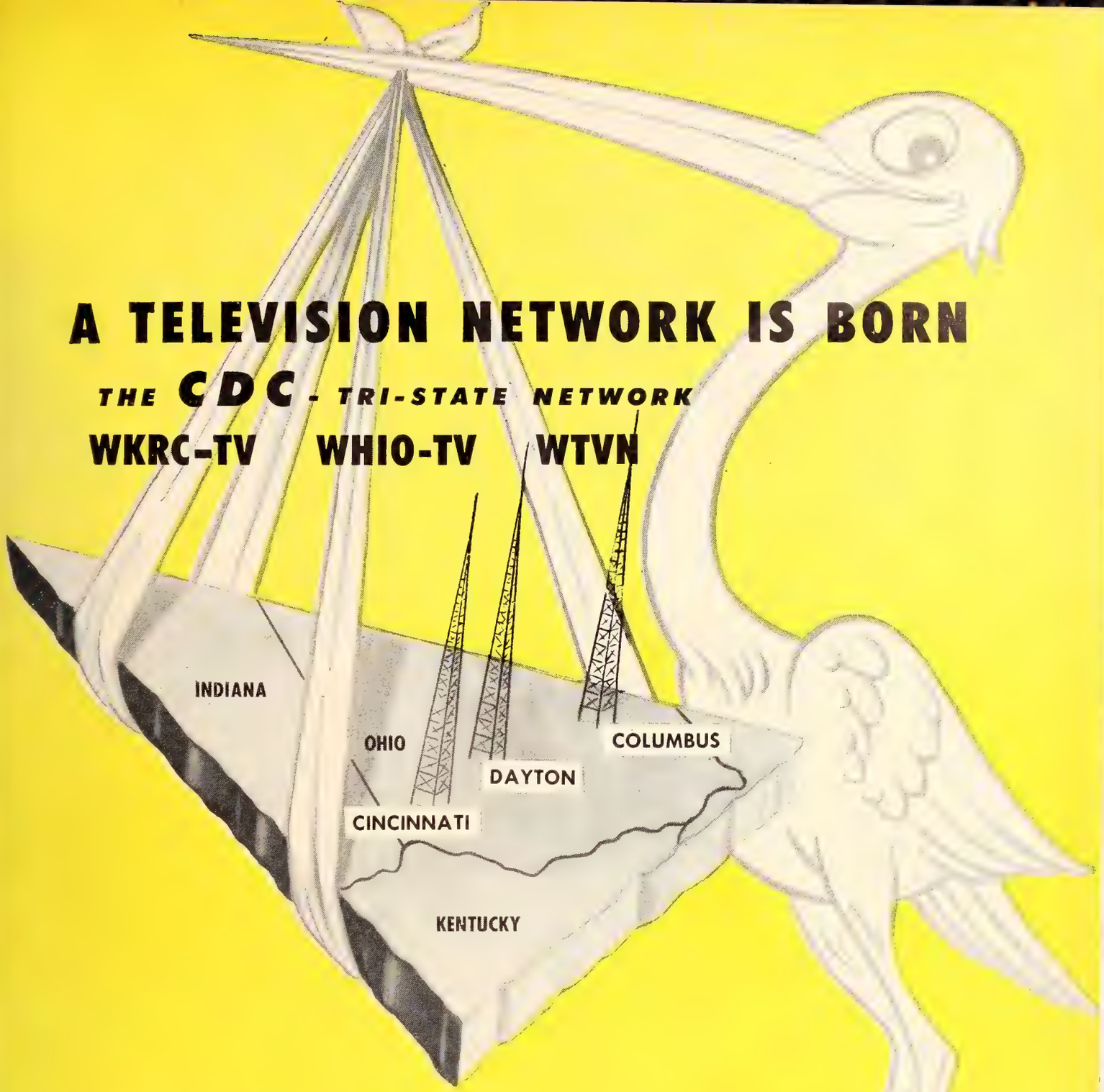
PRINCIPLES & PRACTICES OF TELECASTING OPERATIONS, by Harold E. Ennes. Howard W. Sams & Co. Inc., 2201 E. 46th St., Indianapolis 5, Ind. 600 pp. Publication date set Oct. 1.

NOT yet published, this book, its publishers say, will cover all phases of telecasting operations from network and remote links through the monitors, cameras, control rooms, studio transmitters and production planning. It will contain 12 chapters, an appendix on FCC rules and regulations and a glossary of program production terms and technical definitions.

A TELEVISION NETWORK IS BORN

THE CDC - TRI-STATE NETWORK

WKRC-TV WHIO-TV WTVN



Now at one *low* cost the CDC offers advertisers concentrated coverage of three major Southern Ohio markets, Cincinnati, Columbus and Dayton, plus Northern Kentucky and Southern Indiana.

For more detailed information, call or write Don Chapin, Co-ordinating Director, 800 Broadway, GArfield 1331, Cincinnati 2, Ohio.

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WKRC-TV • CBS
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WHIO-TV • CBS • ABC • DUMONT
George P. Hollingbery Company

COLUMBUS
WTVN • ABC • DUMONT
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WOW!

5 FULL HOURS EVERY WEEK!

THE HOTTEST STATION DEAL THAT EVER HIT RADIO!

12 one-minute spots plus 3 chain-breaks every hour. . . 75 per week! National advertisers . . . regional advertisers . . . local advertisers . . . all rarin' to participate. We know because we've SOLD them!

Schedule it daily 5 hours a week or as 4 separate quarter-hours a day! Whether you sell spots, participations, quarter-hour sponsors, half-hour or full-hour sponsorship . . . "The Hour of Stars" will bring your station plenty of extra profits!

Never before such an opportunity to offer the glamour of big-name stars . . . the response of a big listening audience . . . the prestige of a big-time show! Tony Martin, Ginger Rogers, Dick Powell and Peggy Lee make a dazzling combination that will have the whole town listening, applauding and buying!

WILL IT MAKE MONEY FOR *YOU* OR YOUR COMPETITION?



...ow... The LOWEST Price... in History!



...OUR of ...TARS"

...ORCHESTRAS AND SINGING STARS!

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

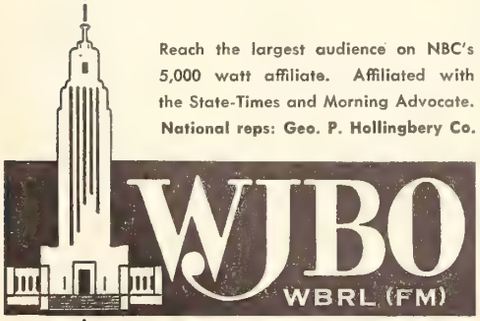
WJBO

Advertisers

Had a

Big Part

. . . of $569,005,000 in retail sales last year in WJBO's coverage area. (Sales estimate from Sales Management's 1953 Survey of Buying Power.)



Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

. . . that's what you like about the South

One Out of Seven

EDITOR:

It may please you to know that your response to our recent request of tearsheets on SAG-AFTRA agreements puts the readers service department of B•T in a good light in relation to the other trade books.

Out of the seven books queried on the same subject, B•T was the only one to turn up with anything at all. . . .

Carl E. Behr, Business Mgr.
Radio-TV Dept.
Needham, Louis & Brorby Inc.
Chicago

Targets and Telestatus

EDITOR:

Each week B•T gets a full and thorough reading on my part so that I can keep up to date on all that's happening in the television field. I must commend you on your excellent coverage.

There is one suggestion that, if accepted, would make your magazine even more helpful to me. Is it possible to print the "Telestatus" and the "New Grantees Commencement Target Dates" in such a way that they can easily be clipped and saved for reference. Now it is printed back-to-back or spread over several pages, making things very difficult.

David Abbott
MCA-TV Ltd.
Boston

[EDITOR'S NOTE: Production intricacies make it difficult to oblige Mr. Abbott, but if a number of readers enter similar requests, an effort will be made to accomodate them.]

Roanoke Revisited

EDITOR:

Would it be possible for us to obtain from you about 50 reprints of the "What Happened in Roanoke?" story featured in this week's [July 13] BROADCASTING • TELECASTING?

My compliments to J. Frank Beatty for a very fair and wholesome report on the situation that I am certain is extremely important to our industry. In my opinion [he] did an excellent job.

Frank E. Koehler
General Manager
WROV Roanoke, Va.

EDITOR:

. . . Still don't see how you can do so authoritative a piece so swiftly. It's remarkable.

Shields Johnson
General Manager
Times-World Corp.
Roanoke, Va.

EDITOR:

I have read with great interest "What Happened in Roanoke?" in the current issue [July 13] of B•T. It was all very enlightening and I hasten to emphasize that I am no authority on the merits of uhf versus vhf. However, both within the article and on your editorial page it is questioned as to whether "uhf is going to follow the pattern of FM."

I am not familiar with the financial details of any significant number of FM stations, but I am intimately familiar with the operation of one FM station; namely, WEAW. We do not normally publicize the financial details of our operation, but perhaps it would serve some useful purpose to advise you that WEAW (yes, FM) is currently billing in excess of $15,000 per month, and you certainly realize that you can run a radio station successfully on that gross.

Both local and national business are at an all-time high . . .

Our FM operation has financially made it possible for us to go into AM [B•T, July 13].

Our AM program service will not duplicate that of the FM; however, contrary to the general practice, we will *give* our FM advertisers free spots on the AM . . .

Edward A. Wheeler, President
WEAW-AM-FM Evanston, Ill.

Far-Flung Correspondent

EDITOR:

It seems that our current subscription got started with the next issue after you published "ABC of Radio and Television" [March 30].

Since it seems to be valuable could you send us two or three copies to put in the library for our radio students.

V. Alex Bills, Field Director
Christian Radio Mission
Osaka, Japan

International Amity

EDITOR:

. . . . The article on "Television in Mexico" [B•T, June 15] . . . is extremely interesting and informative and is a credit to the research workers and writers who prepared it. I know that our press and radio offices will find it invaluable as a source of authoritative information. . . .

Alberto Lleras
Secretary General
Pan American Union
Washington, D. C.

Live or Film

EDITOR:

In your OPEN MIKE of June 22, Mr. H. B. Mouatt of WHEC Rochester, N. Y., expressed his belief that television should have many more live shows than it is presently using since there is a vital sense of participation, in comparison with which recorded material is dull, flat, and lifeless, regardless of its degree of technical excellence. (*I Love Lucy?*) He also states that with the use of recorded material, the television industry forfeits all claim to creative effort and becomes merely a transmission medium.

Without writing a discourse along those lines, I just wish to state the following. Just as there are many wonderful live shows on TV today, by the same token there are many more in comparison with which a grade D movie would be excellent. On the other hand the same holds true for some filmed shows.

Amongst the beauties of shows especially made for TV is that it *is* creative what with the various producers vying to excell one another to produce the best possible shows and at the same time competing most successfully in many cases with opposing live shows. This stimulates creativeness rather than retarding creative art.

Be it live or on film especially made for TV, the public will view those shows that prove to be most interesting, entertaining as well as informative.

Warren Gliner, Acct. Exec.
Consolidated Television Sales
Columbus, Ohio

THE KELO RADIO antenna moves up on the KELO TV TOWER



MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS
SOUTH DAKOTA

for greater than ever coverage of the

MIGHTY SIOUX EMPIRE

500 ft. Plus 5,000 Watts = Increased Coverage

FIRST WITH THE BEST IN THE UPPER MIDWEST

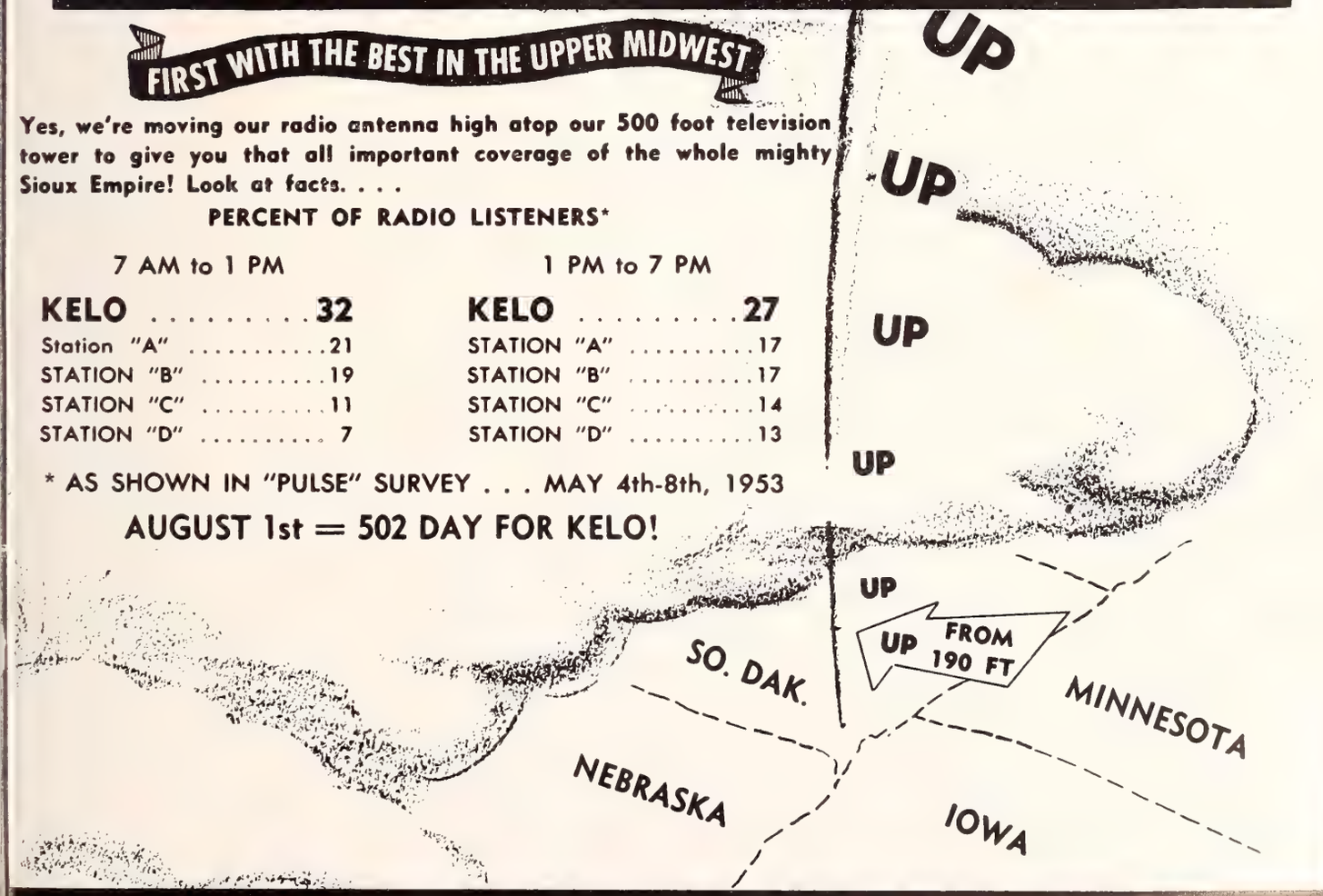
Yes, we're moving our radio antenna high atop our 500 foot television tower to give you that all important coverage of the whole mighty Sioux Empire! Look at facts. . . .

PERCENT OF RADIO LISTENERS*

7 AM to 1 PM		1 PM to 7 PM	
KELO	**32**	**KELO**	**27**
Station "A"	21	STATION "A"	17
STATION "B"	19	STATION "B"	17
STATION "C"	11	STATION "C"	14
STATION "D"	7	STATION "D"	13

* AS SHOWN IN "PULSE" SURVEY . . . MAY 4th-8th, 1953

AUGUST 1st = 502 DAY FOR KELO!



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ON AIR —through Post-freeze

POST-FREEZE STATIONS "ON-AIR" (WITH RCA TRANSMITTERS) 6/20

KBTV (VHF) Denver, Colorado					KCSJ-TV (VHF) Pueblo, Colorado	KGMB-TV (VHF) Honolulu, T. H.	WLBC-TV (UHF) Muncie, Indiana
WKNB-TV (UHF) New Britain, Conn.	WLEV-TV (UHF) Bethlehem, Pennsylvania	WCOS-TV (UHF) Columbia, South Carolina	WDAY-TV (VHF) Fargo, North Dakota	WFTV (UHF) Duluth, Minnesota	WFPG-TV (UHF) Atlantic City, New Jersey	KTBC-TV (VHF) Austin, Texas	WTVE (UHF) Elmira, New York
WCOV-TV (UHF) Montgomery, Alabama	KROC (UHF) Rochester, Minnesota	WSBA-TV (UHF) York, Pennsylvania	KTVH (VHF) Hutchinson, Kansas	WKNX-TV (UHF) Saginaw, Michigan	WBRE-TV (UHF) Wilkes Barre, Pennsylvania	WKBN-TV (UHF) Youngstown, Ohio	WSBT-TV (UHF) South Bend, Indiana



KSWO-TV (VHF) Lawton, Oklahoma

WFMJ-TV (UHF) Youngstown, Ohio

WROV-TV (UHF) Roanoke, Virginia

KCTY (UHF) Kansas City, Missouri

WAKR-TV (UHF) Akron, Ohio

WTPA (UHF) Harrisburg, Pennsylvania

KFEL-TV (VHF) Denver, Colorado

KPTV (UHF) Portland, Oregon

RCA Deliveries!

IN A CONCERTED EFFORT to meet the demands of "Post-Freeze" Television, RCA is *PRODUCING* and *DELIVERING* TV Station Equipment at an unprecedented schedule.

RCA's long-range planning—and ability to produce UHF and VHF transmitters and high-power amplifiers—is putting TV Stations "on-air" at rates unequalled in Television history.

These are some of the factors that combine to make this production record . . . and assure Y O U earliest transmitter delivery possible.

RCA Engineering and Planning is capable of anticipating station equipment requirements years ahead (take UHF development, for instance). RCA Production Engineering plans facilities and meets TV Station needs . . . WAY IN ADVANCE.

RCA's Production "know-how" is based on more than 20 years of pioneering in TV transmitter design, construction, and operation. (RCA engineers designed and produced the world's first commercial VHF transmitter—the world's first commercial UHF transmitter—and the world's first commercial VHF high-power TV amplifier!)

Make sure you get your TV transmitter promptly. Go RCA! Order through your RCA Broadcast Sales Representative.

WSLS-TV (VHF) Roanoke, Virginia

KROD-TV (VHF) El Paso, Texas

WBAY-TV (VHF) Green Bay, Wisconsin

KGNC-TV (VHF) Amarillo, Texas

KTTS-TV (VHF) Springfield, Missouri

WHP-TV (UHF) Harrisburg, Pennsylvania

WAFB-TV (UHF) Baton Rouge, Louisiana

KFOR-TV (VHF) Lincoln, Nebraska

KXLY-TV (VFH) Spokane, Washington

KELO-TV (VHF) Sioux Falls, South Dakota

WFAM-TV (UHF) Lafayette, Indiana

KCBD-TV (VHF) Lubbock, Texas

WHIZ-TV (UHF) Zanesville, Ohio

WSUN-TV (UHF) St Petersburg, Florida

WBKZ-TV (UHF) Battle Creek, Michigan

KMJ-TV (UHF) Fresno, California

KTSM-TV (VHF) El Paso, Texas

WTVO (UHF) Rockford, Illinois

WFTL-TV (UHF) Ft. Lauderdale, Florida

WALA-TV (VHF) Mobile, Alabama

WABI-TV (VHF) Bangor, Maine

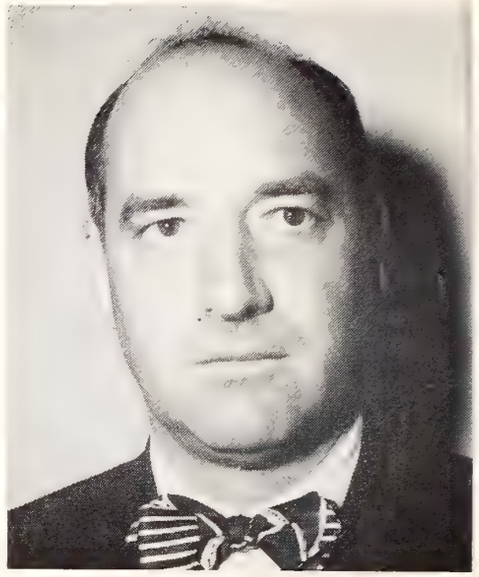
WJTV (UHF) Jackson, Mississippi

KFDX-TV (VHF) Wichita Falls, Texas

WKST-TV (UHF) New Castle, Pennsylvania



FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



Norman Noyes

on all accounts

NORMAN EARL NOYES, Los Angeles manager, The Branham Co. (station representatives), reversed the normal pattern—his interest in radio grew out of his early association with television.

Back in 1937 Los Angeles-born Mr. Noyes majored in pyschology and history at Stanford and U.S.C. and went on to work as a law clerk. Then he decided that law was not for him and left for an eight month stay in London. There he haunted the television demonstrations at Alexandra Palace Exhibition, perhaps recalling the scanning disc TV receiver he and his brother had worked on seven years before.

However, when Mr. Noyes returned from England, economic necessity forced him into radio as supervisor of pages and tour promotion at NBC Hollywood. The local experimental TV station "just wasn't paying any sort of salary," he explains. By 1940, the 29-year-old Mr. Noyes was promoted to NBC Spot Sales.

Came the war, and through the wonders of the Army classification system he found himself back in radio serving with the Armed Forces Radio Service. As S/Sgt. Noyes, he was liaison man between AFRS, the Office of War Information and the networks. Associated with topflight radio personnel, he learned new fields of the medium—programming, traffic, recording and special events.

Transferred to AFRS Hollywood after Germany's surrender, S/Sgt. Noyes, who had meantime married the former Patricia Marks, became Civilian Noyes in 1946, whereupon he returned to NBC networks sales.

Shortly thereafter he entered the station representation field with Avery-Knodel Inc.'s Los Angeles office and later joined the Los Angeles branch of Bolling Co. In 1951, The Branham Co., looking for a manager for its planned Los Angeles office, which was to handle the southern California and Arizona area, selected Mr. Noyes for the position.

Among Branham clients are KRLD-AM-TV Dallas, KOB-AM-TV Albuquerque, KMO-AM-TV Tacoma-Seattle, WMCT (TV) Memphis and WCPO-AM-TV Cincinnati.

Two additions to the Noyes clan, Catherine, 5, and Nancy, 2, as well as the family's North Hollywood home in Los Angeles' burgeoning San Fernando Valley keep Mr. Noyes fairly busy in his spare time, but occasionally he gets away to the Los Angeles Country Club for what he describes as "mid-80s" golf. He is also active in the Shriners, the Order of Jesters, the Jonathan Club and Sigma Alpha Epsilon fraternity.

Smullin TV Stations

. . . Cover Northwestern California—Southern Oregon. Let Blair-TV tell you how one billing reaches two growing markets ($322,125,000 Retail Sales).

KIEM-TV
Channel 3, 14,600 watts ERP
Eureka, California
3069 feet above sea level
1673 feet above average terrain
3026 feet above Eureka.

KBES-TV
Channel 5, 29,000 watts ERP
Medford, Oregon
2169 feet above sea level
429 feet above average terrain
840 feet above Medford.

MARKET AND SALES DATA *Area within 40 DBU or 100 UV/M (based on FCC Engineering Standards)*

COUNTY	POPULATION	PERSONS PER FAMILY	FAMILIES	RETAIL SALES
Curry	6,400 *	2.89	2,214	$ 6,020,000 *
Jackson	65,200 *	3.05	21,377	83,633,000 *
Josephine	29,200 *	3.06	9,543	39,541,000 *
Klamath (2/3 county)	27,700 *	3.12	8,872	39,640,000 *
Douglas (1/6 county)	10,600 *	3.45	3,057	12,087,000 *
**Del Norte*	13,290	3.	4,430	12,281,000
**Humboldt*	82,750	3.13	26,437	100,623,000
**Trinity*	3,004	2.75	1,092	1,934,000
**Mendocino (1/8 county)*	5,420	3.43	1,600	5,688,000
**Siskiyou (8/15 county)*	16,984	3.06	5,536	20,678,000
Total	**260,548**		**84,164**	**$322,125,000**

**Sales Management Survey, May, 1953* ***1953 California State Roster* ****Consumer Markets' 52-53 Edition*

HOW YOU CAN USE YOUR SALES AND ADVERTISING DOLLAR TO SELL YOUR PRODUCT IN THE "SMULLIN TV STATIONS" AREA

★ ONE HALF PAGE, ONE TIME ONLY, IN THE 22 WEEKLY NEWSPAPERS PUBLISHED WITHIN THE "SMULLIN TV STATIONS" AREA. . . **$926.20**

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★ ONE CLASS B HALF HOUR PROGRAM ON THE 13 RADIO STATIONS OPERATING WITHIN THE "SMULLIN TV STATIONS" AREA . . . **$268.30**

ONE CLASS B HALF HOUR PROGRAM ON "SMULLIN TV STATIONS". . . $130.00

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Phone Hillside 3-1621 TWX 16

General Manager: **Wm. B. Smullin**

National Representative: **Blair TV, Inc., New York 17, Chrysler Bldg., 150 E 43rd St., Murray Hill 2-5644**
Chicago 11—*520 N. Michigan Ave., Su 7-5580* • **Los Angeles 28**—*6331 Holywood Blvd., Granite 6103* • **San Francisco**—*3010 Russ Bldg., Yukon 2-7068* • **Detroit 26**—*1115 Book Bldg., Woodward 5-3230* • **St. Louis 1**—*434 Paul Brown Bldg., Chestnut 5688* • **Dallas**—*Rio Grande National Bldg., Riverside 4228*

Affiliated with CBS Television

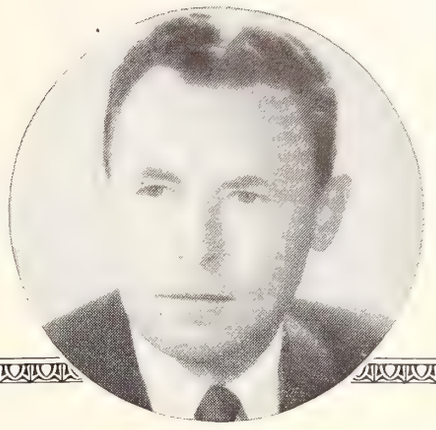
The Basic Benefits

Select these Stations for SPOT RADIO

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

of SPOT RADIO

3 "Choice of Time– Your Own Choice!"



by HAL HOAG
V. P. and Western Manager

If you believe that skillful *timing* has anything to do with the success of advertising, you automatically believe in Spot Radio.

National Spot can beat the clock *and the calendar* every day of the year. It defeats the nation's four time zones. It enables you to reach your best prospects at the best time prior to their average time-of-buying *for your product,* whether that time is seasonal, weekly or daily. With Spot Radio you can also air your programs or announcements at periods of highest listenership — which may vary all over the clock in different cities and even on different stations in the same city. . .

Choice of Time is only one of seven basic advantages of Spot Radio. Perhaps it's time right now for you to consider some Spot on the top stations listed at the left.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING



FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

KMAC reaches all of the people some of the time—

NOT some of the people part of the time!

1ST IN

PUBLIC SERVICE
NEWS SPORTS
MYSTERIES
KID SHOWS DRAMA
HILLBILLY, POPULAR, RACE & OPERA MUSIC
RELIGIOUS — AND MANY OTHERS

More people listen to KMAC because KMAC serves more people

REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC 26 YEARS OF SERVICE

MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

our respects

to ALICE LOUISE SHEIN



BACK in 1936 the money ran out. A heart-broken co-ed at West Virginia U., who for years had nursed along the dream of a legal career, put her books on the shelf and went job-hunting in Columbus, Ohio.

The disappointed Portia was Alice Shein, who recently became a national industry figure as the first woman to head a state broadcasters association.

Miss Shein's Columbus job-searching ended in Bullock's ready-to-wear store. One day the manager decided he wanted a woman's voice for a radio program—a voice "without drahmah or syrup." He took Miss Shein to the WHKC studios and she started doing spots and programs.

This went on for a year—until a major fire completely destroyed Bullock's store. With a long rebuilding process in the offing, Miss Shein went back to the old home town—Williamson, W. Va.—for a visit. Hearing that somebody was going to build a radio station in Williamson, she wandered downtown and asked the owner for a job.

A few weeks later—April 19, 1939—WBTH took the air and Miss Shein was a charter member of the staff. Then came the war, and with it the manpower problem that haunted all stations. Miss Shein's recollection of those wartime days runs like this:

"Every time we couldn't replace someone in a hurry, I got a promotion. There was no question of not taking it. You accepted the job or you weren't working here. Early 1942 found me managing the place. It's a good thing I knew Williamson because I surely didn't know radio."

There's considerable evidence to dispute Miss Shein's claims to radio ignorance. As to her business acumen, she showed signs of management possibilities in 1944 when WBTH was sold. Introduced to the new owner, she suggested he offer the station to her if he ever had a notion to sell.

The notion developed in 1948. Miss Shein was interested—and how! After carefully analyzing her investment portfolio, consulting her bank and foraging into far corners of her purse, she came up with 25% of the price. Fortunately she had friends in Williamson, and they came through by taking up the remaining 75%.

In due course the FCC lent its approval and Alice Shein found herself in charge of the city's radio station. A realist, she refers to WBTH as "a small-town station." And with self-effacing frankness, she insists she substitutes "devotion to occupation for missing talent."

With that introduction, her concept of radio philosophy proceeds in this way: "There is absolutely no outlet like small-town radio for those who find that their skill lies wholly in a sincere regard for the public interest, convenience and necessity. It's always a source of new pleasure to find that commercial return seems to grow in direct proportion to a station's sense of community responsibility and civic welfare. That's Radio, children, and I love it."

Miss Shein has decided views on the role of state associations in the broadcasting industry. She expresses them in this manner: "I consider a state organization the fundamental and most effective one for broadcasters. It encourages widespread active participation; acts quickly and effectively on the local level; consolidates attitudes; gives substance to the industry; provides for the exchange of ideas that work at home; promotes friendship and respect for broadcasters and broadcasting."

When the West Virginia Broadcasters Assn. delegates assembled last April 13, divergent views quickly developed on many topics. On one point there was unanimity—the choice for a president.

Alice Shein had served the association four years as secretary. She had taken the job seriously and had devoted time and energy to promotion of the project. Her views on the group's activity show how far her loyalty goes:

"Early in the association's history I became an ardent meeting-goer because the able and experienced ones knew the things I positively had to learn. And I'm still asking questions. Naturally, I was always enthused about an organization that was doing my job for me, and gradually equipping me to do it.

The intricacies of running an association are holding Miss Shein's close attention as she gathers experience. "Our association has some real problems," she says. "What one doesn't? Get two people together and you have three opinions. But when the rest of the officers, the board of directors, and the members get through working this year, it will have been a good one. Our past presidents have set a pace that doesn't allow us to relax."

Miss Shein's public service concept gets down to the basics of broadcasting. "A good day," she says, "is one when we provide baby sitters for voting mothers, find a doctor for someone, call the Red Cross, Fire Dept. and life-saving crew."

Very much an alert executive with an appreciation of a balanced station budget as a means of providing better service to Williamson and the surrounding area, Miss Shein adds this significant observation:

"The rest is just routine."

She is active, of course, in community activities. Her organization connections include Chamber of Commerce (only woman member); Williamson Woman's Club; Red Cross and Salvation Army boards; Big Sandy Valley Assn. (only woman director); Sigma Delta Tau (social) and Delta Phi Alpha (honorary). Her hobbies include "dancing, eating and swimming—in that order."



Speaking of power...

Paul Bunyan always delivered an oration on the occasion of a great undertaking. When he dug Lake Michigan his message was so monumental, scholars say, that nine days and eight nights were required for its presentation.

Far more effective today than such monumental oratory are a few well-chosen words on your behalf by WCCO Radio, the Northwest's 50,000-watt giant. Because WCCO's powerful voice reaches clearly into 109 primary counties in four Northwest states and commands a larger weekly audience in 82 of these 109 counties than any of the more than 200 other stations heard throughout this mammoth area.* (In the Minneapolis-St. Paul area, WCCO Radio speaks *so persuasively* that it wins *more than five times as many* quarter-hour firsts as all other radio stations combined!*)

If you've got a sales message for the vast Northwest, you *need* powerful WCCO Radio to speak for you. We'd like to.

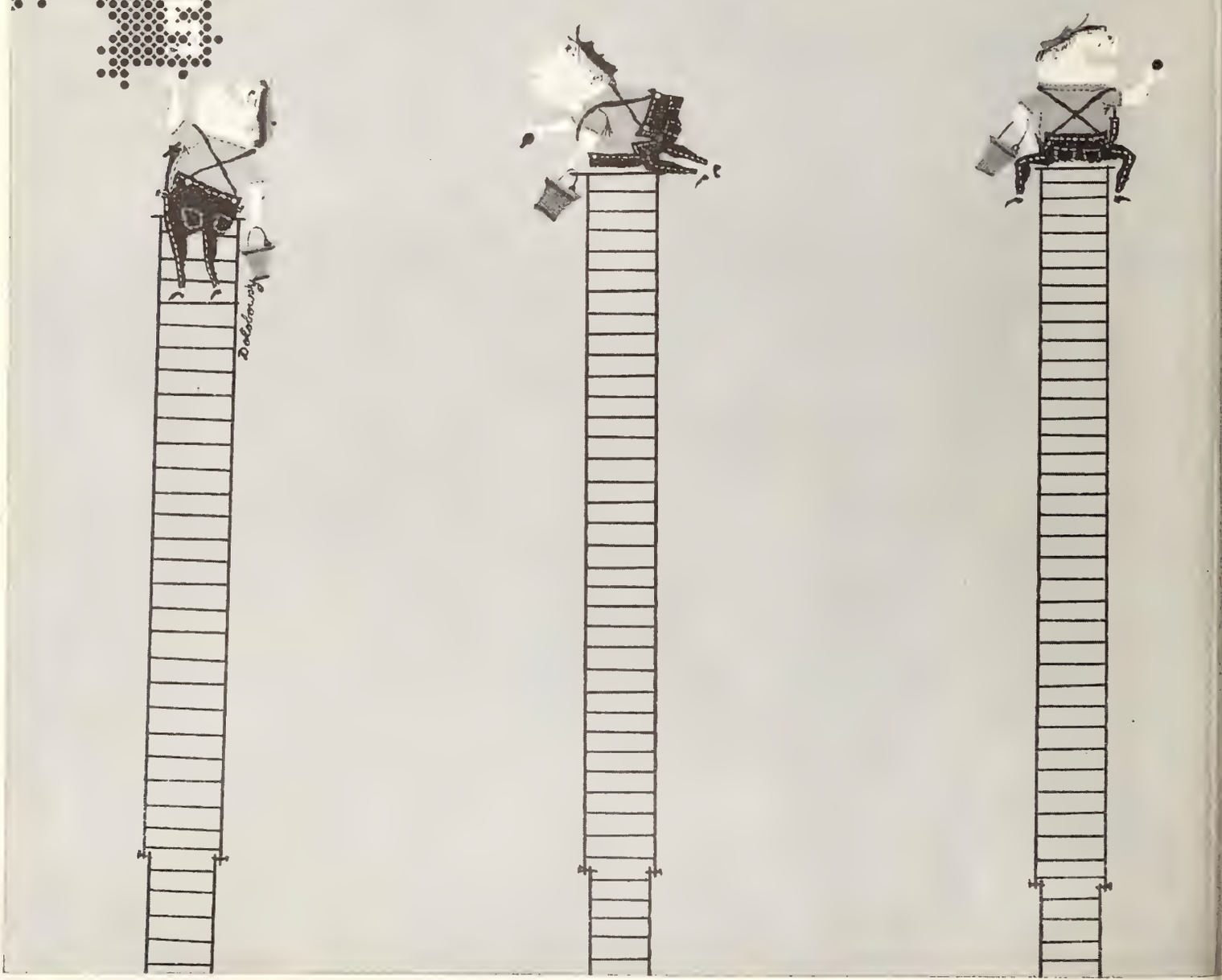
*Standard Audit and Measurement Services, 1952.*Pulse: May-June, 1953

Minneapolis-St. Paul **WCCO RADIO**

Represented by CBS Radio Spot Sales

NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE



NO. 1 NETWORK

4

More advertisers use NBC than any other network

A television network's severest critic is the advertiser. His opinion is very simply expressed by his presence or his absence.

NBC is the advertiser's favorite night and day. Here's how the nation's 178 network advertisers show their preference:

	NBC	NETWORK #2	NETWORK #3	NETWORK #4
NO. DAYTIME ADVERTISERS	58	38	12	6
NO. NIGHTTIME ADVERTISERS	48	43	22	18
TOTAL ADVERTISERS*	96	73	32	24

Of NBC's 96 advertisers, two-thirds use NBC exclusively.
Moreover, of the 30 *new* advertisers who entered television the first four months of 1953, 17 chose NBC—more new advertisers than used all other networks combined.

Such a vote of confidence by the nation's television network advertisers is another reason why **NBC is America's No. 1 Network.**

Soon . . . further proof.

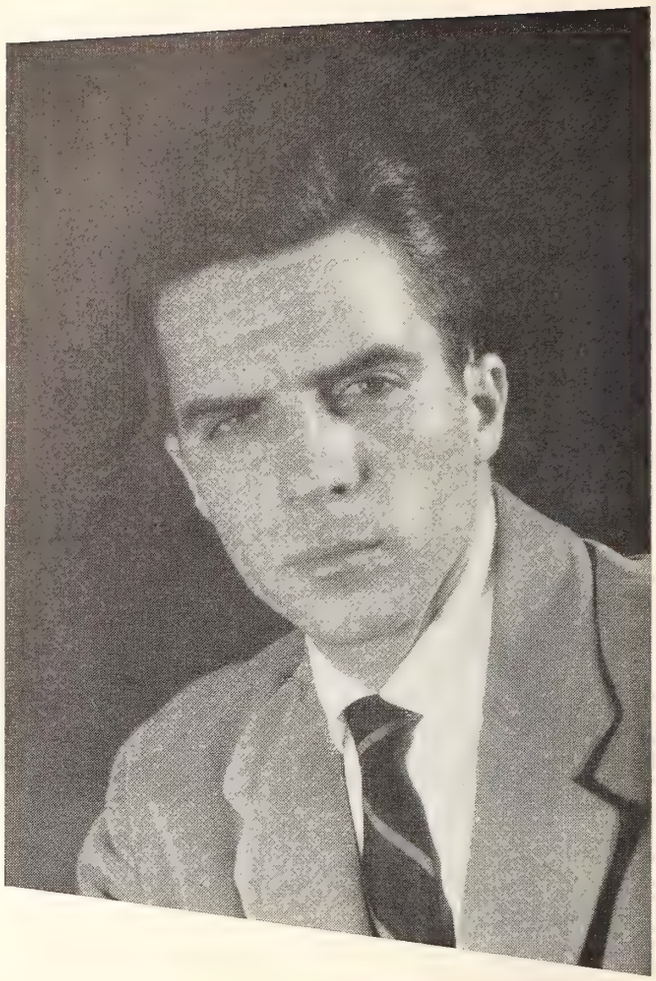
NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *P. I. B. January-April, 1953*
**Totals reflect the use of both daytime and nighttime by some advertisers*

Another Reason Why WPTF is North Carolina's Number One Salesman



HE'S GOT A MILLION COUNTRY COUSINS

"Nothin' could be finer than to be in Carolina" . . . . . on Saturday night . . . . . especially when WORTH WHITE stuffs nickels in his "HILLBILLY JUKEBOX". Country-style music the coin machines are playing get a quick intro and a fast spin from this folksy authority on cross-roads rhythm. WORTH WHITE adds the real hoe-down touch to the team which makes WPTF the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

July 27, 1953 Vol. 45, No. 4

POLITZ STUDY AFFIRMS PENETRATION OF RADIO

Radio's strong hold on people is factually pointed up in this thorough survey, commissioned for the industry by stations represented by Henry I. Christal Co. The report goes deeper than a straight statistical report on the number of listener homes. It tells the 'who,' 'where,' 'how' and 'why' of the audience.

THE PERVASIVENESS of radio and people's reliance upon it, making it "an indispensable medium," are spelled out in a report being released this week detailing findings of a survey commissioned for the industry by the 11 radio stations represented by Henry I. Christal Co.

Conducted for the Christal stations by Alfred Politz Research Inc., made in TV markets exclusively, and designed as a project "to measure the radio medium in a new and significant dimension," the study concentrated on "people" rather than "homes," and undertook to find the "who," "where," "how," and "why" of radio listening "as well as the sheer number of radio listeners."

Radio's Place

The report, a preliminary account titled "Radio's Place in the Daily Life of the American People," makes the following "general findings" backed up by statistics:

Radio emerges in this study as an indispensable medium—important to advertisers because it is important to people.

In television areas of the United States, virtually all of the people use radio. On the average day, two out of three adults in these areas listen to radio. During the average week, almost nine out of ten people in the adult population are included in radio's audience.

Radio is a universal medium. Its appeal cuts across all economic and educational levels. It has unmatched ability to penetrate—to reach people wherever they are.

It operates indoors and outdoors, as a constant companion to the people.

It operates, without ever stopping, for a changing dynamic audience.

It commands a universal audience—by size, geography, income, education, age, sex—which devotes a huge amount of its time to listening to the radio.

The People Insist

The people accept radio. More than that, they insist on having it.

The majority of people depend on radio as a source of contact with the outside world. In time of emergency they turn to it for information.

People primarily are favorable toward radio and rely on it for entertainment, relaxation, information—and most of all, perhaps, because they enjoy it.

People like radio because they can use it while they are doing other things. They consider it a full time servant, not a part time or spare time activity. They realize that it fits into the family's living—working—playing pattern. They approve of its unique ability to adapt itself to other activities of its listeners. This, in the minds of the people, is radio's greatest distinguishing characteristic and its greatest distinctive advantage to them.

The way most people feel about radio—its impact on them—cannot be described in a single statistic. Their dependence on the medium, as a conclusion of this study, is not based on any individual figure. But all of the figures together point unmistakably in this direction.

The survey was based on 4,985 personal interviews, using a probability sample representing the 61,600,000 people, 15 years old and over, who live in TV areas. This, it was noted, is 57% of the total adult population of the U. S. Within the survey area, 72% have TV sets. They also have radio sets. The survey showed that of the total adult population in TV areas, 58,200,000, or 95%, have one or more home radios in working order; 32% have two sets; 23% have three to seven. Also, 31,800,000 or 52% have one or more radio-equipped automobiles.

Home set ownership was found to be highest in the upper economic level (99%); even in the lowest groups it was 90%. Among people with college education, 98% have radios; among people who did not complete grade school, 85%.

These home sets are kept all over the house. One out of three is usually in the living room; 31% in the bedroom; 23% in the kitchen; the rest in various other places. Three out of four home sets are table models (64%) or portables (12%).

Says the report:

"These figures are impressive. They are radio's basic statistics, important to any description of the medium's size and scope. But constant repetition has served, to a degree, to dull their real significance. They are necessary, and incorporated in this report, primarily to provide a frame of reference for its major objective: To describe the sources of radio's great vitality."

The report turned then to radio's adaptability and availability, and people's listening habits.

Radio listening in TV areas, the report

THE AUDIENCE IN MOTION: Where People Listen—At Home

PEOPLE WHO LISTEN ON AN AVERAGE DAY	KITCHEN	LIVING ROOM	BEDROOM	DINING ROOM	OTHER PLACES AT HOME
Between Waking and Breakfast	57%	16%	35%	4%	6%
During Breakfast	81%	6%	2%	7%	2%
Between Breakfast and Lunch	41%	35%	17%	10%	8%
During Lunch	61%	9%	3%	8%	5%
Between Lunch and Supper	32%	39%	15%	9%	8%
During Supper	65%	11%	2%	19%	2%
Between Supper and Going to Bed	18%	56%	22%	5%	6%

said, was found to be "not just casual listening": "The 40,900,000 in radio's daily audience listen for approximately 115,000,000 hours a day. The average individual in radio's daily audience listens for just under three hours: About 172 minutes."

Radio can occupy much of a person's time because it has little tendency to clash with people's schedules, the report continued. This ability to do other things while listening was reported by 15,800,000 persons (26%) to be radio's greatest advantage; for 2,200,000 (4%) it is the principal reason they have radio; for 4,400,000 (7%) it is what they like most about radio.

What "other things" do people do while listening? Some of the findings (and these figures do not include people who are doing nothing but listening): 13,000,000 adults in TV areas listen before breakfast, while they shave, cook, etc.; 17,200,000 listen while they eat breakfast; 12,600,000 listen between breakfast and lunch, while they're doing housework, driving, etc,; and 10,200,000 listen between lunch and dinner while they're occupied with similar chores; 9,000,000 listen while they eat lunch; 10,500,000 while they eat dinner. Between then and bedtime, the number of listeners who are also doing other things drops to 6,500,000—but during this period 11,100,000 others are doing nothing but listening.

'For Leisure and Work'

"These statistics expose and describe radio's impressive ability to inform and entertain at times when people *must* be busy on other activities," the report asserted. "Radio is a medium for leisure and also a medium for work. The almost universal set ownership and listening to radio is partly the result of this unobtrusive yet penetrating power of the medium."

The flexibility and availability of radio, enabling the medium to reach 65% of the adult population in a single average day, are pictured statistically in tables on this and preceding page. They show where in-home listening occurs and where out-of-home listening is done.

"Radio's out-of-home audience is large enough and important enough to constitute a major advertising medium," the report observed. "But advertisers have never known the true values of this audience. The exclusion of the audience from the regular ratings has reduced out-of-home listening to a less important position than it should have in evaluating the medium. As these data show, in the single time segment between breakfast and lunch, 26% of the listeners—almost 4,000,000 people—are in radio's uncounted audience outside the home."

The survey demonstrated that "radio listening goes on all day." Said the report:

"It isn't necessary, for radio to acquire its huge audience, for any particular radio set to be in use at any particular time. Radio works because it is available and convenient wherever people are and whenever they want to listen.

"In television areas, 29% of all adults start the day in radio's audience before breakfast. As the day goes on, some drop out and are replaced by others. Some who were listening, and dropped out of the audience, resume their listening after a short or long lapse of time and, often as not in a different place.

Changes and Accumulates

"All day long the audience changes. But all day long it also accumulates until by the time people go to bed, radio has reached no less than 65 out of every 100 people in television areas. By the end of the seven days, it has reached 88 out of every 100."

The survey's findings on this score were summarized in the following table:

	All People	Approximate listening time *(average number of minutes per listener)
Between Waking & Breakfast	29%	36
During Breakfast	28%	27
Between Breakfast & Lunch	27%	97
During Lunch	15%	32
Between Lunch & Supper	25%	107
During Supper	17%	37
Between Supper & Going to Bed	29%	104

* Listening time was self-appraised by the listener and so is liable to subjective error.

But, the report added, "more important than the size of these figures is the composite picture of how radio has listeners, how its audience accumulates throughout the day; who listens to radio and why they listen."

Reasons Vary

The reasons for which people listen were shown to vary. "People rely on radio, in the broadest terms, for two things: Entertainment and information. As an answer to why they have radio, 70% gave reasons referring to the medium's entertainment value . . . 66% [gave] reasons referring to information features." In the early part of the day, men were found to be more interested in getting information; women, entertainment programs. Overall, more men than women "like most" the sports content of radio (13% vs. 2%) but more women than men mentioned stories, plays and similar programs (9% vs. 16%). Musical programs were named as "liked most" by 45% of the women and 38% of the men.

As further evidence that people like radio—70% named advantages they feel it possesses. While more than 70% could not or did not name any disadvantages—the survey found that they expect to continue buying sets. Three and a half million people said they plan to buy a home set in the next few months, with two-thirds of these new sets to be additional ones for the home and one-third to be replacements. Of people who said they are actively planning to buy a car, 80% said they want it radio-equipped.

Reasons given for buying new home sets were as follows:

Why do you plan to buy a radio?	People who plan to buy a new home radio during the next few months
One for kitchen, bedroom (other room)	36%
To replace an old set	30%
(Just) need another, want one	10%
Want a clock radio	10%
Want FM radio	5%
Want a portable radio	4%
Starting a new home	2%
For a gift	1%
Other reasons	4%

High Proportion New

The report continued:

"Thus radio builds its availability, and the people their dependence on the medium. In the past four and a half years, the period of television's prodigious growth, people in the areas in which television became available bought 21,000,000 home radios alone (they have in their homes 18,600,000 television sets). As a result, a high proportion of the radios in television areas of the U. S. are new, or almost new."

The age of radio sets was reported thus:

AGE OF HOME RADIOS

How long ago purchased	All home radios
8½ months or less	6%
8½ months to 1½ years	8
1½ years to 2½ years	11
2½ years to 3½ years	10
3½ years to 4½ years	8
4½ years to 6 years	16
6 years to 9 years	9
9 years to 11 years	10
Over 11 years	22
	100%

Only 5% of the people said they regarded a radio set as a requirement of daily living, but 49%, or 30,300,000 adults in TV areas, said they considered radio a "necessity." Indicating their reliance on the medium, 33,800,000, or 55%, said they would turn to radio to verify a rumor of war.

Mobility, Too

Radio is mobile, too. The report showed that 33,500,000 persons, or 54%, had a portable or car radio with them on their last pleasure trip. Even in cars not radio-equipped, 7,700,000 or 26%, took a radio along.

Looking over the survey findings, Alfred Politz, head of the research organization which made the study, said that in his opinion the "most significant point in the overall picture of radio," as developed by this survey, was "radio's ability to 'leak through the crevices of people's daily schedules'."

11 stations underwriting the study, all clients of the Christal company—which represents only radio stations—are WBAL Baltimore, WBEN Buffalo, WGAR Cleveland, WJR Detroit, WTIC Hartford, WDAF Kansas City, KFI Los Angeles, WHAS Louisville, WTMJ Milwaukee, WGY Schenectady and WTAG Worcester.

Spokesmen for the stations emphasized the results of the survey not only are available to all research people—among advertisers, agencies, networks, and stations—but that these people are "invited" to study both the results and also the techniques, operating procedures, design, general philosophy and all other aspects of the survey.

The final report is expected to be ready by early fall.

THE AUDIENCE IN MOTION:

Where People Listen—Outside the Home

PEOPLE WHO LISTEN ON AN AVERAGE DAY	IN CAR, WHILE DRIVING	AT WORK	OTHER PLACES, OUTSIDE HOME
Between Waking and Breakfast	2%	1%	1%
During Breakfast	*	*	1%
Between Breakfast and Lunch	16%	7%	3%
During Lunch	1%	6%	5%
Between Lunch and Supper	15%	7%	4%
During Supper	*	*	1%
Between Supper and Going to Bed	3%	1%	2%

* Less than half of one per cent.

NTSC FILES COLOR BID; NO SWIFT ACTION SEEN

NTSC, with support from Philco, RCA-NBC and CBS, submits its final Tuesday-approved color specifications with its petition to FCC for adoption of its compatible system. Softening of certain FCC criteria is asked by Philco. FCC, although readying for action, lets it be known a decision will not be forthcoming overnight.

FCC begins clearing the decks for action—color television action—this week following a flurry of color activity last week which saw:

1. The all-industry National Television System Committee file a formal petition for the establishment of its compatible color TV standards to supersede the FCC-approved (in 1950) CBS field-sequential color system. NTSC also submitted its final draft of color signal specifications, unanimously approved by its members July 21.

2. Philco submit a formal request for establishment of the NTSC color standards, with a request for waiver of the requirement that a Washington demonstration be held, and also of the criteria that receivers must be easily operated and inexpensive. Previously, RCA-NBC had asked that a Washington demonstration not be required.

3. RCA, virtually on the heels of the NTSC document, file an amendment to its last month's petition [B•T, June 29] substituting the final NTSC standards in place of the previous signal specifications adopted by NTSC last February.

4. CBS announce that it will ask the FCC for experimental authority to telecast network programs in compatible color by mid-September, and that it supports the NTSC petition (see separate story on page 36).

Meeting This Week

Next step at the FCC, according to informed sources, will be an all-day meeting sometime later this week at which the general pattern of the color TV hearings is expected to be thrashed out.

This will be followed, it was understood, by the issuance of a formal Notice of Proposed Rule Making. This will not be issued, according to present speculation, until next week.

The notice is expected to call for comments, with provisions for counter comments following.

Second step then may be demonstrations, to be succeeded by cross-examination, it is believed.

Indications remain constant that the Commission's hearings will be conducted on paper —with demonstrations and cross-examination probably to be conducted aurally [B•T, June 22].

Behind the scenes, the Commission and its staff have been working on various facets of the projected color TV hearings since earlier this year when it became obvious formal requests for compatible color television would be forthcoming.

Although it is apparent the Commission and its staff hope the hearings will be telescoped as much as possible, any idea that they will be short and the decision swift may be discounted. One FCC official put it succinctly when he said: "It has not been the Commission's history to act hastily on matters of such significance."

Aside from scheduling of the color TV hearings design, two policy questions also must be answered by the Commission soon. They concern the requests for waiver on Washington demonstrations, put in by RCA-NBC and Philco, and the request that the Commission waive the strict interpretation of its criteria concerning color receivers' ease of operation and cost, made by Philco.

Asks No Waiver

NTSC made no request for any waiver, and in fact offered to furnish any help it could for "appropriate" demonstrations. It made no reference to apparatus.

RCA-NBC asked that demonstrations take place in New York, in view of the inconvenience and expense of adapting its Washington WNBW (TV) for color transmissions. Philco pointed out it no longer is a telecaster (it recently sold WPTZ (TV) Philadelphia to Westinghouse Radio Stations for $8.5 million) and has no Washington affiliations.

There was hope in some industry quarters that the Commission will agree to a compromise solution to its 1950 requirement that any new color TV system must be demonstrated in Washington. It was noted that the NTSC field tests have used five transmitters in as many cities and have involved receivers made by 12 manufacturers.

Philco based its request for a more liberal construction of the criteria on receiver operations on grounds that presently-known tri-color tubes give a small picture and are complicated and costly to produce.

But, the Philadelphia manufacturer said, this is only an apparatus problem and probably will be licked in "two or three years."

The NTSC petition said it was understood other companies as well as RCA-NBC and itself would file petitions asking adoption of the NTSC standards. A B•T check of leading manufacturers elicited reports that GE, Sylvania and Hazeltine are thinking of submitting formal filings, but, according to spokesmen, have not reached a firm decision.

The NTSC petition, signed by Chairman Dr. W. R. G. Baker, GE, and Vice Chairmen A. V. Loughran, Hazeltine, David B. Smith, Philco, and E. W. Engstrom, RCA, declared that the signal specifications submitted are "broad in scope and afford room for a variety of apparatus design." They also contain "necessary and vital growth potential for the long-range public interest," the petition said.

Began November 1950

NTSC said it began work in November 1950 with the establishment of an *ad hoc* committee to survey the field of colorcasting. This committee reported in April 1951, outlining a broad framework for compatible color TV. Beginning in June 1951, the NTSC brief recounted, the group began holding monthly meetings.

Field testing of various specifications took the time of 106 engineers (18 fellows and 30 senior members of IRE), NTSC said. They put in more than 10,000 engineering man hours in 17 field tests.

"Based on these field tests, Panel 16 [field test color receivers] has concluded that the final technical signal specifications now proposed as standards . . . will provide a satisfactory color television service, comparable in quality of performance from a technical standpoint to that established by the present black and white standards," NTSC said.

NTSC said color transmissions were "suc-

NTSC's Names

MEMBERSHIP of NTSC is replete with names of outstanding electronics and radio-TV engineers. The industry-sponsored group is headed by Dr. W. R. G. Baker, vice president of GE's Electronics Div. Vice Chairmen are A. V. Loughran, Hazeltine research vice president; D. B. Smith, Philco research vice president and E. W. Engstrom, RCA Labs. vice president. Among other members are the following, prominent in broadcasting circles:

Dr. Allen B. DuMont, DuMont Labs; Dr. Peter Goldmark, CBS Labs vice president; Dr. Alfred N. Goldsmith, consultant; Ralph Harmon, Westinghouse Radio Stations engineering manager; Richard Hodgson, Chromatic Television Labs president (half-owned by Paramount Pictures); John V. L. Hogan, Hogan Labs; E. K. Jett, WMAR-TV Baltimore; Frank Marx, ABC engineering vice president; Charles H. Singer, WOR-TV chief engineer; Robert J. Stahl, Color Television Inc. (unsuccessful third applicant for FCC approval in the 1949-50 color hearings), and R. E. Shelby, NBC color TV system development director.

NTSC Details Its Findings After Field Tests

FINDINGS of the NTSC as a result of its field tests earlier this year have established these facts as the basis for its belief it has met the FCC's criteria for a compatible color TV system, the NTSC petition stated. They are:

(a) The proposed standards provide a signal which is capable of (1) operating within a 6 megacycle channel; (2) producing a color picture which has a high quality of color fidelity, adequate apparent definition, good picture texture (not marked by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure), of sufficient brightness so as to permit adequate contrast range, and capable of being viewed under normal home conditions without objectionable flicker.

(b) These proposals accomplish an improvement in the existing standards in that they permit the broadcasting of color and at the same time operate black and white receivers by affording them a high quality black and white picture.

(c) These proposals require no changes in black and white receivers in order to permit them to continue to receive the service for which they were designed.

(d) In the field tests conducted under NTSC auspices transmitters and receivers of a number of manufacturers were successfully demonstrated.

(e) The proposed standards provide a signal which is not unduly susceptible to interference as compared with present black and white service and is capable of transmitting color programs over suitably equalized existing intercity relay systems.

cessfully" sent over both intercity microwave relays and coaxial cables.

A full final report, together with final panel reports—the NTSC was divided into 19 panels —will be furnished the FCC within whatever period is permitted in the Commission's Notice of Rule Making, the NTSC said.

In conclusion, NTSC said: "By the submission of this petition the NTSC signifies its conclusion that the signal specifications which it proposes are now ready for adoption by the Commission as the standards for commercial color television broadcasting, replacing the present color standards."

Philco, in its petition, said it had conducted color TV research for more than a decade and has spent "several million" dollars. "In our opinion," the Philco document said, "a complete and satisfactory solution has been found as a result of the work of the NTSC."

For the first time, it was revealed in the Philco petition that some questions regarding interference to amateurs were raised by the American Radio Relay League. These were "satisfactorily" resolved by a joint NTSC-ARRL group in June 1953, Philco said.

In discussing its position on tri-color tubes, Philco said:

"Philco wishes to emphasize that it is its opinion that difficulties with present receivers are completely independent of the standards proposed and have no bearing on the standards. Moreover, the standards do provide a signal which can be accepted by a receiver apparatus which, except for the display, is simple to operate, is inexpensive and is capable of mass production."

Philco said it would send one of its receivers to the FCC laboratory upon request and asked that its design be kept confidential.

Broadcasters, Philco suggested, should be permitted to transmit color programs "at their option." This recommendation is new.

GE ANNOUNCES COLOR TV PLANS

GE announced last week that its transmitters would take a network color signal and broadcast it for black and white reception with no changes required, and for color reception with "only minor changes."

This was qualified, it was explained, on the premise that the color network signal be of "reasonable quality."

Where the network color signal is not of "reasonable quality," GE said a color stabilizing amplifier, gamma amplifier, color monitor and several modification kits would be necessary. This will cost "less than $20,000," GE said, and will be available the first quarter of 1954.

Slide and film color equipment, for station origination, will cost $68,500 additional, GE said. For live programs, equipment including color studio cameras and switching equipment, will cost "at least an additional $70,000," the company said.

GE estimated its special color TV transmitting equipment will be available by the end of 1954.

Earlier this month, RCA offered custom-built color equipment to station operators at prices ranging from $14,000 for transmitting network signals to $66,500 for studio gear [B•T, July 6].

CBS-TV BACKS NTSC COLOR PETITION, PLANS OWN COLORCASTS IN SEPTEMBER

No whit dismayed at failure of its own non-compatible color system to win over industry, CBS-TV will meet color competition as handily as it did monochrome, its president, J. L. Van Volkenburg, indicates in letter to affiliates on the network's plans to utilize the NTSC compatible system.

CBS TELEVISION plans to start color programming on its network utilizing the NTSC compatible color system in mid-September, J. L. Van Volkenburg, president, announced Thursday. Application to the FCC, required for such experimental colorcasts, was then in the process of preparation, it was learned.

CBS support for the NTSC petition also was proclaimed. The announcement, coming within hours of the filing of NTSC's application for Commission approval of its color TV system for commercial operation, indicated CBS-TV is not going to waste any time sulking over the failure of its own non-compatible system to win industry acceptance after securing FCC approval, but is determined to compete just as hard in the field of color TV as it has in monochrome television and in radio.

In a letter to CBS-TV affiliates, Mr. Van Volkenburg said that if and when the Commission adopts the NTSC standards, CBS immediately will start a regular schedule of network colorcasts utilizing that system. The experimental color telecasts planned prior to FCC action on new color standards, he said, will include selected network sustaining programs.

CBS-TV Planning

Further steps being taken by CBS-TV to induct its affiliate stations into the operating problems of NTSC color, Mr. Van Volkenburg said, will include a color clinic to be held this fall for executives of these stations. He also reported that William B. Lodge, CBS-TV vice president in charge of engineering, is sending to the chief engineer of each affiliated station a detailed report on the network's color plans, on what is being done at CBS-owned TV stations, on the FCC authorization requirements and on equipment considerations.

"Even though the NTSC system may not be adopted before the end of six months or more, and though it is likely that color receiver ownership of commercial significance is rather further in the future, you may well feel that it is none too soon for you to consider the steps you should take to keep abreast of color and to take advantage of your own color networking plans," Mr. Van Volkenburg's letter states.

Aid in Deciding

"Intercity network circuits should be tested with actual programs, since the AT&T will have to make a number of changes. Your station, to carry network color programs, will have to make equipment modifications. It is my hope that our network transmissions in color, the forthcoming color clinic and the technical information Bill Lodge is sending your chief engineer will help you decide how soon and to what extent you will make expenditures in anticipation of color."

At first, Mr. Van Volkenburg said, the CBS-developed field sequential system of color was "strongly advocated," but now, "with more that 24 million black-and-white receivers in the hands of the public, we feel that it is no longer feasible to advocate this system, at least so long as there appears to be such promise of a prompt compatible color service. It is for this reason that we have concentrated our recent efforts on the NTSC system.

"We have cooperated with the industry and the NTSC in that committee's work. CBS has been represented on the NTSC and its subcommittees by CBS Television engineers and by representatives of CBS Laboratories Division and CBS-Columbia. As members of NTSC, we have supported, and support, its petition."

THE TECHNICAL SIDE OF NTSC'S SYSTEM

LAST February, NTSC adopted tentative signal specifications for a compatible color television system pending final field tests. As a result of field tests this spring, the standards were revised and finally adopted last Tuesday.

No radical changes have been made in the final specifications from those adopted earlier this year. However, NTSC has put specific numerical values on a number of factors which were more loosely indicated previously, thus establishing more concrete boundaries for the signal. The revised standards also indicate that some of the tolerances adopted earlier have been relaxed, thus making them less critical.

Among the new items particularized in the final NTSC standards are those concerned with (1) vertical scanning frequency, (2) amplitude of the radiated signal, and (3) angles of the subcarrier.

Changes in numerical values were made in (1) delay specifications, (2) blanking level, and (3) gamma exponent.

The complete text of NTSC's final standards is as follows:

NATIONAL TELEVISION SYSTEM COMMITTEE SIGNAL SPECIFICATION *

Approved by Panel 13, July 8, 1953 and the National Television System Committee July 21, 1953

I. GENERAL SPECIFICATIONS

A. *Channel*

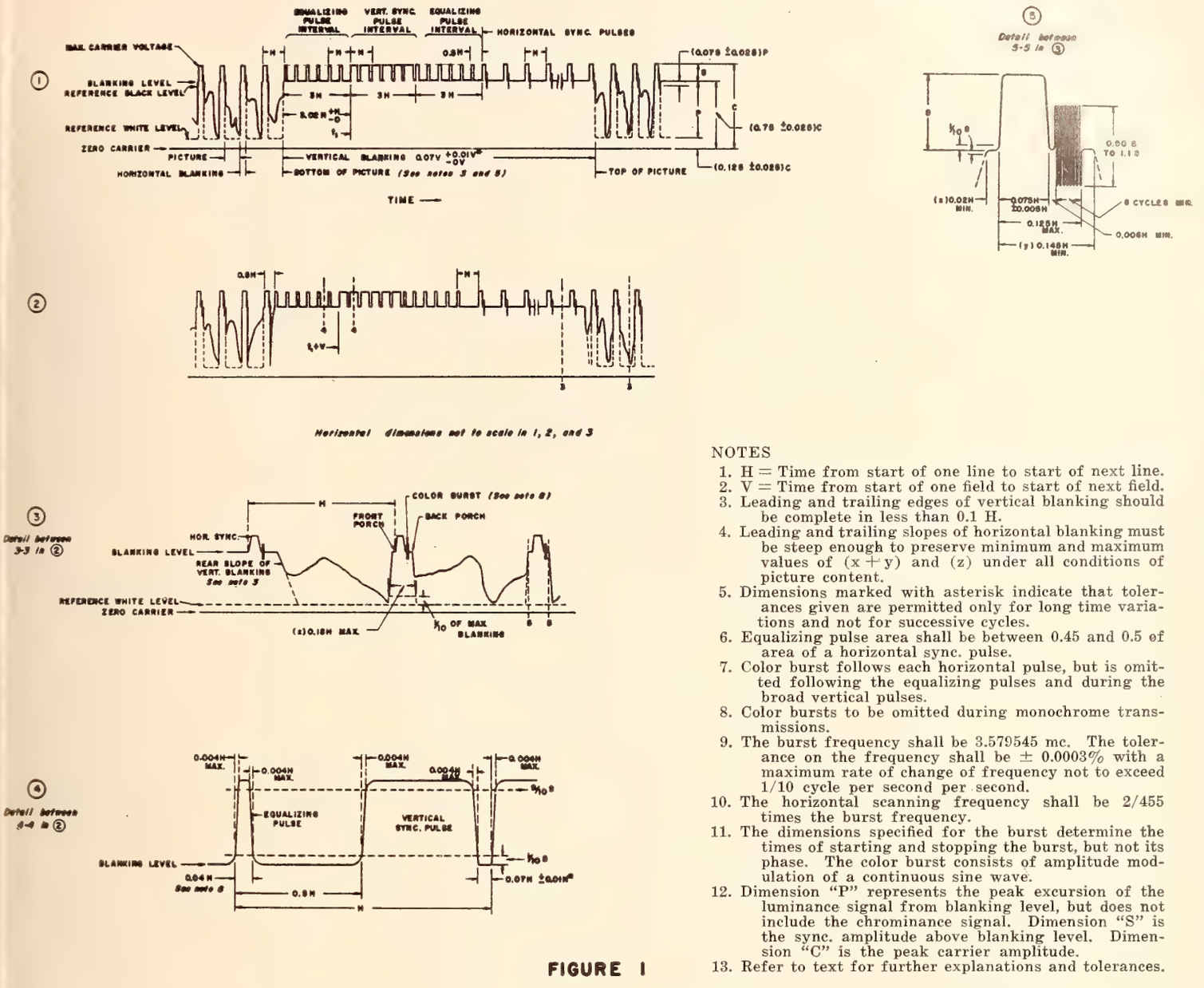
The color television signal and its accompanying sound signal shall be transmitted within a 6 megacycle channel.

B. *Picture Signal Frequency*

The picture signal carrier, nominally 1.25

* These signal specifications are identical with the signal specifications approved by the National Television System Committee on July 21, 1953.

TELEVISION SYNCHRONIZING WAVEFORM



NOTES

1. H = Time from start of one line to start of next line.
2. V = Time from start of one field to start of next field.
3. Leading and trailing edges of vertical blanking should be complete in less than 0.1 H.
4. Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x + y) and (z) under all conditions of picture content.
5. Dimensions marked with asterisk indicate that tolerances given are permitted only for long time variations and not for successive cycles.
6. Equalizing pulse area shall be between 0.45 and 0.5 of area of a horizontal sync. pulse.
7. Color burst follows each horizontal pulse, but is omitted following the equalizing pulses and during the broad vertical pulses.
8. Color bursts to be omitted during monochrome transmissions.
9. The burst frequency shall be 3.579545 mc. The tolerance on the frequency shall be ± 0.0003% with a maximum rate of change of frequency not to exceed 1/10 cycle per second per second.
10. The horizontal scanning frequency shall be 2/455 times the burst frequency.
11. The dimensions specified for the burst determine the times of starting and stopping the burst, but not its phase. The color burst consists of amplitude modulation of a continuous sine wave.
12. Dimension "P" represents the peak excursion of the luminance signal from blanking level, but does not include the chrominance signal. Dimension "S" is the sync. amplitude above blanking level. Dimension "C" is the peak carrier amplitude.
13. Refer to text for further explanations and tolerances.

FIGURE 1

Mc above the lower boundary of the channel, shall conform to the frequency assigned by the Federal Communications Commission for the particular station.

C. *Polarization*

The radiated signals shall be horizontally polarized.

D. *Vestigial Sideband Transmission*

Vestigial sideband transmission in accordance with Figure 2 shall be employed.

E. *Aspect Ratio*

The aspect ratio of the scanned image shall be four units horizontally to three units vertically.

F. *Scanning and Synchronization*

1. The color picture signal shall correspond to the scanning of the image at uniform velocities from left to right and from top to bottom with 525 lines per frame interlaced 2:1.
2. The horizontal scanning frequency shall be 2/455 times the color subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of 15,734,264 ± 0.047 cycles per second). The vertical scanning frequency is 2/525 times the horizontal scanning frequency: this corresponds nominally to 60 cycles per second (the actual value is 59.94 cycles per second).
3. The color television signal shall consist of color picture signals and synchronizing signals, transmitted successively and in different amplitude ranges except where the chrominance penetrates the synchronizing region, and the burst penetrates the picture region.
4. The horizontal, vertical, and color synchronizing signals shall be those specified in Figure 1, as modified by vestigial sideband transmission specified in Figure 2 and by the delay characteristic specified in III.B.

G. *Out-of-Channel Radiation*

The field strength measured at any frequency beyond the limits of the assigned channel shall be at least 60 db below the peak picture level.

II. SOUND

A. *Sound Signal Frequency*

The frequency of the unmodulated sound carrier shall be 4.5 Mc ± 1000 cycles above the frequency actually in use for the picture carrier.

B. *Sound Signal Characteristics*

The sound transmission shall be by frequency modulation, with maximum deviation of ± 25 kilocycles, and with preemphasis in accordance with a 75 microsecond time constant.

C. *Power Ratio*

The effective radiated power of the aural-signal transmitter shall be not less than 50

per cent nor more than 70 per cent of the peak power of the visual signal transmitter.

III. THE COMPLETE COLOR PICTURE SIGNAL

A. *General Specifications*

The color picture signal shall correspond to a luminance (brightness) component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance (coloring) components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature having the common frequency relative to the picture carrier of + 3.579545 Mc ± 0.0003 per cent with a maximum rate of change not to exceed 1/10 cycle per sec per sec.

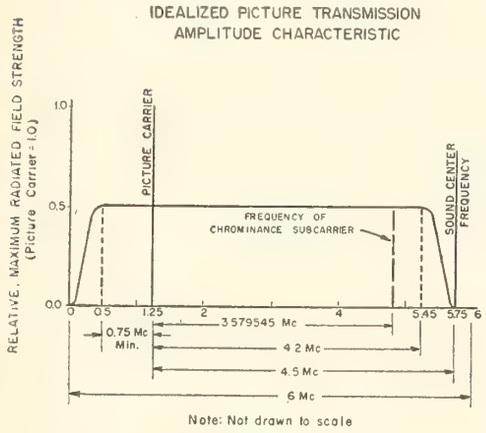


Figure 2

B. *Delay Specification*

A sine wave, introduced at those terminals of the transmitter which are normally fed the color picture signal, shall produce a radiated signal having an envelope delay, relative to the average envelope delay between 0.05 and 0.20 Mc, of zero micro-seconds up to the frequency of 3.0 Mc; and then linearly decreasing to 4.18 Mc so as to be equal to — 0.17 μsecs at 3.58 Mc. The tolerance on the envelope delay shall be ± 0.05 μsecs at 3.58 Mc. The tolerance shall increase linearly to ± 0.1 μsec, down to 2.1 Mc, and remain at ± 0.1 μsec down to 0.2 Mc* The tolerance shall also increase linearly to ± 0.1 μsec at 4.18 Mc.

C. *The Luminance Component*

1. An increase in initial light intensity shall correspond to a decrease in the amplitude of the carrier envelope (negative modulation).
2. The blanking level shall be at (75 ± 2.5) per cent of the peak amplitude of the carrier envelope. The reference white (luminance) level shall be (12.5 ± 2.5) per cent of the peak carrier amplitude. The reference black level shall be separated from the blanking level by the setup interval, which shall be (7.5 ± 2.5) per cent of the video range from the blanking level to the reference white level.
3. The overall attenuation versus frequency of the luminance signal shall not exceed the value specified by the FCC for black and white transmission.

D. *Equation of Complete Color Signal*

1. The color picture signal has the following composition: $E_M = E'_Y + [E'_Q \sin(\omega t + 33°) + E'_I \cos(\omega t + 33°)]$ where

$$E'_Q = 0.41\,(E'_B - E'_Y) + 0.48\,(E'_R - E'_Y)$$

$$E'_I = -0.27\,(E'_B - E'_Y) + 0.74\,(E'_R - E'_Y)$$

$$E'_Y = 0.30\,E'_R + 0.59\,E'_G + 0.11\,E'_B$$

The phase reference in the above equation is the phase of the (color burst + 180°), as shown in Figure 3. The burst corresponds to amplitude modulation of a continuous sine wave.

Notes: For color-difference frequencies below 500 Kc, the signal can be represented by

$$E_M = E'_Y + \left[\frac{1}{1.14}\left[\frac{1}{1.78}(E'_B - E'_Y)\sin\omega t + (E'_R - E'_Y)\cos\omega t\right]\right]$$

In these expressions the symbols have the following significance:

E_M is the total video voltage, corresponding to the scanning of a particular picture element, applied to the modulator of the picture transmitter.

E'_Y is the gamma-corrected voltage of the monochrome (black-and-white) portion of the color picture signal, corresponding to the given picture element.†

E'_R, E'_G and E'_B are the gamma-corrected voltages corresponding to red, green, and blue signals during the scanning of the given picture element. The gamma-corrected voltages E'_G, E'_R, and E'_B are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

and having a transfer gradient (gamma exponent) of 2.2‡ associated with each primary color. The voltages E'_R, E'_G, and E'_B may be respectively of the form E_R^{1}/γ, E_G^{1}/γ, and E_B^{1}/γ although other forms may be used with advances in the state of the art.

E'_Q and E'_I are the amplitudes of two orthogonal components of the chrominance signal corresponding respectively to narrow-band and wide-band axes, as specified in paragraph D.5.

The angular frequency ω is 2 π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets represents the chrominance subcarrier signal which carries the chrominance information.

2. The chrominance signal is so proportioned that it vanishes for the chromaticity of CIE Illuminant C (x = 0.310, y = 0.316).
3. E'_Y, E'_Q, E'_I and the components of these signals shall match each other in time to 0.05 μsecs.
4. A sine wave of 3.58 Mc introduced at those terminals of the transmitter which are normally fed the color picture signal shall produce a radiated signal having an amplitude, (as measured with a diode on the R.F. transmission line supplying power to the antenna) which is down (6 ± 2) db with respect to a radiated signal produced by a sine wave of 200 kc. In addition, the amplitude of the radiated signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 Mc.
5. The equivalent bandwidths assigned prior to modulation to the color-difference signals E'_Q and E'_I are given by Table I.

TABLE I

Q—*Channel Bandwidth*
at 400 kc less than 2 db down
at 500 kc less than 6 db down
at 600 kc at least 6 db down

I—*Channel Bandwidth*
at 1.3 mc less than 2 db down
at 3.6 mc at least 20 db down

6. The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within ± 10°

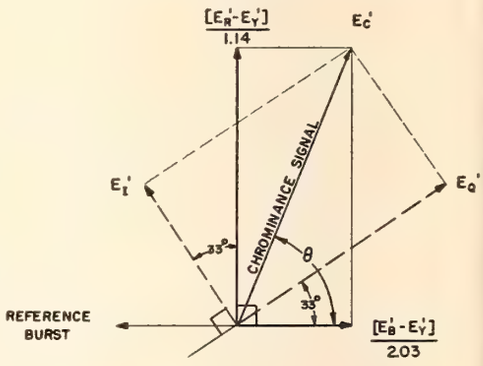


Figure 3

and their amplitudes shall be within ± 20 per cent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the luminance signal for the same saturated primaries and their complements shall fall between the limits of .8 and 1.2 of the values specified for their ratios. Closer tolerances may prove to be practicable and desirable with advance in the art.

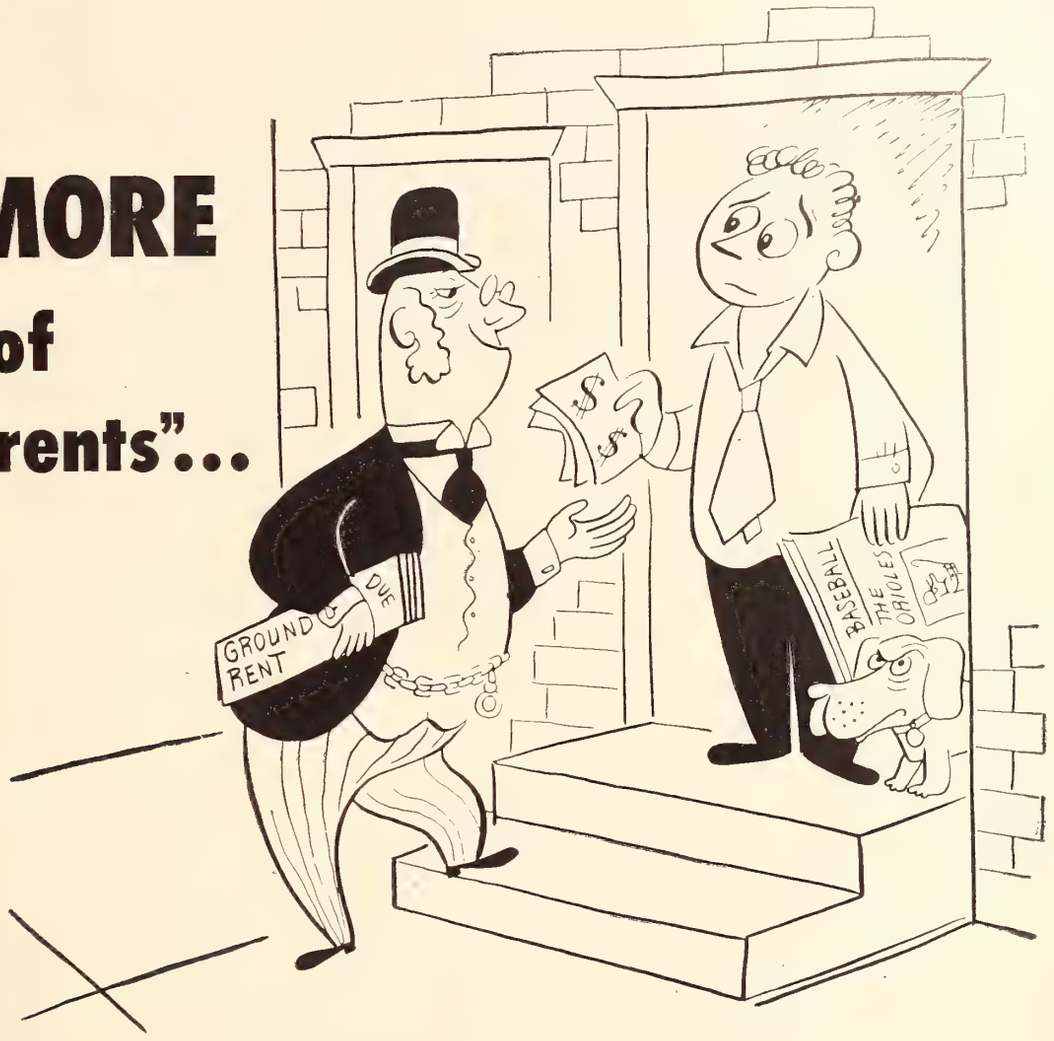
[EDITOR'S NOTE: Brackets are used in these formulas in lieu of braces, the proper mathematical symbol.]

† Forming of the high frequency portion of the monochrome signal in a different manner is permissible and may in fact be desirable in order to improve the sharpness on saturated colors.

‡ At the present stage of the art it is considered inadvisable to set a tolerance on the value of gamma and correspondingly this portion of the specification will not be enforced.

* Tolerances for the interval of 0.0 to 0.2 Mc should not be specified in the present state of the art.

BALTIMORE
the city of "ground rents"...



In Baltimore you can buy a home without buying the land it's built on—just by paying an annual rent on the ground. That makes Baltimore different—and it's different as a market too!

A HIGHLY COMPACT MARKET!

Baltimore is the most concentrated market in America. More than 1⅓ million people packed right in the city limits and a tiny surrounding area—the densely populated parts of a few counties. W-I-T-H covers the *whole* area—at a fraction of the cost of powerful, expensive network stations, whose own affiliates overlap their coverage areas.

NIELSEN SHOWS W-I-T-H IN LEAD!

In the home city and county, W-I-T-H leads every other radio and television station in Baltimore in N.C.S. weekly daytime circulation! That means you get far more listeners-per-dollar from W-I-T-H than from any other station in town—regardless of power or network affiliation.

A call to your Forjoe man will bring you the whole W-I-T-H story.

IN BALTIMORE **WITH**

TOM TINSLEY; PRESIDENT • REPRESENTED BY FORJOE & CO.

AGENCY EXPLAINS CLIENT BANKRUPTCY

COHEN & MILLER Advertising Inc., Washington agency, is distributing a letter explaining the financial difficulties which beset the agency when one of its largest Washington clients, Phillip's Television & Appliances Inc., a four-store chain appliance retail firm, was forced into bankruptcy [B•T, June 29].

In a piece dated July 10 and signed by I. T. Cohen, president, and Alvin I. Miller, vice president, Cohen & Miller acknowledges it had rendered about $54,000 in invoices to Phillip's when that firm went bankrupt. Of this amount, the agency said, $9,000 was for agency services and "miscellaneous purchases" and $45,000 was due local broadcasters for use of facilities during February, March, April and May.

Will Settle Deficits

The Cohen & Miller presentation states that the agency, following accepted practice, agreed to make good deficits arising from the Phillip's bankruptcy, and that of 14 broadcasters involved, only one, WGMS, refused to "await developments" giving the agency a chance to "survive its difficulties."

Stating that it had received funds from other clients in payment for other broadcasting services, and which Cohen & Miller had earmarked for the broadcasters involved, the agency accused WGMS of filing "writs of attachment" against these funds "in an attempt to seize funds which belong . . . to other broadcasters —some of them not even remotely involved in the Phillip's situation."

The agency said it has retained every "desirable" client it had at the beginning of the Phillip's trouble in May [B•T, May 18], that "current and future obligations for our clients' use of broadcasting facilities will be fulfilled promptly," that C & M showed a "modest profit" for June without the Phillip's account, and that it has placed four expendable staff members with other firms.

The C & M piece said the agency called a meeting in June 1950 at which it predicted trouble for the Washington appliance business if TV manufacturers, distributors and retailers did not stop price-cutting, indiscriminate distribution and high-pressure practices.

The warning, and the C & M plan to prevent it, was disregarded, the agency said, with the result that Phillip's, which had expanded to a four-store operation and spread its capital too thin, went bankrupt when the change to a Republican administration created chaos among government workers.

Physical assets of Phillip's were sold at auction last week for $290,000 to George's Radio & Television Co. of Washington. Isadore Brill, bankruptcy trustee, said Phillip's cash assets now total $370,000, plus $200,000 in accounts receivable. Creditors' claims total about $675,000, he said.

132 to Carry Sheen

ADMIRAL Corp., Chicago, has ordered the 132-station DuMont TV Network lineup—described by DuMont as "the most extensive hookup of any TV program to date"—for its *Life Is Worth Living* series, featuring Bishop Fulton J. Sheen, when that program returns from summer hiatus on Oct. 13 (Tues., 8-8:30 p.m.). Agency is Erwin, Wasey & Co., N. Y. Series started on the three-station DuMont network in February 1952, and was on 75 stations by end of the 1953 season.

Florida Citrus Group Plans 'Ev'ry Day' Segment

PLANS to purchase a 13-week segment of the Meredith Wilson show, *Ev'ry Day*, were announced by the Florida Citrus Commission, Lakeland, last week. The group instructed its agency, J. Walter Thompson Co., to take the 15-minute, three-times-weekly NBC program at a cost of $126,765 in 55 eastern markets.

The citrus group already has purchased time on NBC-TV's *Today*.

Two other advertising budget items marked $20,000 to Dudley, Anderson & Yutzy, New York. Half is to be used for a "How To Do It" film to be offered to television stations. The other half will go for a home economist to appear on TV demonstration programs for Florida citrus.

1954 'Tribune' Forum Set

FIFTH annual *Chicago Tribune* Distribution and Advertising Forum has been scheduled for May 18-19 in 1954, it was announced last week. Forum topics will be determined a few weeks prior to the 1954 meetings, according to C. E. McKittrick, *Tribune* advertising manager.

NEW BUSINESS

Bristol-Myers Co. (Ammens Medicated Powder) buying additional 60-second spots on WCBS-TV New York, WPTZ (TV) Philadelphia, and WNBW (TV) Washington coinciding with powder's peak selling season. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Remington Rand Inc., Electric Shaver Div., Bridgeport, signs for alternate-week sponsorship (with **Philip Morris** cigarettes) of *Pentagon Confidential* over CBS-TV, Thurs., 10-10:30 p.m., EDT, starting Sept. 10. Agency is Young & Rubicam, N. Y.

Wine Corp. of America (Mogen David Wine), Chicago, will sponsor "new" type of audience participation program, *Dollar A Second*, over DuMont Television Network, Sunday, 10-10:30 p.m. EDT, starting Sept. 20. Agency: William Morris Agency.

Lady Esther Ltd. (cosmetics), pioneer radio advertiser but absent from broadcast media for number of years, has signed to co-sponsor (with **Philip Morris** cigarettes) *I Bonimo* on NBC-TV, Sat., 8-8:30 p.m., effective Oct. 3. Featuring **Ezio Pinza,** dramatic program starts Sept. 12 with Philip Morris sponsoring first three weeks. Agency for Lady Esther: Biow Co.

Continental Baking Co., N. Y., has purchased new radio panel show, *Make Up Your Mind*, for its Wonderbread and Hostess Cake products to replace Irene Beasley show, CBS Radio, Mon.-Fri., 11:30-45 a.m. Ted Bates & Co., N. Y., is the agency.

AGENCY APPOINTMENTS

Vitamin Corp. of America, formerly serviced by Kastor, Farrell, Chesley & Clifford (correction of B•T, July 13), names BBDO, N. Y.

Lang & Co., Seattle (Gold Shield Coffee), appoints Wallace Mackay Co., Seattle, to handle its advertising, with **Wallace Mackay** as account executive.

Sutherland Paper Co., Kalamazoo, Mich., appoints Price, Robinson & Frank, Chicago, to handle its advertising. Media plans will be announced later.

Centennial Flouring Mills Co., Seattle, appoints Cole & Weber, same city, to direct its advertising.

White Rock Bottlers, L. A., names Roy S. Durstine, L. A., to handle its dietonic beverages, new no-sugar, salt-free low calorie soft drink.

Superior Mortgage Co., Beverly Hills, Calif., appoints Mogge-Privett Inc., L. A. Radio and TV will be used.

Anderson Dairy, Las Vegas (dairy products), appoints Phil D. McHugh Co., L. A. Radio-TV will be used.



FOOTBALL contests of Michigan and Michigan State will be sponsored on WJR Detroit this season by the Chrysler, Dodge, DeSoto and Plymouth dealers there. These men drew up the contract: (l to r) Seated, Worth Kramer, WJR executive vice president; Dave Barnett, president, Plymouth Dealers Assn.; Bob Powell, Powell-Gayek Advertising Agency; Standing, Al Roger, president, Dodge Dealers Assn.; Jim Mason, vice president, and Jack Rose, secretary-treasurer, Plymouth Dealers, and Bob Reynolds, WJR sports director who will handle play-by-play.

Look what's cooking in DENVER



ON THE AIR NOVEMBER 1ST



Our staff has gone all out to cook up the best advertising buy in the Denver market—KLZ-TV! Look at the ingredients they've used, and you'll see why KLZ-TV will dominate television entertainment in the Denver area...will be the preferred station of this important urban and rural TV audience. With 32 years seasoning in showmanship radio, KLZ-TV will go on the air with a top-performance operation, staffed with a highly-trained crew. For best coverage of the rich Denver market, put KLZ-TV on your schedule.



KLZ-TV

CHANNEL 7

CBS TELEVISION • DENVER

ALADDIN RADIO AND TELEVISION, INC. • *See Your KATZ Man*

Are You



Getting Your Share?

When the nest is too crowded, some individuals may be neglected and get less than their proper share of nourishment. Likewise, when there are too many stations on a list, some stations may be overlooked and left dangling on a limb.

Good national representation requires that each and every station get its full share of attention, effort and business. The individual qualities of each must first be understood, then promoted and sold to buyers of national advertising. There must be no group selling and no loss of identity. A station must be something more than a set of call letters.

Because of our high ratio of manpower per station our company is able to provide this kind of "Personalized Representation." We have the manpower available to understand and appreciate special features and advantages of each station. We take the time to distinguish in each station its individual qualities—and then we take the necessary time to give each station the full measure of sales effort it deserves. Naturally this results in greater business.

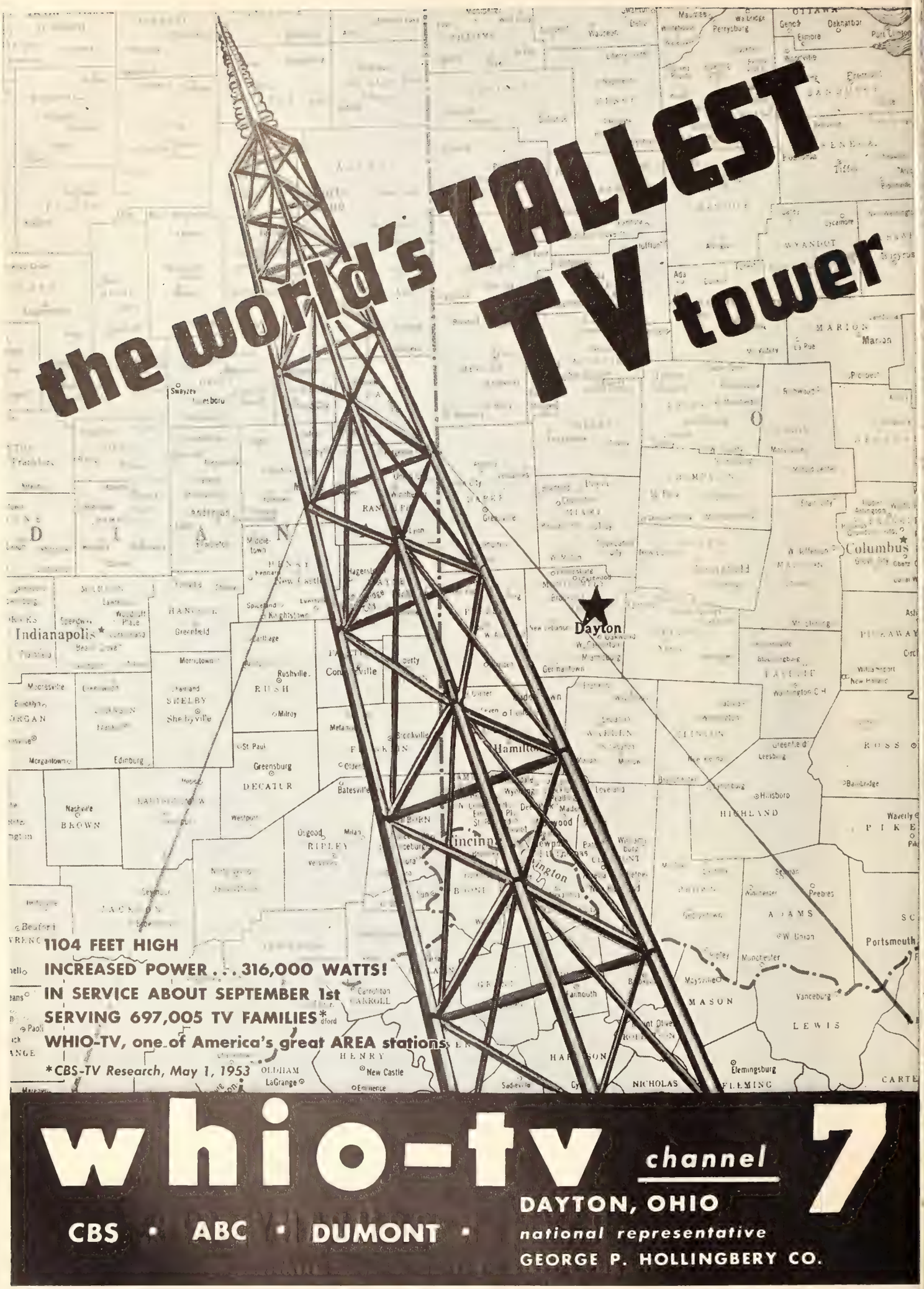
If you feel you are sometimes "lost in the crowd" or just a unit in a "long list"—let us tell you more about our organization.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • BOSTON • ATLANTA • SAN FRANCISCO • HOLLYWOOD


the world's TALLEST TV tower
1104 FEET HIGH
INCREASED POWER . . . 316,000 WATTS!
IN SERVICE ABOUT SEPTEMBER 1st
SERVING 697,005 TV FAMILIES*
WHIO-TV, one of America's great AREA stations
*CBS-TV Research, May 1, 1953
whio-tv channel 7
DAYTON, OHIO
CBS • ABC • DUMONT •
national representative
GEORGE P. HOLLINGBERY CO.

TELESTATUS®

Weekly TV Set Summary—July 27, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	10,200
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	.....	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KDZA-TV, KCSJ-TV	30,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	464,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	44,328
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	13,239
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	50,581	.....
KANSAS			
Hutchinson	KTVH	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	252,680	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	222,330	.....
Saginaw	WKNX-TV	.....	31,500
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	35,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,286
MISSOURI			
Kansas City	WDAF-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	104,800	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	187,000	.....
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Akron	WAKR-TV	.....	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,956	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

287,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

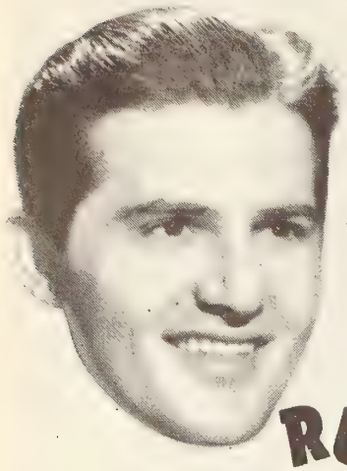
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4

The BRANHAM Company

WJAR-TV
is
GROWING
ABOUT ITS NEW
SINGING SENSATION



RUSS
EMERY

Fresh from New York and fabulous success at the famed Copacabana, the Paramount, Gogi's La Rue! A sought-after singer on the "Ken Murray Show" . . . "Kate Smith Show" "Celebrity Time" . . . the "Faye Emerson Show"!

NOW STARRING ON THE
NEW ENGLAND
TALENT CLUB
Monday through Friday
5 to 5:15 pm

Sponsored Mondays and Wednesdays by THREE MUSKETEERS and SNICKERS on Tuesdays by SIMMONDS UPHOLSTERY. A breezy quarter hour of tuneful talent, with established guest stars and enthusiastic would-be celebrities!



Available now over New England's Most Powerful TV Station where you sell More People Per Penny than in any other area in the U. S. A.

CHANNEL 10

AT THE SIGN OF THE ROOSTER
PROVIDENCE
Represented by WEED TELEVISION

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA (TV)	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	39,375
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	683,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TC	25,000	.....
Columbia	WCOS-TV	.....	20,300
SOUTH DAKOTA			
Sioux Falls	KELO-TV	31,000	.....
TENNESSEE			
Memphis	WMCT	213,070	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,253	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	149,462	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	170,907	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	271,000	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	.....
WEST VIRGINIA			
Huntington	WSAZ-TV	200,432	.....
WISCONSIN			
Green Bay	WBAY-TV	54,616	.....
Madison	WKOW-TV	.....	.....
	WMTV (TV)	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 204*
Total Cities with Stations on Air 145*
Total Sets in Use 25,371,763

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

BROADCASTING'S '52 INCOME, SALES AND WAGES REPORTED BY COMMERCE

The familiar pattern of increase marks the tabulation for the radio and television industries. Report also contains monies accruing to all spectator sports.

NATIONAL income for the radio broadcasting and television industries for 1952 was $404 million, up $30 million from 1951's $374 million, the U. S. Dept. of Commerce "Survey of Current Business" indicated last week. Income for 1950 was $311 million and for 1949, $262 million.

Radio-TV industry corporate sales were $800 million in 1952, $678 million in 1951, $544 million in 1950 and $442 million in 1949.

Salaries in the various categories covered in the report showed the average salary in the radio-TV industries during 1952 for 59,000 fulltime equivalent employes to be $5,559. This was higher than the average in any field except banking. There were 6,000 part-time employees in 1952.

Radio-TV Employes

The 57,000 fulltime radio-TV employes in 1951 (there were 5,000 part-time employes) earned an average $5,175, which also ranked second highest for that year.

Broadcasters paid $328 million in wages and salaries for 1952, plus $11 million in supplements to wages and salaries. In 1951 they paid $295 million for the former and $11 million for the latter, the report reveals.

Corporate income for the industry in 1952 was $61 million, or $30 million after taxes; the 1951 corporate income figure was $64 million or $31 million after taxes; for 1950, $50 million, $25 million after taxes; for 1949, $33 million, $17 million after taxes.

Unincorporated radio-TV enterprises in 1952 had income of $4 million; in 1951, $3 million; in 1950, $3 million and in 1949, $2 million.

Corporate dividend payments in 1952 amounted to $23 million, with $7 million in undistributed corporate income; in 1951, $19 million, with $12 million undistributed income; in 1950 these figures were $18 and $7 million; in 1949, $8 and $9 million.

Expenditures by persons on various spectator amusements increased for some forms of recreation and decreased for others, the report showed, but the overall total decreased to $1,577,000,000 in 1952 from $1,633,000,000 in 1951.

Money spent on admissions to motion picture theatres for 1952 totaled $1,134,000,000, compared to $1,193,000,000 in 1951, $1,247,000,000 in 1950 and $1,342,000,000 in 1949.

College football admissions climbed to $105 million in 1952, compared to $103 million in 1951. Other figures for 1952 and 1951, respectively: Legitimate theatres and opera, $87 million and $90 million; professional baseball, $49 million and $51 million; professional football, $10 million and $9 million; non-athletic entertainments of non-profit organizations, $73 million and $72 million; horse and dog races, $42 million and $38 million; professional hockey, $6 million and $6 million; other amateur spectator sports (except college football), $56 million and $56 million.

'Racket Squad' Heads Trendex

TOP position in the Trendex Ratings for the week of July 1-7 was taken by CBS-TV's *Racket Squad,* which is the summer replacement for *I Love Lucy*. Top 10 network TV programs, as listed by Trendex, are:

1.	Racket Squad (CBS)	23.9
2.	Dragnet (NBC)	23.5
3.	What's My Line (CBS)	23.1
4.	Talent Scouts (CBS)	22.9
5.	Godfrey's Friends (CBS)	19.7
6.	My Little Margie (CBS)	19.2
7.	Big Town (CBS)	19.1
8.	The Web (CBS)	19.0
9.	Robert Montgomery (NBC)	18.4
10.	Best Of Groucho (NBC)	17.7

KTNT-TV

BASIC CBS

now 125,000 watts

giving the greatest penetration in the Fabulous

SEATTLE – TACOMA – PUGET SOUND MARKET

represented nationally by WEED TELEVISION

NEW YORK • BOSTON • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

OUT-OF-HOME RADIO AUDIENCE UP – PULSE

The listeners who tune in away from their home sets comprise an increasingly important section of the overall audience, Pulse Director Roslow reports. Auto listening is the biggest factor.

OUT-OF-HOME listening is becoming more and more important in the overall radio picture, Dr. Sydney Roslow, director of Pulse, said last week when releasing results of Pulse's May 1953 study of away-from-home listening in the New York metropolitan area which found the at-home audience increased by 21.4% by people listening outside their own homes. This is an appreciable increase from the 18.2% out-of-home plus for May 1952 and the 17% out-of-home bonus of May 1951.



Dr. Roslow

Level of out-of-home listening also has risen, Dr. Roslow reported. For the average quarter-hour, 6 a.m. to midnight, 4.2% of the metropolitan New York families reported out-of-home listening, compared to the 4% average for May 1952. During an average day this May, 32.1% of New York's residents listened to the radio away from home, compared with 29.4% a year ago. These outside listeners included three women to two men, 59.1% feminine to 40.9% masculine.

Most of the listening away from home is done in automobiles, Pulse data show, with 56% of the away-from-home audience in cars this year compared with 53% last year. Peak out-of-home listening occurred in the 8-9 a.m. and 5-6 p.m. go-to-work and go-home hours, with the weekend peak in the 2-6 p.m. period.

'Lucy' Heads ARB Poll Of TV Season's Top 10

ARB's audience research figures for the 1952-53 TV season put *I Love Lucy* at the top in popularity, with Arthur Godfrey's *Talent Scouts* and Groucho Marx' *You Bet Your Life* taking the place and show positions. The Lucille Ball-Dezi Arnaz program was on top every month, and never dropped below 64.9. Its season average was nearly 13 points over the Godfrey show.

The ten top programs were:

	Program	Network	Rating
1	I Love Lucy; Philip Morris, sponsor	CBS	69.5
2	Talent Scouts; T. J. Lipton, sponsor	CBS	56.8
3	You Bet Your Life; Chrysler Corp. (DeSoto), sponsor	NBC	51.3
4	Godfrey & Friends; Toni, Pillsbury, Liggett & Myers, sponsors	CBS	51.0
5	Dragnet; Liggett & Myers, sponsor	NBC	48.7
6	Comedy Hour; Colgate-Palmolive-Peet, sponsor	NBC	45.5
7	Star Theatre; Texas Company, sponsor	NBC	45.1
8	What's My Line?; Jules Montenier, sponsor	CBS	41.4
9	Your Show of Shows; R. J. Reynolds, Benrus, Griffin, SOS, Prudential, sponsors	NBC	40.5
10	Our Miss Brooks; General Foods, sponsor	CBS	39.7

Ford, 'Lucy' Top Nielsen TV For Two Weeks Ending June 27

NATIONAL Nielsen-Ratings for the two weeks ending June 27 showed that *I Love Lucy*, reaching more than 10½ million TV homes, and the *Ford 50th Anniversary Show*, passing the 10 million home mark, lead in that category.

These same two shows also lead percentage-wise with the Ford program reaching 54.5% of TV homes and *I Love Lucy* maintaining a 48.7% rating.

The ratings:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,658
2	Ford 50th Anniversary (CBS)	10,068
3	Pabst Blue Ribbon Bouts (CBS)	9,787
4	Dragnet (NBC)	9,282
5	*Philco TV Playhouse (NBC)	8,980
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	8,853
7	Colgate Comedy Hour (NBC)	8,558
8	*Robt. Montgomery Presents (S. C. Johnson & Son) (NBC)	8,534
9	Gillette Cavalcade (NBC)	8,522
10	This Is Your Life (NBC)	8,170

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Ford 50th Anniversary (CBS)	54.5
2	I Love Lucy (CBS)	48.7
3	Pabst Blue Ribbon Bouts (CBS)	43.1
4	Dragnet (NBC)	43.1
5	Ford 50th Anniversary (NBC)	40.6
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	40.5
7	Gillette Cavalcade (NBC)	40.5
8	*Philco TV Playhouse (NBC)	39.8
9	This Is Your Life (NBC)	38.6
10	Colgate Comedy Hour (NBC)	37.6

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

'Lucy' Stays at Top; Godfrey Shows in Slump

CHAMPION *I Love Lucy* ended its 1953 TV season at the top, according to ARB figures released last week. The June 26-July 2 report showed *Dragnet* in second place, while the two Arthur Godfrey programs slipped down to the No. 5 and No. 8 spots on the list. The Godfrey shows suffered audience loss while replacements took over for the ailing star.

ARB's complete list of the top 10 programs reads:

	Program	Network	Rating
1.	I Love Lucy	CBS	56.8
2.	Dragnet	NBC	50.2
3.	What's My Line?	CBS	41.0
4.	Our Miss Brooks	CBS	40.8
5.	Talent Scouts	CBS	39.4
6.	Best of Groucho	NBC	39.2
7.	Toast of The Town	CBS	37.9
8.	Godfrey & Friends	CBS	36.2
9.	Jackie Gleason	CBS	34.4
10.	My Little Margie	CBS	33.9

	Program	Network	(Viewers)
1.	I Love Lucy	CBS	41,040,000
2.	Dragnet	NBC	31,530,000
3.	Best of Groucho	NBC	26,320,000
4.	Toast of the Town	CBS	25,000,000
5.	Godfrey & Friends	CBS	24,650,000
6.	Talent Scouts	CBS	22,250,000
7.	This Is Your Life	NBC	22,220,000
8.	What's My Line?	CBS	22,070,000
9.	Our Miss Brooks	CBS	21,250,000
10.	Jackie Gleason	CBS	19,350,000

1952 Set Shipments Reported at 16 Million

SHIPMENTS by manufacturers of home and auto radios and TV sets during 1952 totaled 16,324,000 units valued at $1,251,976,000, according to a preliminary report released last week by the Bureau of the Census, U. S. Dept. of Commerce.

Manufacturers shipped 5,533,000 TV sets, including combination sets, valued at $989,470,000, the Census Bureau reported. This figure accounted for 76% of the $1,301,798,000 total for shipments of home and auto radios, TV sets, phonographs and record players.

Radio sets totaled 10,791,000 units valued at $262,506,000 and representing 20% of the total. Of these 7,541,000 (13%) were home sets (including portables and radio-phonograph combinations) valued at $168,740,000, and 3,250,000 (7%) were auto radios valued at $93,766,000.

CBS Radio Programs Top May-June Pulse

CBS Radio programs captured top places in the evening, Monday-Friday daytime and Saturday and Sunday daytime classifications of the Multi-Market Radiopulse for the May-June period, The Pulse Inc. announced last week. Complete breakdown follows:

TOP TEN NETWORK PROGRAMS
EVENING

	Program Average Rating May June	Mar. Apr.
Jack Benny (CBS)	8.2	8.3
Amos 'n' Andy, R. Diamond (CBS)	7.6	8.5
Lux Summer Theatre (CBS)	7.5	8.0
My Little Margie (CBS)	6.7	6.4
You Bet Your Life (NBC)	6.4	6.7
E. Bergen, Jr. Miss (NBC)	6.3	7.3
Bob Hawk (CBS)	5.9	6.2
Dragnet (NBC)	5.9	
Fibber McGee & Molly (NBC)	5.8	6.2
Harris-Faye Show (NBC)	5.8	

MONDAY-FRIDAY DAYTIME

	Program Average Rating May June	Mar. Apr.
Arthur Godfrey (CBS)	7.1	7.7
Helen Trent (CBS)	7.1	7.3
Ma Perkins (CBS)	7.0	7.2
Our Gal Sunday (CBS)	7.0	6.9
Road of Life (NBC)	6.9	7.0
Aunt Jenny (CBS)	6.7	6.8
Grand Slam (CBS)	6.6	6.6
The Guiding Light (CBS)	6.6	6.7
Young Dr. Malone (CBS)	6.6	6.9
Perry Mason (CBS)	6.5	6.6
Rosemary (CBS)	6.5	
Second Mrs. Burton (CBS)	6.5	
Wendy Warren (CBS)	6.5	6.9

SATURDAY & SUNDAY DAYTIME

	Program Average Rating May June	Mar. Apr.
Stars Over Hollywood (CBS)	4.3	4.5
Theatre of Today (CBS)	4.2	4.4
The Shadow (MBS)	4.0	4.9
True Detective Mysteries (MBS)	3.9	4.3
City Hospital (CBS)	3.8	4.0
Grand Central Station (CBS)	3.8	3.7
Give and Take (CBS)	3.7	4.0
Fun for All (CBS)	3.5	3.9
Music With the Girls (CBS)	3.4	3.6
Counterspy (NBC)	3.3	3.6

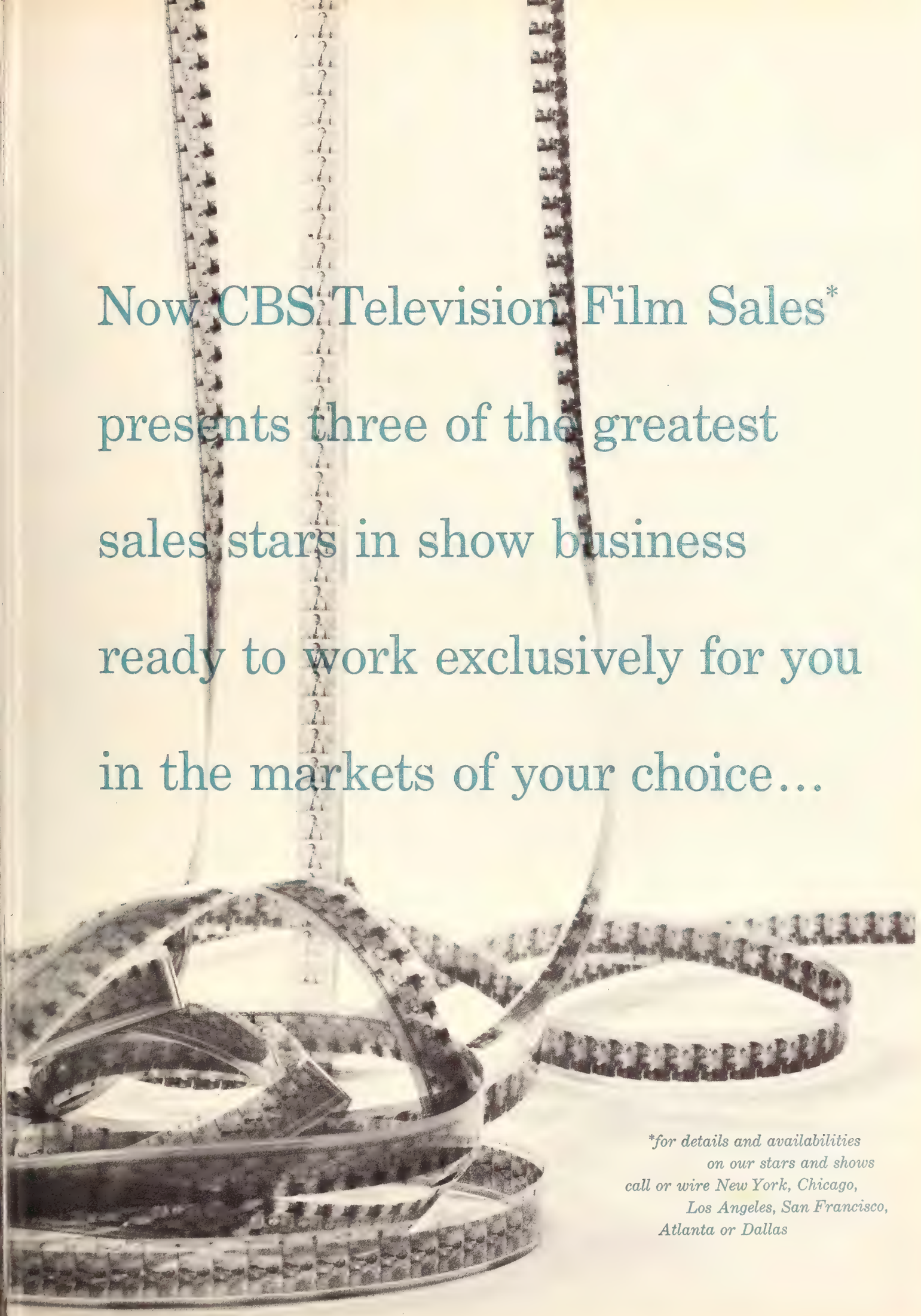
Weighted program average for 18 regular Pulse Markets.

TV's Affect on Buying Surveyed by Advertest

SURVEY of products purchased by consumers in New York area television homes has been completed by Advertest Research, New Brunswick, N. J. Study is the sixth covering product usage issued by Advertest since 1949 and is based on interviews with 760 women in TV homes.

Brand purchases cover 21 different categories. Study also compares purchases of products advertised on 20 specific programs showing usage of the brands advertised by light viewers, heavy viewers, total viewers and non-viewers of the shows.

Now CBS Television Film Sales* presents three of the greatest sales stars in show business ready to work exclusively for you in the markets of your choice...



**for details and availabilities on our stars and shows call or wire New York, Chicago, Los Angeles, San Francisco, Atlanta or Dallas*

SWANSON



The queen of them all...as mistress of ceremonies and often leading lady of *Crown Theatre with Gloria Swanson.* And joining her, many of Hollywood's finest players — among them, Charles Winninger, Claude Dauphin, George Brent, Donald Woods. Twenty-six half-hours of top-flight drama produced especially for television.

Linkletter



Television's Pied Piper—with a successful format and an established popularity from his daytime show—in a new film series, *Art Linkletter and the Kids.* When Art meets kids (the general idea of these 39 quarter-hours) adults follow him by the millions. Questions and antics that are unrehearsed, uninhibited . . . and uproarious.

Amos 'n' Andy



Broadcasting's longest-running hit (today leading all other network shows in its radio version). During its run on the CBS Television Network, *The Amos 'n' Andy Show* gathered more than 16,000,000 viewers a week... more than half the total viewing audience! Fifty-two half-hours, 13 of them never before shown on television.

ALSO AVAILABLE:

The Gene Autry Show
Files of Jeffrey Jones
Hollywood on the Line
The Range Rider
Strange Adventure
Annie Oakley
Holiday in Paris
World's Immortal Operas
Cases of Eddie Drake

I. E. SHOWERMAN TAKES ZIV POST

APPOINTMENT of I. E. (Chick) Showerman, sales vice president of Teleprompter Corp., as a sales executive with Ziv Telvision Programs Inc. was announced last week by M. J. Rifkin, Ziv TV sales vice president. Mr. Showerman's exact assignment will be announced later, Mr. Rifkin said.

Before his association with Teleprompter in 1951, Mr. Showerman long had served NBC. He had worked for the network in various sales positions since the late twenties and in 1947 was named vice president in charge of NBC's Central Division. He resigned from NBC in October 1950 and entered the spot field for a year before joining Teleprompter.

Mr. Showerman was president of the Chicago Television Council in 1950 and president of the Radio Executives Club of New York in 1951.

Long Gets Top Echelon Job With UA TV Corp.

APPOINTMENT of Frederick A. (Ted) Long, director of radio and television for the Geyer Advertising Agency since 1946, as vice president and general manager of United Artists Television Corp., was announced Wednesday by Arthur B. Krim, president of United Artists Corp.



Mr. Long

In his new post, Mr. Long will direct activities for the wholly-owned subsidiary of the motion picture company, which has been set up to distribute film programs made especially for television. He succeeds George T. Shupert, who has resigned to become vice president in charge of "ABC Syndication," a fifth division of ABC network devoted to purchase and sale of television films [B•T, July 28].

Desilu Plans to Produce Filmed TV Commercials

DESILU PRODUCTIONS, in conjunction with the transfer of its business and production headquarters to Motion Picture Center Studios, Hollywood, announces the proposed formation of a department to handle filming of TV commercials. The signing of an advertising film executive to head the department is to be announced this week, according to Martin Leeds, executive vice-president.

The expanded facilities at Motion Picture Center include the entire first floor of the administration building, Stages 8 and 9 (with understanding that other stages may be added in accordance with Desilu needs), ground and second floor facilities in cutting room building, accounting offices and row of dressing rooms.

First film to go before the cameras is ABC-TV *Danny Thomas Show,* Aug. 7, with William Asher directing, for which Desilu is handling the technical production for Marterto Enterprises Inc. Film packages, CBS-TV's *I Love Lucy* and *Our Miss Brooks,* start fall shooting schedules Sept. 11 and 14, respectively.



I. E. SHOWERMAN (r) comes to Ziv TV Programs Inc. as a sales executive, and shakes hands with colleague M. J. Rifkin, Ziv sales vice president.

Film Sales

Guild Films, New York, has sold the weekly *Liberace* musical filmed series in five new markets, bringing total outlets to 70. Latest sales were to **Casco Bank & Trust Co.** for **WPMT (TV)** Portland, Me.; **Riley's Dept. Store** over **KVEC-TV** San Luis Obispo, Calif.; **Muller Baking Co.** over **WJIM-TV** Lansing and **WOOD-TV** Grand Rapids; **Third National Bank & Trust Co.,** Ohio, over a station to be announced.

•

Sale of *Dangerous Assignment* and the *Hopalong Cassidy* filmed series in 116 markets each was reported last week by John B. Cron, national sales manager of the **NBC Film Division.** Latest sales on both series, Mr. Cron said, were to **WIRK-TV** West Palm Beach, Fla., which also has bought the division's *Victory At Sea* series. The latter has been sold in 45 markets since the conclusion of its NBC-TV run on May 3.

•

Robert Lawrence Productions, New York, has produced a series of TV filmed commercials for **Remington Arms Co.,** Bridgeport, through **BBDO,** New York.

Production

Faye Emerson has completed plans for a new filmed TV package program of her own to be titled *Designed For Living.* It will be a half-hour, weekly presentation and, according to Miss Emerson, the format will be "different from anything on television today."

•

Production has begun in London on a filmed TV series, *Fabian of Scotland Yard,* based on the experiences of the British police organization. The 39 half hour films will be produced by **Anthony Beauchamp,** son-in-law of Prime Minister Sir Winston Churchill, and will be ready for distribution in the U. S. by fall.

•

Glenn E. Miller Productions, Hollywood, has started shooting backgrounds in Washington, D. C., for 26 half hour film package *Mr. Congressman,* to use lives of congressmen for material. Location crew now shooting will continue in field while interior filming in Hollywood starts Sept. 1. **Jack Lloyd,** who created idea, will write program and act as liaison man with congressmen. **Lee Sholem** slated to direct.

•

Arthur Kurlan Television Productions, Hollywood, has acquired TV rights to the Mickey Finn cartoon strip from McNaught Syndicate and is preparing a half hour film series to be shot at Motion Picture Center, that city. **Victor McLaglen** has been cast as Sheriff Phillip Finn and **Ward Bond** as Sgt. Monohan.

•

Telemount Productions, Hollywood, has completed the 26th half-hour film in *Cowboy G-Men* color series, now sponsored in 30 markets by **Purity Bakers Corp.** Newest stations are **WTVP (TV)** Decatur, Ill. and **KOLN-TV** Lincoln. Deal was set by **Bill Wilson,** radio-TV director, Young & Rubicam Inc., Chicago. **Henry Donovan,** Telemount president, is completeing plans to release two of the programs, filmed in Bolex Stereo 3-D process, to motion picture theatres as a 3-D feature.

•

Sovereign Productions, Hollywood, has completed the first 13 half hour films for the Jeweler's Showcase series (Hamilton Watch Co.) and is shooting the second 13 films at Eagle-Lion Studios, Hollywood. **Gil Ralston** and **Arthur Ripley** are co-producers.

•

Robert Maxwell Associates, Hollywood, is shooting exteriors in Calgary, Alta., Canada, for first two half-hour episodes of the Lassie series for TV release. Footage, shot in color, will be used in TV pilot films, but can be combined into a single, one-hour theatrical feature. On location with the collie dog star are actors **Tommy Rettig, Jan Clayton** and **George Cleveland. Edwin Cahn** is directing from a script by **Claire Kennedy.**

Random Shots

National Tuberculosis Assn. has completed shooting its TV film spots for the 1953 Christmas Seal Sale, Frederick C. Weiting, spokesman for the association said last week. Production of nine 20-second spots and three 1-minute spots was done on a cost basis by **Martin Lencer** of Freedom Films on the Goldwyn lot in Hollywood. The spots star **Jimmy Boyd, Charles Coburn, Bob Crosby, Howard Duff, Gus Edson (Andy Gump), Jane Greer, Ida Lupino, Pat O'Brien** and **Ruth Roman.** The films will be distributed by the 3,000 local tuberculosis associations to TV stations in their areas.

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Two new 3½ minute films for television and theatre use titled "The American Scene" and "Operation Defense" have been produced as a public service by the **March of Time** in cooperation with the 1953 campaign of Community Chests of America and United Defense Fund. A series of 12 one-minute spots and 11 20-second spots on behalf of the same campaigns, produced through the cooperation of **CBS-TV** and **NBC-TV,** feature personalities of the networks.

•

Hal Roach Studios, Culver City, last week completed long-pending repairs and improvements totalling $25,000 during the first production pause in months.

Film People

John P. Rohrs has been appointed mid-western sales manager for **Screen Gems Inc.** His office will be in Chicago.

Al Preiss and **J. W. Bentley,** TV programming consultants, have been appointed programming consultants for **Telecraft Productions,** Hollywood.

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Harry Gerstad, academy award winning motion picture editor, entered a new field as TV writer when his original story, "The Day the Greeks' Was Closed" was filmed by **Frank Wisbar Productions** for *Fireside Theatre.* Recently Wisbar completed a second film, "Domestic Tranquilty," for *Fireside Theatre* using the same characters as in the first, although the script was by another writer.

Wyatt Resigns From Clark, Heads BAB Member Service

WILLIAM R. WYATT has resigned as vice president in charge of the New York office of George W. Clark Inc., station representation firm, to join BAB as director of member service, it was announced Thursday by William B. Ryan, BAB president.



Mr. Wyatt

Mr. Wyatt, who will join BAB on Aug. 15, has been with the Clark organization since February. He previously was with Forjoe & Co., representation firm, as vice president of the midwest division.

Swezey Named to Head NARTB Labor Advisory Unit

ROBERT D. SWEZEY, WDSU-TV New Orleans, was appointed chairman of the NARTB Televison Labor Advisory Committee by NARTB President Harold E. Fellows last week.

Others named to the committee by Mr. Fellows included John M. Clifford, NBC-TV New York; Frank Falknor, CBS-TV New York; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Philip G. Lasky, KPIX (TV) San Francisco; Donald H. McGannon, DuMont TV Network, New York; Richard A. Moore, KTTV (TV) Los Angeles; Donald W. Thornburgh, WCAU-TV Philadelphia; Mort Weinbach, ABC-TV New York, and Edwin K. Wheeler, WWJ-TV Detroit.

Economist Named to NARTB

A LABOR ECONOMIST has been appointed to the NARTB staff to serve in the association's Employe-Employer Relations Dept., NARTB President Harold E. Fellows announced last week. He is Robert J. Gormley, who next Monday will begin his duties in assisting Richard P. Doherty, vice president in charge of employe-employer relations, and Charles Tower, assistant to Mr. Doherty.

Mr. Gormley has been an industrial specialist and labor economist for the Defense Production Administration since April 1951.

NAFBRAT Names Board

ELECTED to three-year terms on board of directors of National Assn. for Better Radio and Television, Los Angeles, are Mrs. A. Stanley Adams, national vice president, Kappa Gamma Pi (scholastic honor society for Catholic women's colleges), NAFBRAT corresponding secretary and chairman of radio-TV program guide committee; Benedict Cottone, member, Lucas & Thomas, Washington law firm, and former FCC general counsel; John C. Schwarzwalder, manager, KUHT (TV), U. of Houston station, and Paul Witty, professor of education, Northwestern U., Evanston, Ill.

Incumbent directors re-elected for three-year terms are: Mmes. Clara S. Logan (NAFBRAT president), W. J. Armstrong, Mary Daehler, Oscar Gross and Ellwood J. Munger; Drs. Richard Atkinson (NAFBRAT first vice president), Clifton E. Moore, Dallas Smythe and Norman Woelfel; Gilbert Seldes, Robert Lewis Shayon, Charles Siepmann and Jerome H. Spingarn.

OKLAHOMA TV-KOMA MERGER GIVES STATE'S CAPITAL ITS SECOND VHF

Among four FCC grants last week was that of Vhf Ch. 9 at Oklahoma City to Oklahoma Television Corp. after that firm's merger with competing KOMA there. Its proposed 1,500-ft. antenna will be the world's tallest man-made structure, the grantee claims. Other grants are made at Jackson, Miss.; Champaign, Ill., and Kearney, Neb.

OKLAHOMA CITY was assured its second vhf television station with FCC approval last week of the application by Oklahoma Television Corp. for vhf Ch. 9 after its merger with competitive applicant KOMA there. KOMA dismissed its Ch. 9 bid and acquires 50% interest in the grantee.

The action came under FCC's revised expediting procedure whereby the Commission acts upon survivor applicants at the next meeting following the withdrawal of competing bids. KOMA withdrew Tuesday as Oklahoma TV amended to show a half interest would be given KOMA Inc. and that the original Oklahoma TV principals would reduce their holding one-half. The amended bid was approved Wednesday and reported Thursday.

To use maximum effective radiated power of 316 kw visual and 156 kw aural, the station plans a 1,500-ft. antenna, described as the "tallest man-made structure in the world." The call KWTV has been requested, indicating "World's Tallest Video." Construction of the tower and other technical facilities will cost $1.7 million with total investment, including land and studios, reaching $2.2 million, the application disclosed. The station will be RCA-equipped throughout, it was reported.

Under the merger, Oklahoma Television officers include Board Chairman John T. Griffin, head of the Griffin grocery and radio interests in Oklahoma and Arkansas, including KOMA; President Roy J. Turner, oil man and Oklahoma ex-governor, and Executive Vice President and General Manager Edgar T. Bell, former general manager of Oklahoma Pub. Co., owner of WKY-AM-TV Oklahoma City.

WKY-TV has been operating on vhf Ch. 4 since mid-1949. Earlier this year, FCC authorized two new uhf outlets, one on Ch. 19 to KMPT (TV) owned by KLPR there, and the other on Ch. 25 to KTVQ (TV), under common ownership with KWCO Chickasha, Okla. Both uhf permittees plan September commencement dates.

The only other channel assigned to Oklahoma City is vhf Ch. 13, reserved for noncommercial educational use and now in competition between the State Regents and the city's Independent School District.

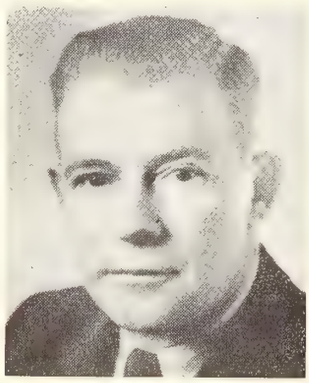
In other TV actions last week, FCC also approved construction permits for new TV stations at Jackson, Miss., to WSLI for vhf Ch. 12; at Champaign, Ill., to Champaign-Urbana TV Inc. for uhf Ch. 21, and at Kearney, Neb., to Bi-States Co. for vhf Ch. 13.

The Ch. 12 grant to Standard Life Insurance Co.'s WSLI Jackson was made possible by the last-minute withdrawal of a competitive application by WRBC Jackson.

Similarily, the Ch. 13 grant to Bi-States Co. at Kearney was facilitated by the Tuesday withdrawal of KGFW's competing application there. Bi-States is controlled by F. Wayne Brewster and the Brewster Hospital and includes local businessmen.

Champaign-Urbana TV Inc. was unopposed in its quest for Ch. 21 at Champaign. The firm includes Vice President Dallas W. Smythe (4%), professor of economics at the U. of Illinois and former FCC economist; President Norman E. Blankman (39%) and Secretary Duncan M. Findlay (17%), both New York realtors, and Vice President Alan Blankman (17%), Baltimore realtor.

After FCC's action to grant Ch. 9 at Oklahoma City, Mr. Bell said every effort will be made to get the station on the air sometime this year. It is assumed the station will affiliate with CBS since WKY-TV is basically affiliated with NBC, and KOMA is a CBS Radio outlet.



Mr. Turner



Mr. Bell



Mr. Griffin

Principals in Oklahoma TV Corp., new Ch. 9 grantee

Oklahoma Television Corp. ownership, as amended under the merger plan, includes: Board Chairman John T. Griffin, head of the Griffin family grocery interests in Oklahoma and Arkansas and 57% owner of KOMA Inc.; President Roy J. Turner (now 20% owner but will be 10% owner when KOMA Inc. assumes 50% ownership), ex-governor of Oklahoma and partner in Harper-Turner, oil firm; Executive Vice President Edgar T. Bell (holds 263 shares Class B non-voting stock); Vice President Luther T. Dulaney (now 30%, later 15%), managing partner in Luther T. Dulaney Co., Oklahoma distributor for RCA appliances and furniture manufacturer; Vice President F. E. Harper (now 20%, later 10%), oil business associate of Mr. Turner; Secretary Henry S. Griffing (now 30%, later 15%, as trustee for Video Independent Theatres, beneficial owner), president and principal stockholder in Video Independent Theatres, operator of 192 theatres in 50 Oklahoma and Texas cities; Vice President James C. Leake, 2% owner of KOMA Inc.;

STATIONS

WEMP AND WEMP-FM TO ORIGINATE ALL GREEN BAY PACKER FOOTBALL GAMES FOR 30 STATION INTERSTATE NETWORK

Miller High Life Sponsors Series Beginning Sept. 27

WEMP AND WEMP-FM, Milwaukee, will again originate all Green Bay Packers broadcasts this Fall, feeding a network of 28 Wisconsin and two Minnesota stations. WEMP Sports Director Earl Gillespie will do play-by-play, assisted by Tony Flynn of WJPG, Green Bay.

Twelve regular games plus a number of pre-season exhibitions are on the Packer schedule. The Packers open against Cleveland at the new Milwaukee stadium Sept. 27.



TONY CANADEO, veteran Green Bay Packer back, is honored in a presentation by Earl Gillespie on "Canadeo Day" last season. Gillespie is WEMP Sports Director and Packer network sportscaster.

WEMP also originates the Milwaukee Braves baseball broadcasts, with Gillespie, for a network of 19 Wisconsin, Michigan, Minnesota and Iowa stations, as well as the 19 station east coast United Broadcasting net.

Gillespie also does Marquette University football and Milwaukee Hawks pro basketball on WEMP. All broadcasts are sponsored by the Miller Brewing Co., Milwaukee.

WEMP Advertisers Tie-in with Braves

WEMP ADVERTISERS are tying in with station's broadcasts of Milwaukee Braves baseball games. WEMP originates play-by-play broadcasts of Braves games to Wisconsin, midwest and east coast net with WEMP Sports Director Earl Gillespie at the mike.

WEMP's advertisers are using testimonials by Gillespie and Braves players in their spot announcements.

These include endorsements of Wisco 99 gasoline, which sponsors "Play Ball" program before each game in addition to a saturation spot schedule on WEMP; R. G. Dun cigars and Bendfelt Ice Cream. Joe Adcock, Warren Spahn and Andy Pafko endorse the latter. All are placed through W. B. Doner agency.

Winner of $2,000 WEMP Radio-TV Scholarship Announced By Boice

THE FOUR-YEAR $2,000 WEMP Radio-TV scholarship winner is Ruth Ann Schaefer, it was announced by Hugh K. Boice Jr., WEMP general manager.

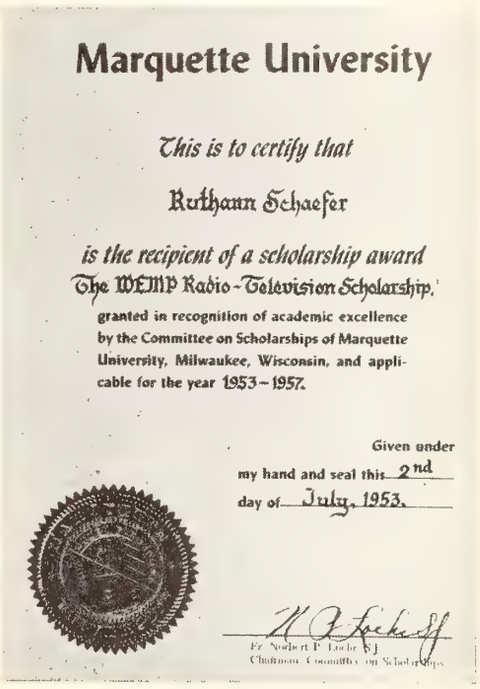
The annual scholarship was won by Miss Schaefer, a graduate of Divine Savior high school, in competition with Milwaukee county public and parochial high school students.

The award was made on the basis of writing and speaking ability, scholastic achievement, character and financial need. Applicants wrote a scholarship test and a one thousand word essay on "Why I Intend To Make A Career in Radio or Television."

Miss Schaefer will attend the Marquette University College of Journalism, where the scholarship was recently established by WEMP. Special guidance by WEMP and the University will help the winner plan a curriculum leading to a degree in Journalism and including courses in Speech and Business Administration.

The four-year award is provided by WEMP to encourage young people in the Milwaukee area to enter the field of radio and television after completing their college education. When the scholarship plan is functioning at its maximum, WEMP will have four such scholarships in effect at one time.

WEMP's educational activities also include the broadcast of Marquette University's "Radio Workshop" program during the school year, and a Junior Achievement program, "High School Hit Parade."



Marquette University

This is to certify that

Ruthann Schaefer

is the recipient of a scholarship award
The WEMP Radio-Television Scholarship,

granted in recognition of academic excellence by the Committee on Scholarships of Marquette University, Milwaukee, Wisconsin, and applicable for the year 1953–1957.

Given under my hand and seal this 2nd day of July, 1953.

Fr. Norbert P. Loehr S.J.
Chairman Committee on Scholarships



MISS RUTH ANN SCHAEFER, winner of the $2,000 WEMP Radio-TV scholarship, discusses her college curriculum with (l. to r.) J. L. O'Sullivan, dean of the Marquette University College of Journalism; Hugh K. Boice Jr., WEMP general manager; and Rev. Norbert P. Loehr, S. J., University treasurer and chairman of the committee on scholarships. The scholarship certificate (top right) entitles Miss Schaefer to four years study at Marquette University.

Director Marjorie Griffin Leake, 40% owner of KOMA Inc.

John T. Griffin is the brother of Marjorie Griffin Leake and brother-in-law of James C. Leake. Besides controlling KOMA Inc., they also have interests in KTUL Tulsa, KFPW Fort Smith, Ark., and KATV (TV) Pine Bluff, Ark., vhf Ch. 7 permittee. Their Tulsa Broadcasting Co. (KTUL) is applicant for vhf Ch. 8 at Muskogee, where the Griffin grocery interests are headquartered.

Mr. Bell, long known in both the broadcasting and publishing fields, was secretary-treasurer and general manager of WKY and the Oklahoma Pub. Co. from 1928-1948; directing head of KLZ Denver and KVOR Colorado Springs from 1936-1948 while under Oklahoma Pub. Co. ownership; general manager of WEEK Peoria, Ill., from 1946-1948, and general manager of KTOK Oklahoma City from 1950-1951.

L. M. Sepaugh, general manager of WSLI Jackson, said the new Ch. 12 station should begin operation within six months. A firm date will be set as soon as equipment deliveries from General Electric are verified. Since WSLI is affiliated with ABC, he assumed the TV station likewise would be a primary outlet of that network. National representative will be Weed Television.

Details of the four new grants follow:

Champaign, Ill.—Champaign-Urbana TV Inc. granted uhf Ch. 21; ERP of 16.2 kw visual and 8.71 kw aural; antenna height above average terrain 740 ft.

Jackson, Miss.—Standard Life Bcstg. Co. (WSLI) granted vhf Ch. 12; ERP 214 kw visual and 112 kw aural; antenna 700 ft. above average terrain.

Kearney, Neb.—Bi-States Co. granted vhf Ch. 13; ERP 56.2 kw visual and 30.2 kw aural; antenna height above average terrain 550 ft.

Oklahoma City—Oklahoma TV Corp. (amended to allow KOMA Inc. to acquire 50% interest) granted vhf Ch. 9; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 1,530 ft.

FCC Asked to Okay WHOL For Temporary Operation

WHOL Allentown, Pa., should be permitted to continue operation until the new WEEX Easton, Pa., begins program test operation Aug. 15, FCC was advised last week by the chief of its Broadcast Bureau. WHOL has asked permission to operate until litigation ends in its quest to overturn the latest final decision of the Commission in the seven-year-old case granting WHOL's 250 w fulltime on 1230 kc to Easton Pub. Co. for WEEX [B•T, July 20, 6].

WEEX has agreed to allow WHOL to continue until Aug. 15. WHOL won the original decision, set aside after court appeal by Easton, and FCC allowed WHOL to continue pending outcome of the comparative proceeding.

TV Processing Procedure

NEW TV processing procedure announced a fortnight ago by FCC to expedite hearing cases and grants in major markets having little or no operating TV stations [B•T, July 20] will become effective Aug. 24, it was learned last week. The revised city priority lists will be issued shortly thereafter, FCC spokesmen said. Official publication of the new procedure was made in the *Federal Register* Saturday, and the amended TV processing plan would become effective 30 days thereafter on Monday, Aug. 24. Under the plan, cities would rank in the new priority lists in the order of greater population and least operating local service. The lists will be revised every two months to reflect changing conditions.

SRA ASKS FCC TO REOPEN PROBE OF NETWORK SPOT REPRESENTATION

Issue, first raised in 1947 by the SRA predecessor organization, is again called to the attention of the Commission. Hearing in 1949 prompted FCC to put network-owned outlets on temporary license, pending review of situation. Review did not materialize.

CALL for FCC to reopen its investigation of the network "invasion" of the national spot representation field in both radio and TV was voiced last week by former FCC Chairman James Lawrence Fly in behalf of Station Representatives Assn. Inc.

Hitting the several years' delay upon the part of the Commission on solving policy questions concerning the networks and their representation of independently-owned radio and TV affiliates in the national spot field, Mr. Fly charged that "national public policy . . . requires that network encroachment upon station control and upon responsible non-network competition be eliminated forthwith."

"Patently, the hour is late," he concluded, alluding to the fact that it was SRA's predecessor, the National Assn. of Radio Station Representatives, whose complaint in 1947 to the U. S. Attorney General and to FCC resulted in the Commission's subsequent hearing in this matter.

The hearing culminated in a ruling by the Commission in late 1949 whereby ABC, CBS and NBC owned-outlets were placed on temporary license pending a projected over-all review of the network-affiliate relationship, an investigation which never has materialized.

These network-owned stations since have been granted regular renewals, as well as those of the Don Lee Broadcasting System (now a division of General Teleradio) which had been put on temporary license in 1946 pending investigation of option time, territorial rights and other related matters.

Mr. Fly, now partner in the New York-Washington radio-TV law firm of Fly, Shuebruk & Blume, was chairman of FCC at the time the "chain broadcasting regulations" were promulgated and made effective. These rules limit network control over operation of affiliated stations.

Termed 'Supplement'

The present FCC Chairman, Rosel H. Hyde, presided for the Commission in the Don Lee Network hearing in January 1947.

Mr. Fly's letter in behalf of SRA, dated July 17, was termed a "supplement" to the original 1947 protest of the representatives' association. The letter noted that FCC held "extensive hearings" in November-December 1948 and January-March 1949 and on Oct. 31, 1949, "took intermediate action in placing certain network owned stations on temporary license pending the conclusion of this and other related matters."

Thereafter, the letter pointed out, "the Commission concluded that no definitive action would be taken at that time and indicated unresolved issues would be concluded after a general network investigation then in contemplation."

"This latter and broader proceeding has not been undertaken," SRA reminded the Commission.

"Conscious of the great work load on the Commission," SRA said it recognizes such a general inquiry cannot be expected in the foreseeable future, but called for immediate action on the limited issues surrounding the networks' national spot representation activities.

SRA contended: (1) These issues are "basic and simple and may feasibly remain isolated" from other network problems; (2) a conclusion on them "has become urgent" through "recent and current action" of NBC and CBS "in actually further encroaching and projecting still additional encroachment upon the station national spot representative field," and (3) "the rapid growth in the number of television stations accelerates the development of practices which, permitted, will become industry fixtures."

SRA's position in substance is that the national networks, already controlling most of their affiliates' broadcast hours, may not acquire "further control" over the stations' time, business and programming "without running counter to sound public policy and to the controlling policy if not the specific letter of the Commission's network regulations."

"In complete disregard for the Commission and the proceeding before it," SRA asserted, "NBC and Columbia have recently acquired the national spot representation" of certain independently owned and operated affiliated stations. SRA pointed to NBC's new representation of KPTV (TV) Portland, Ore., KONA (TV) and KGU Honolulu, and KSD-AM-TV St. Louis and CBS' new representation of WMBR-AM-TV Jacksonville, Fla., and KGUL (TV) Houston-Galveston, Tex.

Alleging that the networks are becoming bolder because of FCC's failure to settle the issues and citing the urgency created by TV's growth, SRA argued:

The sledge hammer force of affiliation or non-affiliation may easily be used to force the independent stations to yield control of national spot competition. And this force we know is being used. The Commission needs no charts or graphs to recognize the importance to a TV or AM station of network affiliation. The very weakness of the bargaining power of an individual station renders it helpless against this force in the absence of action to implement the national public policy.

Turning to network expansion into the field of TV film production, SRA said this "fast developing" practice is further aggravating the problem. Noting that these films are mailed to affiliated for airing at different times, SRA said "these practices are to be distinguished from the live show or even the film show simultaneously transmitted by electrical means for simultaneous broadcast by all affiliated stations."

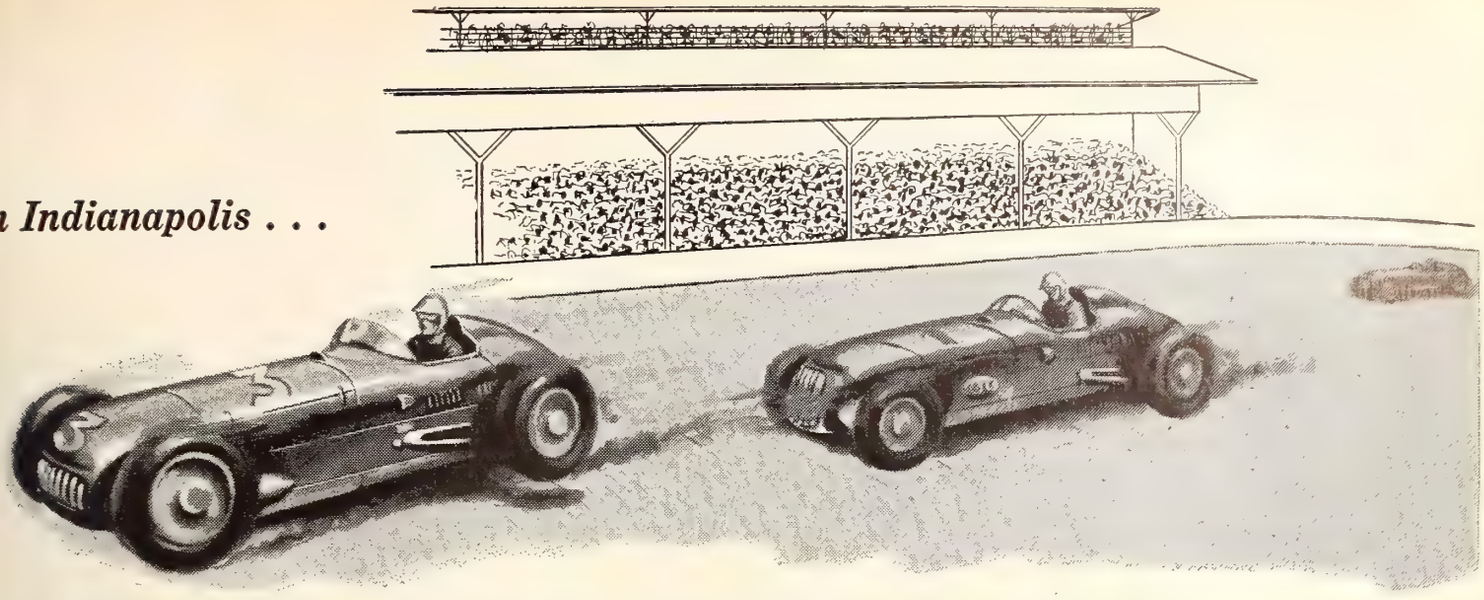
Contrary to the statutory definition of network broadcasting, SRA alleged, "the networks force recognition of this service as 'network broadcasting'; station revenue is dismissed accordingly and licensee responsibility further impaired. "

CBS legal authorities last week said they

Text of SRA Letter

FULL TEXT of James Lawrence Fly's letter to FCC in behalf of Station Representatives Assn. is published on page 111 of this issue. SRA asks FCC to reopen its onetime investigation of major network representation of independently-owned affiliated stations in the national spot broadcasting field.

In Indianapolis . . .



EVENING IS EVEN BETTER

It sounds like a stopper but it's true—*evening* radio time is even better than early morning which no one needs to tell you is an excellent value from the standpoint of listeners per set, audience turnover and family-type audience.

To be specific . . . take Indianapolis, where a survey* of the three-hour periods 6:00 to 9:00 P.M. versus 6:00 to 9:00 A.M. Monday through Friday discloses these extremely interesting percentages:

13% higher average ratings on WIBC in the evening.

13% more sets in use in the evening.

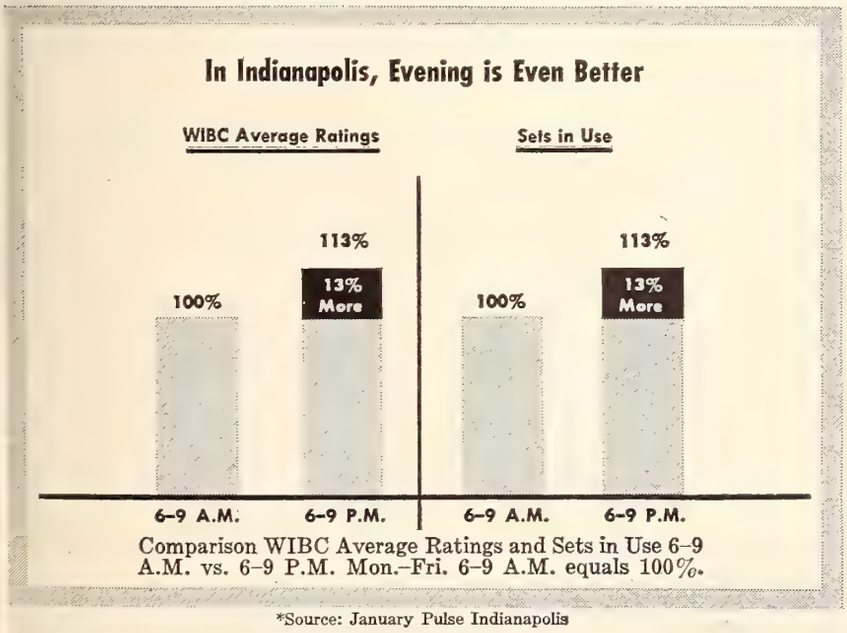
Giving a still sharper edge to these figures is television's complete penetration into the Indianapolis area!

This is no isolated case: it's repeated in city after city coast to coast. Even in many mature television markets, evening radio offers a far larger audience than early morning, yet the cost per thousand comparison is most attractive.

Bargain-wise advertisers and agencies should have all the facts with which we support our statement that nighttime radio is *today's best buy.*

Call your John Blair man *today!*

particularly over WIBC, Indiana's First and Only 50,000 Watt Station



Comparison WIBC Average Ratings and Sets in Use 6–9 A.M. vs. 6–9 P.M. Mon.–Fri. 6–9 A.M. equals 100%.

*Source: January Pulse Indianapolis

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John Blair-represented outlets . . . all in major markets, all in mature television markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

were not served with a copy of Mr. Fly's letter and accordingly could not comment on it.

NBC, which received a copy, said it tentatively was planning to answer it in a letter to the Commission, although a final decision might not be made before this week.

The nature of the reply under consideration was not disclosed but officials pointed out that in the 1948-49 hearings NBC—as well as CBS and also ABC, which at that time represented some stations other than their own—took the position that SRA's charges were unfounded and untrue and that SRA could cite no instance where a network had used affiliation as a device to pull itself up in the spot field.

They also pointed out that in the FCC hearing no station official testified against network activity in the representation field and that, on the other hand, all station people who did testify were in favor of such activity.

It was also noted Mr. Fly's contention that stations' use of network film non-simultaneously does not qualify as "network broadcasting" was raised by him during the 1948-49 hearing. It was the networks' position that a station should not be "penalized" by loss of network status because of the absence of intercity relays and that AT&T is correcting and ultimately will correct this situation by making intercity channels available to link the stations with the nationwide network.

Mr. Fly's reference to networks' expansion in the field of TV film production was termed "irrelevant."

WFMZ-TV Ownership

WFMZ-TV Allentown, Pa., new uhf Ch. 67 companion outlet to WFMZ-TV there, is owned by Penn-Allen Broadcasting Co. and not Easton Pub. Co. as reported in B•T, June 20. Raymond F. Kohn is Penn-Allen president. Easton Pub. Co. is operator of WEEX-FM Easton, permittee for WGLV (TV) there on uhf Ch. 57, and holds a construction permit for a new AM station there, to be WEEX.

WCAV, Larus Oppose WTAR Bid for Hearing

CAVALIER Broadcasting Co. (WCAV) Norfolk and Larus & Brother Co., licensee of WRVA WRVB (FM) Richmond and WRVC (FM) Norfolk last week filed in opposition to petitions by WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, and Hampton Roads Broadcasting Corp. (WGH) Newport News, Va., which ask FCC to designate for hearing an application to assign WCAV to Larus.

The WTAR petition charged the primary reason for the sale was to afford Larus a second outlet in the Norfolk area in contravention of FCC multiple ownership rules and against the public interest. WTAR charged that since WRVA went on the air in 1939 it had made claims at various times that its signal "blankets" the Norfolk market and that it now is "discreetly silent" about its Norfolk activity and overlap with WCAV [B•T, July 6].

The WCAV and Larus petitions asked that the WTAR petition be dismissed on the ground neither petitioner is a party in interest to the proceeding for the assignment of WCAV to Larus.

The Larus petition argues the overlapping daytime service of WRVA and WCAV is of minor importance and that it "has never claimed that WRVA served the Richmond and Norfolk markets equally well. Anyway, advertising claims by a station regarding coverage are immaterial."

Larus argues that the estimate that Norfolk constituted approximately 20% of WRVA's listening audience was due to the fact that WRVA was the only source of CBS programs in the area. Larus contends that:

". . . When WTAR Norfolk becomes the CBS affiliate in September, the Norfolk audience desiring CBS programs will listen to the station with the stronger signal (WTAR), rather than the one supplying a signal of marginal value (WRVA). Acquisition of WCAV will enable Larus to render service with a quality signal to the Norfolk area, replacing the present service that has an inadequate and unsatisfactory signal."

No Call Confusion—FCC

CONTENTIONS that similar call letter assignments may be confusing were turned down by FCC last week in two cases. The Commission denied a petition by WMT-AM-TV Cedar Rapids, Iowa (American Broadcasting Stations Inc.) requesting cancellation of the call WMTV (TV) assigned to Bartell TV Corp., uhf Ch. 33 permittee at Madison, Wis. FCC noted Madison is 130 miles from Cedar Rapids "and doesn't see likelihood of confusion." The Commission also denied petition of WJDA Quincy, Mass. (South Shore Broadcasting Co.) requesting that WVDA Boston (Vic Diehm & Assoc.) be required to change its call. WVDA formerly was WNAC under General Teleradio, the latter now operating WLAW Lawrence-Boston as WNAC.

FCC Approves Petry Purchase Of 22% Share in KFMB-AM-TV

SALE of 22% interest in KFMB-AM-TV San Diego, Calif., to Edward Petry & Co. for $633,000 was approved by FCC last week as co-owners J. D. Wrather Jr. and Maria Helen Alvarez relinquish negative control [B•T, June 8].

New stock in the amount of 285.67 shares is issued to the station representative firm as Petry also acquires an option to purchase an additional 142.83 shares at $316,719 for a total interest of one-third in the radio-TV properties.

Mr. Wrather and Mrs. Alvarez earlier this year received Commission approval to acquire the KFMB outlets from John A. Kennedy for a total consideration of $3.15 million [B•T, March 30]. They also control KOTV (TV) Tulsa.

Meanwhile, FCC records last week disclosed that Petry has given up its 11% interest in KSTP-AM-TV Minneapolis-St. Paul. KSTP Inc., the licensee, has bought back the 22,200 shares of $1 par value stock held by the station representative. Price was not reported. Principal owner of KSTP is Stanley Hubbard, president and general manager.

Waterloo Vhf Ch. 7 Suit Recessed Until Aug. 25

HALF MILLION dollar anti-trust suit brought by KWWL against KXEL [B•T, July 13], both Waterloo, Iowa, recessed last week to Aug. 25 when the trial will be resumed. U. S. District Court Judge Henry N. Graven also ordered that all testimony taken thus far be considered part of the record on the merits of the case.

Engendered by heat of competition for Waterloo's lone vhf Ch. 7, suit was brought by KWWL on the charge that KXEL had inspired a boycott by advertisers, and that KXEL had misrepresented and defamed KWWL. Trial began July 17 and ran until it was recessed July 20. During the trial, KWWL ran a tape recording of two speeches by Joe Dumond, manager of KXEL.

Torrid heat wave during the trial caused Donald Kassner, KXEL chief engineer, to faint at one period in the proceedings. Representing KWWL is W. A. Roberts of the Washington law firm of Roberts & McInnis. Representing KXEL is Clair L. Stout, of the Washington law firm of Dow, Lohnes & Albertson.

BEAUMONT, ALLENTOWN TV PROPOSED

FCC examiners issue initial decisions for grants to KTRM in Texas and Queen City Broadcasting Co. in Pennsylvania.

INITIAL decision, proposing to grant vhf Ch. 6 at Beaumont, Tex., to KTRM Inc., licensee of KTRM, was issued last week by FCC Hearing Examiner Annie N. Huntting. Assurances of better public service because of integration of ownership and management, superior programming and technical facilities, and local stock ownership and community participation were cited as the decisive factors.

The examiner simultaneously would deny the competitive applications of Beaumont Broadcasting Corp. (KFDM) and The Enterprise Co. (KRIC), publisher of the *Beaumont Journal* and *Enterprise*.

In another initial decision FCC Hearing Examiner Benito Gaguine proposed to grant uhf Ch. 39 at Allentown, Pa. to Queen City TV Co. The proposed ruling stems from the dismissal of B. Bryan Musselman et al (WSAN-AM-FM Allentown) of its competitive application for the same channel.

The proposed grant to KTRM calls for ERP of 35 kw visual and 18.7 kw aural with antenna height above average terrain of 592 ft., above ground 611 ft.

KTRM's principal officers and directors, owning about 76.2% of the voting stock, are: President Jack Nell, Vice President-Treasurer Joseph S. Trum, Secretary Ben F. Hughes and W. P. Hobby. Mr. Hobby, former governor and lieutenant governor of Texas, now publisher of the *Houston Post*, licensee of KPRC-AM-FM-TV Houston, has an option to purchase an additional 25% interest. His wife is Oveta Culp Hobby, Secretary of the Department of Health, Education and Welfare.

KFDM is owned 40.62% by D. A. Cannan and family; 24.81% by C. B. Locke and family and 31.83% by 9 Beaumont stockholders.

Principals in KRIC are Vice President and Treasurer E. C. Davis (8.14%), Secretary Eva H. DuJay (11.54%) and the Estate of Mrs. J. L. Mapes (63.82%), voted by President O. E. Davis.

The recommended grant in Allentown, on Ch. 39 to the Queen City TV Co. specifies ERP of 107 kw visual and 54 kw aural with antenna height above average terrain of 350 ft.

Principals in the proposed grantee include Farris E. Rahall (34%), 25% owner of Raleigh Transit Co., Beckley, W. Va., city bus lines, secretary and 22% owner of WKAP Allentown, vice president and 25% owner of WNAR Norristown, Pa. and secretary and 15% owner of WWNR Beckley, W. Va.; President Frank Hausman (15%), 60% owner of General Paving Co., Allentown; Vice President Max Cornfield (15%), automobile dealer; Secretary Ogden R. Davies (7%), ⅓ owner of golf course, general manager and 4% owner of WKAP Allentown and 2.4% owner of WNAR Norristown, and Bernard B. Naef (6%), real estate development and ⅓ owner of golf course.



Look at cars. (Like Chevrolet, whose local dealers have used Channel 2 continuously for over five years.)

Only on TV, of all media, can you seat your prospect up front...demonstrate performance with an actual ride ...focus his full attention on individual features of engineering, style, and economy.

And only on WCBS-TV will you find the best average rating, day and night all week long, in the nation's biggest television market... the most quarter-hour wins ...the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time...

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, June 1958

CONGRESS, IN PUSH TO GO HOME, FREES FCC, FTC, CENSUS FUNDS FROM LOGJAM

FCC receives $7.4 million to operate in fiscal 1954, with more than $1 million pegged for TV. Congress, however, uses its economy knife on business, manufacturing and agricultural censuses; on FTC, and on radio propagation and standards studies by the National Bureau of Standards.

CONGRESSMEN, staying up late and working hard in committees last week, loosened the appropriations logjam.

Among the results:

• FCC now knows how much it will get to carry on its 1954 fiscal operation. Total sum for the year which began the first of this month is $7.4 million. Of this amount, $1,018,496 is to be applied to easing the Commission's TV application processing load.

• The National Bureau of Standards was expected to receive $2 million flat for its study of radio propagation and standards.

• The Bureau of the Census now must readjust its plans on the taking of business, manufacturing and agricultural censuses on the basis of $1.5 million, substantially less than originally earmarked for the Commerce Dept. branch.

• Federal Trade Commission also is not faring too well under congressional pruning knives. FTC can bank on $4,053,800 to operate in fiscal 1954.

While not all of these appropriations were cleared for the President, joint conferees already had agreed upon the above. Disagreement on other items in the separate bills (all unrelated) placed temporary brakes on clearance.

Senate Version Wins

Joint conferees agreed with the Senate version of FCC's budget, giving the agency the $300,000 additional appropriation which was won in the upper branch principally because of Sen. Edwin C. Johnson's (D-Colo.) floor fight earlier in the year [B•T, May 25].

The conferees said in effect that FCC must abide by the House direction, however. In other words, the Commission must apply the million and plus to TV. The Senate originally had been thinking in terms of FCC getting some of the money and then coming back for more if TV processing was at a speedy pace.

FCC now receives $900,000 more than it got for fiscal 1953.

The Truman budget had asked for $8.3 million for FCC. This was later trimmed by the GOP Bureau of the Budget which put the figure at $7.1 million.

FCC now has 10 examiner teams engaged in TV processing. The new appropriation, according to Sen. Johnson's estimates, would give the agency 24 teams. The Commission has been cataloging applications from legal people, according to experience. Some informal interviewing has been underway. But in respect to new examiners, FCC first must advertise in the *Federal Register*. This has not been done as yet.

It is understood that Sen. Johnson will be keeping close check on FCC as to progress made on the handling of funds in relation to the TV processing problem.

On the business-manufacturing-agriculture censuses, the House originally had thrown out the funds. The Senate disagreed, asking for $9.4 million to be available until Dec. 31, 1956 [B•T, June 1]. Finally, the House adopted an amendment proposing the $1.5 million on a fiscal basis to which the Senate concurred. Inserted were the words "spot checking" which the Bureau is now directed to do.

In radio propagation and standards research, the House had proposed a cut of $306,500 from the original request of $2,306,500. The Senate restored the cut. Conferees, however, accepted the lower figure of the House.

FTC, meanwhile, was told by the conferees that while it had not been authorized expenditures to hire a management consultants firm to survey the commission, the "project is desirable." Congressmen suggested the Bureau of the Budget be called in to assist FTC in this endeavor. In total, FTC gets $125,000 less, the Senate version winning over the House.

MOVIE TAX REPEALER SENT TO 'IKE'

A DRIVE by revenue-hungry motion picture people to have Congress repeal the 20% tax on movie theatre tickets succeeded last Friday when the measure was sent to the White House.

The bill (HR 157) stormed through the House via the House Ways and Means Committee and through the Senate via the Senate Finance Committee. It cleared the Senate Friday.

The tax-repealer was reported out of House committee a fortnight ago [B•T, July 13]. It was passed by the House Wednesday in less than two minutes when no objection was raised. The same day it cleared the Senate Finance Committee.

In a Senate report (S Rep 611), the Committee noted:

"The [movie] industry has been extremely hard hit through the introduction of television and other competing activities."

The bill was opposed by the Administration. The committee estimated the U. S. loss of revenue would be "approximately $100 million."

Senate Finance Committee Chairman Eugene D. Millikin (R-Colo.) said his group felt the movie industry was in "distress" and needed aid. The committee said total net income of all U. S. movie theatres declined 29.7% since 1946. Attendance was still on the decline, the report asserted. Since 1946, the report said, more than 5,000 movie houses have closed their doors.

Some Would Pocket It

Chairman Millikin explained that some movie theatres would pass the saving along to patrons while others would keep it to help make ends meet. If amendments are tacked on the bill in the Senate to give similar excise tax relief to other industries, the legislation might meet defeat, he cautioned.

Meanwhile, Senate leaders predicted prompt approval of House-approved legislation which would prevent movie stars and others from escaping U. S. income taxes by remaining abroad for at least 17 out of 18 consecutive months.

Homestretch

WITH Congress heading down the homestretch, B•T has assembled on the next few pages reports of legislation and events on Capitol Hill which affect or are of general interest to the broadcaster and to those in related fields. Congress has its sights trained on a July 31 adjournment, but the Administration leadership already has admitted the session could go longer. Most observers agree that Congress will wind up when well into August.

CONGRESS WINGS IIA WITH BOTH BARRELS

IIA, scheduled to become an independent branch on Aug. 1, suffers near mortal wound as the House clips 31% from its 1954 funds. And Sen. McCarthy triggers a threatening blast.

THE U. S. international information program last week found itself still the clay pigeon for Congressmen searching for fair game.

First shot was fired by the House a fortnight ago when that body sheared 31% from the 1954 appropriation for the International Information Administration.

The IIA includes Voice of America. The IIA is scheduled Aug. 1 to become an independent branch administratively with broad guidance on policy from the State Dept. This was assured by House action last week in approving President Eisenhower's IIA reorganization request.

The State Dept., however, warned that if the House cuts are allowed to stand it may capsize the VOA, forcing a radio shutdown. The cut for IIA was from $97 million to $50 million.

The Administration was putting all its eggs in the Senate basket. The Senate Appropriations Committee was scheduled to hold hearings on the budget request last Friday.

Second shot fired at IIA was by Sen. Joseph R. McCarthy (R-Wis.), long a critic of the program. He directed his attack against Dr. Robert L. Johnson, retiring chief of IIA. The Senator warned Dr. Johnson that the latter's statements criticizing his newly-hired subcommittee research director, Karl Baarslaag, would cost the overseas information program a heavy price in budget cuts.

Meanwhile, President Eisenhower indicated he was highly disturbed over the House budget cut. This was revealed by Sen. H. Alexander Smith (R-N. J.), a member of the Senate Foreign Relations Committee.

Sen. McCarthy is a member of the Senate Appropriations Committee. He wrote Dr. Johnson:

"Doctor, if you had deliberately set out to sabotage any possibility of getting adequate funds to run a good information program, you could not have done a better job in that sabotage than you have. . . . You have done almost irreparable damage to the possibility of obtaining adequate funds for an information program which could be a real Voice of America and not a voice of Moscow as it has been to such a great extent under the previous Administration."

Leonard F. Erikson, vice president and director of McCann-Erickson advertising agency, takes over as head of Voice of America today (Monday).



"... one of the most promotion - minded stations in Texas."

That's from Earl M. Richards of Foote, Cone & Belding in a recent letter.

"... our sincere thanks for the wonderful cooperation ..." writes R. L. Harris, Advertising Manager, American Chicle Company.

"Once again I want to express our appreciation for the excellent manner in which you have followed through ..." these kind words come from Wright Nodine of Geyer Advertising, Inc.

These letters and many more are greatly appreciated here at KROD-TV because they are proof that our merchandising cooperation really pays off in Effective Promotion.

*Effective Promotion ... examples shown in this advertisement ... include:

- **24 Sheet Posters**
- **P. O. P. Displays**
- **Texas Size Post Cards**
- **Courtesy Announcements**
- **Newspaper Publicity and Ads**
- **Sales Meetings**
- **Promotion Reports**

All these Effective Promotion services add up to MORE and BETTER Television shows for KROD-TV. More viewers for YOUR spots or programs. More SALES for your clients.

.....*Effective Promotion*

GEYER ADVERTISING, INC.

American Chicle Company

FOOTE, CONE & BELDING

KROD-TV

CHANNEL 4 — EL PASO, TEXAS

RODERICK BROADCASTING CORPORATION

DORRANCE D. RODERICK	VAL LAWRENCE	DICK WATTS
Chairman of Board	President and Gen. Mgr.	Sales Manager

THE BRANHAM COMPANY—EXCLUSIVE NATIONAL REPRESENTATIVE

TOBEY SPURS NARBA TO VOTE

There's no let-down on NARBA in Senate. On the contrary, Sen. Tobey asks for continued meetings on the international radio treaty until the Senate Foreign Relations Committee sees fit to vote upon it. Current obstacle to proponents is the Congressional drive to adjourn.

THERE is a strong move in the Senate Foreign Relations Committee, propelled by Sen. Charles W. Tobey (R-N. H.), to bring the North American Regional Broadcasting Agreement to a committee vote and, if approved, send it to the floor for action.

The aim is to get the treaty before the Senate for ratification before Congress adjourns, which may be by mid-August.

NARBA apportions various parts of the AM spectrum among the North American countries and has been awaiting ratification since February 1951. It takes a two-thirds majority of Senate members, present and voting, to ratify an international treaty.

Developments last week on NARBA, on which hearings were held the second week of July [B•T, July 13], were:

• FCC Chairman Rosel H. Hyde, who headed the U. S. delegation which negotiated the treaty, was questioned Tuesday in closed session with some nine members of the committee present.

In No Hurry

• Sen. Walter F. George (D-Ga.), ranking minority member of the committee, indicated the group should not be in any "hurry" to consider the agreement. It was learned, however, that Sen. George has been asked by Sen. Tobey to change this position and the Georgian, a veteran legislator, may go along.

• Sen. Tobey also has applied a gentle touch to Sen. Paul H. Douglas (D-Ill.) to study NARBA. Sen. Douglas, it is understood, had "watered down" his objections to NARBA when he publicly opposed it at first [AT DEADLINE, July 13].

• Sen. J. William Fulbright (D-Ark.) is said to be in favor of the treaty and may actively support it. He is a member of the NARBA subcommittee of the Senate Foreign Relations unit.

• Sen. Tobey asked the committee's chairman, Alexander Wiley (R-Wis.), to continue consideration of NARBA until a committee vote can be taken. It was reported that Sen. Wiley was willing for meetings to be held, but there is difficulty in getting members together.

• It also was reported that Sen. Tobey still wants the treaty to come before the Senate, irrespective of victory or defeat, though he would want the former.

• Another development was the report that some attempt may be made to make it the sense of the Senate that FCC assure radio coverage to farm areas (farm groups have objected strenuously to the treaty) by not permitting stations which serve those regions to suffer a diminishment of power because of NARBA.

New Hoover Commission Ordered by President

A NEW Commission on Organization of the Executive Branch of the Government (Hoover Commission) has been ordered by President Eisenhower. Former President Herbert Hoover again will chairman the study.

The first commission, set up by the Truman Administration, operated from 1947 to 1949. Its recommendation for reorganization of the FCC eventually wound up before Congress via the White House. The first, in 1950, was rejected by the Senate [B•T, May 22, 1950]. A second attempt met similar defeat in the 82d Congress when a Senate committee turned down the plan in view of the previous Congress' action.

Both proposals would have invested additional powers in the office of the FCC chairman. They would have given the Chairman authority on executive and administrative functions, transferring it from the full Commission. The later plan would have allowed the Chairman jurisdiction on the appointment and assignment of personnel in the immediate offices of the Commissioners [B•T, March 26, 1951].

Mr. Hoover said the new commission will concentrate on overlapping functions of government departments and initiate a study for eventual civil service reforms. Sen Homer Ferguson (R-Mich.) and Rep. Clarence Brown (R-Ohio) sponsored legislation setting up the commission. They said the new group would have broader powers.

BROADCAST MEDIA IN HILL DEBATE

BROADCAST media got some play in a somewhat indirect way in these situations on Capitol Hill last week:

During a stormy session of the House Government Operations Committee Thursday, committee members prevented Chairman Clare E. Hoffman (R-Mich.) from going through with a plan to record their remarks. Two Congressmen, noting microphones before them, threatened to walk out unless they were removed. They said Rep. Hoffman, who has differences with his committee members on what the group should investigate, could use the wire recorder to make their remarks out of context and broadcast them on the radio.

Senate Ire Up

In the Senate, during angry debate between Sen. Joseph R. McCarthy (R-Wis.) and Sens. Herbert H. Lehman (D-N. Y.) and Mike Monroney (D-Okla.), Sen. Monroney declared he did not believe "that televising hearings of crackpots, Communists, or fellow travelers no matter who they may be, is an effective way to root out communism." Later he cautioned the Wisconsin Senator that the search of subversives ought not be by television "but by scientific crime detection." By the latter, he explained, he was referring to the FBI.

HINSHAW BILL WOULD MAKE PAY-SEE, THEATRE TV BOTH 'COMMON CARRIERS'

California GOP Rep. Carl Hinshaw introduces a House bill to amend the Communications Act of 1934 to make 'Box Office TV' a common carrier, removing subscription-theatre video from the broadcasting category. No action is seen this session.

BOX OFFICE television—so-called subscription or theatre TV—would be "deemed . . . common carrier" by a proposed amendment to the Communications Act.

This is the purpose of a House bill (HR 6431) introduced last week by Rep. Carl Hinshaw (R-Calif.).

The legislation was looked upon by broadcast industry observers as both significant and broad in its implication.

The measure would place both subscription and theatre TV in the public utilities category. In other words, FCC would set tariffs, rates (for type of service and amount), return entitled on investment, etc. These are some of the regulations which govern the telephone and telegraph industries.

No Charges Wanted

Rep. Hinshaw told B•T he introduced the bill because he believed the definition of "broadcasting" in the Act should remain as it is now. "Broadcasting should be disseminated for the public without any charges," he asserted flatly.

The Congressman pointed out that a year ago (July 2, 1952) during House debate on a conference report dealing with the McFarland Bill (now law), he had insisted on no change in definition.

At that time, he warned he would amend the Act to make this clear both in intent and definition.

The bill last week was referred to the House Interstate & Foreign Commerce Committee. It was conceded, however, that there was no chance for it to be considered because of the rush by Congress to adjourn.

But the committee could take up the measure next year in the second session of the 83d Congress.

May Affect FCC

It was speculated in Washington that the bill, if passed next year, could preclude the FCC from authorizing subscription TV as an adjunct of the broadcasting arts.

Introduction of the measure, alone, probably will mean that the committee will call for comments from FCC, and likely tie up any forthcoming decision.

Text of the bill follows:

A BILL

To amend the Communications Act of 1934 with respect to its application in the case of subscription radio and television.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 3(h) of the Communications Act of 1934 is amended by inserting before the period at the end thereof the following:

"*Provided,* That a person engaged in interstate or foreign communication by radio of program material intended to be received by members of the general public only upon the payment of a charge, fee, or other form of direct compensation shall be deemed to be a common carrier."

SEC. 2. Section 3 (o) of the Communications Act of 1934 is amended to read as follows:

"(o) 'Broadcasting' means the dissemination of radio communications intended to be received, without the payment of any charge, subscription fee, or other form of direct compensation, by the general public, directly or through the intermediary of relay stations."

SENATE APPROVES GLOBAL TV GROUP

Prospect of a new Commission on International Telecommunications (before Congress adjourns) looked good last week. The Senate okayed the proposal to study global TV as well as other international telecommunications developments.

THE SENATE last Thursday passed a joint resolution (S J Res 96) to set up a new Commission on International Telecommunications.

Purpose of the nine-member commission, members of which would be drawn from government, private industry and the educational field, would be to look into all new developments in international telecommunications. The commission would determine whether the U. S. Government has kept pace with scientific advances. Uppermost is the possibility of using a transatlantic TV network as part of the U. S. information program [B•T, July 6].

Measure Amended

The measure was amended on the Senate floor. Changes were proposed by Sen. Edwin C. Johnson (D-Colo.) These amendments (1) changed the official name to Commission on Governmental Use of International Telecommunications, and (2) all references to domestic communications facilities were deleted. Thus, Sen. Johnson placed a safeguard against any possible usurpation of Senate Interstate & Foreign Commerce Committee jurisdiction.

The Senate Foreign Relations Committee reported out the resolution July 18 and sped it to the Senate.

The report noted that the U. S. "spearheaded the technical development of television." Other countries seek our advice and guidance in setting up their own networks, the report asserted. The report said in effect that the U. S. should keep the initiative and assure itself the opportunity to place its TV broadcasts on the networks of other countries. Otherwise, TV will develop "haphazardly" among the free nations, the report said.

Sen. Bourke B. Hickenlooper headed a Senate Foreign Relations subcommitee which had probed the U. S. information program overseas. The subcommittee had asked for a strengthened Voice of America and had suggested global TV.

Microwave Study

The commission would report to Congress on ideas advanced for setting up a microwave relay chain to carry TV as well as other telecommunications.

A joint resolution calls for the same procedure in Congress as ordinary legislation. Thus, the resolution must be approved by the House and then signed by the President before the commission can be set up.

FCC was asked informally for its opinion on such a commission. The FCC reported it had no objections.

The telecommunications commission would have authority to obtain any information from Government agencies it believes necessary in its studies. It would have $250,000 to conduct its work.

Seaton Reported Aiming For Return to Senate

THERE was a report last week that former Sen. Fred A. Seaton (R-Neb.) may seek to return to the U. S. Senate.

Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb. He was appointed to succeed the late Sen. Kenneth Wherry (R-Neb.) in December 1951 and served one year. Then he retired from the Senate.

In the 'World Herald'

The report was published last Thursday in the *Omaha World Herald*. The paper said Mr. Seaton would run for the seat of Sen. Dwight P. Griswold (R-Neb.), who was elected last November to fill Sen. Wherry's unexpired term. That term will run out next year.

Both Sens. Griswold and Hugh Butler (R-Neb.) expressed surprise when informed of the published story. They indicated no knowledge of Mr. Seaton's reported plan.

House Asks for Findings In Gleeson Claim Bill

THE HOUSE last week directed the U. S. Court of Claims to submit findings of fact on the claim against the U. S. of William L. Gleeson so that the chamber can act on Mr. Gleeson's bid.

Pending in the House is a relief bill (HR 5638), sponsored by Rep. George P. Miller (D-Calif.). The bill would compensate Mr. Gleeson for losses he claims he suffered in beginning construction of KARO (TV) Riverside, Calif., which was granted by FCC in 1946. The work on the station was halted by FCC in a 1947 order when the Commission decided that the share arrangements on Ch. 1 between other services and TV would not work.

The bill asks for $306,276.55 to be paid Mr. Gleeson for expenditures and an additional $149,448.82 for damages.

Mr. Gleeson is now an officer of the new Universal Broadcasting System, a radio program service.

Freeman Takes RTMA's Taxation Ideas to House

A. M. FREEMAN of RCA Victor Div., chairman of the Radio-Television Mfrs. Assn. taxation committee, last Wednesday testified on depreciation and amortization before the House Ways and Means Committee.

The committee has been engaged in lengthy hearings on general revenue revision.

Mr. Freeman stressed the need for a better government system for writing off electronics equipment for tax purposes.

WBT Praised by Rep. Jones

WBT Charlotte, N. C., programming was saluted by a Tar Heel Congressman on Capitol Hill last Tuesday. In the *Congressional Record*, Rep. Charles R. Jonas (R-N. C.) commended the station for its "excellent public service programs," and praised General Manager Charles H. Crutchfield, Program Director Kenneth I. Tredwell and Public Relations Director William Nelson.

Rep. Jonas noted that WBT received the first award for a program series entitled *Crusade for Freedom* from the Institute for Education by Radio.

BBC Drops Debate, Angers Sen. Flanders

Irate Senator criticizes British government monopoly on radio when BBC fails to carry his trans-Atlantic debate with Briton on Red China.

GREAT BRITAIN's government monopoly on radio was attacked last Wednesday in the U. S. Senate by an irate legislator, Sen. Ralph E. Flanders (R-Vt.).

Sen. Flanders criticized the British Broadcasting Corp. for refusing to carry his trans-Atlantic debate on the recognition of Red China. His debate (with Edwin Hartley Cameron Leather, M. P.) was carried on ABC's *Town Meeting of the Air* last Tuesday. BBC did not carry the program.

The BBC issued an answer to Sen Flanders' charges last Thursday. BBC said the broadcast "arranged by the American producers for relay in the U. S. had not been refused on principle but existing BBC programs had not been cancelled to include it on one day's notice."

BBC's Preference

Noting that BBC's policy was re-stated to him as preferring "to present the points of view by speakers of its own selection," Sen. Flanders declared:

"This shows one of the great advantages of the private enterprise company [in U. S. radio] as compared with the government monopoly. We here are often disgusted with the triviality and length of the commercials in our own programs, but even that is better than having the citizens of a country spoon-fed by a government monopoly."

Alec Sutherland, acting head of BBC's New York office, said, "It was explained to the ABC that the BBC prints its full program details in the *Radio Times*, which has a circulation of nearly 9 million and therefore has to go to press nearly two weeks before the programs are broadcast."

He said a transcription of the program "is being sent to program directors in London."

Mr. Sutherland said the particular forum in question was "not refused but the BBC New York office cannot guarantee that London program directors will cancel existing programs in favor of last-minute offers."

WGAY Asks Extension Of Daytime Schedule

WGAY Silver Spring, Md., suburban Washington outlet on 1050 kc with 1 kw daytime, asked FCC last week to waive provisions of its rules which limit operation to sunrise-to-sunset only to allow uniform year-round programming from 4 a.m. to 7 p.m. or local sunset, whichever is later. WGAY wrote FCC in part:

> For the past several years, FCC has been devoting almost its full time to the more dramatic problems of the broadcasting industry such as television and color television. We feel that it is time that the Commission gave some attention to the problem of the independent operator who runs daytime stations. . . . Competition has been keen, but it is quite clear by now that AM radio is here to stay despite the advent of FM and TV. . . . There is no valid reason why local independent daytimers should face unusual handicaps in this highly competitive industry.

WABY Denied Petition On Earlier TV Grants

CITING failure of WABY Albany, N. Y., to set forth specifically its allegations of injury, FCC last week denied the station's petition of July 10 protesting earlier new TV station grants at Albany and Schenectady [B•T, July 20, 13].

WABY complained that it was hurt by the grant of uhf Ch. 23 to WPTR Albany and uhf Ch. 35 to Van Curler Broadcasting Corp., authorizations which resulted from an unexpected shuffling of Albany-Troy-Schenectady competitors [B•T, June 15].

In dismissing the WABY protest of economic injury, made pursuant to Sec. 309(c) of the Communications Act, FCC indicated the charges were too general and explained that "unstated and unsupported inferences, implications and deductions do not constitute concrete, basic facts."

In two other cases, meanwhile, FCC disposed of protest petitions pertaining to competing TV applications.

The Commission denied petitions by Lawrence A. Harvey, applicant for uhf Ch. 34 at Los Angeles, requesting dismissal of the competitive bid of Spanish International Television Co. on the grounds it is defective. FCC indicated that while the Spanish International application may not be in as full detail as might be desired, it still is "sufficiently complete to warrant further consideration" on its merits in comparative hearing.

Leonard J. Schafitz' petition to dismiss the competitive uhf Ch. 39 application of Sharon Herald Broadcasting Co. (WPIC) at Sharon, Pa., as defective was itself dismissed as moot. WPIC has amended the bid to correct the alleged deficiency of improper transmitter separation from uhf Ch. 53 at Pittsburgh, FCC noted. A minimum 60-mile spacing is required by FCC's rules.

W. Va. Ch. 5 Shift

ADDITIONAL assignment of vhf Ch. 5 in West Virginia was finalized by FCC last week at Weston instead of Glenville as originally proposed in April upon petition by Polan Industries [B•T, April 27]. Polan is permittee of WPTV (TV) Ashland, Ky., and WUTV (TV) Youngstown, Ohio. The switch was made upon contention by WCYB Bristol, Va., that the Glenville assignment would prevent WCYB's use of Ch. 5 at Bristol.

WTVP (TV)-WCIA (TV) Agree on Transmitter

WTVP (TV) Decatur, Ill., new uhf Ch. 17 station, agreed last week not to continue its economic protest to FCC against WCIA (TV) Champaign, Ill., if the latter gives up plans to move its transmitter site from Seymour to White Heath, several miles closer to Decatur. FCC had called for hearing on WTVP's protest, which alleged it lost CBS affiliation because WCIA would serve Decatur with a "principal city" signal from the White Heath site [B•T, July 13].

WCIA is assigned vhf Ch. 3 with ERP of 100 kw visual and 50 kw aural. WTVP will use ERP of 18 kw visual and 9.8 kw aural.

WCIA originally was to use a transmitter on State Highway 47 at Seymour, 10 miles west of Champaign, with an antenna 810 ft. above average terrain. Later, FCC approved a move to White Heath, also along Highway 47, but 14 miles from Champaign and with antenna 1,000 ft. above average terrain.

Appearing before Hearing Examiner Basil P. Cooper Tuesday, WCIA offered to apply for reapproval of transmitter site at Seymour, but with 1,000 ft. antenna, if WTVP would give up its protest.

WEBC Asks Third Vhf For Duluth-Superior

SOLUTION to deadlocked vhf Ch. 3 and Ch. 6 hearings at Duluth, Minn.-Superior, Wis., was posed last week by WEBC Duluth in petition asking FCC to allocate vhf Ch. 10 there. This would make available three vhf channels for three contestants. WEBC would substitute Ch. 10 at Duluth-Superior for uhf Ch. 32. In turn, Ch. 32 or Ch. 65 would be substituted for Ch. 10 at Hibbing, Minn., and Ch. 64 for Ch. 10 at Hancock, Mich.

Oral argument was held before the Commission July 14 on the multiple pleadings already pending in the Ch. 3 and Ch. 6 cases. The Ch. 3 contest involves KDAL Duluth and WEBC there, WEBC seeking Ch. 3 at Superior. WEBC long has sought consolidation of the Ch. 3 and Ch. 6 cases since the two cities are involved in the same allocation. WEBC also has pending an application for amendment to Ch. 6. WDSM Superior and Lakehead Telecasters, part-owned by WREX Duluth, have been the Ch. 6 contestants but Lakehead has dismissed its bid and WDSM seeks completion of the hearing with it as sole survivor. WDSM and WREX have merged and WREX has been deleted.

FCC Cautious on Extensions

INDICATING it proposes to pursue a firm policy in granting additional time to complete construction of new TV stations, FCC last week advised three uhf permittees it could not approve pending applications for time extensions "on the basis of present information." The three, all granted last November, include WKMI-TV Kalamazoo, Mich., Ch. 36; WRAK-TV Williamsport, Pa., Ch. 36, and KTVR (TV) Galveston, Tex., Ch. 41. The Commission has asked for additional data on their construction and commencement plans.

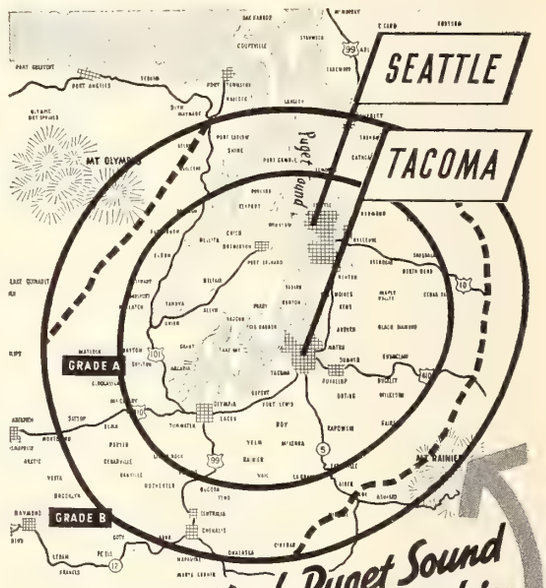
Cover Seattle with low Tacoma rates!

Coverage Area of KMO-TV, Channel 13, As filed with the FCC, January 1953.

Effective Radiated Power—95,500 watts!

Antenna height above sea level—951 feet!!

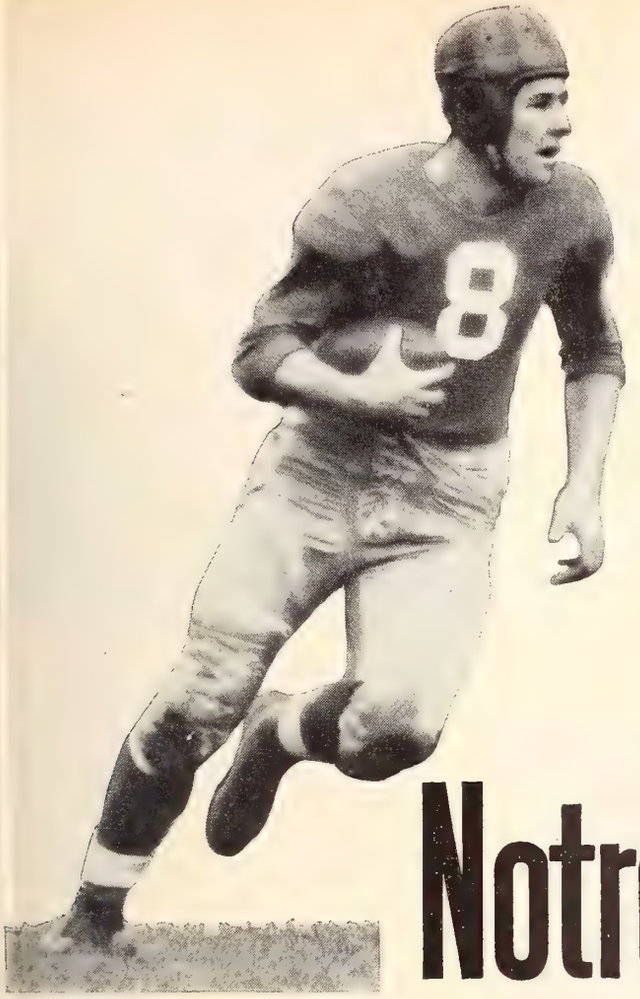
HEIGHT means *might* in this Puget Sound Area, and KMO-TV with the tallest TV Tower in the area has the HEIGHT for a *mighty* good signal into the 263,000 TV sets in this 10-county Puget Sound region!



Buy KMO-TV Tacoma, Wash.

Lucky CHANNEL 13

Represented Nationally by The Branham Company



ACT Now!

Be the One Station In Your City To Broadcast

Notre Dame Football

from the IRISH FOOTBALL NETWORK

Top Pulse Ratings*

New York City	WMCA	*FIRST* of 10 stations
St. Louis	KXOK	*FIRST* of 9 stations
San Francisco	KYA	*FIRST* of 12 stations
New Orleans	WWEZ	*SECOND* — neck-and-neck with 1st station carrying local interest game.
Pittsburgh	WWSW	*SECOND*, 8 stations
Philadelphia	WPEN	*SECOND*, 7 stations
Chicago	WCFL	*THIRD* — pushing 1st and 2nd of 9

**Pulse Football Ratings Oct.-Nov., 1952*

Joe Boland's Play-by-Play

Nationally known, authentic Joe Boland's play-by-play reflects his 12 years experience as football coach at four colleges including Purdue and Notre Dame.

Proved Performance

In 1952, 88 stations in U.S.A., in addition to Alaska, Hawaii and Armed Forces Radio, carried the home and away Notre Dame games through the IRISH FOOTBALL NETWORK. Stations report results like this:

"Client delighted." "Superb broadcasts." "Irish Football Network has classified us with listeners as top football station in our area."

New Low Package Price Includes

All Line Costs
All Broadcast Privilege Fees
Joe Boland's Play-by-Play
Cueing for Commercials

And it's easy to figure your cost. In most states it is your highest hourly daytime rate with a minimum of only $75 per game.

IRISH FOOTBALL NETWORK
Operated by

WSBT
SOUTH BEND

FREE NEW BROCHURE
"1953 NOTRE DAME FOOTBALL"

Write! Phone! Wire!

Joe Boland, Manager, Irish Football Network
WSBT, Tribune Building
South Bend, Indiana, Phone 3-6161

5000 WATTS • 960 KC • CBS • • • 32 YEARS ON THE AIR

TV STARTING TEMPO DOWN FOR WEEK; TWO BEGIN, ONE QUITS, OTHERS TEST

WROV-TV Roanoke turns in its uhf Ch. 27 permit while KEYT (TV) Santa Barbara and KIMA-TV Yakima begin operations. On-the-air total: 199.

TEMPO of new television stations going on the air with commercial programming slowed down a bit last week, although a few more began putting out test patterns and five others got special temporary authority from FCC to begin testing.

One station ceased operating and two others earlier reported as on the air are merely testing. Two new stations, however, one vhf and one uhf, began regular programming.

WROV-TV Roanoke, Va., which had gone on the air March 3, returned its construction permit, under which it had operated with special temporary authority, to FCC [B•T, July 20, 13]. Now off the air, it plans to compete for vhf Ch. 7 in Roanoke.

Two other stations previously had been reported as on the air, but they did not meet their target dates. The two, WISE-TV Asheville, N. C., and WTVI (TV) Belleville, Ill., now are on test pattern, according to their national representatives. They plan to begin commercial programming within the next week to ten days.

Two other stations, though, did get on the air with regular commercial programming. They are KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, which has been on test pattern some time and reported last week it definitely would begin last Saturday (July 25), and KIMA-TV Yakima, Wash., uhf Ch. 29, which went on the air last Monday after having been on test pattern since June 30.

Six other stations are on test pattern now, but they will not be counted as commercially operating until the time they actually accept sponsored programs (see list at end of this story).

Here are the vital statistics on operating stations:

Total operating: 199 (including one noncommercial-educational).

Total vhf: 155 (including one noncommercial-educational).



COMDR. M. W. LOEWI, president of WITV (TV) Miami, stands knee-deep in the Florida brush as he breaks ground for the uhf Ch. 17 outlet. Pointing to the station's tower site is Mayor Tom Setley of Hollywood Ridge Farms. Comdr. Loewi is assistant to the president of the Allan B. DuMont Labs.

Total post-thaw vhf: 48 (including one noncommercial-educational).

Total post-thaw uhf: 43.

Total post-thaw stations: 91.

Add the six stations on the air with a test pattern plus five others which have received special authorization for test-pattern operation, and the grand total reaches 210.

All operating stations are listed each week in TELESTATUS. All grantees are listed weekly in FOR THE RECORD section. Those planning a commencement within the next 30 days also are listed at the end of this story.

KIDO-TV Boise, Idaho, which went on the air July 12, has received "highly gratifying" comments from viewers in southern Idaho, Walter E. Wagstaff, general manager, said last week.



CONSTRUCTION for a new building to house WNAM-AM-TV Neenah, Wis., gets underway as the first spadefuls of sod are turned by (l to r) E. Fliegel, chief engineer; W. C. Porsow, WNAM station manager; R. D. Molzow, secretary-treasurer of Neenah-Menasha Broadcasting Co., licensee of the stations, and Don C. Wirth, vice president-general manager for WNAM-AM-TV.

"Some time ago," he recalled, "we were faced with the decision of going on interim operation for the sake of getting ahead of some of the other markets, or waiting until we could get on with full-power operation. We chose the latter course and are now very happy that we did. There is no better picture quality anywhere in the country," he claimed, "and there are not many stations that are as good."

The *Boise Idaho Statesman* saluted KIDO-TV with an editorial and several pages of stories and pictures in its editions of July 11, 12.

"We are hitting the air Saturday, July 25, with a thoroughly professional schedule from 3 p.m. to midnight for the opening day," Harry C. Butcher, chairman of the board of KEYT (TV) Santa Barbara, vhf Ch. 3, said last week. "Our regular schedule . . . will be 4 p.m. to midnight Mondays through Fridays and 6 p.m. to midnight Saturdays and Sundays," Mr. Butcher reported.

"We have a grand schedule for this time of summer . . . most of the top ten rated shows," Mr. Butcher said. ". . . We're hoping [that] by presenting as fine a schedule as any station on the West Coast we will get an excellent reaction," he added.



PORTLAND, Ore., Mayor Fred Peterson bends with the shovel to scoop out first dirt for construction of KOIN-TV's transmitter building. In line to help with the work are (l to r) Harry Buckendahl, vice president in charge of KOIN; Robert C. Knotson, managing editor, *The Oregonian*; Louis Bookwalter, director of engineering, and C. Howard Lane, vice president in charge of television.

Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C., uhf Ch. 23, said the station had received comments of "clear reception from Athens, Ga., which is approximately 90 miles from Greenville. We also have received reports of good reception from Toccoa, Elberton and Hartwell, Ga., from Newberry and Greenwood, S. C., and from Forest City and Rutherfordton, N. C. This will give you an idea of the coverage that we are getting. Of course, we are blanketing Greenville, Anderson and Spartanburg as planned," Mr. McKinnon said.

WGVL met its July 15 test pattern target date and will begin commercial programming, as planned, on Aug. 1.

"At last our antenna has been completed!" W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., uhf Ch. 17, exclaimed last week. He said the station is to air its test pattern starting today (Monday), and that programs "will follow as soon as FCC approves."

KHSL-TV Delay

Officials of KHSL-TV Chico, Calif., said last week that delay in receiving some of its transmitting equipment has forced the station to delay its starting date to Sept. 1.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said construction of the station is continuing at a slow pace pending the settlement of a strike of steelmen and ready-mix concrete workers. Forms for the concrete and steel have been finished for two of the four tower footings and for the basement and foundation of the studio and office building, he said.

Establishment of rates of $300 per hour for WREX-TV Rockford, Ill., and the appointment of H-R Television Inc. as national representative for the station was announced last week by Soren Munkhof, general manager. The station, which is expected to go on the air in the fall, will operate on vhf Ch. 13.

Mr. Munkhof declared that the starting hourly rate was "extremely low," pointing out that

COMPETITION BY LAWSUIT

A Background Memorandum to:

Radio-TV News Editors and Commentators

Competition is king in America. Because it is, America's products enjoy a worldwide reputation for superiority.

In the moving of things from one place to another, competition for the shipper's business has helped to give us the best transportation network in the world. We have only about 6 per cent of the world's population—but we have the lion's share of the world's best transportation facilities.

Normally, these transportation agencies compete—to the extent permitted by government regulation—by providing customers with what they want: speed, convenience, economy, dependability—or some combination of these factors.

Now a new and negative form of competition has entered the freight transportation picture: *competition by lawsuit.* In Pennsylvania a small group of heavy truckers has sued the Eastern Railroad Presidents Conference, its public relations firm and 31 eastern railroads for $250,000,000. The charge accuses the railroads of "vilifying" the trucking industry. The actual purpose of the suit is to make the railroad industry the whipping boy for many of the troubles of the long-haul heavy trucking corporations. The suit is a smokescreen to hide the real objective of these long-haul truckers: that is, to change Pennsylvania's laws to permit bigger and heavier trucks on the state's highways.

These trucking corporations pretend that only the railroads want to limit the size of trucks; that only the railroads want the long-haul truckers to pay their fair share of building and maintaining highways.The suit seeks to camouflage the growing opposition to highway freighters by motorists, public groups and state and municipal officials.

The suit seeks to screen other basic and important facts, as well:

***First*, that more than 95 per cent of all trucks provide transportation services that are supplemental and complementary to railroad transportation. Some of these are operated by the railroads themselves.**

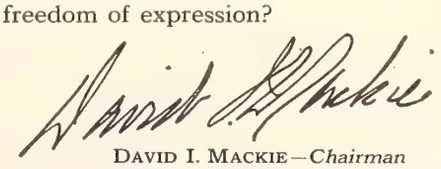
***Second*, less than 5 per cent of all trucks—the long-haul, heavy duty, highway freighters—are operated in competition with the railroads. It is the owners of these trucks who would gain the major benefits from laws permitting larger sizes and greater axle loads. Yet, it is the operators of these vehicles who have assumed the right to speak for the trucking industry as a whole.**

Indeed, it is the representatives of this small group of long-haul trucking corporations who now seek, in a court of law, to deny to anyone else the right to oppose their demands for bigger and heavier vehicles.

If the taxpaying citizens and corporations of a state (and railroads are among the largest taxpayers) are to be forbidden to cooperate in the advocacy of limits on large trucks — then how are any limits going to be set?

Is it in the public interest that these relatively few long-haul truck corporations should have the sole privilege of public discussion of their size and weight limits?

If so, what happens to our basic principle of freedom of expression?

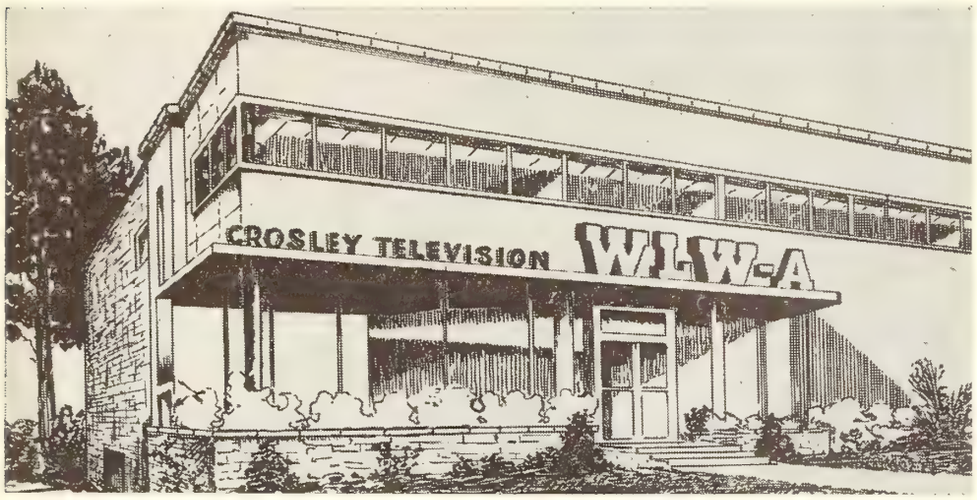


DAVID I. MACKIE—*Chairman*
Eastern Railroad Presidents Conference
143 Liberty Street, New York 6, N. Y.

the Class "C" area has 153,610 TV sets and the total for Class "A" and "B" is 89,233. He predicted that the Class "A" and "B" total would number 100,000 sets by fall.

Excavation for KOMO-TV Seattle's new transmitter and tower on Queen Anne Hill began last Monday (July 20). Remodeling plans are underway for three large TV studios in the KOMO-AM-TV building at Fourth Ave. and Denny Way. Test pattern is expected by November with the starting date set for Dec. 11.

WKAR-TV East Lansing, Mich., owned by Michigan State College, will begin programming in early 1954, according to college officials. The station, on uhf Ch. 60, will have an effective radiated power of 243 kw visual and an antenna 1,000 feet above ground. Studios are to be located on the East Lansing campus with transmitter facilities near the town of Okemos, Mich.



CONSTRUCTION is to begin within the next few days on the new studios of WLWA (TV) Atlanta. The building, as shown in this drawing, will contain 36,000 square feet of floor space, housing the finest studio and engineering facilities in the South, according to William P. Robinson, president of Crosley Broadcasting Corp.'s newest operation.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KUSC (TV) Los Angeles, uhf Ch. 46, noncommercial educational, August.

KITO-TV San Bernardino, uhf Ch. 18, represented by George W. Clark Inc., late July '53.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., last Saturday (July 25).

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22.

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV, July 26-Aug. 2 (now on test pattern).

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21, August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1 (granted STA).

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 1 (granted STA).

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), Hollingbery, September (granted STA).

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV and CBS-TV), represented by Weed TV, mid-August.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., Aug. 3 (now on test pattern).

WHKP-TV Hendersonville, uhf Ch. 27, July-August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1 (granted STA).

PENNSYLVANIA

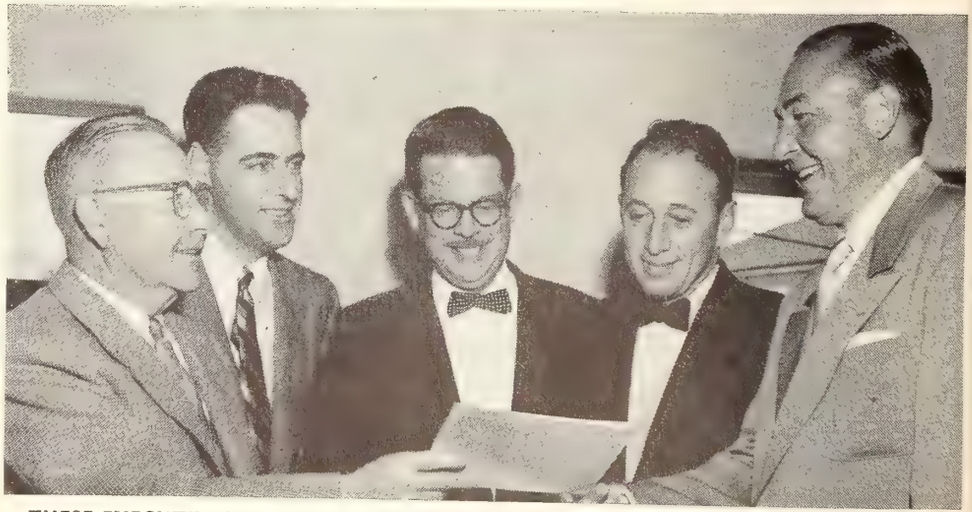
WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., mid-August (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1 (test pattern started July 14).

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1 (now on test pattern).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-



THESE EXECUTIVES gather around a contract which names the George P. Hollingbery Co. as national representative for KOMO-TV Seattle. Expressing their pleasure at the arrangements are (l to r) O. W. Fisher, president, Fisher's Blend Station (licensee of KOMO-AM-FM-TV); W. W. Warren, station vice president-general manager; Fred F. Hague, Hollingbery vice president in charge of radio sales; Ray Baker, KOMO vice president-commercial manager, and Mr. Hollingbery. The NBC-TV affiliate expects to begin programming by Dec. 11.



"One sponsor has used over 4500 newscasts on KTMS"

"Harry S. Baird, District Manager of Golden State Dairy Products, tells us that his AP news programs are doing a fine selling job and that they help him inform his customers of new products available in different seasons of the year.

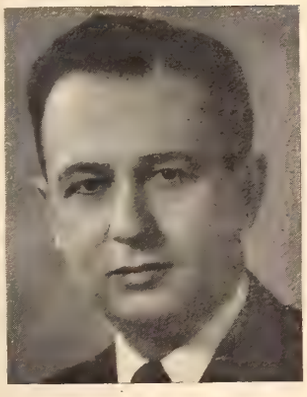
"KTMS is continually trying to schedule more news because news sells KTMS and the advertiser's product."

CHARLES A. STORKE, Owner and Operator
KTMS, Santa Barbara, California

quantity
quantity
quantity

AP NEWS produces quantity sales

quantity
quantity



"Purity Bakeries now uses 16 AP news programs weekly — started with five."

"Purity has been a continuous sponsor of AP news on KOAL for more than 13 years. And AP news has been a continuous 'leader' at our station.

"The success of our formula . . . AP . . . outstanding news personalities . . . complete local coverage . . . and promotion . . . is demonstrated by the sharp increase in listening registered on the Hooper ratings every time we broadcast news. Our 12:30 p.m. AP newscast holds the record for daytime listenership in this area."

ODIN S. RAMSLAND, Commercial Manager
KDAL, Duluth, Minnesota

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

SOUTH CAROLINA

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Sept. 1.

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WFIL-TV Goes to 100 kw

WFIL-TV Philadelphia last week increased its effective radiated power from 27 kw to 100 kw, maximum authorized by FCC [B•T, July 20]. Roger W. Clipp, general manager, said the power boost will add substantially to the outlet's coverage. WFIL-TV, on Ch. 7, is affiliated with ABC-TV and DuMont TV Network.

WCOS-TV Reports Audience

WCOS-TV Columbia, S. C., uhf Ch. 25, is being received on 70.73% of the TV sets in the Columbia area, according to results of a telephone survey completed among 10,024 residents in the area. Raymon R. Finch & Co., Columbia public accounting firm, certified the survey results.

Charles Vaill Dies

CHARLES B. H. VAILL, 49, WEEI Boston sales promotion director, died last Wednesday. He had been advertising and promotion director for WNBC-AM-FM WNBT (TV) New York before joining WEEI in 1949. During World War II he served with the domestic division of the OWI, and later became director of Yale U.'s news bureau.

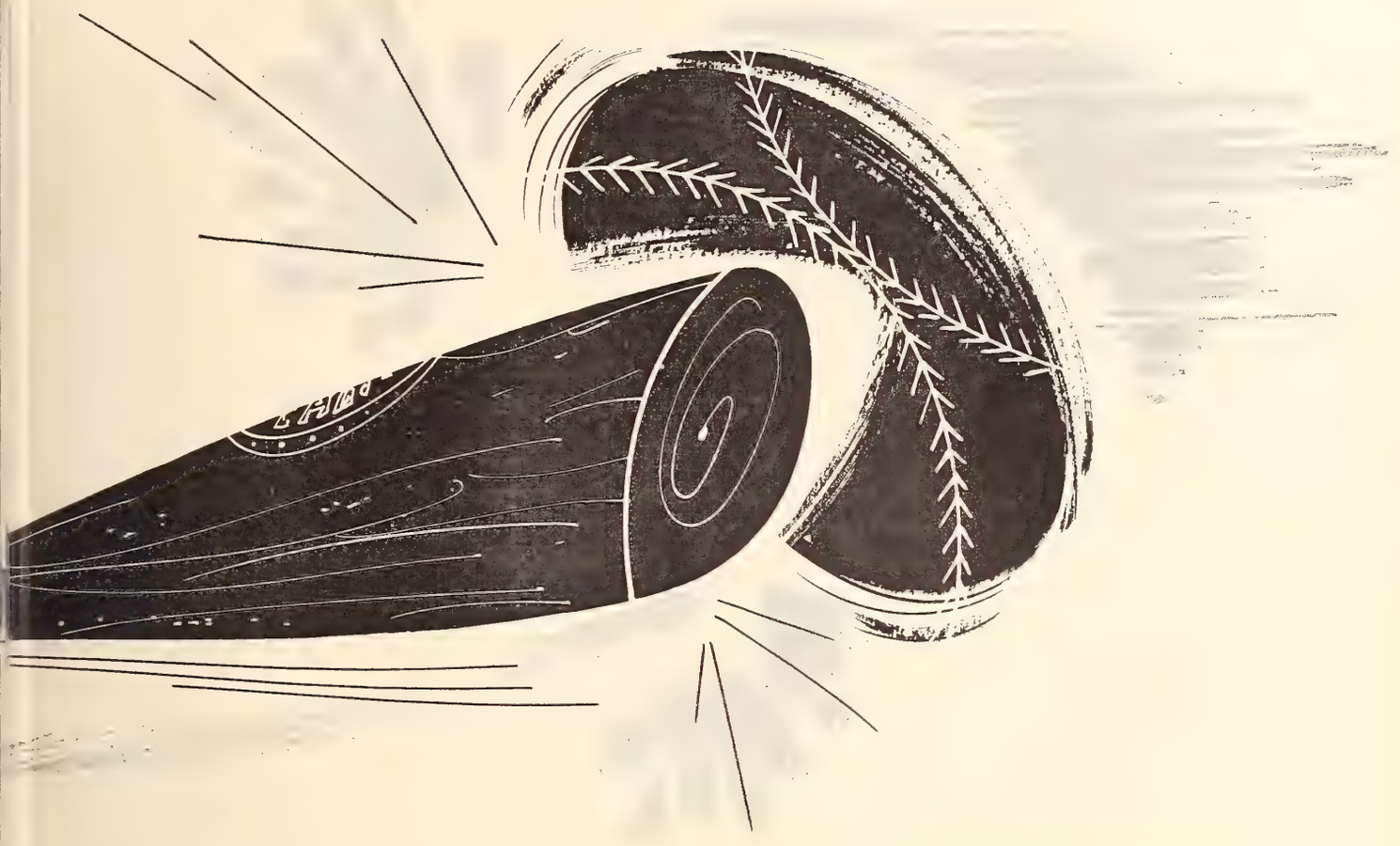
Impellitteri Cancels

AT the request of WNBT (TV) New York, Mayor Vincent R. Impellitteri cancelled his weekly discussion program over the station last Tuesday. A station spokesman pointed out the request was made because Mayor Impellitteri has announced his candidacy for re-election and his talks therefore might be considered "political." The New York mayor had presided over six discussion programs in the face of criticism from New York Republican groups.

TALK ABOUT IMPACT



as your ad dollar is directed, so your sales message "scores".



Think this is impact?—wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

1. The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
2. The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products—give you more for your money.
3. The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

WATO To Test An 'Atomic-Powered' Voice

IT's the atomic age.

And with the new-found force being converted to more and more peacetime commercial pursuits, it was logical that the progressive-thinking broadcasting industry would quickly recognize this potential.

Last week in Oak Ridge, Tenn., WATO made the announcement that negotiations are underway to make the station atomic-powered.

According to WATO Executive Vice President and General Manager Ross Charles and Program Director Lionel Schwan, the station took first steps aimed at powering with atomic-reactor-produced electricity immediately after the Atomic Energy Commission had announced successful production of useful amounts of "peaceful" atomic-energy-produced power.

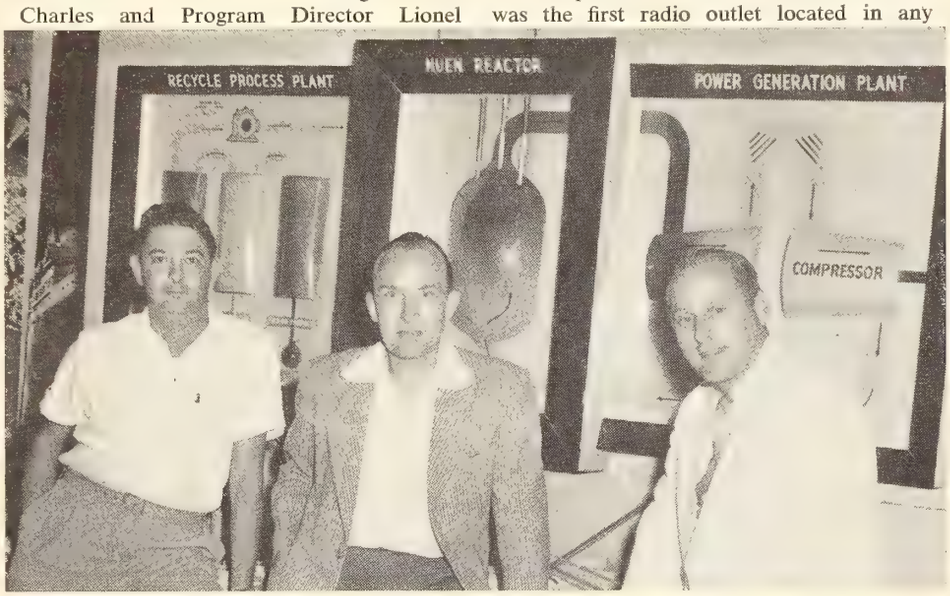
Station management has been involved in discussions with the AEC, Union Carbide, Carbide & Carbon Chemicals Co. and Oak Ridge National Laboratory, which developed the much-publicized homogeneous reactor. A five-minute "proof of the pudding" broadcast with WATO operating solely on power produced by the atomic reactor is planned for the near future, WATO said.

Mr. Charles declared, "Large scale atomic power for industry generally may be some years away, but we look forward to being the first industry in the world to demonstrate on a practical basis the potentiality of this new source of energy."

He further noted the appropriateness of WATO being the first to speak with an "atomic-powered" voice since that station was the first radio outlet located in any atomic installation and has been "intimately related to the growth and development of Oak Ridge."

Mr. Charles cited the community service record of WATO and outlined unique problems which faced the station in the nation's first atomic installation.

"And now," he added, "we propose to be the medium through which the scientists here can, under laboratory conditions, demonstrate the ability of atomic energy to provide a new and practical source of industrial power."



ROY COWAN (l), Southern Bell Telephone Co. executive, who will assist in line installations for the test broadcast, confers with WATO Program Director Lionel Schwan (c) and Ross Charles, vice president and general manager of the station. They are standing before a reactor mock-up at the Museum of Atomic Engery at Oak Ridge.

Three TVs, One AM To Get RCA Gear

THREE television stations and one AM outlet were sent RCA Victor transmitting equipment last week, RCA reported.

A 25 kw vhf Ch. 9 transmitter was sent to KBTV (TV) Denver, which has been operating with a 2 kw transmitter. With the new unit and a 12-section superturnstile antenna, KBTV's effective radiated power will be 240 kw visual, RCA said.

Two 1 kw uhf transmitters were shipped by RCA. One went to WTVH (TV) Peoria, Ill., uhf Ch. 19 grantee, and the other was sent to WIRK-TV West Palm Beach, Fla., assigned uhf Ch. 21.

WAYZ Waynesboro, Pa., will receive the 1 kw AM transmitter shipped by RCA. Station is assigned 1380 kc and is owned by Richard F. Lewis Jr., who also owns WINC Winchester, Va.

GE Ships 2 Uhf Transmitters

TWO new uhf television transmitters were shipped to stations last week by General Electric Co., the firm said.

Both the transmitters are 12 kw units. They were sent to WENS (TV) Pittsburgh for uhf Ch. 16 and to WVEC-TV Hampton, Va., for uhf Ch. 15.

Reynolds-Lamb Address

EDWARD LAMB Enterprises Inc., in its advertisement in the July 6 issue of B•T, announcing the firm's appointment of J. Lacey Reynolds as its Washington, D. C., correspondent, inadvertently furnished the wrong address for Mr. Reynolds' office in that city. Correct business address for Mr. Reynolds, who represents two TV stations, three radio stations, a newspaper and other Lamb interests, is 1177 National Press Bldg., Washington, D. C.

WMAR-TV Baltimore Boosts to 100 kw

WMAR-TV Baltimore went into operation under its maximum 100 kw effective radiated power Wednesday during a special 7:15 p.m. broadcast on which the governor, the mayor and an FCC commissioner participated.

E. K. Jett, vice president and director of television for the Baltimore Sunpapers' station, states the power boost will greatly improve reception in fringe areas. Program tests have brought mail from cities in Virginia, West Virginia, Pennsylvania and Delaware.

Guests on the inaugural program were Gov. Theodore R. McKeldin, Baltimore's Mayor Arthur B. Price and FCC Comr. George Sterling.

WMAR-TV has installed a completely new transmitter in its quarters on the 34th floor of the Mathieson Bldg. The 25 kw transmitter previously used will be kept for standby or emergency purposes.

WGAR Sales Volume Beats 1952's Record

WGAR Cleveland sales volume for the first half of the year is 18% above the same period of 1952, Sales Manager John B. Garfield reports.

In comparing the totals, Mr. Garfield pointed out that 1952 was the station's top business year. He stated that 100 local advertisers have used WGAR this year, "indicating substantial increase in the future use of radio by all types of advertisers, national and local."

Hoffman Takes KOAT-TV Post

PHIL HOFFMAN, who resigned recently as general maanger of KECA-TV Los Angeles [B•T, July 13] has acquired an interest in KOAT-TV Albuquerque and becomes vice president-general manager of the outlet, scheduled to begin operation on Ch. 7 about Sept. 15. Station, to be ABC and DuMont, will be represented by Hollingbery, and is principally owned by Herbert Wimberly and Albert M. Cadwell. Mr. Hoffman previously was manager of KOB Albuquerque.

WERH Increases to 5 Kw

WERH Hamilton, Ala., on July 15 increased its power from 1 kw to 5 kw on 970 kc. Facilities include a new 21E Collins transmitter and a 305-foot Lehigh tower, according to Hugh J. Fite, president and general manager.

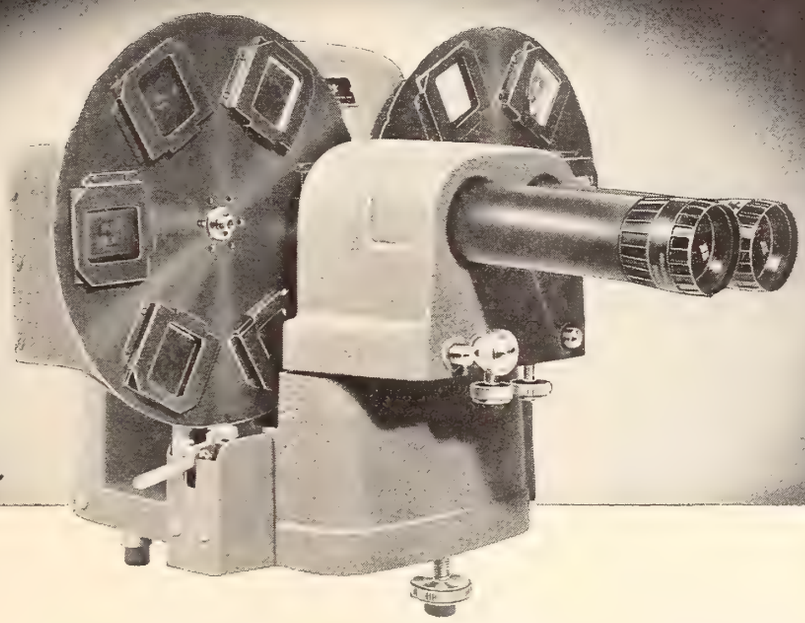
WERH, which went on the air Aug. 24, 1950, is licensed to the Marion County Broadcasting Co., a partnership of Ernest B. Fite, Rankin Fite and Hugh J. Fite.

WGN Renews Hollingbery

GEORGE P. HOLLINGBERY Co. has signed a new contract with WGN Inc., Chicago, to represent WGN-AM-TV nationally, Frank P. Schreiber, manager and treasurer of WGN Inc., announced last Monday. Contract represents a renewal of Hollingbery, which has served as sales representative for stations since Aug. 1, 1951. New pact covers all markets except Chicago, New York, Philadelphia and Boston. Sales offices of WGN Inc. in Chicago and New York service radio-TV accounts in those cities.

NEW Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials—and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-7

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

WHITE'S RESIGNATION AS NBC PRESIDENT EXPECTED AS RADIO AFFILIATES GATHER

It isn't official, but health is said to be reason he will give at Chicago meeting today. May return to network later in consulting capacity.

FRANK WHITE will resign as president of NBC for reasons of health, and will announce his decision at the NBC radio affiliates' organizational meeting in Chicago today (Monday).

It is generally known that he has not bounced back fully from the near-exhaustion which forced him to take a complete rest for a month during May and June. At that time it was said officially that he would continue in office if his health permitted.

Observers felt last week, he may continue his association with NBC in some inactive capacity for the present and then, later, if his health allows, resume certain assigned duties less taxing than those of the presidency.

With the speculation about Mr. White's resignation came equal speculation about a successor. But there was no official indication on this point any more than there was any official indication, tacit or otherwise, that he would resign.

The same sort of speculation prevailed when it first became known that he would take several weeks' rest on a European trip in May and June, with the names of former NBC President Niles Trammell and West Coast Division Vice President John K. West among those mentioned at that time.

In any event, it appeared logical last week to assume that Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, will continue as chief executive officer of NBC and head up all its activities, just as he has done since the pressure of duties began to overload Mr. White.

Whatever Mr. White tells or does not tell the radio affiliates today about his personal plans, he is scheduled to stress to them NBC's intentions to strengthen its radio operations and to outline some of the network's plans toward that end. He also is expected to convey to the affiliates Gen. Sarnoff's own determination that NBC be in the forefront in radio as well as in television.

(Gen. Sarnoff does not plan to attend the Chicago meeting himself, since the affiliates' invitation was directed to President White, but he has agreed to meet with the affiliates' committee after it completes its organization, which is a prime purpose of today's Chicago session. The meeting with Gen. Sarnoff probably will be held in September in New York.)

Bannister to Accompany

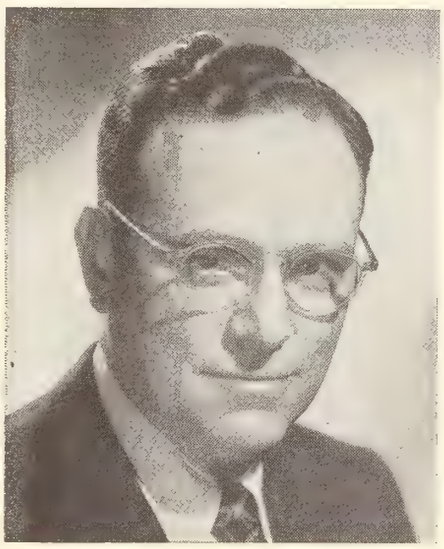
Station Relations Vice President Harry Bannister is slated to accompany Mr. White to Chicago.

As part of its plan to strengthen radio operations, NBC on Aug. 3 is separating the radio and TV activities of its program, sales, and promotion departments, with William H. Fineshriber Jr. as vice president heading up the radio network and John K. Herbert as vice president in charge of the TV network [B•T, July 20].

The implications this divorcement holds for radio are expected to get a large share of attention at today's meeting. Department heads for the radio units under Ted Cott, who was named operating vice president for the radio network under Mr. Fineshriber, had not been designated last week.

Insofar as their own plans are concerned, the radio affiliates in Chicago today are expected to complete the organization of an independent affiliates committee—along the lines of the NBC-TV Affiliates Committee formed in 1951—which was started during the NARTB convention in Los Angeles. Robert D. Swezey of WDSU New Orleans is chairman of the informal study committee which has been developing plans for the radio committee. The meeting is to be held at the Drake Hotel.

NBC SHUFFLES ITS TOP ECHELON



Mr. Fineshriber



Mr. Herbert



Mr. Cott



Mr. Adams



Mr. Barry



Mr. Frey



Mr. Evans

SEVEN executives of NBC figure prominently in the separation of radio and TV activities announced by the network last Monday [*At Deadline*, July 20]. William H. Fineshriber Jr. will head the radio network when the change goes into effect Aug. 3, while John K. Herbert will steer the television side. Both the radio and TV chiefs will report to the NBC president. Ted Cott has been named operating vice president for radio. The service departments now report to David C. Adams, vice president for administration, who in turn reports to Mr. Fineshriber. TV programming head will be Charles C. (Bud) Barry. George Frey, vice president and sales director, will have charge of TV sales and Promotion Director Jacob A. Evans will direct TV advertising and promotion.

DALY NAMED V. P. FOR ABC NEWS

ELECTION of John Daly, news commentator and television personality, as a vice president of ABC in charge of television news, special events and the public affairs department was announced Friday by Robert E. Kintner, ABC president.

Mr. Daly will take on his new duties Aug. 1, Mr. Kintner said, with primary responsibilities in the field of ABC-TV news coverage. Mr. Kintner added, however, that Mr. Daly will be available to ABC radio and ABC-TV as a performer but that his talent services in the future will be exclusive to ABC.

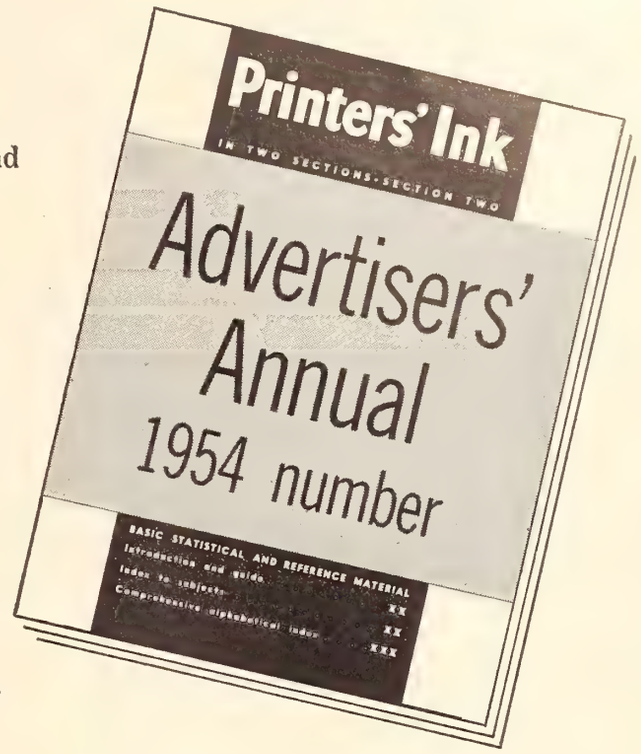
Associated with radio since 1937, Mr. Daly has served as a White House correspondent and as a war correspondent during World War II. In recent years he has been moderator of CBS-TV's *What's My Line?* program in addition to other assignments. He was "quarterback" of the ABC radio and TV networks' coverage of the national political conventions and election night proceedings last year.

Printers' Ink will do it!

The Advertisers' Annual—1954 number

WE WILL DO IT BECAUSE

To appear as section two
of the weekly issue of October 23, 1953.
Long awaited, much needed wrap-up of
advertising and marketing information and
data *between one set of covers.*
The answers to thousands of questions
now made available in easy to use,
cross indexed desk manual.



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We can't begin to tell you in this space
all the reasons why this job is
something that only Printers' Ink
editorial staff could tackle.
But our staff has the depth, the skill,
and the courage to try. In addition,
only PI has the necessary records and
information at hand to complete this task—
backed by sixty-five years of
publishing know-how and experience.

WE MUST DO IT BECAUSE

We have a mandate from our readers for this.
We got over twenty-two thousand reader-communications in
one year asking for information, commenting favorably
or critically on what we have done, are doing, or ought to do.
In the face of this demand, the editors of Printers' Ink know what
our readers want and have now gone ahead to do this
comprehensive work—*as only Printers' Ink could do it.*

AND YOU

What's in it for YOU . . . the advertiser wanting to reach the maximum number of
of advertisers, the maximum number of times, for the minimum number of dollars . . .

ROUND UP—the story of
the Advertisers' Annual and
what's in it for you:
Use the coupon to get
the full story—there's no
obligation to buy—but
you will recognize this as the
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PRINTERS' INK
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I am interested in finding out more about the Advertisers' Annual —1954 number. Send me Round Up*—the complete story of the Advertisers' Annual—to show me what's in it for me: of interest to my customers and prospects; in short, all the information I need to make the decision to invest advertising dollars in the Annual to tell my story to the men who buy advertising media, services, and supplies.*

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ADDRESS.....

.....

MBS AWAITS AFFILIATES' RETURNS, OFFERS CHOICE TO BONUS OUTLETS

Network officials say its pay affiliates' initial reaction is good but a number of affiliates confide they will oppose the plan to change MBS-station relationships. Station Relations Vice President Johnson makes a second conference call to affiliates to answer their questions.

AWAITING returns from its "pay" affiliates as to acceptance or rejection of its proposal for "revolutionary" changes in network-station relationships [B•T, July 6 et seq], Mutual last week offered its bonus stations alternative choices of changes affecting them.

MBS officials, hoping to get approval of its 375 "pay" affiliates by Aug. 1 and to put the plan into effect Oct. 1, reported early reaction among stations as "good" and indicative of final approval.

Some Will Oppose

A number of affiliates, however, privately confided that they would oppose the plan, which, in essence, calls for Mutual to reduce the amount of option time from nine to five hours daily for affiliates to carry network programs in network option time without pay, and for MBS to furnish the stations, without charge, a total of 14 hours of "highest calibre" programs for local and national spot sale by the stations.

The alternative plans offered to the 190 bonus affiliates were described as:

(1) Stations would continue to option nine hours per day to Mutual and would receive, on a fee basis, the 14 hours of programs per week which are being made available without charge to "pay" stations over and above regular co-op and sustaining programs. Bonus stations electing to stay on regular contract would continue to pay their share of the cost of daylight saving time operations. Or:

(2) Option time would be reduced from nine hours a day to five; stations' DST charge would be discontinued; the 14 hours of programs provided free to "pay" stations would be available to stations at a cost of $100 a month for the package.

The bonus stations were urged to make known their reaction as soon as possible in order that Mutual may proceed with its program plans.

Meanwhile, in connection with the plan for "pay" stations, Station Relations Vice President E. M. (Pete) Johnson made a second conference call to affiliates last week to answer questions which had been raised after the plan was detailed in a similar call by President Thomas F. O'Neil and Mr. Johnson the preceding Friday.

Among the questions clarified, it was said, was one relating to receipts from the sale of station breaks in network option time. Mr. Johnson was quoted as assuring the stations that these would go to the affiliates, not to the network.

Although they said reaction of "pay" stations thus far had been "good," Mutual officials declined to reveal the number of stations which had written approval of the change.

It was apparent, too, that many of the stations—some of which are located in the top dozen markets—are not going to readily accept the Mutual proposal.

Most vehement in their objections were a few operators of large stations in certain major markets who indicated they probably would not accept the plan this week—an Aug. 1 date of approval, as set by MBS, notwithstanding.

Others, while not stating whether they would accept or reject the plan, indicated they were not satisfied with it as it now stands.

Some of the affiliates, it was learned, are particularly incensed over the possibility that Mutual will sell spot announcements at a considerably lower figure than the major market figure.

Whether Mr. Johnson's conference call last week removed the affiliates' doubts over this compensation was not immediately ascertained, since the affiliates had not had time to study his remarks by the end of the week.

In some sections of the country groups of MBS affiliates met to discuss the plan. One such group met in Chicago Wednesday, and others planned meetings for last Friday and over the weekend (see late story, AT DEADLINE).

Comments of station managers on the new plan for the "pay" affiliates ranged all the way from "a practical solution" and "a step in the right direction" to "MBS must be crazy as hell."

Ralph Atlass, owner of KIOA Des Moines, Iowa, and WLOL Minneapolis, both MBS affiliates, and president and general manager of WIND Chicago, an independent outlet, described his action to the Mutual plan as "unfavorable."

Mr. Atlass said the policy would not only cut station compensation but also prove to be "ruinous" to spot business because it would curtail affiliate's control over programs and set them competing with themselves for local or national spot business on programs offered by Mutual on a co-op basis. He claimed reduction of option time by the network would have little practical effect, since not all of it is used anyway.

Midwest Affiliates Meet

A group of eight or ten midwest MBS affiliates met in Chicago last Wednesday to discuss the proposal. The meeting was described as "extremely friendly" by Carroll Marts, Mutual director of midwestern operations. He felt that midwest affiliates appeared satisfied with the policy and would go along with it.

Another meeting was to have been held over the weekend in Kansas City for affiliates in the Kansas-Missouri area. MBS officials were to take part.

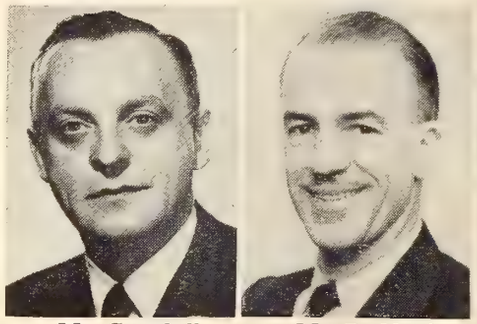
Donald Davis, president of WHB Kansas City, Mo., said he had not had an opportunity to study the plan thoroughly but on the basis of what he understood, some features of it were questionable. Mr. Davis said he felt MBS had set up "a talent agency with landlines." He was referring to the network's program offerings.

WGN Chicago, a major MBS stockholder, has endorsed the plan. Frank Schreiber, general manager of WGN, said the Mutual proposal merely recognizes that certain time segments are not being sold and that the plan "cuts down the call time"—that is, time the network would option from its affiliates. He scoffed at any idea that affiliates would face curtailment of control over program or activities connected with the policy.

CBS UPS CAMPBELL; BURKLAND RESIGNS

CARL J. BURKLAND resigned as CBS Radio's director of station administration last week after 24 years with the network, and Wendell B. Campbell was named to succeed him and also was elected to a vice presidency.

Mr. Burkland resigned, effective Friday, to become executive vice president and general manager of the Portsmouth (Va.) Radio Corp.,



Mr. Campbell **Mr. Burkland**

owner and operator of WSAP Portsmouth and an applicant for TV Ch. 10 there.

Mr. Campbell, who takes over as vice president in charge of station administration for CBS Radio, has been general sales manager of CBS Radio Spot Sales since August 1951—the time when CBS separated its radio and television activities, which also was the time when Mr. Burkland was named director of station administration.

Mr. Burkland, whose resignation and new assignment were announced by Charles Duke Jr., president of Portsmouth Radio Corp., has spent his entire career to date with CBS.

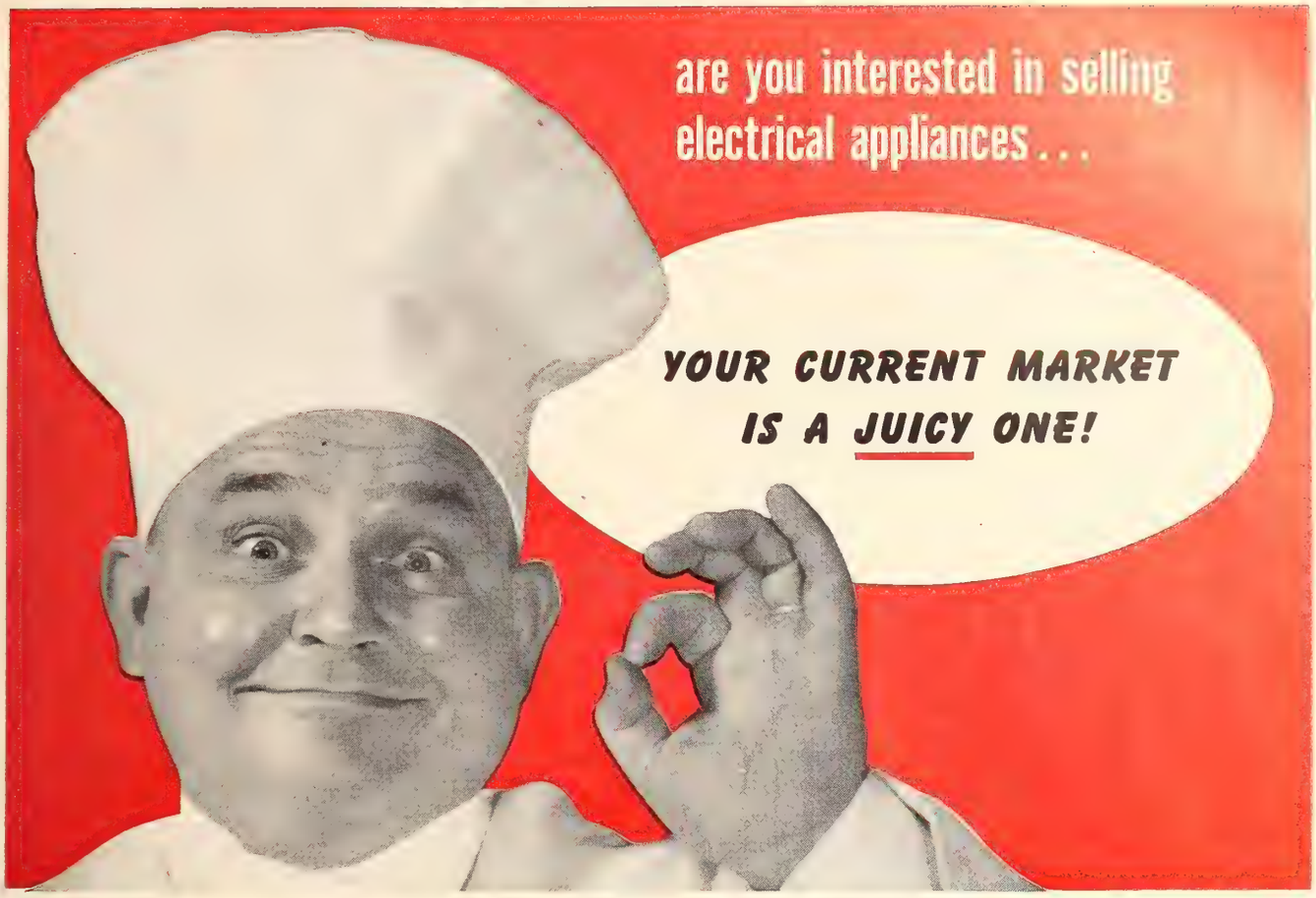
NBC Quotes Nielsen To Prove Radio's Impact

RADIO's impact on a long-time basis is pointed up in figures of the Nielsen Radio Index covering 11 NBC evening programs, the network reported last week.

Hugh M. Beville Jr., NBC's director of research and planning, cited as an example the network's *News of the World* program. He said Nielsen figures showed that the program reached about 2½ million homes with its average broadcast between October 1952 and March 1953, but reached 17½ million different homes at least once during the 12 weeks of the period.

Swing to 'This I Believe'

RAYMOND SWING last week was named editor and producer of the CBS Radio show *This I Believe* on which Edward R. Murrow induces outstanding personalities to reveal their individual philosophies. He replaces Edward P. Morgan, who has resigned because of pressure of increased commitments in CBS Radio and TV newscasting programs. Mr. Swing originated American commentary for, and was consultant to BBC for 11 years. He was widely known as Raymond Gram Swing in his wartime broadcasts and has since acted as consultant and advisor to the political committee of the Voice of America until last May. Mr. Swing also will be special consultant to Mr. Murrow on the latter's CBS Radio and TV news broadcasts.



Newly Electrified Hometown and Rural America Listens to KBS

Most of the homes to whom electricity is newly available are located where the voice of KEYSTONE is the leading medium for effective, thorough merchandising. The over-14-million families of HOMETOWN AND RURAL AMERICA, who hear KBS sales messages hourly and daily, are a rich, ripe market for *all* the new electrical conveniences for modern living. These families, in the 97% of America now served by electrical power, will be adding more appliances to their homes – buying appliances for the first time – replacing old appliances with new. They are the logical purchasers of food freezers, automatic washers and dryers, ironers, dishwashers, air conditioners, water heaters . . . as well as stoves, refrigerators and small appliances. With KBS you can reach them NOW, most directly, most effectively and economically!

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✔ **TAKE YOUR CHOICE**

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✔ **MORE FOR YOUR DOLLAR**

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✔ **ONE ORDER DOES THE JOB**

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

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BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm. Wrigley Gene Autry (187) R	Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Summer in St. Louis	Squad Room	Youth Wants to Know
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Guy Lombardo (209) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Richard Diamond (212) R	Chamber Music	American Forum of the Air S
7:45	"	"	"	"
8:00	"	Junior Miss	Hawaii Calls	RCA Tonny Martin Show (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (201) R	Enchanted Hour	Best Plays
8:45	"	"	"	"
9:00	Lorillard Taylor Grant	December Bride	U. S. Marine Band	"
9:15	Kiplinger News	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Confession 7/5–8/23
9:45	"	"		"
10:00	Co-op Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (51) R	London Studio Melodies	Barrie Craig Confidential Investigator OT*
10:15	London Column S		"	"
10:30	Chautauqua Story S	10:30-10:35 p. m. Daniel Schoor 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press
10:45	Songs by Fisher	John Derr Sports	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Todds	Dance Orchestra	Dance Orchestra	Jim Fleming

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (175) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	"	Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Crime Classics	The Falcon	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	"	"	"
8:30	Chautauqua Symphony	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	"	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	Summer Theatre	"	"
9:30	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow	R. J. Reynolds Walk a Mile (185)	A. F. of L. Frank Edwards (151)	Hollywood Searchlight *OT
10:15	Virgil Pinkley S	"	This Week Inside Russia	"
10:30	American Concert Studios	10:30-10:35 Daniel Schoor Cedric Adams Sonotone (155) R	(Coca-Cola) Coke Time	Henry Cassidy News
10:45	"	Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00
11:00	Valentino S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (149) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Starr of Space	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	Sammy Kaye	"	"	Rosemary Clooney
8:30	Discovery S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT
8:45	Literary Greats	"	"	"
9:00	Co-op Town Meeting	Mr. Chameleon	Search That Never Ends	Baron and the Bee S
9:15	"	"	"	"
9:30	"	21st Precinct	Co-op On and Off The Record	Cousin Willie S
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (184) R	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Virgil Pinkley S	Sammy Kaye Show	Co-op Hazel Markel	"
10:30	Orchestra (See Footnote)	10:35-10:35 Daniel Schoor Cedric Adams 10:35-45	Bands For Bonds	Henry Cassidy News
10:45	"	Dance Orchestra		TBA
11:00	Valentino S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)
6:15	"	You and the World
6:30	"	No Service
6:45	"	Kaiser-Frazer Lowell Thomas (149) R
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R
7:15	Co-op Elmer Davis	Johnny Mercer Show
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	"
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)
8:00	3-City Byline	Brylcreem P Nestle C FBI in Peace War (196
8:15	Sammy Kaye	"
8:30	City of Times Square	Chesebrou Dr. Christi (186) R
8:45	"	"
9:00	Co-op Mr. President	Philip Mor Playhouse (201)
9:15	"	"
9:30	Co-op Crossfire	Rogers of t Gazette
9:45	"	"
10:00	News of Tomorrow 180	Grand Par Symphony
10:15	Virgil Pinkley S	"
10:30	Orchestra (See Footnote) S	"
10:45	"	"
11:00	Valentino S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	Gloria Parker	Europe Story	BBC Bandstand	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker S	"	"	"
12:30	Co-op Piano Playhouse	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandeventer & The News S	Mind Your Manners
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Intl. Cellue. Godfrey (202) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (192) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)	Pillsbury Arthur Godfrey (194) R	10:45-11:00 Holland Furnace	It Pays to Be Married
11:00	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (201) R	Co-op Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (203) R	Queen For a Day	"
11:30	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker: M-W-F Realemon	C-P-P The Phrase that Pays (183)
11:45	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (117)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Lever Bros. Aunt Jenny (174)	Johnson & Son News 12:15-12:20	"
12:30	Not in Service	Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Co-op Paul Harvey	Whitehall Our Gal Sunday (178)	Faith In Our Time	"
1:00	Co-op Ted Malone	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15		P&G Oxydol Ma Perkins (165)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	"	Garden Gate	"	Breakfast In Hollywood
9:45	"	St. Louis Melodies	"	"
10:00	" Co-op	Galen Drake	Miscellaneous Program S	Archie Andrews S
10:15	"	"	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Chautauqua Student Symphony	Cream of Wheat Grand Central Station *(124)	11-11:25 Transylvania Music Camp Orch	My Secret Story
11:15	"	"		"
11:30	All-League Clubhouse S	Cannon Mills Give & Take (155)	Farm Quiz	Modern Romances S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (200)	Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"

SATURDAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Dr. Wyatt Wings of Heal
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Grah Hour of Decis (229)
3:45	"
4:00	Gospel Bcstg. (Old-Fashione Revival Hr. (2
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Chautauqua Symphony
5:45 PM	"

THURSDAY

NBC	ABC	CBS	MBS	NBC
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
Bill Stern's Sports Review (MM)	"	You and the World	"	Bill Stern's Sports Review (MM)
No Network Service	"	No Service	"	No Network Service
Sun Oil Co. 3-Star Extra (34)	"	Kaiser-Fraser Lowell Thomas (149) R	"	Sun Oil Co. 3-Star Extra (34)
Pure Oil Co. News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
Miles Labs News of World (168)	Starr of Space	"	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp
My Son Jeep	3-City Byline S	Brylcreem Nestle Co. Meet Millie (197) R	Official Detective	General Foods Roy Rogers (162)
"	Sammy Kaye	"	* "	News 8:25
Kraft Gildersleeve (160)	Heritage S	Gen. Elec. GE Playhouse (204) R	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
"	"	"	"	"
DeSoto Plymouth Dealers, Best of Groucho (191)	Mike Malloy S	Romance	Rod &Gun Club Co-op	Gulf Oil Counterspy (135)
"	"	"	"	"
Pet Milk Truth or Consequences (166)	Time Capsule	Cathy & Elliott Lewis	On and Off The Record	Eddie Cantor Show S
"	"	"	Co-op	"
Adventures of the Scarlet Pimpernel *OT	News of Tomorrow 180	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	Judy Canova (OT) *
"	Virgil Pinkley S	"	Co-op Rukeyser Reports	"
Henry Cassidy News	Orchestra (See Footnote)	Bill Downes 10:30-10:35 Cedric Adams	(Coca-Cola) Coke Time	Henry Cassidy News
Report from the White House	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
No Network Service	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
"	You and the World	"	Bill Stern's Sports Review (MM)
"	No Service	"	No Network Service
"	Kaiser-Fraser Lowell Thomas (149) R	"	Sun Oil Co. 3-Star Extra (34)
7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
Gen. Mills, Lone Ranger (153) (See Footnote)	"	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 Elton Britt	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Brylcreem P & G, Nestle Co. Mr. Keen (198) R	Take a Number *	Coca-Cola Co. Coke Time (195)
Sammy Kaye	"	* "	Rosemary Clooney S
Platterbrains	Wrigley Johnny Dollar (193) R	(Co-op) True or False	Name That Tune
"	"	"	"
What's The Name of That Song	There's Music in the Air	Great Day Show	Parade of Bands
"	"	"	"
Outdoors with Bob Edge	The World Dances	On and Off The Record	Pick & Play with Bob & Ray *OT
Sports Roundup	"	Co-op	"
News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	All-American Sports Show
Virgil Pinkley	"	Co-op Elton Britt	"
Orchestra (See Footnote)	10:30-10:35 Bill Downs Cedric Adams	Dance Orchestra	Henry Cassidy News
"	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service
Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC	
Labor	Edw. P. Morgan News	Otto Thurn's Orchestra	George Hicks News	6:00 PM
Management S	UN on the Record	"	Henry Cassidy MM	6:15
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Listen to Washington	6:30
Una Mae Carlisle	Daniel Schoor News	"	"	6:45
Bibile Messages	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"	7:00
John McVane News S	"	Report From The Pentagon	"	7:15
Dinner At The Green Room S	Syncopation Piece	7:30-7:55 Where In The World	New Talent USA	7:30
"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Dancing Party Co-op	Broadway Is My Beat	20 Questions	"	8:00
"	"	"	"	8:15
"	Gangbusters	Co-op Virginia Barn Dance	"	8:30
"	"	"	"	8:45
" S	Gunsmoke	(Co-op) New England Barn Dance Jamboree	"	9:00
"	"		"	9:15
"	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
"	"	"	"	9:45
Orchestra S	"	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
"	"	"	"	10:15
Treasury Show	10:30-35 News Daniel Schoor	"	Pee Wee King Show S	10:30
"	Dance Orchestra	"	"	10:45
News S	News	News	News from NBC	11:00
Orchestra	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

SUNDAY

S	MBS	NBC
nday oon	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
	"	"
g ade	Bandstand USA	The Catholic Hour
	"	"
tors Inc Music 197)	US Military Academy Band	Music For Relaxation
	"	Elmo Roper
	Top Tunes with Trendler	Critic at Large
	"	Youth Brings You Music
	Keynote Ranch	Transatlantic Briefing
	"	"
News d Up	Under Arrest	Hollywood Bowl Concerts 7/19–9/6
	"	"
Sunday noon	4:30-4:55 Dear Margy It's Murder	"
"	4:55 News S	"
"	The Shadow	NBC Summer Symphony
"	"	"
l Pier now	True Detective Mysteries	"
6 p. m. ne (169) Adams	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (160)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op
"	P&G Duz Guiding Light (159)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (142)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (169)	2:25 Johnson & Son, News	No Network Series
Tennessee Ernie S	Toni, Seeman Nora Drake (194)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (170)	No Network Service	Jane Pickens News 2:55
Gen Mills Joe Emerson (27 stns)	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
"	Lever, Kellogg Houseparty * (190) R	"	P&G Road of Life (163)
"	Pillsbury House Party (185) R	"	P&G Pepper Young (166)
3:55-4:00 Edward Arnold Story Teller	Toni, Man. Soap Wizard of Odds (168)	"	P&G Right to Happiness (163)
Jack Owens	Gen. Fds.(4-4:05) Cole (46)* Robt. Q. Lewis (46)	Music with Bruce & Dan	P&G Backstage Wife (175)
"	4:15-20 Corn Prod. Sunshine Sue (45)	"	Sterling Drug Stella Dallas (151)
Music in the Afternoon S		"	Sterling Drug Young Widder Brown (151)
"		"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	4:55-5 News 5-5:45 p.m. No Service	Songs of the B-BAR-B	Whitehall† Just Plain Bill (143)
The Play Fair S	"	"	Whitehall Front Page Farrell† (138)
Ronnie Kemper	"	5:30-5:55 Keynote Ranch	C-P-P Lorenze Jones (191)
John Conte S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (199)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
"	"	"	"
2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	The Chicagoan	101 Ranch Boys	Design for Listening
"	"	"	"
3:00-3:05 News Watergate Concerts	Report From Overseas	Bandstand USA	What's the Score
"	Adventures In Science	"	"
"	Farm News Co-op	Sports Parade	Marine Hall of Bands
"	Correspondents Scratchpad	"	"
Horse Rgces	Army Show	Salute to the Nation	Stars in Action
Music Box	"	"	"
CBC Concert	Treasury Show	Mac McGuire Show	All Star Parade of Bands
"	"	"	"
Martha Lou Harp	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
Paulene Carter	Steel Pier Show	"	Author Speaks S
Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R repeat or repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
Please Note: Chevrolet now sponsore 24 5-minute newscasts each weekend at the following times: Sat.—8:00 AM; 9:00 AM; 11:00 AM; 12:00 N; 2:00 PM; 3:00 PM; 4:30 PM; 5:30 PM; 7:00 PM; 8:00 PM; 9:00 PM; 10:00 PM. Sun.—7:55 AM; 9:00 AM; 10:00 AM; 11:00 AM; 12:00 N; 12:30 PM; 2:00 PM; 3:00 PM; 5:00 PM; 7:00 PM; 10:30 PM; and 11:55 PM.
CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 107
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
5:45- 5:55 p.m. Sun. Bill Downes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 177
3:15- 3:30 p.m. Tue Kellogg—Houseparty 190
3:15- 3:30 p.m. Fri Green Giant—Houseparty 170
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 186
3:30- 3:45 p.m. Fri Kellogg—Houseparty 190
4-4:15 p.m. M-F Gen Fds.—Grady Cole 43
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57
11:00-05 a.m. Sat Campana—B. Shadel—News 189
1:55-2 p.m. Sat Gen. Foods—Galen Drake 158
8:55-9 p.m. Sat Gen. Foods—Sanka Salute 97
MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs. alternate days
10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson
11:25-11:30 a.m., M-Sat. Johnson & Son. News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Multi-Message Plan: Participating sponsors—M-F 8:00-8:30 PM. Mon-Fri—Lever Bros.; Mon. Tues & Thurs—R. J. Reynolds Tobacco Co. Wed, Thur & Fri—Jacques Kreisler; Mon & Wed—Emerson Drug.
Mon.-Fri. 7:45-7:50 PM—Titus Moody—M-W-F Sustaining Tu & Th Emerson Drug.
Baseball: (Bristol-Myers) Warm-Up—Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard—Reynolds Tobacco. 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard-Gen. Mills. 5 min following Game of the Day-Sun.
NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); **8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.**
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT—Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 27, 1953

This is Mr. George H. Ward



This is what he says

"Fulton Lewis, Jr. reaches the average Chrysler new car buyer—that we know from our four year sponsorship of this commentator. Our experience has been gratifying. In comparison with other programs, Fulton Lewis, Jr., pulls!"—George H. Ward, Chrysler-Plymouth Dealer, Auburn, N. Y., in a letter to W M B O, the Mutual station in Auburn.

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

21 STATIONS JOIN NBC-TV; TOTAL 133

AFFILIATION of 21 new television stations with NBC-TV, raising the network's total to 133, was announced Thursday by Harry Bannister, NBC vice president in charge of station relations.

New affiliates which already are on the air are WHIZ-TV Zanesville, Ohio (uhf Ch. 50), owned by Southwest Ohio Television System; KTYL-TV Phoenix-Mesa (vhf Ch. 12), owned by Harkins Broadcasting Inc., and KROC-TV Rochester, Minn. (vhf Ch. 10), owned by Southern Minnesota Broadcasting Co.

The 18 other new affiliates, not yet on the air, are:

KFSA-TV Fort Smith, Ark. (uhf Ch. 22), owned by Southwestern Publishing Co.; WSUN-TV St. Petersburg-Tampa, Fla. (uhf Ch. 38), owned by City of St. Petersburg; WTPA-TV Harrisburg (uhf Ch. 71), owned by Harrisburg Broadcasters Inc.; KIDO-TV Boise (vhf Ch. 7), owned by KIDO Inc.; WPMT (TV) Portland, Me. (uhf Ch. 53), owned by Portland Telecasting Corp.; KHSL-TV Chico, Calif. (vhf Ch. 12), owned by Golden Empire Broadcasting Co.

WDAK-TV Columbus, Ga. (uhf Ch. 28), owned by Martin Theatres of Georgia Inc. and Radio Columbus Inc.; KFSD-TV San Diego (vhf Ch. 10), owned by Airfan Radio Corp.; KONA-TV Honolulu (vhf Ch. 11), owned by Radio Honolulu; WISE-TV Asheville, N. C. (uhf Ch. 62), owned by WISE Inc.; WKNY-TV Kingston-Poughkeepsie, N. Y. (uhf Ch. 66), owned by Kingston Broadcasting Co.; KYTV (TV) Springfield, Mo. (vhf Ch. 3), owned by Springfield Television Inc.

WGVL-TV Greenville, S. C. (uhf Ch. 23), owned by Greenville Television Co.; WGEM-TV Quincy, Ill. (vhf Ch. 10), owned by Quincy Broadcasting Co.; KVOA-TV Tucson (vhf Ch. 4), owned by Arizona Broadcasting Co.; WTRF-TV Wheeling (vhf Ch. 7), owned by Tri City Broadcasting Co.; WKJG-TV Fort Wayne (uhf Ch. 33), owned by Northeastern Indiana Broadcasting Co.; WECT-TV Elmira, N. Y. (uhf Ch. 18), owned by El-Cor Television Inc.

Leland Hayward Joins NBC As TV Producer-Consultant

LELAND HAYWARD, noted theatrical producer, has been signed by NBC to produce television shows and to serve the network as a consultant on program and production plans, John K. Herbert, vice president in charge of NBC-TV, announced last week.

Mr. Hayward made his debut in television last month as producer of the *Ford 50th Anniversary Show,* presented on both NBC-TV and CBS-TV.

Among Broadway shows produced by Mr. Hayward are "South Pacific," "State of the Union," "Call Me Madam" and "Wish You Were Here."

Expressing pleasure at Mr. Hayward's association with NBC, Brig. Gen. David Sarnoff, chairman of the board of directors, declared:

"Mr. Hayward joins an important group of creative people whose talents and energies are devoted to the development of television as an art and medium of even wider enjoyment and culture and an increasing appeal to the public."

'Brand-Switching' on Road

NBC's preliminary report on its study of brand-switching as a result of TV advertising [B•T, July 13] was outlined to 200 Chicago area clients and agency executives Tuesday.

The presentation, "Why Sales Come in Curves," was outlined by John K. Herbert, vice president in charge of the NBC television network, and M. H. Beville, network reseach director. Edward Hitz, NBC Central Division sales manager, was host.

The presentation was repeated for clients and agency personnel in Detroit Tuesday and Cleveland Wednesday.

ROCKY MOUNTAIN PLANS TV NETWORK

With 3 video outlets already on the air, Rocky Mountain Broadcasting System plans a 10-station TV network in five mountain states.

THE ROCKY Mountain Broadcasting System expects to expand into a television network, and S. John Schile, executive vice president, said last week extensive plans are well underway for building a 10-station group.

RMBS, since relinquishing sales rights of its AM stations to Intermountain Network a year ago, has devoted itself exclusively to building the TV group, Mr. Schile said.



Mr. Schile

Three of the 10 RMBS members already are on the air, Mr. Schile said. They are KFXD-TV Nampa, Idaho; KLAS-TV Las Vegas, Nev., and KOPR-TV Butte, Mont., with KUTV (TV) Salt Lake City expected to begin programming about Oct. 1.

The stations all will be vhf outlets. Others are: KIFI-TV Idaho Falls, KTVI (TV) Boise, KLIX-TV Twin Falls and KWIK-TV Pocatello, all Idaho; KOOK-TV Billings, Mont., and KFBC-TV Cheyenne, Wyo.

RMBS president is Frank C. Carman, owner or part-owner of five of the 10 stations.

According to Mr. Schile, RMBS hopes "to offer regional and national advertisers a 10-station package which will embrace an area covering most of five states . . . with a population of nearly 2 million and retail sales in excess of $2 billion."

Besides the "one-contact, one-contract advantage" to advertisers, Mr. Schile said, RMBS also will offer substantial group discounts when five or more stations are used. The network has effected some "worthwhile savings" on the multiple purchase of films, he said.

All the RMBS TV outlets will use mountain-top transmitter sites and studio areas will vary in each market with a maximum of 25,000 square feet housing KUTV Ch. 2 facilities, he said. KUTV also will maintain a Teletron mobile unit, now being built by Television Electronics Industries Inc., which also will be available to other RMBS outlets, Mr. Schile said.

NBC-TV Adds Two Serials

ADDITION of two new Monday-through-Friday daytime serials, starting Aug. 3, will complete NBC-TV's morning block, the network announced last week. The new programs are *Follow Your Heart,* 11:30-11:45 a.m. EDT, and *Three Steps to Heaven,* 11:45 a.m.-12 noon EDT.

The daily mid-morning line-up on NBC-TV now includes *Ding Dong School* (10-10:30 a.m.), *Glamour Girl* (10:30-11 a.m.), *Hawkins Falls* (11-11:15 a.m.), *The Bennetts* (11:15-11:30 a.m.), *Follow Your Heart* and *Three Steps to Heaven.*

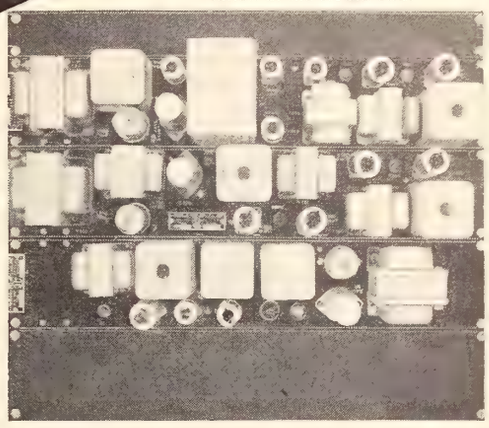
HAMMARLUND REMOTE CONTROL & METERING

For Unattended Broadcast Transmitters!



Control panel for installation at the studio end.

Control equipment for installation at the studio end.



Economical, dependable system . . . Needs only a single telephone circuit!

Substantial reductions in operating costs can be made by taking advantage of the recent authorization by the FCC to permit remote control of AM and FM broadcast transmitters. FCC regulations for this mode of operation stipulate that complete and continuous control of remotely situated transmitters must be maintained at all times. It is desirable, also, to obtain highly dependable equipment having a reasonable first cost and low operating expense. Hammarlund equipment offers distinctive advantages in all these respects.

Included in the Hammarlund remote control and metering system are the following basic features that are vital to efficient and economical remote transmitter operations:

1. Only a single telephone circuit is required. May be operated over VHF or microwave. No DC circuit is used.
2. Full control of up to nine separate circuits.
3. Telemetering of nine separate electrical quantities.
4. Up to four emergency alarm indications.
5. Fail-safe operations assured at all times.

In most cases, this equipment will pay for itself through savings effected in operating costs in less than a year.

Write to The Hammarlund Manufacturing Company for full details about this equipment.

HAMMARLUND

The Hammarlund Manufacturing Co., Inc.
460 W. 34th Street, New York 1, N. Y.

RADIO QUITS 'LIMBO,' CBS' KAROL AVERS

Mr. Karol tells the Toledo Ad Club that the aural medium again has advertiser acceptance, and cites research to prove his point.

RADIO has returned from "limbo" and gained advertiser "acceptance" again, thanks to "intensive research" by advertisers, agencies, and broadcasters who found its coverage and sales effectiveness still high and its economy lower than ever, John J. Karol, CBS Radio's sales vice president, told the Advertising Club of Toledo last week.

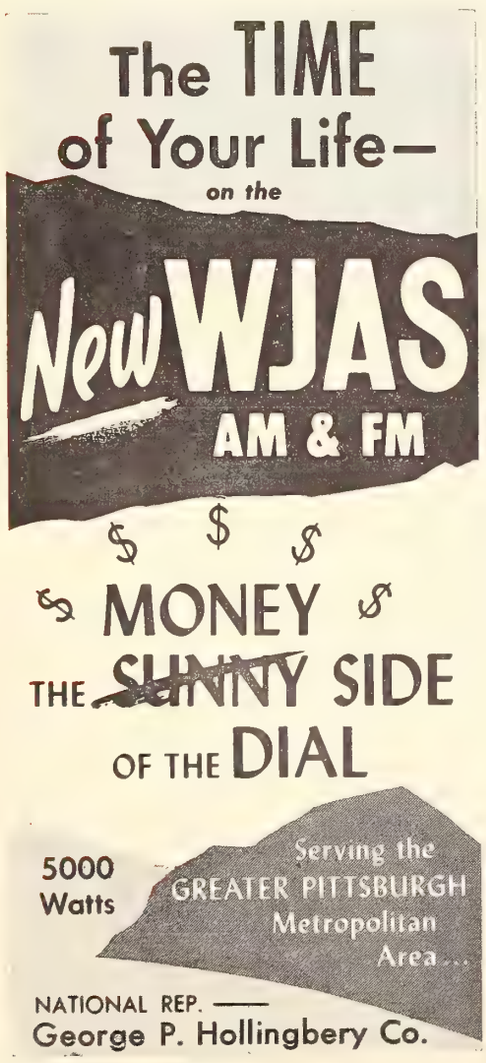
"Radio has now assumed a new role among advertising media," Mr. Karol told the club at a meeting Wednesday. "It would be just as correct to say that radio has resumed its old role among advertising media."

Noting that radio was "riding high" in 1948 but fell into "limbo" for "about a year" when TV was beginning to grow, he outlined the findings which research experts discovered when re-examination of the various media became necessary due to rising TV costs, changing patterns of the post-war market, and the public's increasing purchasing power.

"I think we were rather surprised by what we found," Mr. Karol asserted. "We found, for example, that in television areas, the pattern of radio listening had changed—changed so radically that the national system of measuring listening no longer matched the new reality.

"TV families, we discovered, had more radios than radio-only families. They listened in more different rooms and listened very little to the 'main' set. In fact, about 75% of in-home listening was done *outside* the living room."

Out-of-home listening was found in 16 major TV markets to add more than 18% to the measured in-home listening, and at some hours on weekends this plus was shown to go as high as 30%, he continued. Further, saturation continued to increase, to the point where there are now 44,800,000 radio homes, plus more than 26 million automobile radios (the latter "quite likely" making radio "the biggest outdoor advertising medium in America").



NBC PICKS TEAM FOR 'CREATIVE' MEET

A BATTERY of top-flight NBC executives, producers and writers, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, will comprise the speakers' list at a Creative Program Conference to be held by the network Aug. 31-Sept. 3 at the Greenbrier, White Sulphur Springs, W. Va., it was announced Thursday by Charles C. Barry, NBC vice president in charge of network programs, who conceived the idea of the conference and will be its overall supervisor.

About 60 of the network's top writers, producers, and program executives from New York, Chicago, and Hollywood are expected to attend the four-day conference, whose program comprises 10 daytime seminars and a banquet on the final evening, when Gen. Sarnoff will speak on "The Challenge."

Conference agenda follows:

Monday, Aug. 31, 1:30 p.m. First seminar: Daytime Television, or the Profit Factor. Speakers: Adrian Samish, member of NBC's creative programming group; Ben Park, program director, NBC Chicago; Ted Mills, NBC producer, New York; A. R. Pinkham, executive producer of *Today*; Ted Collins, producer of *The Kate Smith Hour*; Roger Muir, producer of *Howdy Doody*; John Rayel, TV program manager.

4 p.m. Second seminar: Competition Analysis Public Affairs—A Responsibility. Speakers: Davidson Taylor, director of public affairs; William R. McAndrew, manager of news and special events; Ed Stanley, manager of public service programs.

Tuesday, Sept. 1. 9 a.m. Third seminar: The Bitter Facts, or the Cost of TV. Presiding: Gustav Margraf, vice president for talent and program administration. Speakers: Frederick W. Wile Jr., vice president in charge of network production; Fred Shawn, director of program administration; Edward Souhami, union relations coordinator; Joseph Heffernan, financial vice president.

11:15 a.m. Fourth seminar: Radio Supports TV. Speakers: John Cleary, radio network program manager; Thomas McCavity, national program director.

1:15 p.m. Fifth seminar: Tomorrow, Color. Speaker: Sylvester L. (Pat) Weaver, vice chairman of the board.

Wednesday, Sept. 2. 9 a.m. Sixth seminar: The Film Story. Presiding: Robert W. Sarnoff, vice president in charge of Film Division. Speakers: Tom McKnight and Ed Beloin, producers, NBC Hollywood.

10:45 a.m. Seventh seminar: Tell It to New York. Speakers: Robert Welch, producer, NBC Hollywood; Ben Park, program director, NBC Chicago; John K. West, vice president, NBC Hollywood. 11:30 a.m. The Sales Story and You. Speaker: John K. Herbert, vice president in charge of networks.

1:35 p.m. Eighth seminar: The Critics Corner. Presiding: Sydney H. Eiges, vice president in charge of press and information. Speakers: Representative radio and TV critics. 2:45 p.m. The Defense From the Floor. Speaker: Burr Tillstrom, creator of *Kukla, Fran and Ollie*.

Thursday, Sept. 3. 9:45 a.m. Ninth seminar: The Writer. Speakers: Robert E. Sherwood, now writing original plays for NBC-TV; Thomas Phipps, author for NBC-TV; Goodman Ace, chief writer of Milton Berle's NBC-TV shows.

11 a.m. Tenth seminar: The Producer. Speakers: Max Liebman, producer of *Your Show of Shows*; Robert Montgomery, producer of *Robert Montgomery Presents*; Fred Coe, producer of *Television Playhouse* and *Mr. Peepers*; Worthington Miner, NBC producer.

8:15 p.m. Dinner.

9:45 p.m. Speech, "The Challenge," by Gen. Sarnoff.

WILLYS TO MAKE TV TRANSMITTERS

Willys Motors Inc.'s electronics division will debut in the TV transmitter manufacturing field—apparently in uhf, it's announced.

PLANS to enter the television transmitter manufacturing business were announced Friday by the Electronics Div. of Willys Motors Inc.

Surveys indicate it will be five years or more before some localities can obtain transmitting equipment unless additional manufacturing facilities are made available, Raymond R. Rausch, executive vice president and general manager of Willys, said.

Purpose of entering the transmitter field, the company said, was to "help speed the country's blanketing by local TV stations."

Mr. Rausch also revealed the company is working with the National Assn. of Educational Broadcasters "to develop a transmitter that meets the special requirements of educational TV systems." The company, however, has no plans to build radio equipment.

Willys came into being last April when the Kaiser Mfg. Co. acquired the assets of Willys-Overland Motors Inc.

A complete "TV package" is proposed: 1 kw transmitters (450-900 mc), camera, projector, console, panel, etc., "for holders of TV licenses in areas of 50,000 population or less where high-powered TV signals are not received"—presumably uhf equipment. Willys expects to add 100 technical personnel in its Toledo-located Electronics Division.

The company also said it will ask FCC to approve in about two months a prototype transmitter now in production. It plans to deliver the first such type transmitter to Paul A. Brandt, licensee of WCEN Mount Pleasant, Mich.

Crosley-Bendix Merger Puts Shouse at Head

CONSOLIDATION of the distribution of appliances and radio and television sets of the Crosley Division and the laundry and kitchen appliances of the Bendix Home Appliances Division under one management with headquarters in Cincinnati was announced last week by Victor Emanuel, chairman and president of Avco Mfg. Corp.

Under the move, James D. Shouse, one of Avco's senior vice presidents, who presently heads all Crosley activities in both manufacturing and broadcasting, will become general manager of the combined operations. William A. Blees, vice president of Avco and general sales manager of Crosley for the past four years, will join the top executive staff of Avco in New York. Before assuming his New York responsibilities, he will assist Mr. Shouse in consolidating sales operations of the two divisions.

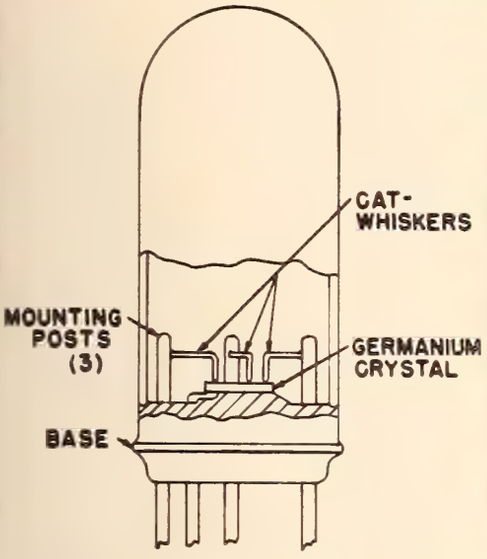
Meanwhile, Parker H. Ericksen, new director of sales for Crosley and Bendix home appliance divisions, was elected a vice president of Avco.

Other changes include the appointments of T. H. Mason, eastern division sales manager of appliances for Crosley, as director of Crosley and Bendix kitchen appliances; H. F. Bull, national sales manager of Bendix home appliances, as director of Crosley and Bendix laundry sales; H. E. McCullough, general sales manager of radio and TV for Crosley, as director of Crosley electronic sales, and W. A. McDonough, director of advertising and merchandising for Crosley and Bendix products.

Two New Transistors Developed by Sylvania

DEVELOPMENT of two new types of transistors—tetrode transistor and pentode transistor—by Sylvania Electric Products Inc., was announced last week by James J. Sutherland, general manager of the electronics division.

He said the tetrode type will be made available commercially about Aug. 15 and the pentode later this year. Development of these transistors, he added, complements Sylvania's



SYLVANIA's tetrode transistor is shown in this cutaway sketch. Development of it and the companion pentode transistor were announced by the company last week.

work in triode transistors, which the company is now producing commercially.

The triode transistor, according to Mr. Sutherland, has two catwhiskers in contact with the germanium crystal; the tetrode has three and the pentode, four.

Zworykin Studies Electronic Automobile Driving Aids

USE of electronics to reduce highway disasters and relieve drivers of tiresome tasks on superhighways currently is under investigation by Dr. V. K. Zworykin, pioneer television and electronic scientist of RCA.

Dr. Zworykin reported last week that together with assistants at the David Sarnoff Research Center of RCA in Princeton, he is studying the application of certain electronic devices to assist drivers in bad weather steering and collision prevention.

Zenith Plans New Plant

PLANS for construction of a new manufacturing plant, with production capacity for one million radio and over 100,000 TV sets per year, were announced last week for Wincharger Corp., Sioux City, Iowa, by its parent company, Zenith Radio Corp. Plant will have floor space of 300,000 square feet and employ about 2,500 people. Site has not been determined. Present plant has about 140,000 square feet and turns out Zenith radio receivers, with capacity of 650,000 sets per year. Factory will be located on high ground to protect it from flood waters which damaged the present plant last June.

New Philco TV Models

PHILCO Corp. has added three new models to its line of TV receivers: A 21-inch table model, and 21-inch and 17-inch console models. Suggested list prices on five console models were increased $10 each to cover costs. according to Frederick D. Ogilby, Philco Television vice president and general manager.

Philco's New Developments

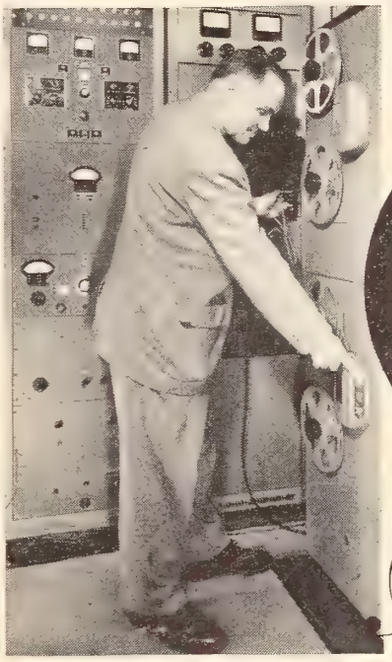
PHILCO Corp. currently is distributing two new developments for TV stations. One is a studio-to-transmitter microwave relay system, said to transmit picture, sound, order wire and remote control signals. The second is a film scanner "adaptable to any color system or any TV standard."

Mycalex Mica Manual

MYCALEX Corp. of America, Clifton, N. J., has issued "a comprehensive 23-page, illustrated reference and operation manual on the machining of glass-bonded mica." The pocket-size manual, *From One Machinist to Another,* is "based on actual plant experience." The firm reports that *From One Designer to Another,* a companion piece, will be issued soon.

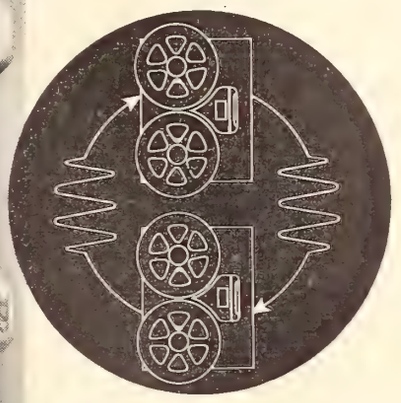
RCA Develops 'IF' Amplifier

"IF" AMPLIFIER, developed by RCA Victor's Tube Dept. and described as the TV industry's first ready-to-use prealigned unit, has been announced by R. T. Orth, vice president in charge of the tube division.



An Ampex Automatic Station now in operation at KEAR in San Mateo, California. It sustains the evening programs on tapes prepared by the daytime staff.

Sub-audible tones on each tape stop one machine and automatically start the other.



Announcing

THE AMPEX AUTOMATIC STATION

a new concept in radio programming and operation

Now a 16 hour broadcast day can be handled by an 8 hour staff. Commercials and announcements for the full broadcast day can be pre-taped in fast succession and will be automatically cued to prepared program material.

AUTOMATIC CUEING

Your broadcast time can be sustained automatically by alternate operation of two Ampex 450 Continuous Tape Reproducers. One carries a program tape—the other has a tape with commercials and announcements. One stops—the other starts. It's "cued automatically" with sub-audible "trigger signals" recorded on the tapes themselves. And when desired both machines can be stopped and live programs, separate tapes or discs can still be broadcast in the conventional manner.

ELECTRONIC SPLICING

The announcer pre-records his announcements, pressing a button between each one to place the "trigger signal" on the tape. In effect he is putting the announcement in its proper place with a fast "electronic splice."

PRE-PLANNED PROGRAMS

Program tapes for use in your Ampex Automatic Station will contain the cueing signals. Selections and exact performance times are available to your program director for accurate integration with commercials and local announcements.

Write today for further information to Dept. D-1217B

AMPEX
MAGNETIC RECORDERS

AMPEX CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities
In Canada: Canadian General Electric Company

AT&T Seeks Enlargement Of N.Y.-D.C. Relay System

LONG LINES Dept. of AT&T last Monday asked FCC for permission to build new radio transmitters between New York and Washington to increase the number of channels in the radio-relay system between those two cities.

Proposal calls for four new channels along the entire New York-Washington route, two for northbound TV service and one in each direction for protection and maintenance, and three new channels between Washington and Philadelphia, one northbound for TV service and one each way for telephone messages.

The Bell System announcement said that when added to the two southbound TV channels now in use on the New York-Washington system, the proposed northbound channels will be part of a round robin network of two video channels in each direction linking stations from New York to Chicago and St. Louis and adding considerably to the flexibility of the TV network system.

AT&T Opens Wichita Link

NETWORK television programs were made available to KTVH (TV) Hutchinson, Kan., this month when a new 35-mile AT&T microwave link was placed in service at Wichita from the Omaha-Dallas TV facilities.

AT&T's Long Lines Dept. said that with the addition of service to KTVH, network program service is now available to 143 stations in 85 cities.

MANUFACTURING SHORTS

Graybar Electric Co. announces it will open its 111th branch office at 1140 North Irwin Ave., Green Bay, Wis., on or about Aug. 17 with **John W. Peterson** as manager.

Continental Mfg. Co. of Dallas names General Precision Laboratory, Pleasantville, N. Y., as exclusive distributor for its line of TV transmitters.

Stephens Manufacturing Corp., Culver City, Calif. (loud speakers, condensers, wireless microphones), appoints A-N-B Specialties Co., West Richfield, Ohio, factory representative.

Blonder-Tongue Laboratories, Westfield, N. J., appoints Morhan Exporting Corp., N. Y., to handle world export sales of B-T line of Master TV Units and other products.

James Cunningham, Son & Co., Rochester, N. Y., announces new type crossbar switch adaptable to wide range of uses in multiple switching of audio and video circuits.

Magnatran Inc., Kearny, N. J., appoints J. J. Costello Co., Boston, as exclusive New England distributor.

Hewlett-Packard Co., Palo Alto, Calif., appoints The I. E. Robinson Co., Phila. and Asbury Park, N. J.; R. M. C. Assocs., N. Y. and Bogota, N. J.; Yewell Assocs., Boston and Bridgeport, Conn.; J. D. Ryerson, Syracuse, N. Y., and Horman Assocs., Washington, D. C., to handle sales and service of company's electronic test equipment.

Shure Bros., Chicago, announces new, all-purpose Model 777 "Slim-X" crystal microphone.



YOUR FAVORITE MOMENTS IN SPORTS ON THE BIG PLAYBACK



starring BILL STERN

America's Favorite Sportscaster

15 MINUTE TV PROGRAM ON FILM

GUEST STARS

Among the headline sports personalities already set as guest stars are:

ROCKY GRAZIANO
LOU LITTLE
GUY LOMBARDO
PHIL RIZZUTO
GENE SARAZEN
DUKE SNIDER
SUGAR RAY ROBINSON
EARL SANDE
BOBBY THOMSON

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
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SCREEN GEMS
TV Programs On Film Now Available for Local and Regional Sponsorship

YOUR ALL-STAR THEATRE
39 Half Hours Originally Telecast Over 61 NBC Stations as the FORD Theatre

PROF YES 'N' NO
26 Quarter Hour Quiz Shows Starring Bill Cullen

TV DISC JOCKEY FILMS
60 Silent Films to Dramatize Music on Records

MUSIC TO REMEMBER
Great Music Played by Rome Symphony Orchestra

SWG Warns of Break With Some Talent Agents

SCREEN Writers Guild has warned it may break off relations with several talent agencies which reportedly are representing writers and at the same time employing them at below-guild minimums.

SWG's warning to the agencies did not indicate what action will or could be taken if the alleged dual practice continues. Concensus, however, is that the agents are capitalizing on the guild's feud with Television Writers of America.

TWA recently won the NLRB election for network TV writers, causing some of the talent agents to maintain that SWG working standards no longer apply. TWA has not announced its basic demands.

There is no possibility of a concerted stand by SWG and TWA as long as their feud exists, members agree. Until one is established, the agencies will continue to make their own individual deals with writers.

NLRB Denies TWA Bid To Represent 'Lucy' Writers

PETITION by Television Writers of America seeking to represent writers employed by Desilu Productions Inc., producers of the *I Love Lucy* TV film series, was dismissed in a decision and order issued last week by the National Labor Relations Board at Washington.

NLRB found Jess Oppenheimer, head writer and producer for the *Lucy* series, as a former vice president and currently a member of TWA and its executive board, in effect had solicited other Desilu writers to join TWA. TWA's interest in representing Desilu writers, accordingly, was impaired by activities in behalf of TWA by Mr. Oppenheimer, defined by NLRB as a supervisor in the employer firm.

Desilu Productions had contested TWA's petition as had Authors League of America which intervened on behalf of itself and its offspring organization, Screen Writers Guild, in the jurisdictional dispute with TWA.

TWA Members Endorse Plan To Include Radio Writers

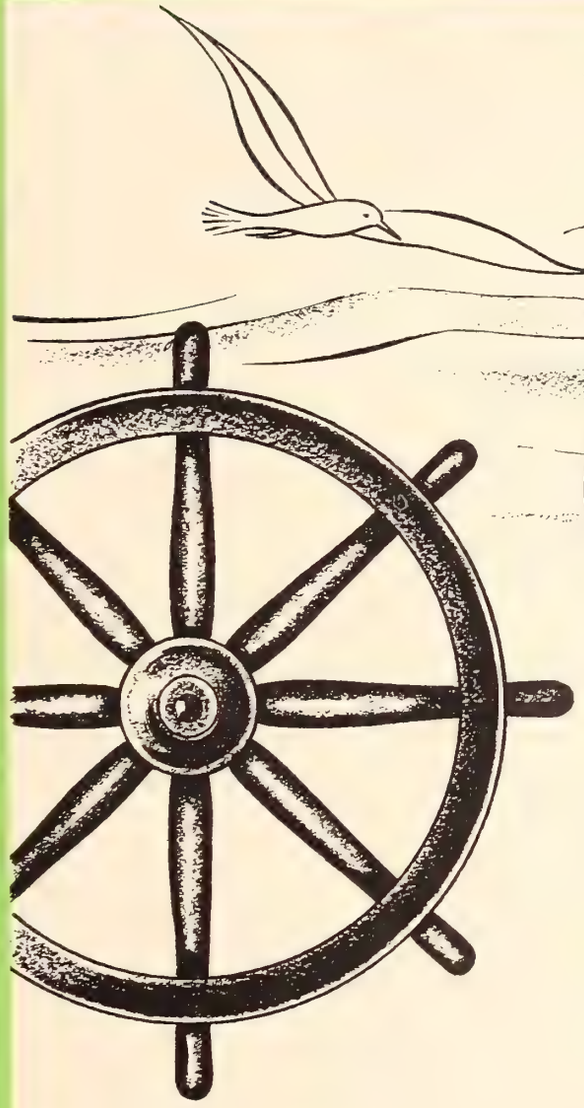
WAY WAS PAVED for Television Writers of America to include radio writers when 98% of the TWA membership voted their approval of constitution and by-laws revisions to permit such action. TWA President Dick Powell announced the development last week.

TWA plans an all-out campaign to enlist RWG members individually and is scheduled to start the drive at its Hollywood membership meeting Wednesday. RWG officers favor a merger with TWA, it has been pointed out, but because the guild is within the structure of the Authors League of America such a move could not take place. However, individual members of RWG can withdraw from that union and join TWA.

Seattle Combo Scale

THREE Seattle stations—KOMO KING and KIRO—have agreed with International Brotherhood of Electrical Works and the American Federation of TV-Radio Artists on a pay scale for combination announcer-engineers in radio operations. Combination men will receive $105 weekly, $5 more than the $100 pay for individual announcers and engineers.

features



Charted FOR PROGRESS!

Leadership is not a matter of chance . . . It is earned by charting a course that leads the way. WREC continues to set the pace in high quality programming and engineering perfection. As a result, WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis radio station. Chart your course to gain the "better half" of both the Rural and Metropolitan listeners in this rich $2 billion market with a single schedule on Memphis No. 1 Station. Rates today are 10% less per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to
BROADCASTING • TELECASTING
Readers' Service, Room 870
Nat'l Press Bldg., Washington 4, D. C.

Why Didn't Life Magazine's 4-Media Study Mention KTLA?

LOOK WHAT THE FACTS SHOW:*

KTLA reaches over *four times* as many homes in the Los Angeles area each week as Life magazine claims to reach here.

KTLA reaches 43% more homes *each week* in Los Angeles than Life magazine claims to reach here in *13 weeks.*

IN FACT . . the *average* class A spot announcement on KTLA is actually seen by one-third as many people as *an entire issue* of Life magazine in this same area.

** ARB Cumulative Data*

That's Why KTLA Is the Best Advertising Buy In Los Angeles

KTLA Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Merchandising: A policy statement by B•T and a plea for more promotional support from Kenyon & Eckhardt. Page 86.
- Here's one department store that knows how to use TV. Page 90.
- How radio makes big business for a small refinery. Page 92.
- McCann-Erickson is bullish about radio: Excerpts from a presentation the agency is making to boost AM. Page 94.

HOW THE 'MAN ON THE STREET' GREW UP

By Mowry Lowe*

THERE are, as we all recognize, certain things that radio can do better than any other medium. We acknowledge that radio is pre-eminent in news coverage and no other medium can top it in music.

Granted that these two can fill most of the broadcasting day, I am of the opinion that radio must explore new fields of broadcasting; must experiment with new treatments of formats that have been successful in the past.

One of the earliest innovations of radio was the "Man On The Street" program. Practically every station had at least one such program. People would appear in droves in order to get their voices on the air. The popularity of such programs waned. Only a few of the sturdiest survived. Then a subtle switch took place. Instead of standing on a street corner or under a theatre canopy, the "Man On The Street" moved to an airport, or railway, or bus terminal. He appeared in a supermarket.

Mark you, this was still the same show. Only the place and title of the program underwent a change.

In exploring what could be done with this overall format, we at WEAN believe we have hit on a successful formula. We call it *WEAN Goes Calling.*

Call Before Calling

The one basic change is that no longer do we work on a catch-as-catch-can basis. We don't set up a microphone and hope to heaven that some passerby will be trapped into muttering a few ill-chosen words. Instead, we "go calling" on organizations, places and people. Our "calls" are dated well in advance (about three weeks, as a matter of fact). While on-the-spot recordings are not unusual, particularly when these affect a news event, ours is a daily scheduled program.

Looking quickly at some of our recent "calls," I find that WEAN has gone calling at the formal opening of an exclusive boys' school. We called on the day-long outing of a group of handicapped who were entertained at a big amusement park. We called on the Safety Committee meeting of the AAA. Another call was made on a committee meeting of the Clothes for Korea drive, and we subsequently had a letter from the chairman saying that this program had helped them double the amount of clothing contributions they had hoped to receive.

We called on the Golden Agers—and had the thrill of having a sturdy 67-year-old gentleman announce his engagement to a charming maiden of 65. We called on the Red Cross blood donation center and had the entire program explained—and recorded the comments of the persons who were donating. Another call was made backstage at a summer theatre, where, in the workshop (to the roar of power saws and tattoo of hammers as a set was being built), the stage manager told the story of summer theatre and how it has developed through the years. Then we moved into the rehearsal hall and as a scene was being rehearsed, we talked with members of the cast.

From Ballyhoo to Babies

We've called on service clubs and had them tell of the organization and of the projects they foster. We called on a carnival and had the rough and ready concessionaires tell of their nomadic life. We called on the maternity ward of Miriam Hospital in Providence. Tod Williams, the m.c. of the show, swathed in a gown and mask, went right into the nursery and talked with the supervisor. Tiny baby cries backgrounded the conversation. This was the first time in Rhode Island radio history that a mike had ever gone right into the nursery of a major hospital.

Certainly this is still the "Man On The Street"—but with a new twist. It's radio—pure radio! No other medium could do the job so successfully and so well.

In the event some other station manager would like to use this general format, may I offer a few suggestions.

The first and most important is to have a man on the mike who is fast on his mental feet. He's got to be able to handle all kinds of people under all kinds of circumstances. Next, go to the site of the event. Many times it would be "easier," engineering and cost-wise, to have the participants come to the sudio. We feel there's an atmosphere of authenticity that is lost in the studio. The guests are out of their familiar haunts. There's apt to be the deadly background silence that sound-proofed studio walls provide. Then, balance up the events. If you're doing a blood donation, a committee meeting, and a luncheon—bring in a carnival or some other strikingly-different event.

Warning: Don't publicize an event before you have it on tape! After you have it recorded—then loose the publicity barrage.

(General Manager, WEAN Providence, R. I.)*

MERCHANDISING

AMONG stations and networks opinion varies, perhaps more widely than on any other current topic, as to the quantity of merchandising that media ought to do for clients. Among advertisers and their agencies there is a natural desire to get as much merchandising support as media can be persuaded to supply.

However controversial, the question of merchandising will not be settled by silence. It is not one that will go away if ignored. It is destined to bedevil broadcasters and telecasters if only for the reason that clients are demanding more and more merchandising service as a condition of buying time.

B•T has taken no sides in the merchandising controversy, aside from sticking to the basic position that stations and networks should refrain from using merchandising devices as an indirect means of cutting rates and, if offering any kind of merchandising to one client, should offer similar accommodation to all. B•T intends to adhere to that position and also to publish newsworthy articles and stories reflecting all shades of opinion on this question.

Such an article appears on the opposite page. It reflects the views of Kenyon & Eckhardt, one of the most merchandising-minded agencies, and is by way of an introduction to a detailed merchandising study which K&E is preparing and which will be published by B•T. The first part of that study, a complete table of merchandising services provided by television stations, will appear in the *Telecasting Yearbook-Marketbook* to be published in mid-August. Later a similar survey of merchandising service provided by radio stations will appear in *Broadcasting • Telecasting* magazine.

The Editors

it's a must

Few agencies can claim to get more mileage from merchandising than Kenyon & Eckhardt does. It was K & E that turned Ed Sullivan into a TV star and one of the hottest salesmen that ever worked for Lincoln-Mercury. Here the vice president-promotion director of Kenyon & Eckhardt argues the case for increased merchandising support from TV stations.

By Hal Davis

PHIL KENNY, our number one television time buyer, was on the phone.

One of our clients was thinking of going into spot buys. There was a choice of stations and markets. What did we have in our files?

We looked.

Our information on merchandising services and "feel" of the stations helped give some of them new business—and lost some for a few others.

We are no longer unique. More and more agencies are coming to realize that there's more to buying a station than looking at statistics. Stations have been claiming that for years. Yet, not all of them realize what is happening with clients and agencies as of right now.

Maybe we're overboard on the subject.

But at Kenyon & Eckhardt, it's getting hotter every day. Research, radio-TV and promotion work together to get the most for a client's ad-dollar. And that applies to networks and program producers, as well as stations.

Let's list some of the things we're talking about.

1. One of the important elements in the sale of a network show is its merchandising possibility. For instance, Dave Garroway's *Today* on NBC-TV. The network sells the use of an integrated sales package with Mr. Garroway being available for prime merchandising needs. On top of that, if the client doesn't happen to have a large direct sales force (and these days, few have), Fred Dodge's field men work with brokers, distributors, retail outlets and stations, to help the show sell products in local areas. There's no doubt that this approach helps sell program segments.

Network merchandising is a live topic of conversation along advertising row. Some networks do and some don't. It's curious, for example, that CBS, which does such an excellent job of audience promotion, hasn't seen the importance of product promotion as a competitive necessity. Last year, there was some publicity on the radio front concerning an A&P tie-up. Nothing further has been heard on that score.

Yet, on the Columbia network there is at least one show which has stayed on against the roughest kind of competition because of proper and intensive merchandising. *Toast of the Town* is my example.

When the *Colgate Comedy Hour* first entered the ring against *Toast* a couple of years back, not many people gave the Lincoln-Mercury Dealers' show a chance to survive. Ed Sullivan, after all, wasn't a show business pro. Colgate had the stars; different ones every week. Colgate also had the budget. We were given 24 hours to get out of town.

Nobody, but nobody, in the trade realized what had been going on with Mr. Sullivan and *Toast*. Ever since its first telecast, *Toast* was doing a selling job on the L-M dealers. Mr. Sullivan hit the road to every part of the country, preaching the show gospel. More importantly, dealers had a chance to see the impact of their show in their own communities, with their own prospects. Here was one star who wasn't afraid to help sell the product.

Consistent dealer mailings, plus extensive usage of Mr. Sullivan with point of sale material and promotional literature, had brought the show alive to both L-M dealers and factory officials.

And when news came along of the impending competition, it wasn't difficult to tell dealers honestly that they'd get their sales value out of the series even if the rating was cut in half.

That was a revolutionary step which couldn't have been accepted unless the groundwork had been laid well in advance.

When *Toast* ratings dipped, the dealers stayed with the show. And they got an unexpected bonus when *Toast* climbed to a neck-and-neck position with its competition during most of the past year.

It seems fairly obvious that a television personality should do his (or her) utmost to merchandise his sponsor's products, both nationally and locally. It takes a powerhouse of a program series to overcome non-integration of personality and commercial.

Merchandising of show and show content is no longer an academic question. It's here and it's vital to the success of a program. It is imperative that the major advertising investment made by a client in program purchasing, be given all opportunities to pay off in sales. Only a carefully planned merchandising campaign can help reach those sales goals.

2. In selecting shows, agencies must be aware of the merchandising factors in program content. They must also look for the merchandising advantages offered by networks competing for the time business. Next step is the utilization of station merchandising facilities for local stimulation of trade and consumer.

The time honored "sending some letters to the trade" can be considered a waste of money and time, in most instances. Actually, specific merchandising jobs, whether of placing displays in retail outlets, performing a job on client salesmen, or smoothing a distribution problem, seem to be of primary value.

In any event, the station must expect to be called upon for specific merchandising helps. Our survey of television stations shows some variations in what stations are prepared to give, or prepared to sell, to advertisers.

What might be helpful is a clear-cut understanding of what merchandising helps are actually wanted or desired by clients in various sales fields, and some approach to those wants which meet the situation without giving away the station's transmitter.

Advertisers are extremely concerned with local support of their advertising. Newspapers and magazines are fully conscious of this concern and bend their best efforts toward solution of this urgent sales problem. Television stations, because of their newness, have not as yet given more than

Wherever you Go there's Radio



● Roller derbies? Say! You're in a year-round RADIO derby when WGR starts delivering your advertising throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!

For example: Arthur Godfrey, Jack Benny, Edgar Bergen, Amos 'n' Andy, Bing Crosby . . . all of Columbia's headliners draw SRO audiences in WGR's rich market.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

brief attention to this phase of overall operations.

Yet, they will be forced to spend much more time on this angle in the very near future. Rising costs, and competitive pressures, have contributed to client demand for every possible help in making his program sales successful.

3. Local spot buys, especially in participating shows, are coming in for scrutiny as regards the plus values of merchandising. While acknowledging the fact that many stations do excellent jobs of audience promotion, the agency and client feel that is basically self-preservation for the station. They no longer consider audience promotion as providing the stimulus needed to keep a program selling goods.

Participation shows offer many advantages to a manufacturer. He has the authority of a well-known local personality behind his product. He can use this personality with his own sales and distributing forces as a trade sales stimulant. He can also use the personality to spur retailers to more direct action.

Again, some stations are making capital of this situation. Others have not yet seriously gotten into a study of how their personalities can be completely tied into the sale of products.

The whole subject of chain breaks and spot buys properly belongs in the media department. However, when research men such as K&E's Max Ule dig deeply into the viewers and find that the relationship of ratings to viewer impact is not what it should be, the rating book becomes suspect. It also has less value in selling. This is an area which merits serious consideration by agencies and advertisers alike.

Merchandising a spot buy has been, up to now, low man on the totem pole. However, and very soon, stations should begin to consider this problem as a basic merchandising project. The advertising dollar has to go further and further. Clients will no longer sit for long periods waiting for action to take place at some distant future.

The role of the agency in television merchandising is becoming sharply defined. Agencies have an obligation to networks and stations which has not fully been met in the past.

That obligation consists of explaining the sales goals of the client in terms which make sense to the media. The agency should explain why the show or spot is being bought and what lies behind the purchase. Agencies must begin to let media in on the basic strategy which impels purchase; exactly as agencies ask to be informed of the clients' motives and thinking.

With the "reason why" evident to stations and networks, cooperation should be more helpful to all parties.

None of us exists in a vacuum. Television as a commercial medium will stand or die on its sales advantages over other media available for any advertiser.

The advertiser has no obligation to any media except in terms of results for his products. The day has now arrived when a client will accept nothing else but sales results from his media choices.

Show business is sales business—and you have to merchandise your product for sales.

WBAL

BALTIMORE

announces the appointment of

HENRY I. CHRISTAL COMPANY

as

National Sales Representative

Effective August 1, 1953

WBAL is proud to join such leading stations as . . .

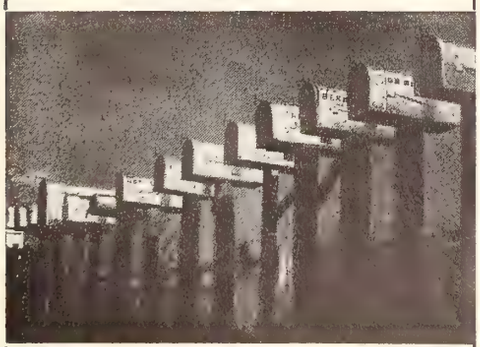
WBEN - - - *Buffalo*	KFI - - - - *Los Angeles*
WGAR - - - *Cleveland*	WHAS - - - *Louisville*
WJR - - - - *Detroit*	WTMJ - - - *Milwaukee*
WTIC - - - *Hartford*	WGY - - - - *Schenectady*
WDAF - - - *Kansas City*	WTAG - - - *Worcester*

NBC IN MARYLAND *50,000 WATTS*



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best
way to
sell the
KANSAS
FARM
MARKET



use the
KANSAS
FARM
STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

A television success story:

TV BROUGHT 30,000 CUSTOMERS TO THIS DEPARTMENT STORE

TELEVISION sales people who are trying to crack department stores can cite the successful marriage of Rike-Kumler, leading department store in Dayton, Ohio, and WLWD (TV), the Crosley outlet in that city.

When a television promotion campaign can bring 30,000 people into a store for a pre-holiday evening opening, television must have something to recommend it. And when single TV commercials sell 364 garment bags, 308 pairs of shoes, 142 bedsheets, 75 dresses and 416 pairs of slacks, the cash box registers a success story.

Rike-Kumler is approaching the two and a half year mark on WLWD, and what started in April, 1951, as a temporary test program has grown into a production including a fully equipped permanent studio on the ninth floor of the Rike-Kumler Building.

The studio is so arranged that five separate sets, including a modern, equipped kitchen, are available at all times. The settings vary according to the needs of the day. At one time a set may represent a newly furnished living room. The next day it can be arranged as a portion of the store's shoe department, with all the equipment such a department needs and uses.

Principal participant on the show is Cornelia, the store's personal shopper, who is aided and abetted by Connie, a piano stylist. The man's viewpoint is presented by John, the third regular on the show.

The WLWD production staff, in setting up the show, does the obvious: Gets the viewers; holds them, and sells them the merchandise.

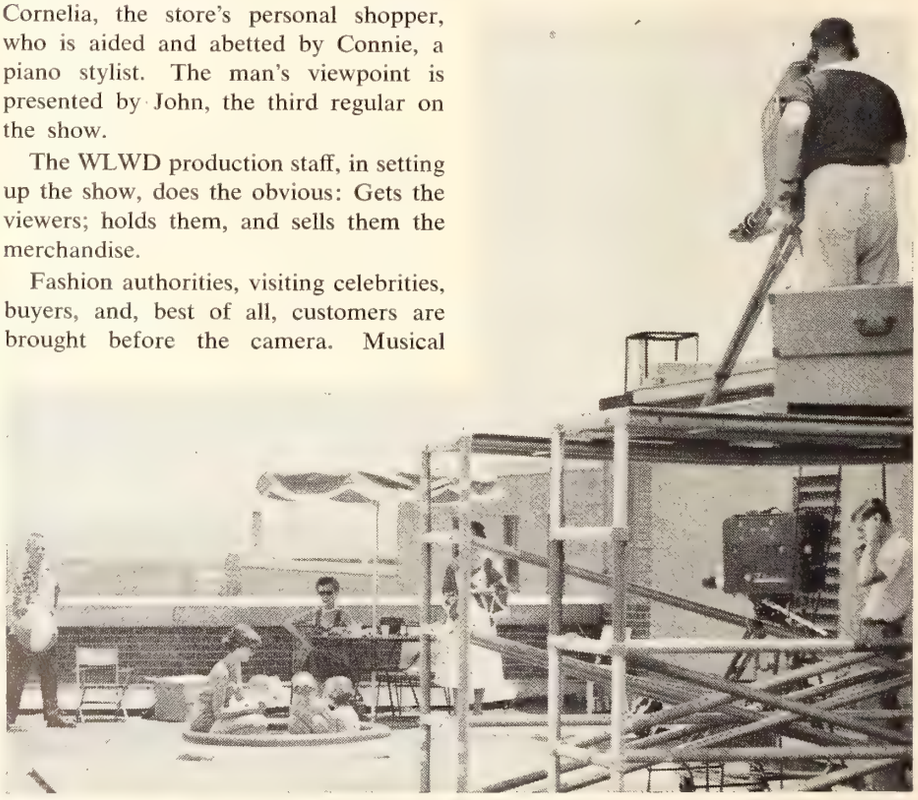
Fashion authorities, visiting celebrities, buyers, and, best of all, customers are brought before the camera. Musical backgrounds, dramatic sketches, attractive settings, and pretty models spice the production.

Rike's and WLWD have found that models are extremely effective in selling women's and children's clothing, shoes, hats, and inexpensive kitchen items that can be demonstrated.

Sales records also indicate that television is more than successful in pushing sales on household gadgets, inexpensive furniture, toys, moth protection items, and baby articles. Bed sheets, play clothes, and T-shirts get a ready customer response, according to store buyers.

WLWD's promotion and merchandising facilities back up the show. Billboards around Dayton, bus dashes, counter displays, and elevator posters are used. "Table tents," placed on tables in the Rike-Kumler dining room, have also proved effective.

Rike-Kumler counts as one of the most effective promotions the Open House programs featuring WLWD television personalities. The most recent such project saw 12 WLWD stars stationed throughout the store to sign autographs and meet the customers. All station facilities were used to promote the event about a week in advance.

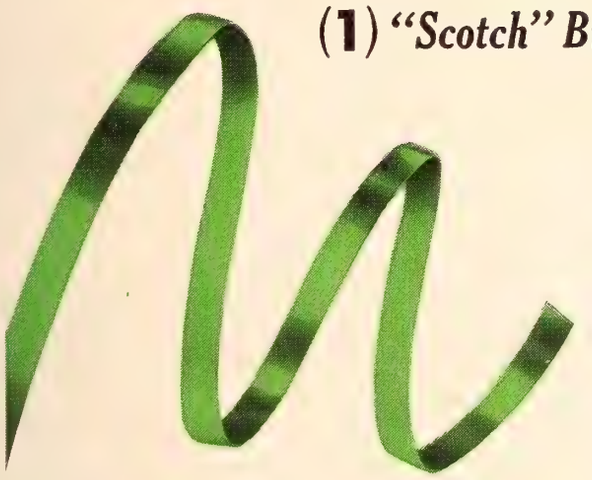


Here's how WLWD (TV) shoots merchandise demonstrations on roof of Rike-Kumler department store.

REG. U.S. PAT. OFF.

SCOTCH BRAND

gives you 2 new recording firsts!



(1) "Scotch" Brand 120A "High-Output" Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

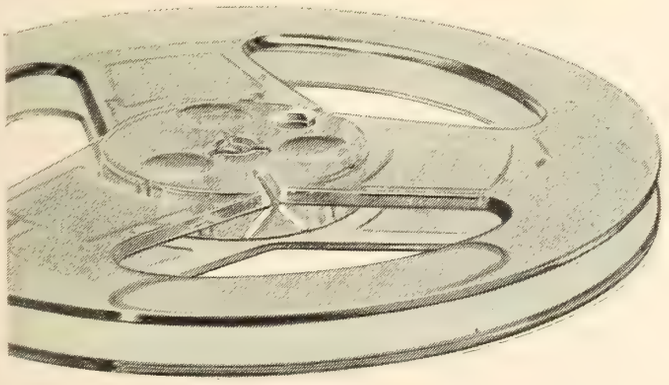
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!

Get Both from Your Distributor.

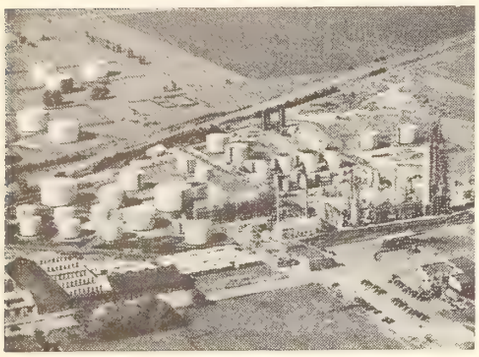
REG U.S PAT OFF SCOTCH BRAND **Magnetic Tape and "V" Slot Plastic Reel**



The acknowledged international standard of the recording industry

High-Output and (HO) TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

A gasoline price war taught this Michigan refinery the power of radio. Now the company uses 20 spots a day to sell premium gas at higher prices than any competitor's.



RADIO AND GASOLINE MIX

NOT much permanent good is apt to come out of a gasoline price war, but in the case of a Michigan refinery, a price war taught a lasting lesson in the value of radio advertising.

As gasoline companies go, Leonard Refineries Inc., of Alma, Mich., is not very big. It markets only under its own name and only in the state of Michigan, exclusive of the Detroit area. But despite its comparative smallness, it took on the major gasoline suppliers in a price war in the Muskegon area last spring—and won, hands down.

A few months before the war broke out, the company had decided to produce and sell the highest octane gasoline of any on the market. The company and its agency, The Jaqua Co., of Grand Rapids, began to outline advertising plans.

They had agreed that when the new fuel was introduced, both advertising and sales would be concentrated in a restricted area to permit a strong campaign that would compare in volume to that of major gasoline suppliers. Then the Muskegon price war gave Leonard and its agency a chance to test their theory.

Major oil companies decided to cut prices by 1.3 cents a gallon in Muskegon. The Jaqua Co. suggested that here was an ideal chance to try out the idea of selling gasoline at higher prices than anyone else.

Leonard hastily produced a special gasoline to be distributed only in the Muskegon area and with an octane count high enough to support the honest claim it was the highest available in the state. Twenty spot announcements per day were purchased on WKBZ Muskegon—all of them 20-second singing commercials followed by spoken announcements reiterating the quality and high-octane count of Leonard X-tane gasoline.

Here's what happened, as reported to D. R. Nelson, manager of Leonard branded sales, by George Freres, the Muskegon distributor of Leonard products:

"In the beginning we did not have too much reaction, but after about 10 days our dealers noticed and commented on the new faces that were coming into their stations. They noticed quite a few of their customers humming and whistling the Leonard commercial and asking for some of that fresh X-tane gasoline.

"You might get a kick out of hearing that when my wife went into the super market to do her shopping several of the clerks got together and started to sing the Leonard commercial. . . .

"At my own service station which I operate at the corner of Laketon and Henry Streets, I have to compete with Socony and Texaco which are located within one half a block of my station. I understand from the operators of these two stations that during the month of March I sold as much gasoline as both of these two stations combined, and this was done at a price of 1.3 cents higher than what they charged.

"In checking with my dealers I found that they had picked up new customers and not only retained their gallonage but had increased it during this period. This is in direct contrast to previous years as the gallonage usually falls off during March."

Having been sold on the soundness of its theory that a heavy campaign in a particular area could sell gasoline that cost more than rival brands, Leonard brought out its Super X-tane gasoline with a 96 octane rating, claimed to be the highest on the U. S. market. Though all media were used, special emphasis was placed on radio.

Twenty spots per day six days a week were scheduled on WILS and WJIM Lansing, WBBC and WTAC Flint, WKNX and WSGW Saginaw and WFYC Alma at the outset of the campaign. A week after the campaign opened W. D. Molitor, Jaqua account executive, reported that the sales of the premium gasoline were "up 400% in spite of the fact that it is being sold for one cent more than the premium fuels of the major oil companies." Additionally, sales of regular Leonard X-tane were up too.

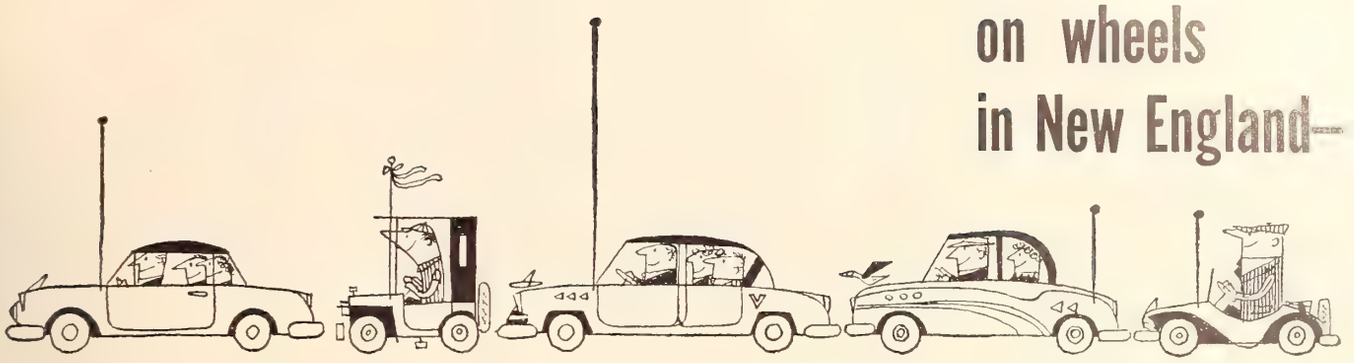
In the past month, the campaign has been expanded to stations in other Michigan cities, but the frequency and volume of the spots has tapered off. Leonard is now using 20 spots a day two days a week.

A new campaign will break about Oct. 1, placing what Mr. Molitor describes as "heavy emphasis" on "AM radio" and new emphasis on TV.



A typical Leonard service station

Reach 'em on wheels in New England—

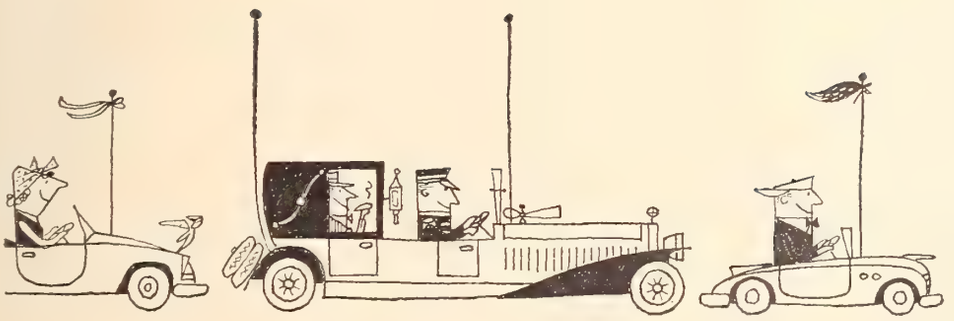


The Dr. Forest L. Whan Survey shows how!

More than half use car radios daily. According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area (the most thorough audience survey ever completed in New England) New Englanders are among the nation's largest users of car radios. Better than half the motorists there, both men and women, have their radios on daily as they drive. Thus, to reach the biggest audience in New England, use **radio**.. the medium that seeks out your customers wherever they are!

More listeners than any other station. According to the same survey, WBZ rates first as the station "listened to most." For daytime listening, 17.0 percent of those interviewed named WBZ (compared with 13.7 percent for the second station, 10.9 percent for the third). For nighttime listening, the figures are even stronger: 28.6 percent named WBZ, 9.5 percent named the second station, and 8.5 percent the third.

With the Whan report on your desk, you're equipped to get the biggest value for your New England radio dollar. If you haven't a copy of this report, get in touch with WBZ or Free & Peters.



WBZ
BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives Free & Peters
except for TV, for WBZ-TV and WPTZ,
NBC Spot Sales

HERE'S WHY McCANN-ERICKSON IS..

BULLISH

TO CONVEY to its executives that the reports of radio's death were highly exaggerated, the Radio-TV Department of McCann-Erickson has been conducting a unique presentation before clients and the group heads and account executives of the agency in New York and Detroit. The demonstration, part of an over-all radio and television presentation, is in the form of questions and answers with Hendrik Booraem Jr., vice president in charge of programming, and William Dekker, vice president in charge of media, replying to the interrogation of a booming recording which echoed the platitudes of radio's imminent demise. Here are some of the questions asked in the hour-long presentation together with some significant parts of the answers, condensed here for publication:

QUESTION: My impression is that network radio is just about dead. Am I right or wrong?

ANSWER: According to the latest reports from trade journals, each of the four networks has tallied a substantial amount of new business, much of it from new clients (those not now in radio or who have been out of radio for the past five years) such as Willys Overland, Stopette, Snowcrop, Ex Lax and Cadillac. That is not the sign of an industry that is dying, nor is the total radio revenue of over $464,000,000 for 1952. In 1952, radio held its own with 1951 and in the last quarter of 1952 went ahead of its previous total.

QUESTION: How big is radio?

ANSWER: There are 45 million radio homes today. But there is a great deal more to the question than that. There are 27 million car radios which research has demonstrated deliver a remarkably large audience. The listening created by multiple sets in homes has not, as yet, been adequately counted in the tallies of the researchers.

QUESTION: Is radio still delivering good cost per thousand?

ANSWER: Radio compares most favorably with other media as far as cost per thousand is concerned. Moreover, there are a number of new ways to use radio now which have increased its potential in that respect. For example, the MBS multi-message plan, which at a rating of 3.1, costs less than 50 cents to sell a product to a thousand people.

QUESTION: How about size of actual audience reached?

ANSWER: We have found that people are apt to compare radio and television ratings without taking into account the vast difference in size of the potential radio and television audiences, thus unfairly judging the actual number of people reached by radio. Here is a comparison between radio and television audiences for shows selected at random—*Dr. Christian,* in radio reached, in the March Nielsen, 2.5 million homes. Gene Autry on television reached 2,273,000. *Jack Benny* on radio reaches 6 million, the same number as *Toast of the Town* on TV. Another example is *Our Miss Brooks* which reaches 5 million in radio and 6 million in television. The point of all this is that astute buyers of radio can still rack up sizeable audiences at a very reasonable cost.

QUESTION: How many radios are used in television homes?

ANSWER: As previously pointed out, research facilities have not yet adequately measured the listening to second and third radio home sets, but Nielsen figures seem to indicate that radio listening in TV homes has not only leveled out, but is starting on the upgrade, even if only slightly. The fact that Colgate recently reinstated the radio version of *Mr. & Mrs. North* in eight major TV cities might well be taken as evidence that no major advertising can afford to ignore the power of radio even in strong TV markets.

QUESTION: What about radio program costs?

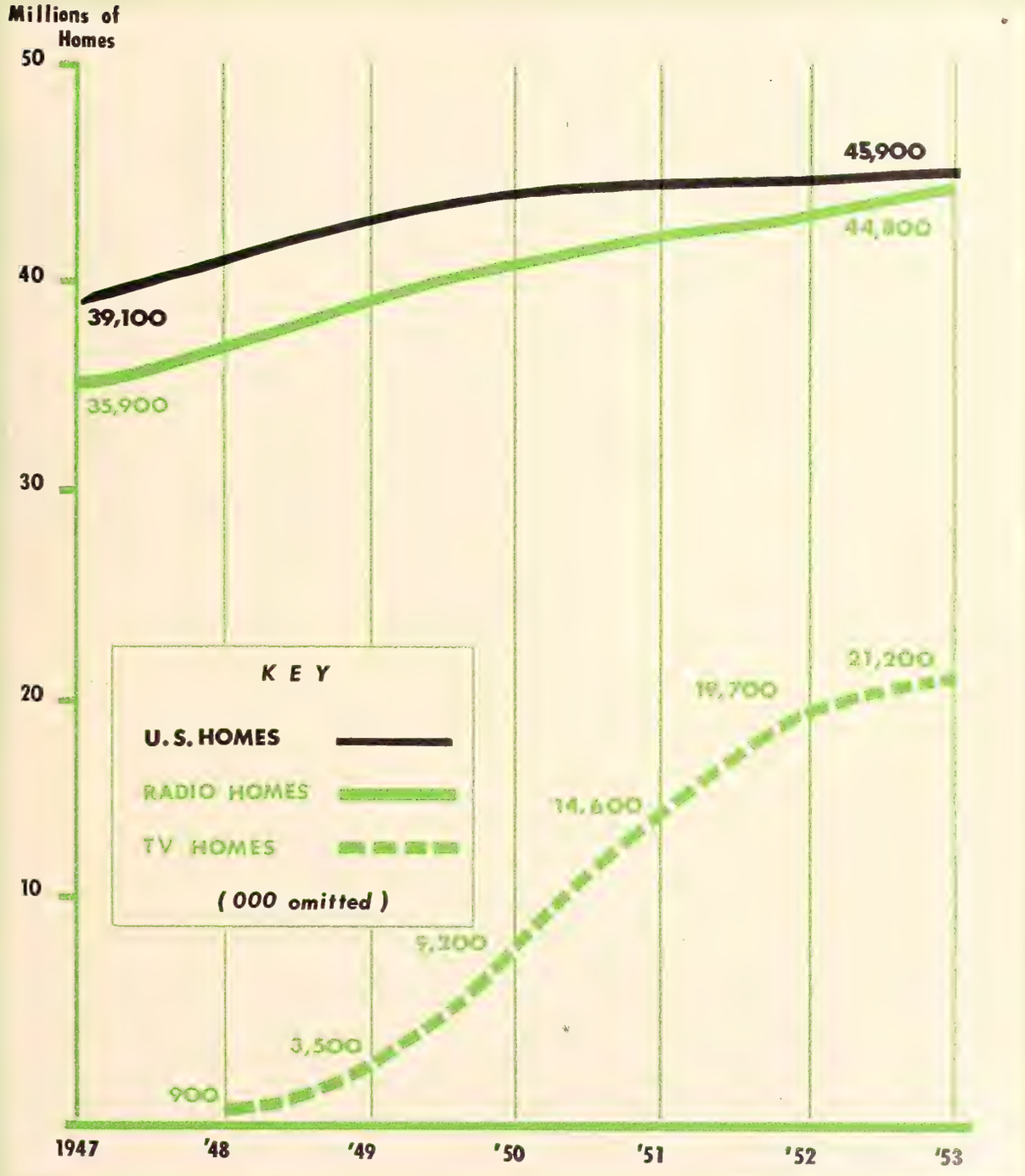
ANSWER: Many of the major radio programs currently on the air have cut show costs in half, or better. Programs currently available on the radio networks are rock bottom talent buys—such as *Broadway is My Beat* at $3,050, *Name That Tune* $5,520, *Michael Shane* $2,587.50.

QUESTION: Do you think radio is a worthwhile buy for my client?

ANSWER: Radio, used right, is definitely a good buy. By "used right" we mean that the advertiser's particular problems in marketing, selling, and advertising have been thoroughly analyzed and the radio campaign has been properly tailored to meet those conditions. There are very few advertisers who cannot use radio successfully in some form for some area of their over-all advertising effort.

Mr. Booraem rounded out the radio story by pointing out that there are signs that radio listening in TV homes is increasing, but, he stated that he feels there is a need for more specific research on this score. Mr. Booraem summarized: "Here at McCann-Erickson, we are definitely bullish about radio."

ABOUT RADIO



RADIO HAS ALMOST REACHED SATURATION DESPITE TV GROWTH

(Source: Telecasting Yearbook, U. S. Census, A. C. Nielsen)

How WVEC-TV and NBC Came Up With

PLANNED UHF for the TIDEWATER AREA

"THIS is the first time promotion for a new uhf station has been done right."

That statement has reached the stature of a well-worn cliche in the Norfolk-Hampton, Va., Tidewater area.

It's uttered just about every time a visiting radio-TV executive walks down a Norfolk area street. In supermarket windows, in drug store displays, and, of course, in TV dealers' shops, colorful uhf posters attract his eye.

The same words are said, but not without awe, by nearly every agency timebuyer and broadcaster who hears about uhf announcements being carried over four Norfolk area radio stations ten times daily, or who sees some of the pages of newspaper advertising on uhf in Norfolk newspapers.

WVEC-TV Hampton and NBC are behind the campaign.

WVEC-TV got a construction permit from FCC Feb. 5 for uhf Ch. 15. The station planned to promote uhf right along.

But it got an unexpected boost when long-time NBC-TV Norfolk affiliate, WTAR-TV, switched to CBS-TV last spring [B•T, May 25]. A few weeks later, NBC-TV signed WVEC-TV as a primary interconnected affiliate [B•T, June 22].

Since then, the WVEC-NBC uhf campaign has shifted into high gear. Practically every media is being used in advertising the new uhf Ch. 15 station, which will begin programming on Sept. 19. At least $100,000, and perhaps more than $150,000, will be spent in the uhf exploitation by NBC and WVEC-TV, according to the network and station officials.



CAPACITY crowd of 400 TV distributors and dealers jammed the Chamberlain Hotel to hear how WVEC-TV and NBC plan to promote uhf television in the Norfolk-Hampton area. Thomas P. Chisman, WVEC-TV president, is addressing the group, which also heard from NBC officials. NBC-TV stars entertained.

* * *

A meeting for 400 Tidewater region radio-TV distributors and dealers was held July 17. They were entertained by NBC-TV stars and told of the uhf promotion plans.

Every distributor, retailer and serviceman in the area is being sent an attractive advertising and promotion kit by WVEC-TV. And all the retailers and servicemen are getting a uhf installation kit, which includes a handbook describing uhf and covering all phases of uhf installation.

NBC-TV has sent letters to all agency timebuyers and all interested agency account executives and client executives outlining the promotion plans and describing the special WVEC-TV rates for pre-Aug. 1 advertisers.

Since the campaign's start, a few weeks ago, more than 5,000 sets have been converted to uhf; by Sept. 19 the total is expected to be ten times that number. WVEC-TV believes that within the next two months $2.5 million will be spent in the area to convert sets, and believes that $6 million will be spent on conversions within a year.

Here are highlights of the Norfolk market area:

The area ranks 26th in the United States with annual retail sales of about one-half billion dollars, according to the J. Walter Thompson Co. Population of the area—it in-



THOMAS P. CHISMAN, president of WVEC-TV Norfolk-Hampton, Va., uhf Ch. 15 outlet planning a Sept. 15 debut, greets NBC officials at the Norfolk airport who flew down to tell 400 TV set distributors and dealers all about uhf television. The NBC officials are (l to r): Jim Nelson, manager of publicity; Sidney Eiges, vice president in charge of the press; Norman Pader, director of exploitation, and Fred N. Dodge, director of merchandising. NBC has opened an office in Norfolk to aid the station in its promotion efforts and to assist dealers with uhf conversions.

Reprint of full page advertisement in The Milwaukee Journal July 12, 1953

BETTER Television for Wisconsin!

First to provide television for Milwaukee and Wisconsin, The Milwaukee Journal has constantly improved its facilities and kept pace with new developments in the field. Here is the latest step in providing improved television service. It is the milestone of "Channel 4 Day," observed Saturday, July 11—

NOW *Turn Your Eye to Channel . . .*

Enjoy better reception on this new spot on your television dial! The shift of WTMJ-TV to channel 4 is one of 31 changes in existing television station channels approved by the Federal Communications Commission to better nation-wide service by reducing interference.

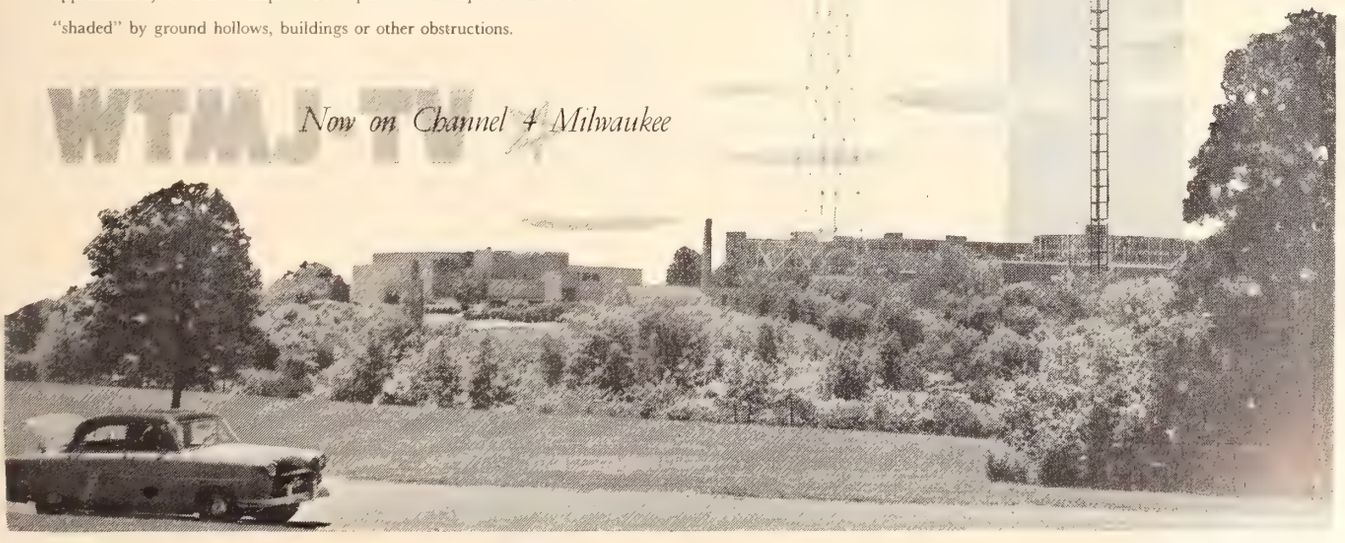
MORE Power . . . 100,000 Watts

The radiated power of WTMJ-TV on channel 4 is increased to 100,000 watts, which is the maximum power authorized by the Federal Communications Commission for stations on this channel.

NEW Tower . . . 1,035 Feet

The combination of more power and greater tower height will nearly double WTMJ-TV's basic service area from a radius of 45 to 50 miles to approximately 90 miles. Improved reception is also expected in areas "shaded" by ground hollows, buildings or other obstructions.

WTMJ-TV *Now on Channel 4 Milwaukee*



National Representatives: HARRINGTON, RIGHTER AND PARSONS, INC.

cludes the cities of Norfolk, Hampton, Newport News, Portsmouth, Elizabeth City, Princess Anne and Warwick—is close to 600,000. There are about 200,000 families in the area.

Set saturation, WVEC-TV says, ranges from 60% to more than 90% in certain sections of the Tidewater area, with average saturation about 70% to 80%. According to TELESTATUS [B•T, July 20], there are 175,010 TV sets in the area—more than in the Richmond, Va., area although Richmond has a slightly greater population than Norfolk.

3% Down, 97% To Go

One month ago, there were about 173,700 sets and virtually all were equipped to receive only vhf. In the past four weeks about 3% have been converted to uhf, WVEC-TV claims.

Here is what has been done, and what will be done, to get the other 97% converted:

• All the TV distributors and dealers in the Norfolk area were invited to the July 17 meeting. They were told that WVEC-TV already is signed to carry the NCAA football games to be telecast each Saturday during the fall over NBC-TV, as well as 39 other NBC-TV shows.

Speakers at the meeting included Thomas P. Chisman, president of WVEC-TV, who told about WVEC-TV's plans; Fred N. Dodge, NBC director of merchandising; James Nelson, NBC's manager of advertising; Norman H. Pader, NBC's director of exploitation, and Joseph Elliott, vice president in charge of consumer products, RCA Div., who outlined previous experiences in conversion to uhf in other areas.

Mr. Nelson detailed an advertising campaign in which a series of ads, both full page and smaller, will be run in six newspapers. The group heard plans for the ten spots daily on four radio stations, featuring transcriptions by NBC stars. Dealers saw the posters and window cards being displayed in supermarket and drug store chains in the area, as well as in the set dealers' windows.

NBC stars at the meeting included Robin Chandler and Estelle Parsons, who appear on *Today,* and NBC comedienne Helen Halpin.

• Two attractive, colorful kits were prepared by WVEC-TV.

One kit, designed for distributors, dealers and servicemen, contains suggested letters for prospects and suggested copy for mail stuffers to be sent out with the monthly statements. In addition, a sample post card for prospects to fill in and mail to the dealers is enclosed.

The kit also contains radio and TV announcements which the dealers can use.

Mats for use in newspaper ads are in the kit; they feature pictures of NBC-TV stars and contain a caption which includes this or a similar admonition: "Convert to uhf now and enjoy every program this fall over WVEC-TV."

A covering letter, sent with the kit, explains that the initial sales point to make is that by converting to uhf Ch. 15, the set owner can continue to receive his favorite stars and programs of the past several years.

Point-of-sale display pieces in four sizes were delivered to the dealers in a separate package.

The other kit, sent to retailers and servicemen, contains information on the conversion and installation of uhf—selectors, antennas, and lead-ins.

Included in the kit is a book containing information gathered from engineers and technicians who have had years of practical experience in the design, construction and operation of uhf television equipment. The book opens with a discussion on "What Is Uhf?", which is followed by "Why We Have Uhf Television."

Uhf reception and chapters on uhf receiving antenna considerations follow. There are 15 pages of pictures, which include photographs of uhf antennas, antenna crossover networks, diagrams and schematics of typical installatons and illustrations on how to mount antennas on chimneys, walls and other places.

A map of the predicted coverage of WVEC-TV is included in the kit and also is inserted in the book, for handy reference.

As an additional aid to dealers, WVEC-TV has included street maps of Norfolk-Portsmouth, and Hampton-Newport News and Warwick, which undoubtedly are no small aid to a dealer trying to find a prospect's home.

• Letters to all agency timebuyers, and all interested agency account men and client executives have been sent out by NBC-TV.

After describing how the "full resources" of NBC's press, advertising and promotion, and merchandising departments "will be concentrated on [the promotion-exploitation] efforts," the letter explains a special incentive rate plan for advertisers who sign for the outlet by Aug. 1.

Special Rate

"The announced $300 hourly network rate for WVEC-TV is withdrawn and for eight weeks beginning Sept. 19, NBC advertisers using the station will not be charged for it," the letter says. "For the next eight weeks, the station will be sold on the basis of a $200 hourly network rate. At the end of 16 weeks," the letter continues, "a network rate based on the actual station circulations, in accordance with NBC's regular rate making policy, will be established on 30-days' notice.

"We believe that this offer should completely remove any doubt or risk on the part of NBC's advertisers in ordering WVEC-TV prior to the time it goes on the air. . . .

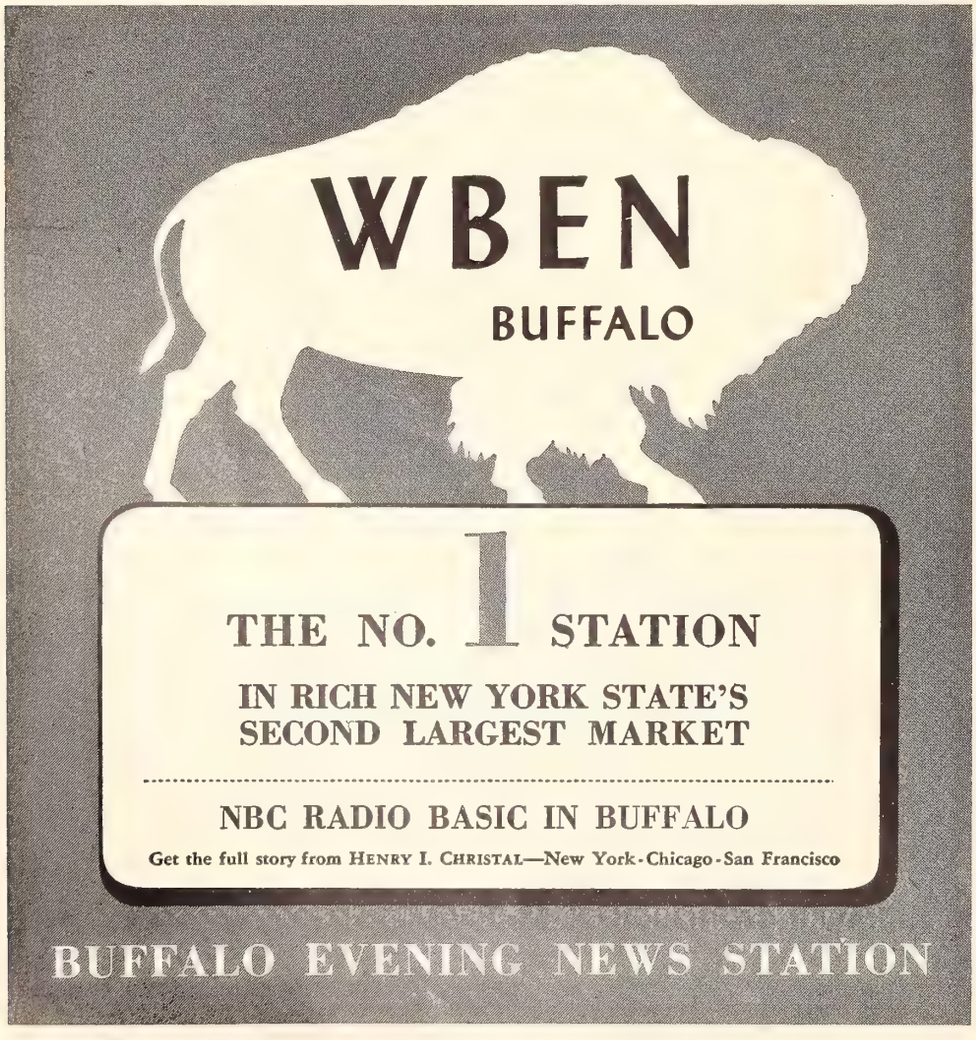
"We believe that by Sept. 19," NBC's letter states, "there will be approximately 50,000 sets in the Norfolk area equipped to receive WVEC-TV, and that the conversions to uhf will increase rapidly thereafter under the impetus of NBC programming which will be available to the Norfolk community only on WVEC-TV. Apart from conversion of existing sets to uhf, experience has indicated that the introduction of a competitive service into a one-station market is a powerful stimulant to immediate expansion of total set circulation, which will also serve to increase the audience available to WVEC-TV.

"It should be pointed out that the coverage area of WVEC-TV will include an estimated 200,000 families, as against 225,700 in the WTAR-TV coverage area, and that of the estimated total of 174,000 television sets in the area as of June 1, 143,600 are within the coverage area of WVEC-TV. The WVEC-TV audience potential is thus almost as great as that of WTAR-TV. With WTVR (TV) Richmond, it offers almost entirely unduplicated coverage of the Norfolk-Richmond area, whereas the previously combined coverage of WTAR-TV and WTVR included a considerable overlap.

"In view of all these circumstances, and in the light of the $725 network rate on WTAR-TV, as compared with the special rate offer on WVEC-TV," NBC concluded, "the latter station will clearly be a most advantageous buy for NBC advertisers."

NBC said the special rate plan was offered to expedite orders on WVEC-TV and thus provide advance assurance of substantial network programming from the outset—which in turn will build the station's circulation.

• NBC plans to utilize these exploitation and publicity gimmicks in the Norfolk area



during the next two or three months:

Touring trucks, personal appearances by NBC stars, close liaison with the press in six major cities in the area, street banners and a "huge celebration" in connection with a selection of "Miss WVEC-TV." NBC will mail postcards, signed by NBC stars in New York and Hollywood, to set owners in the Norfolk area, advising viewers to convert to uhf.

NBC Opens Office

NBC also has opened an office in Norfolk, with a staff of five, to assist the station in its promotion and to help dealers convert the vhf sets to uhf.

• Not all the uhf promotion is being conducted by WVEC-TV and NBC. With two other uhf stations—WACH (TV) on uhf Ch. 33 and WLOW-TV on uhf Ch. 27—planning to go on the air within the next few months, dealers and manufacturers are busy advertising the benefits of uhf conversion.

Just two days after the NBC-WVEC meeting in the Chamberlain Hotel, the General Electric Supply Co. held a special meeting at the Warwick Hotel. GE technicians demonstrated the proper methods of converting GE sets to uhf, which, GE told the group, "will mean money in your pocket this fall."

Many of the larger dealers are using radio and newspaper advertising, advising viewers to get their converters early to avoid the rush for units when the stations begin telecasting. Some of the smaller shops, too, are advertising on behalf of uhf. Many of these dealers, it is reported, have not advertised much in the past, and this is the first time since WTAR-TV went on the air in 1950 that some have advertised.

WVEC-TV Statistics

When WVEC-TV begins operations Sept. 19, it will be able to carry as many NBC-TV network programs as are sold on the station. The telephone company said it is making elaborate arrangements to provide a second complete coaxial cable and micro-wave link to Norfolk so both WVEC-TV and WTAR-TV will have full-time network service. If AT&T should fail to make the Sept. 19 deadline, it reports both stations will share time equally on the link from Richmond for the short period until the second link can be installed.

WVEC-TV plans to put its test pattern on the air Aug. 1. It probably will make this target date since its General Electric transmitter was shipped last Tuesday. Although part of its TV tower fell during erection [B•T, July 13], it caused only two days' delay.

Effective radiated power of the station will be 200 kw visual with the 12 kw GE transmitter and five-bay helical antenna. The antenna height above average terrain is 510 feet; it's 500 feet above ground. The station will use two General Precision Labs remote controlled cameras in its 20 x 30-ft. TV studio. Other equipment includes two GPL film projectors, one GE film camera, one Gray Teloject slide projector and one GE opaque projector. It will use AP and INS Wirephoto news and World and Standard transcription libraries.

According to present plans, the station will broadcast from 7 a.m. to midnight daily.

Staff Chiefs

President and general manager of WVEC-TV is Thomas P. Chisman. Vice president and director of sales is Harrol A. Brauer Jr., and operations manager and program director is L. W. (Duff) Kliewer. William C. King Jr. is chief engineer.

National representative is William G. Rambeau Inc.

WVEC-TV may not be the nation's first uhf station to promote itself and uhf as heavily as it has, but there can be no doubt that it is doing the job right.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00

( ) Issues plus 1954 BROADCASTING Yearbook 9.00

( ) Issues plus 1953-54 TELECASTING Yearbook 9.00

( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name _____

Address _____

Firm _____

City _____ Zone _____ State _____

NOTE TO SUBSCRIBERS: Mail to BROADCASTING TELECASTING [illegible] manager, National Press Building, Washington 4, D. C. If you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook be sure to include full address as it appears on current mailing [illegible]

DuMONT PROMOTION KIT

DuMONT Television Network is sending to stations carrying a specific program a comprehensive promotion kit, divided into three sections—promotion, publicity and "showmanship." In the promotion section are suggested spot announcements, slides, mats and proofs for audience advertising and suggested copy for the station's own use in making mats. Contained in the kit's publicity section are photographs of all participants on the program, biographies, a format story and feature stories. In the "showmanship" section are suggestions for exploitation, display and merchandizing, plus a suggested letter to local retailers and wholesalers which explains how to promote the program to their advantage.

ART AND LITERATURE HERITAGE

GREAT literature will be dramatized by means of great art works of the period described on WAAM (TV) Baltimore, 3:30-4 p.m., starting today (Monday). Titled *Heritage,* the new program will give viewers a close look at paintings, sculpture and other art works from the Walters Art Gallery, combining notable books, lively narration, valuable art objects and authoritative explanation, the station reports. Guest speakers will appear, as well as specialists from the Walters Gallery and the Enoch Pratt Free Library. The initial telecast will feature Mika Waltari's best seller, "The Egyptian," reconstructing life during the reign of Akhnaton from 1370 to 1340 B.C. Other works to be dramatized include "Canterbury Tales" and "Last Days of Pompeii."

'POLICE STORY'

A DOCUMENTARY series showing the Pittsburgh Police Force in action is being presented as a public service by WDTV (TV) Pittsburgh. The series depicts such activities as homicide detectives working on a murder case, the job of tracing stolen cars and the handling of the city's traffic. Superintendent of Police James Slusser appears on each program to explain the varied duties of the men under his command. The series is produced by Byron Dowty, production manager of the station, who narrates filmed portions of the program.

FISHING CONTEST

ALBACORE fishing contest is being publicized over KNBH (TV) Hollywood weekly half hour *Outdoors with Waggy* by sponsor Sturdy Dog Food, Burbank, Calif. Over $10,000 in prizes, including a Hillman Minx Convertible, is offered for the largest albacore caught off the southern California coast this summer. Jimmy Fritz & Associates, Hollywood, is the agency.

GODFREY GET WELL

SOME 5,000 listeners in the KIRO Seattle area were concerned enough about Arthur Godfrey's health to respond to the Godfrey Get Well Greeting project run by the CBS affiliate, reports KIRO. Entries ranged from postcards to elaborate artistic endeavors. Presented in cooperation with the local branch of the Marshall-Wells Co., the contest was plugged for two weeks on four KIRO programs. Television sets were awarded the two winners for the "most appropriate original Godfrey get well greeting."

Radio Helps Win

RADIO was credited with playing an important role in the winning of a trip to Paris for a Detroit sales manager and his wife. E. S. Hinmon, sales manager for the Daybert Distributing Co., which represents the Lewyt Co. in the Dayton area, recently won a "Send The Boss to Paris" contest conducted by Lewyt. Backed up mainly by advertising on WXYZ Detroit, Daybert topped all national sales with a total of 3,434 vacuum cleaners sold in a two-month period. Commented Mr. Hinmon: "We can only lay claim to this one fact: That through the medium of radio we were able to reach literally thousands of people, day in, day out . . . we know that the medium of radio is very much alive; during that time we ran only one newspaper advertisement."

UNUSUAL REQUESTS

WHEN George Crouchet, m.c. of the *1250 Club* on KPAC Port Arthur, Tex., casually mentioned that it might be interesting to see who could send in the most unusual request, he didn't realize that he had just begun a rather unusual contest. As such things as cyprus knees and casket plates were sent to the station, a belated prize offer was announced. The winners were a request for "Love Letters in the Sand," which consisted of letters in a sand box, and "Bell of the Ball," consisting of just that—a bell and a ball. Other entries included a crayfish, letters written on the vertebra of a whale, light bulbs, eggs and onions.

COMMENTATORS SWITCH

FIRST CANADIAN-U.S. exchange of TV personalities took place on July 19 and 20, when Mrs. Dorothy Fuldheim, award-winning news analyst of WEWS-TV Cleveland, appeared on CBLT (TV) Toronto, and J. B. McGeachy, CBLT news commentator, made a guest appearance on WEWS-TV. Mrs. Fuldheim appeared on CBLT's programs *This Week* and the daily *Tabloid.* Mr. McGeachy, editorial writer of the Toronto *Globe & Mail,* morning daily, and a regular commentator on CBLT's *This Week,* was guest on WEWS-TV news programs.

QUEENS' CONVENTION

PLANS for a Sept. 7 national convention in Los Angeles are being made by the Queens Club, an organization of former winners on the Mutual-Don Lee AM-TV Hollywood *Queen for a Day* program, with show producer Jim Morgan and m.c. Jack Bailey supplying entertainment. The group, with 75 members living mostly in the Los Angeles region, holds regular meetings and undertakes civic projects such as hospital visits.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

RCA now has several excellent positions open in the fastest growing branch of the television field—color television equipment design and development:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

Advertisers

Walter Craig, formerly vice president and director of Benton & Bowles Inc., appointed vice president and director of advertising for Pharmaceuticals Inc., N. Y.

Elbert Haling appointed director of public relations, Great National Life Insurance Co., Dallas, Tex.



Mr. Haling

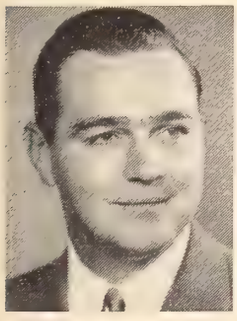
George Duram, former vice president of Geyer Adv. and previously media director of Lever Bros., and **Hillman H. Giger Jr.,** former account executive with Doherty, Clifford, Steers & Shenfield, to advertising staff of *Family Weekly,* new Sunday supplement.

Jerry Luboviski, public relations representative, Western Oil & Gas Assn., to Union Oil Co. of Calif. as assistant vice president, in charge of public relations and advertising.

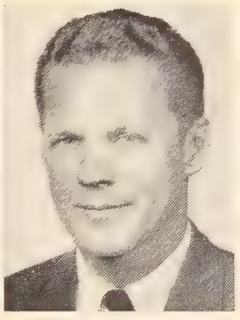
Jack S. Barlass, former executive vice president of The Princeton Film Center, Princeton, N. J., named director of newly-created book and general promotion div. of Meredith Publishing Co., publisher of *Successful Farming* and *Better Homes & Gardens* magazines and owner of WHEN (TV) Syracuse, WOW-AM-TV Omaha, KPHO-AM-TV Phoenix.

Hugh McKellar, sales promotion manager, Squirt Co., Beverly Hills beverage manufacturer, adds duties as advertising manager.

Tad Jeffery, product advertising manager in charge of all cheese products, Kraft Foods Co., promoted to assistant advertising and sales promotion manager, while continuing his responsibilities in natural cheese advertising. **Robert A. Davis,** U. S. Navy, returns to former position as product advertising manager in charge of salad dressings, Parkay Margarine and mustards. **W. W. Hoerter** named product advertising manager for process cheese, cheese foods and cheese spreads.



Mr. Davis



Mr. Jeffery

Tom Ward, radio-TV representative for U. S. Steel Co., elected director of Chicago Junior Assn. of Commerce.

Agencies

James J. McGuinn has opened publicity consulting office at 55 W. 42nd St., N. Y. Telephone is WI 7-7062.

Louis W. Monro elected president of Doremus & Co., advertising and public relations firm, succeeding **William H. Long Jr.,** chairman and president. Latter continues as chairman. **George A. Erickson** named executive vice president.

Cyrus Nathan, Foote, Cone & Belding, N. Y., to Biow Co., N. Y., as vice president.



Mr. Nathan

W. Thacher Longstreth, *Life* magazine, to Geare - Marston Inc., Phila. and N.Y. adv. and public relations agency, as vice president, executive on Caloric Stove Corp. account and member of agency's management committee.

Guy Gislason, J. J. Gibbons Ltd., and **John A. Reynolds,** McKim Adv. Ltd., form **Gislason-Reynolds Adv. Agency,** 651 Church St., Toronto.

Duane Miller appointed director of radio-TV dept. of Comstock & Co., Buffalo.

Robert S. Johnson, TV consultant with RKO-Pathe Inc., to Dancer-Fitzgerald-Sample, N. Y., as commercial film producer.

Dorothy Constantine, Kenyon & Eckhardt, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as copy supervisor.

Robert Jarvis, director of creative activities, Vick Knight Advertising, Hollywood, to Crossley & Jeffries Inc., L. A., as copy chief and account executive.

David Dickson, Martin Adv., appointed director of direct mail dept., Kal, Ehrlich & Merrick, Washington.

George Akimoto, art director for August Door Agency, Miami, appointed senior art director of The Edwards Agency Inc., L. A.

Platt Byron, script and production supervisor in motion picture-TV dept. of N. W. Ayer & Son, N. Y., to Brooks Adv. Agency, L. A., as radio-TV director.

Frank Brandt, BBDO, N. Y., to Hewitt, Ogilvy, Benson & Mather, N. Y., as art director in charge of TV art and commercial production under direction of **Howard Connell,** vice president in charge of radio and TV.

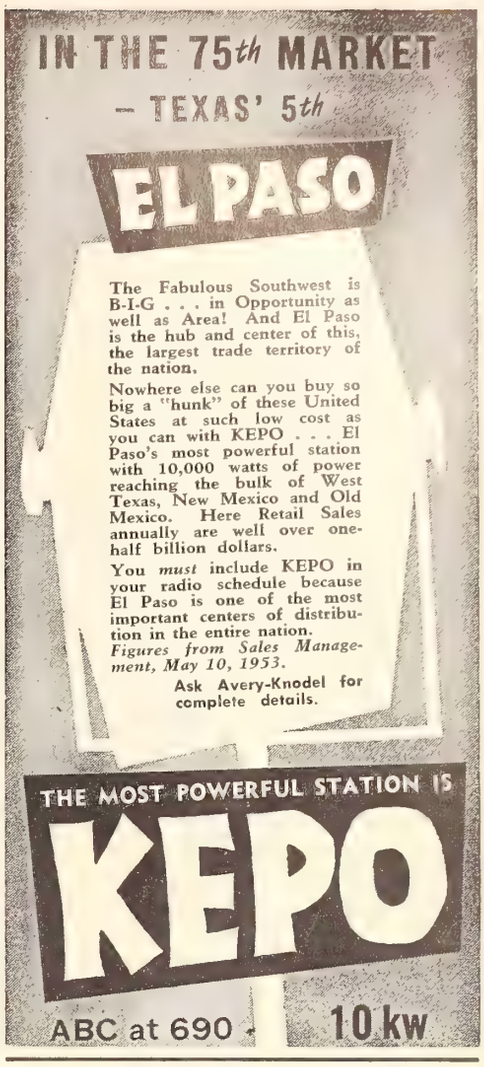
David Ketner, formerly advertising manager of Levers' Pepsodent Div., to Ted Bates & Co. as account executive on Palmolive Soap.

Burr E. Lee, previously producer and program-production manager, ABC Central Div., to Schoenfeld, Huber & Green, Chicago, as account executive.

William A. Weaver, assistant to president, Griswold-Eshleman Co., Cleveland, appointed assistant treasurer and director of media.

William H. White Jr., previously with Price, Robinson & Frank, Chicago, to merchandising staff of Earle Ludgin Co., same city.

Allan M. Wilson and **George P. Ludlam,** vice presidents of The Advertising Council, ap-





pointed directors-at-large ex-officio of organization.

G. Mackie Cornwall, account executive and copy chief, Cole & Weber, Portland, Ore., to Young & Rubicam, L. A., as copywriter.

George Allison, media director, Young & Rubicam Inc., L. A., father of girl, July 14.

Stations

Rudy Frank, promotion manager, WELI New Haven, Conn., and **Edwin H. Schweitzer,** sales-manager, elected vice presidents of Connecticut Radio Foundation Inc., which operates station and holds CP for uhf ch. 59 in New Haven.

C. T. Garten, station manager of WSAZ Huntington, W. Va., adds duties of assistant general manager of WSAZ Inc. and will assume supervisory capacity in WSAZ-TV operations.



Mr. Garten

Dick Granville appointed manager of WATL-AM-FM Atlanta, in addition to duties as commercial manager.

Charles E. Denny Jr., former account executive, NBC radio New York, to KECA-TV Los Angeles as assistant general sales manager.

John H. Ranger, sales dept., KWG Stockton, Calif., named manager. He succeeds **David T. Harris,** recently transferred to Fresno as operation manager of KMJ-AM-FM, owned and operated by McClatchy Broadcasting Co.

Howard J. Luebke, sales manager and assistant manager, WTRW Two Rivers, Wis., named acting manager of station, replacing **Norman C. Haagenson,** who resigned to start own station at Sheboygan, Wis. **Stanley Greene** and **Vern Froelich** appointed to sales dept. of station.

Andre Leconte, manager of CJBR Rimouski, appointed manager of CJBR-TV Rimouski, in addition. TV operation is not expected to be ready until early spring.

Leonard R. Schoenfeld, sales manager for WTHT Hartford adds duties as assistant manager of station.

Charles Bell Jr., account executive with WNHC-AM-TV New Haven, named sales manager of WHAY New Britain.

John Gibbs, public service director at KQV Pittsburgh, promoted to program director, effective Aug. 1.

Ernest Howard, announcing staff, KARK Little Rock, appointed program director. **Tom Longfellow,** KXLR Little Rock, named announcer-newsman and **Carol Vinson,** KTBS Shreveport, La., appointed head of promotion-merchandising dept.

Now Comes 'SME'

DR. RONALD R. LOWDERMILK of the Radio and Television Section of the U. S. Office of Education has another title. It's first national chairman of the Society of Music Enthusiasts, a non-profit group which just completed one and one-half years of organization. SME describes itself as the first music organization established on a national scale for the lay music and high fidelity enthusiast. SME headquarters in Great Barrington, Mass., with Lawrence J. Epstein as managing director.

Will Shawver promoted to program director, WARN Fort Pierce, Fla., replacing **Lee Lively. Cliff Haycock,** KZO Kalamazoo, Mich., to WARN staff as disc jockey and announcer.

Tom Lummis resumes his position as program director for WPFB Middletown, Ohio. **Johnny Nolan** appointed to announcing staff and **Bill Hart,** WPFB announcer, adds duties of music director.

Edward J. Slack, formerly with WOOK and WINX Washington, D. C., appointed program director of KUSD Vermillion, U. of South Dakota outlet.

Verne Reynolds, director at WOW-TV Omaha, appointed production manager.

Harrison W. H. Eagles, CBS-TV newscaster, to WKJF-TV Pittsburgh as special events director.

Harold G. Carrow, recently released from Armed Forces, appointed publicity director of WXYZ-AM-TV Detroit.

Norman J. Werthmann, assistant news director at WTVJ (TV) Miami, named executive producer of industrial films for station.

William F. McCrystall, general manager, KMGM-FM Culver City, former M-G-M station which has discontinued operations, to KNBH (TV) Hollywood, as account executive.

Bill Morgan, director of advertising and sales promotion for WXYZ-AM-TV Detroit, named sales representative for WXYZ-TV.

Bill Reddish and **Al Racco,** KLAC Hollywood sales dept., promoted to AM-TV assistant director of promotion and radio account executive, respectively.

Alexander Cohen, commercial dept. of WTHT Hartford, named local sales manager.

Herbert Steinberg promoted to program operations supervisor, WAAM (TV) Baltimore. **Allen C. Holmes,** cameraman at station, named control coordinator.

John Rhys Evans Jr., account executive at KOL Seattle, to KIRO Seattle in same capacity.

John J. Mulvihill, manager of N. Y. office of Arena Stars Corp., to WOR-TV as account executive to work on station's "Double Exposure" project.

Gene Swanzy appointed chief engineer at WCNT Centralia, Ill., replacing **Dwight North,** who resigned to join staff of WTVI (TV) Belleville, Ill.

STARS GALORE

These are just a few of the stars featured in Your All-Star Theatre

Broderick Crawford
Paul Muni
Joanne Dru
Jane Greer
Maureen O'Sullivan
Edmond O'Brien
Sally Forrest
Ann Harding
Paul Henreid
Will Rogers, Jr.
Edward Arnold
Mark Stevens
Ellen Drew
Joan Caulfield
Lloyd Nolan
Charles Bickford
Wanda Hendrix
Louis Hayward
Laraine Day
Mercedes McCambridge
Terry Moore
Eddie Bracken
Ronald Reagan
Yvonne De Carlo
Viveca Lindfors
MacDonald Carey
George Brent
Jane Wyatt

and many, many others

39 Half Hours Available in all markets!

For Local and Regional Sponsorship Now!

Your All-Star Theatre

Originally telecast over 59 stations of the NBC network as THE FORD THEATRE

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 West 49th St., New York City · Circle 5-5044

OTHER SCREEN GEMS TV PROGRAMS ON FILM AVAILABLE FOR SPONSORSHIP NOW

THE BIG PLAYBACK	PROF. YES 'N' NO	SCREEN GEMS TV DISC JOCKEY FILMS	MUSIC TO REMEMBER
26 quarter hour sports shows starring BILL STERN	26 quarter hour quiz shows starring BILL CULLEN	60 silent films to dramatize music on records	13 programs of great music played by Rome Symphony Orchestra

Wayne A. Boyd, formerly Clay County (S. D.) auditor, to business dept. of WNAX Yankton, S. D., as auditor.

Ralph L. Hucaby, TV studio and transmitter layout designer, RCA, Camden, N. J., appointed TV engineer at WLAC Nashville.

Charlene Hibbard, traffic supervisor, KLAC-TV Hollywood, named assistant TV operations manager. **Petie Hill,** assistant traffic supervisor, moves up to traffic supervisor.

John H. Elmore named supervisor of transmitter at WBZ Boston.

Ray Scott named sports director of WDTV (TV) Pittsburgh.

James Wilkerson, engineer for WTMJ Milwaukee, resigns to accept job as president of Local 715, IBEW.

Sam Styles, head of Sam Styles Assocs. promotion firm, to sales staff of WOAI-TV San Antonio.

Jim Booth appointed assistant chief engineer at WHBF-AM-FM-TV Rock Island, Ill. **Ray McLellan** and **John Johnson** appointed to WHBF news staff.

Capt. Robert E. V. Johnson, U. S. Marine Corps, returns to his former position on sales staff of KEYL (TV) San Antonio, Tex.

Warren A. Shuman, XEO-XEOR Brownsville, Tex., appointed to sales dept. of WCOP Boston.

Tina Speciale, NBC Hollywood press dept., to traffic dept. KFWB that city.

Bruce Wendell, recently separated from U.S. A.F., to KFI Los Angeles as announcer.

Robert Devine to engineering staff of WDLA Walton, N. Y.

Noni Young to WSYR-AM-TV Syracuse as assistant in promotion dept. **Lita Rosen** to station as record librarian, succeeding **Christine Peterson,** who has resigned.

Edythe J. Meserand, formerly assistant director of news and special events at WOR New York, has opened The Little Shop for personalized gift service at 1034 Lexington Ave., N. Y.

Bob Wills and his Texas Playboys to KGNC Amarillo, Tex.

Del Ward, disc jockey at WGN Chicago, to KWK St. Louis in same capacity.

Barbara Jean Witte to promotion staff of WOW-AM-TV Omaha, Neb.

Reed Bullen, secretary-treasurer and general manager of KVNU Logan, Utah, elected vice chairman of Board of Trustees of Utah State Agricultural College, Logan.

Fred L. Bernstein, general manager of WTTM Trenton, N. J., awarded American Heritage Foundation Award by Governor Alfred E. Driscoll for station's "outstanding performance" in 1952 National Register and Vote Campaign.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis, named dean of summer session of U. of Minnesota.

Irene Ginther and **Jane Stockwell,** WJIM-TV Lansing, Mich., won $1,000-second prize in Colgate-Palmolive-Peet's national TV promotional contest.

Glenn M. Gravitt, owner and general manager of WZOB Fort Payne, Ala., elected post commander for Fort Payne Post 89, American Legion.

Kirk Brown, 54, television and stage actor, died July 13 at Levittown, L. I.

Harry Cunningham, WSYR-TV Syracuse, N. Y., father of girl, Marcia.

Bob Dickey, disc jockey, WJAS Pittsburgh, father of girl, Karen, July 20.

Joan Kolberg, assistant promotion manager of WNAX Yankton, S. D., married Colin D. Monfore, July 2.

Ruth Newman, commercial dept., KLAC-TV Hollywood, will marry Pfc. Terry Kowitz, Aug. 23.

Networks

Fred Kaye, *Lux Radio Theatre* director, to weekly *Romance* program as CBS radio staff director-producer.

Carroll Carroll, vice president, Ward Wheelock Co., Hollywood, signed by CBS-TV Hollywood as producer-writer. First assignment is new **Bob Crosby** daytime program.

Marilyn Renfro, script dept., Don Lee Bcstg. System, Hollywood, promoted to press relations, replacing **Mary Lou Willis.**

Gabriel Heatter, Mutual newscaster, honored by **Mayor Vincent Impellitteri** for his "civic pride and consciousness."

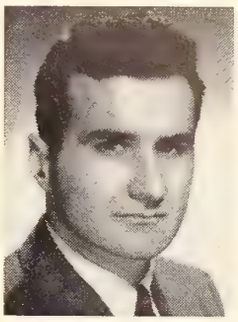
Dennis Day, star of NBC-TV *Dennis Day Show,* who served with Navy in World War II, appointed head of radio, TV and motion picture committee to stimulate recruiting for Navy.

Con O'Dea, news and special events director, ABC Central Div., father of boy, Christopher.

Manufacturing

W. H. Jeffery, general manager, Philco Corp. of Canada Ltd., Toronto, promoted to vice president and general manager.

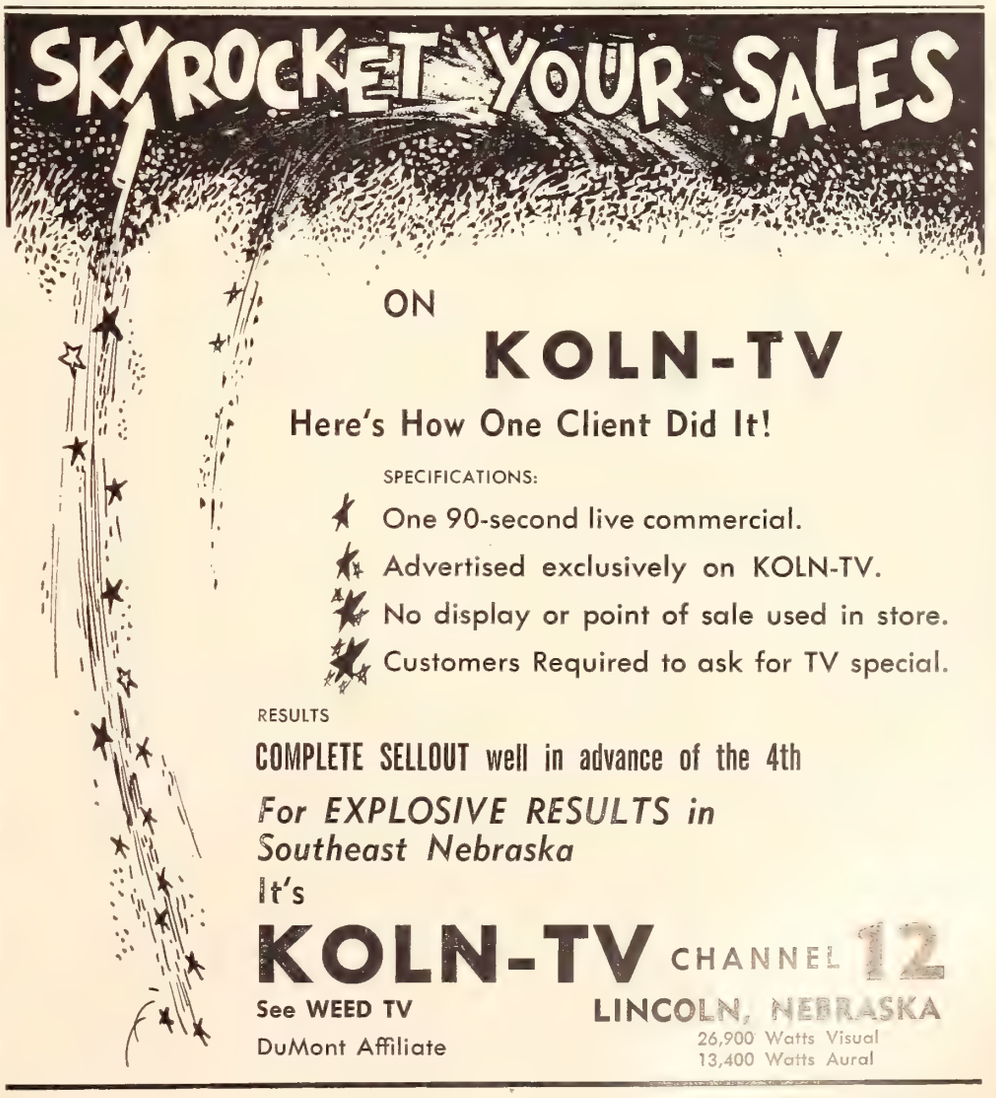
Edward J. Meehan Jr., representative of RCA Victor Div., RCA, Camden, N. J., in company's Government Marketing Div., Washington, rejoins Broadcast Marketing Div. as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment.



Mr. Meehan

Rear Adm. Thomas F. Halloran, U.S.N., Ret., appointed general manager of transistor development laboratory of Baird Assoc. Inc., Cambridge, Mass., manufacturers of electronic equipment.

Robert L. Klabin, controller of General Instruments Corp., given indefinite leave of absence from home offices in Elizabeth, N. J., to man-



age company's new Sicles Div. plant at Danielson, Conn. **C. F. Sullivan,** assistant controller, will serve as acting controller of GIC during Mr. Klabin's absence. **Edwin A. Freed,** GIC sales manager, appointed manager of operations at headquarters plant.

Henry Lehne, vice president and sales manager of Republic Aviation Corp., to Sylvania Electric Products as director of new Electronics Defense Laboratory, Mountain View, Calif.

Edward P. Atcherley, regional sales manager for renewal sales in Midwest district, Sylvania Electric Products Inc., Chicago, appointed merchandising manager for renewal tube sales, with headquarters in N. Y.

Bert Miller named regional sales manager in Washington-Oregon for Stewart-Warner Electric Div. of Stewart-Warner Corp.

James L. Hayes elected president of National Advertising Co., Waukesha, Wis., wholly-owned subsidiary of Minnesota Mining & Mfg. Co. (tape recording equipment). He succeeds **Herbert P. Buetow,** recently elected president of MM&M.

Jerome J. Kahn has withdrawn from active management in newly-formed Chicago Standard Transformer Corp.

Jack Carter, national sales manager, Walter Schott Co., L. A., to John B. Tubergen Co. (electronic representative), that city, as associate. **Robert L. Bray**, salesman with Tubergen firm, also becomes associate.

William Rambo, electronic component sales, D. H. Loukota Co., L. A., to similar position with J. H. Hill Sales Co., that city.

Representatives

Florence Ward, formerly of H. N. Stovin & Co., Winnipeg, to sales staff of Vancouver office of same representation firm.

Margaret Brown, editor and research assistant at Standard Audit & Measurement Services, to radio sales promotion staff of Edward Petry & Co., N. Y., station representation firm.

Program Services

Raymond D. Builder, director of accounting and general office manager of Columbia Records Inc., named assistant treasurer. Succeeding Mr. Builder as director of accounting is **Donald R. Whitney,** chief accountant for Columbia Records. **William F. Grady** promoted to director of cost accounting and **Oscar Ehrenkaufer** to new post of director of office services. **Forrest Price,** division manager of Columbia Records Inc., promoted to regional manager of N. Y., Newark, Hartford and Canadian areas. **Bill Gallagher,** district manager, named divisional manager for Pittsburgh, Baltimore, Phila. and Detroit districts. **Kenneth Glancey,** formerly of Buhl Sons Co., Detroit, appointed Columbia Records district manager covering Detroit, Cleveland, Cincinnati, Indianapolis and Louisville areas.

Bruce Fowler Jr. and **Bernard Kowalski** form **Brucobi Productions,** Hollywood, to produce 15 minute live TV package *Appointment with Cobina Wright.* **Richard Sanvill** will write and direct.

top performance guaranteed

RADIO & TV STOPWATCH

Minerva



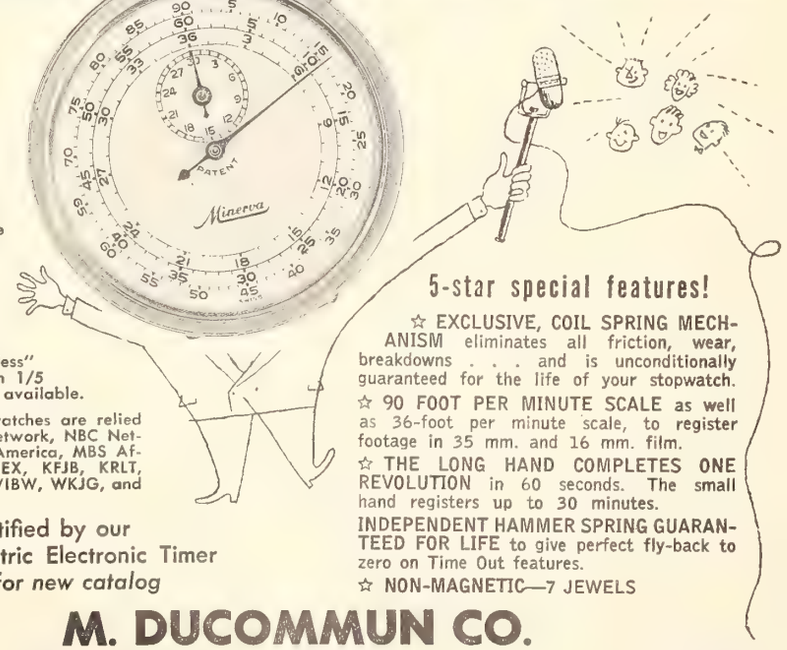
Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

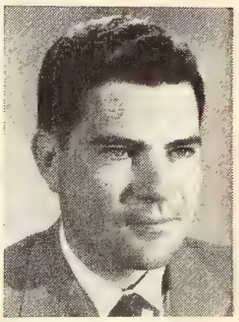
☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

UP Shifts Overseas; Tatarian Promoted

ROGER TATARIAN, United Press manager in Rome for the past two years and previously London bureau manager, has been named general European news manager in a UP expansion program designed to meet increasing European news requirements.



Mr. Tatarian

R. E. Jackson, formerly of London and New York UP staffs, has been named to succeed Mr. Tatarian in Rome. Jack V. Fox, London bureau manager, will exchange posts with Gene Patterson, night bureau manager in New York, while W. G. Landrey, Parliamentary correspondent, becomes London night bureau manager. Kenneth Miller is slated for the news editor slot of the Paris bureau, and Charles Ridley will go from the Paris staff to Rome. Robert Rigby will move from New York to Paris.

Robert Branson of the New York staff, Edward Cornish, Raleigh, and Arthur Higbee, Detroit, are due to transfer to London.

U. S. Network Radio Still Leads in Canada

U. S. NETWORK evening radio shows were most popular during June on Canadian stations, according to a national survey of Elliott-Haynes Ltd., Toronto. The 10 leading shows were *Edgar Bergen Show* 21, *Our Miss Brooks* 19, *Radio Theatre* 17.4, *Great Gildersleeve* 14.6, *The Tylers* 12.9 (Canadian), *Share the Wealth* 12.8 (Canadian), *Suspense* 12, *John & Judy* 11.9 (Canadian), *Treasure Trail* 11.2 (Canadian), and *It Happened Here* 10.7.

CANADA

Leading evening transcribed programs were *Fun Parade* 16.2 (Canadian), *Take a Chance* 16 (Canadian), *Red Skelton* 14.2, *Denny Vaughn Show* 13.5 (Canadian), and *Guy Lombardo* 11.9.

Leading daytime network programs in June were *Ma Perkins* 13.9, *Pepper Young's Family* 12.4, *Aunt Lucy* 12.2, *Right to Happiness* 11.9, and *Road of Life* 11.9.

On French-language network evening programs the five leaders in June were *Un Homme et Son Peche* 34.1, *Radio Carabin* 29, *Metropole* 24.2, *Tentez Votre Chance* 19.1 and *Jouez Double* 17.3. Daytime leading French-language shows were *Jeunesse Doree* 26, *Rue Principale* 24.6, *Francine Louvain* 23.6, *Vies de Femmes* 23.4, and *Je Vous ai Tant Aime* 21.5.

DuMont Names Chilean Outlet

APPOINTMENT of Besa y Cia., Santiago, Chile, as sales representatives for the complete line of Allan B. DuMont Labs. telecasting equipment was to be announced yesterday (Sunday) by Ernest A. Marx, director of DuMont's international division. Telecasting standards are expected to be adopted shortly in Chile and telecasting may begin as early as January 1954, Mr. Marx said.

CHILE

Try going SOUTH to Canada!

IT's a fact! You can go south to Canada from no less than 18 States of the Union. That's how close the States are to its best customer . . . a customer that buys 20% of U.S. exports and pays cash for them. Canada's a booming, spending, expanding country . . . larger than the States by one quarter . . . a country that it really *pays* to sell to.

But—and here's where you need to go carefully: Canada has a population of only 15,000,000. So people are kind of spread out. And the Number One problem for any manufacturer who wants to talk to those people is just how?

Well, all over Canada, in the cities and the towns and the villages even in the remote parts where the press rarely penetrates, they listen to the radio. Proof? 95% of all Canadian homes own at least one radio receiver. Last year, there were 631,866 sets sold; and since the war Canadians have spent $400,000,000 in buying over 5,100,000 radio sets. And in the first five months of this year set sales were *higher* than for the same period last year by 40%.

That represents an awful lot of listening. To serve these listeners there are 155 radio stations and one FM station and only 3 TV stations. This in comparison with 2,500 radio stations, 620 FM stations, and about 180 TV stations in the States—16 times as many radio stations to reach less than 11 times the people.

Yet Canadian radio rate structures are lower than in the U.S., have increased less since the end of the war than any other medium. Result—radio is used by 800 national advertisers (including some 140 U.S. firms or their affiliates) and 10,000 local advertisers. Yes, radio in Canada is a proven medium. It reaches all of the people all of the time. So remember, when you're planning budgets—

"In Canada, you sell 'em when you tell 'em"

• *A message from the 117 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.*

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St., Ottawa
37 Bloor Street West, Toronto

803 NATIONAL ACCOUNTS USE RADIO ON CANADIAN STATIONS, CAB REPORTS

Breakdown of the survey shows that 183 of the accounts are affiliated with U. S. advertisers. Radio homes in Canada now number 3,582,000; station total now stands at 135.

SURVEY of Canadian radio advertising shows that 803 national advertisers are using Canadian broadcasting stations, and of these 183 are affiliated in one way or another with U. S. national radio advertisers. The

CANADA

survey, made by the Canadian Assn. of Broadcasters, also shows that there are now 3,582,000 radio homes in Canada, with average cost of advertising on the 135 independent radio stations at $9.75 for one minute spot announcements.

The annual summer survey, made under direction of Pat Freeman, CAB sales and research director, shows that number of radio homes in Canada has been steadily increasing in the postwar years, from 2,214,300 at beginning of 1946 to the present 3,582,000. The number of stations in the same period has increased from 99 to the present 135. Total cost of one hour class A time on all 135 Canadian independent stations at 1953 rates is $9,951, up from $6,027 in 1946, or an average per station of $73.71 today. The total cost of one minute spot announcements class A time on all Canadian independent stations now is $1,315, compared to $696 in 1946.

Increase Not Proportionate

While number of radio homes have increased by 61%, and number of stations by 36%, hourly rates have increased by only 21% and one minute rates have increased by only 38% in the postwar years. Since last year one minute spots have increased by 6.25% and hourly rate by 1.85%.

Of the 803 national accounts now using radio, over 550 of these have used Canadian radio during the first six months of 1953. This spring there were 38 national accounts using Canadian network radio. Of these, four used French network stations only, 17 used both French and English networks, and 17 used only English network stations. The listing of the 803 national accounts who have used Canadian radio in the last 20 months is divided into 28 categories. It is interesting to note that a year ago there were only 535 such national accounts listed in the CAB survey, and earlier this year a CAB survey showed 700 national accounts.

Largest of the 28 categories listing names of national accounts is that of food products, followed by drug and toilet goods, gasoline and automotive, and clothing and dry goods accounts.

Of the 183 companies in the U. S. who use Canadian radio, most do so from Canadian subsidiaries with similar names. A number of U. S. national accounts whose products are sold in Canada do so through distributors or affiliated companies of different names in Canada.

Petrillo, Ratcliffe Confer In Paris on TV, Recordings

JAMES C. PETRILLO, president of the American Federation of Musicians, and Hardie Ratcliffe, executive secretary of the British Musi-

FRANCE

cians Union are expected to hold a conference in Paris today (Monday) on a series of topics, including television and recordings as they affect American and British musicians, AFM reported last week.

The AFM announcement said that Mr. Petrillo plans to sail from Le Havre Friday aboard the liner United States. During his stay in Europe, Mr. Petrillo attended the sessions of the International Confederation of Free Trade Unions at Stockholm as a delegate from AFL, of which he is a vice president.

Only a combination of stations can cover Georgia's major markets.



WAGA ATLANTA — 5000 w, 590 kc, CBS Radio

WMAZ MACON — 10,000 w, 940 kc, CBS Radio

WTOC SAVANNAH — 5000 w, 1290 kc, CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

KNXT (TV) Premieres College Courses

FIRST to offer West Coast college credit courses via television is KNXT (TV) Hollywood, which yesterday (Sunday) premiered weekly half-hour evening *S. C. Summer Session.* Produced in conjunction wth the U. of Southern California, the first nine weeks comprise a liberal arts course, for which no credit will be given, made up of two divisions. First six telecasts feature panels of visiting USC



MAKING preparations for the first West Coast college credit course to be given on TV are (l to r) Bill Whitley, director of news and special events, KNXT (TV) Hollywood; George Moscovics, station director of television development, and Dr. Fred D. Fagg Jr., president of USC. First series started yesterday (Sunday) on KNXT as S. C. Summer Session.

* * *

professors, discussing curriculum changes and altered teaching methods. The last three programs will introduce Dr. Frank C. Baxter, USC professor of English, who will prepare viewers for the fall credit course.

Designated one of the eight "great teachers" in U. S. colleges by *Life* magazine, Dr. Baxter will offer a study of Shakespeare's writings, geared "to the general video audience, as well as teachers and students." Viewers, wishing to obtain college credit, must register through USC and produce high school transcripts with required grades and subjects. Final exams will be given on the University campus, following presentation of official registration and fee cards.

The new public service program is the culmination of long-range planning by KNXT manager James T. Aubrey Jr. and special events director Bill Whitley.

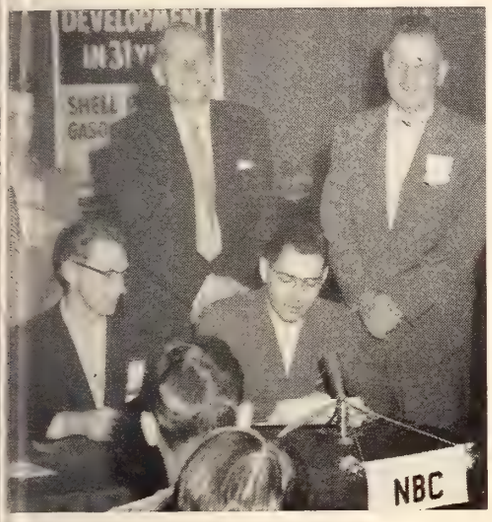
Crime Shows 'Dangerous'

TV CRIME SHOWS are "far more dangerous to the youth of America than the atomic bomb," the Moody Bible Institute was told fortnight ago. Rev. Louis King, chaplain of Chicago's House of Correction, made the charge during the institute's conference at Winona Lake, Ind. He claimed programs which emphasize crime and sex cause a "fever of the mind, tuberculosis of the heart and cancer of the soul."



RADIO NEWSREEL

ON HAND as Kaiser Motors Corp. assumes sponsorship of Lowell Thomas' CBS Radio newscasts are (l to r) Chuck Leonard, Kaiser adv. mgr.; Roy Abernethy, vice pres.-gen. sls. mgr. of Kaiser; Mr. Thomas, and Edgar Kaiser, pres. of Kaiser.



SHELL dealers in Spartanburg, S. C., hear a preview of *The Shell News,* sponsored on WORD and WDXY (FM) Spartanburg twice daily. Seated before mike are announcer Dick Womick (l) and station's news director Dick Sanders. Standing (l to r) are J. L. Greene Jr., Shell district sls. mgr.; Walter J. Brown, pres. of stations, and Wyndham S. Clark, Spartanburg Chamber of Commerce.



DIZZY DEAN, who does the *Game of the Day* for Falstaff beer on MBS, drops in on Dewey Phillips (l), whose *Red, Hot and Blue* disc show on WHBQ Memphis includes a half-hour segment for Falstaff. Also present is Herb Sadler, local Falstaff distributor who sponsors the Phillips segment on the MBS station.

FOR third year K. B. McCarthy Dodge-Plymouth will sponsor Humboldt State College and local football games on KIEM-KRED (FM) Eureka, Calif. Completing transaction are (l to r): Seated, Paul Corbin, sportscasters and agency head; George E. Little, co-owner of McCarthy; Standing, Mickey Foster, McCarthy truck sales head; Humboldt coach Phil Sarboe, and Robert Stach, KIEM acct. salesman.



IN THE PUBLIC SERVICE

WCBA Helps Inoculation Drive

MASS gamma globulin inoculation of children in Cheming and Steuben counties, N. Y., drew the assistance of WCBA Corning. The station broadcast hourly reports, for three days, describing where clinics were held, how many children were being handled, and advice to parents. Gerry Wells, WCBA program director, reports 35,000 children under 10 years of age were inoculated in the drive.

KECA-TV Tunes 'Em In

TO SHOW viewers how to improve home TV reception, KECA-TV Hollywood last week presented four 5-minute programs by Norman Abbot, the "All-American Repairman," using station signal for demonstration purposes. Series titles were, "How to Tune Your Set Properly," "Antenna Problems," "Viewing Distances, Proper Lighting and Position of Set in Room," and "Common Causes of Distortion."

WSB Spurs Blood Drive

MAIN STUDIO of WSB Atlanta became a blood donation center when the station staged a special hour and a half show to spur lagging blood contributions. J. Leonard Reinsch, WSB managing director, and Elmo Ellis, program director, initiated the idea and threw a week's promotion efforts into the work. WSB staff members gave the example by donating blood themselves. Over 30 pints were collected while the show was on the air. Additionally, the Red Cross reports that week's total contributions reached 900, tripling the previous week's results.

San Diego Meets Blood Call

APPEALS by radio and television in San Diego were instrumental in attaining an emergency quota of 200 pints of Type C blood for Korea, according to the San Diego Chapter of the American Red Cross. Called at 4 p.m., July 11, for the emergency quota to be flown to Korea, the director of the local blood program contacted all radio stations and KFMB-TV, plus the Sunday morning newspaper. Result was that next day 248 donors responded, and 210 pints of blood were given to meet the call.

Describes and Donates

WHEN Roy Elsner, program director and special events reporter of KECK Odessa, Tex., did a pickup from the visiting mobile blood bank center from Fort Worth, he decided to go all the way. He maintained a rapid-fire description of blood-donating facilities as he simultaneously gave a pint of his own blood. Interviews with Odessa and Fort Worth Red Cross officials rounded out the 30-minute program.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

1952—239 LOCAL ADVERTISERS . . .

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.

WOC

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

PROFESSIONAL SERVICES

Carl Smith Enlarges Consulting Engineer Work

ENLARGEMENT of radio consultant engineer activities in Cleveland has been announced by Carl E. Smith, who recently resigned from the United Broadcasting Co., (WHK Cleveland) which he had served as vice president in charge of engineering.



Mr. Smith

The firm, Carl E. Smith Consulting Engineers, currently is handling an overseas assignment for the State Dept. It recently completed an engineering proposal for an educational TV station for the Cleveland Board of Education. Last year the company completed antenna systems in Austria.

Mr. Smith worked as Assistant Chief, Operational Staff, War Department during World War II. He is a registered professional engineer in Ohio and Washington, D. C., and is FCC Conelrad coordinator for the Cleveland-Akron-Canton area.

His associates are James S. Hill, formerly chief engineer of WHKK Akron and staff engineer at United Broadcasting, and William F. Kail.

The firm's offices are at 4900 Euclid Ave., Cleveland 3.

There will be



Fred Palmer

A RADIO SALES TRAINING SCHOOL

in Urbana, Illinois, July 30, 31 and August 1

"I will attend your St. Louis School in February. It is practical and worthwhile. I am sending three radio salesmen and two television salesmen to your local Urbana School.

Regards."

Ted Arnold,
Local Sales Manager
WHBF,
Rock Island, Illinois

FOR RESERVATIONS
PHONE OR WIRE:

THE *Fred A. Palmer* CO.
WORTHINGTON, OHIO

AWARDS

WBT-WBTV Scholarship

FIRST annual WBT-WBTV (TV) scholarship in radio and TV at the Consolidated University of North Carolina has been awarded to Gordon Matthew Britt of Oriental, N. C., it was announced last week. The four-year scholarship, valued at $1,250 annually, was established by Jefferson Standard Foundation which owns and operates WBT and WBTV in Charlotte. Mr. Britt, mainly interested in the technical side of radio-TV, will study in the Electrical Engineering Dept. of North Carolina State College. Winners in production and creative aspects will study at North Carolina U. in Chapel Hill.

Seven End DuMont Course

CERTIFICATES of merit were presented last week to the first seven of the DuMont Television Network's senior technicians who completed a ten-week course in supervisory leadership. The course was developed out of the progam established at DuMont Labs. by Harry Houston, industrial relations director.

Technicians who received the certificates were Ralph Curtis, John Giordano, William Flynn, Carmine Gaiti, Michael Stefanik, Frank Frey and Kenneth Reichenbach.



HARRY NOVIK, general manager of WLIB New York, accepts an award from Dr. Sara Feder, president of Pioneer Woman (Labor Zionist Organization of America), for the station's work in interpreting Israeli life.

MILESTONES



SHEAF OF CONTRACTS representing 22 consecutive years of advertising on WGAR Cleveland by the Bank of Ohio, is held by station general manager Carl E. George (r) as T. W. Walters, president and secretary of the bank, puts contract No. 23 on the stack.

► KMOX St. Louis' *Old Fashioned Barn Dance* recently observed its 21st birthday of continuous broadcasting before a studio audience. Slack Furniture Co. of St. Louis, the original sponsor, has renewed the show for another 52 weeks. Lambert Kohr produces the program, with Skeets Yaney as m.c. of the hillbilly group, Eddie George, leader of the Dutch Band group on the show and Ollie Raymand, announcer.

► THE 6,500th broadcast of the Rev. Dale Crowley's 12 years of religious programming on WOL Washington was aired Saturday. Rev. Crowley has two programs: *Right Start for the Day* is a 15-minute show at 6:45-7 a.m. daily, during which the minister reads a Bible passage and delivers a brief message; *Quizpiration,* heard Sundays, 9:30-10 p.m., is a Bible quiz program.

'Crusade' Cites Grauer

BEN GRAUER, NBC news commentator, has received a citation from the Crusade for Freedom, operator of Radio Free Europe and Free Asia, for his work earlier this year as chairman of radio and television of the Crusade for Freedom Appeal.

THE LATEST WCKY STORY

COVER THE SOUTH WITH

WCKY'S FAMOUS JAMBOREE

Neilsen Shows a Larger Average

Nightly Audience for WCKY

Than Any Other 50 KWs

Station Covering the South

WCKY CINCINNATI

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept., '53, CBS, NBC.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, **KJEO (TV)** (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Los Angeles, **KUSC (TV)** (*46), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53—Unknown.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52-Late July '53, Clark.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 6/18/53—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/15/53—Young.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53.
West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI (TV)** (54), 11/20/53-Aug. '53, DuM, Weed TV.
Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-8/1/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KTLV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-9/1/53—Pearson.
Sioux City, **KWTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-8/1/53—ABC, Pearson (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/1/53, Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Clark.
Butte, **KXLF-TV** (6), 2/26/53-8/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM (TV)** (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 5/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-8/3/53, Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

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Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52—Aug. '53, ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

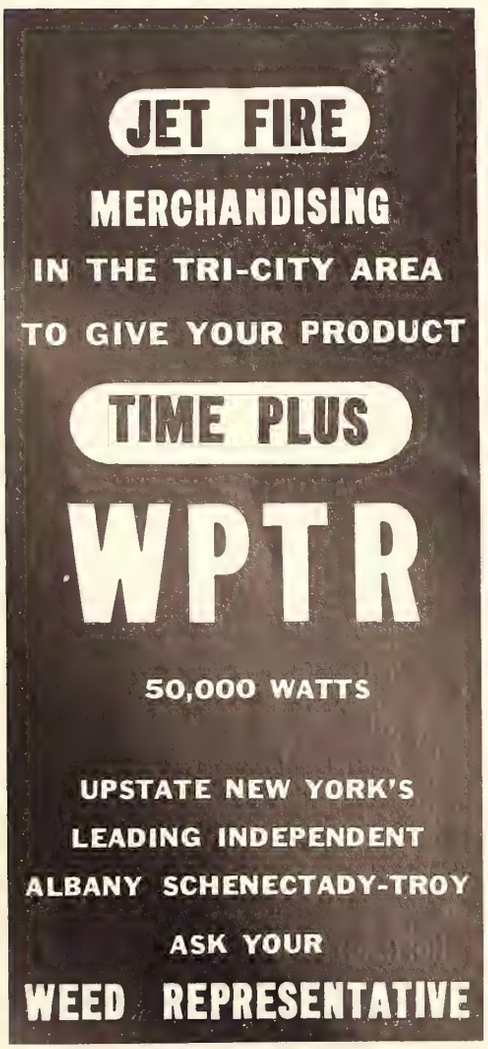
Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Everett-McKinney.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.



Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WLOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Tacoma, **KMO-TV** (13), 12/10/52-9/1/53, Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

"Hey, Mac, which Altoona station packs more punch, power, pep and personalities"?



"That's easy, Jack, naturally it's always . . .

WVAM"

"It reaches *more* people in central Pennsylvania with *more* power (1000 watts, day and night) with *more* of radio's best shows—CBS.

"That's why *more* local and national sponsors are putting their sales messages on WVAM."

ARE YOU?

WVAM 1000 WATTS CBS
ALTOONA, PA.
WEED & Co. representatives

SRA Letter to FCC On Networks' Station Representation

(See story this issue)

July 17, 1953

Docket #9080

Dear Mr. Chairman

This letter will supplement the original petition filed herein on September 29, 1947, by National Association of Radio Station Representatives, now Station Representatives Association, Inc.

During November and December of 1948 and January and March of 1949, the Commission en banc held extensive hearings on this matter and entertained briefs and argument.

On October 31st, 1949, the Commission took intermediate action in placing certain network owned stations on temporary license pending the conclusion of this and other related matters.

Thereafter, the Commission concluded that no definitive action would be taken at that time, and indicated that unresolved issues would be concluded after a general network investigation then in contemplation.

This latter and broader proceeding has not been undertaken. Your petitioners, conscious of the great work load on the Commission, recognize that such a general inquiry cannot be expected in the foreseeable future. This impels your petitioners to draw to your attention three compelling factors (1) the issues herein are both basic and simple and may feasibly remain isolated from other network problems, and (2) a conclusion upon them has become urgent through recent and current action of the National Broadcasting Company and Columbia Broadcasting System in actually further encroaching and projecting still additional encroachment upon the station National spot representative field, and (3) the rapid growth in the number of television stations accelerates the development of practices which, permitted, will become industry fixtures.

(1) The simple position of petitioner is that national networks already controlling most of their independently owned affiliated stations' broadcast hours may not acquire and exercise further control over their time, business and programming without running counter to sound public policy and to the controlling policy if not the specific letter of the Commission's network regulations. The only real purpose sought and achieved in these regulations was to lessen network control over the operations of their affiliated stations, and to restore to those stations the minimum degree of control consistent with licensee responsibility. The limitation of station hours controlled by networks is an essential cornerstone of this basic policy.

Coupled with this policy is a basic tenet of the Communications Act itself, that radio broadcasting shall remain a freely competitive industry. It is axiomatic that the chief and only direct competitor of network advertising and programming is that afforded through national spot advertising. To suggest that this direct competition is not restrained by network control of the latter is to urge that a network will compete with itself. Free competition is not built of such sheer fabric.

(2) In complete disregard for the Commission and the proceeding before it, NBC and Columbia have recently acquired the national spot representation of the following independently owned and operated affiliated stations:

(a) Television

National Broadcasting Company

1. KPTV, Portland, Oregon

GET TEXAS MONEY!
Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!
KFRO
"Voice of Longview" — TEXAS

WLW-C
Columbus' dynamic TV station
. . . with central Ohio's only Client Service Department to "plus" your advertising

2. KONA, Honolulu
3. KSD-TV, St. Louis, Missouri

Columbia Broadcasting System

1. WMBR-TV, Jacksonville, Florida
2. KGUL, Houston, Galveston, Texas

(b) AM Radio

National Broadcasting Company

1. KSD, St. Louis, Missouri
2. KGU, Honolulu

Columbia Broadcasting System

1. WMBR, Jacksonville, Florida

With inaction by the Commission the networks have been emboldened to expand their organizations and staff to take over further national spot representation of independent affiliated stations. As of this moment, solicitations are being actively made. And especially in the TV field spot representation contracts can easily be tied in with affiliation contracts.

(3) The current growth of TV stations accentuates the urgency of the Commission's problem. New stations will be added, and network practices, good and bad, will indurate. The public interest, implemented by the Commission, is the ready catalyst.

The sledge hammer force of affiliation or non-affiliation may easily be used to force the independent stations to yield control of national spot competition. And this force, we know is being used. The Commission needs no charts or graphs to recognize the importance to a TV or AM station of network affiliation. The very weakness of the bargaining power of an individual station renders it helpless against this force in the absence of action to implement the national public policy.

As was made clear in the testimony herein before the Commission this problem is aggravated by still another practice fast developing. The networks are expanding in the field of TV film production. The networks distribute this film by mail to the stations. It is then broadcast at a fixed time or more frequently at varying times on different stations. These practices are to be distinguished from the live show or even the film show simultaneously transmitted by electrical means for simultaneous broadcast by all affiliated stations. Contrary to the statutory definition of network broadcasting, the networks force the recognition of this service as "network broadcasting"; station revenue is diminished accordingly and licensee responsibility further impaired.

We urge that national public policy both sound and clear, requires that network encroachment upon station control and upon responsible non-network competition be eliminated forthwith.

Patently, the hour is late.

Respectfully submitted
James Lawrence Fly
Fly, Shuebruk and Blume
Counsel for Station Representatives Assoc.

The Honorable
Rosel H. Hyde, Chairman
Federal Communications Commission
Washington 25, D. C.

ACTIONS OF THE FCC

July 16 through July 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,466	2,446	144	246	84
FM	574	549	54	6	1

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	144	250	394[1]
Educational	6	13	19

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	809	337	637	509	1,146[2]
Educational	48		25	23	48
Total	857	337	662	532	1,194[3]

[1] Nine CPs (2 vhf, 7 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 413 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T, July 20].

New TV Stations . . .

ACTIONS BY FCC

Boston, Mass.—WGBH Educational Foundation (WGBH-FM), granted noncommercial educational vhf Ch. 2 (54-60 mc); ERP 55 kw visual and 27.5 kw aural; antenna height above average terrain 660 ft., above ground 219 ft.; estimated construction cost $450,000, first year operating cost $200,000. Post office address 100 Franklin St. Studio location Symphony Hall. Transmitter location Great Blue Hill. Geographic coordinates 42° 12′ 45″ N. Lat., 71° 06′ 52″ W. Long. Transmitter and antenna RCA. Legal counsel Ernest W. Jennes, Washington. Consulting engineer Jansky & Bailey, Washington. Granted July 15.

Weslaco, Tex.—KRGV-TV Inc. (KRGV), granted vhf Ch. 5 (76-82 mc); ERP 28.8 kw visual, 14.4 kw aural; antenna height above average terrain 750 ft., above ground 791 ft. Estimated construction cost $270,937, first year operating cost $283,218, revenue $300,000. Post office address 201 Border St., Weslaco. Studio location 201 Border St. Transmitter location Kansas City Dr., La Feria. Geographic coordinates 26° 09′ 54″ N. Lat., 97° 48′ 45″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Principals include President **O. L. Taylor** (100%), majority stockholder, KANS, KRGV; sole owner, O. L. Taylor Co., radio representative. Granted July 15.

Note: FCC also finalized four initial decisions to grant new TV stations (see HEARING CASES).

APPLICATIONS AMENDED

Corpus Christi, Tex.—Coastal Bend TV Co. amends application for new TV station on uhf Ch. 22 by deleting Arturo Vazquez and Nestor Cuesta Jr. and adding Victor Moreno (10%); to change ERP from 20.5 kw visual, 10.25 kw aural to 21.3 kw visual and 11.5 kw aural; antenna height above average terrain from 317.6 ft. to 316.6 ft. Filed June 17.

Corpus Christi, Tex.—Gulf Coast Bcstg. Co. amends application for new TV station on vhf Ch. 6 to change ERP from 100 kw visual, 50 kw aural to 33.8 kw visual and 32.3 kw aural; antenna height above average terrain from 411 ft. to 651 ft. and transmitter location to on State Hwy. 44, 13.5 miles W of Corpus Christi. Filed June 17.

Corpus Christi, Tex.—K-SIX TV Inc. amends application for new TV station on vhf Ch. 10 to add Treasurer James H. Burney (0.666%). Filed June 17.

Corpus Christi, Tex. Baptist General Convention of Texas amends application for new TV station on vhf Ch. 6 to specify executive board; to change antenna height above average terrain from 505 ft. to 661 ft. and to change studio location to Buffalo St., 200 ft. E of Rose St., Corpus Christi. Filed June 19.

Grand Rapids, Mich.—W. S. Butterfield Theatres amends application for new TV station on uhf Ch. 23 to change studio location to be determined. Filed June 12.

Grand Rapids, Mich.—Music Bcstg. Co. (WGRD) amends application for new TV station on uhf Ch. 23 to delete Wayne H. Young (10.49%) as stockholder. Principals are Paul F. Eichhorn (10.49%), formerly (9.28%); Vice President Carl H. Runciman (19.70%), formerly (15.14%); Secretary Carl J. Riddering (10.69%), formerly (9.6%); Richard Groenvelt (5.19%), formerly (4.64%), and Robert F. Hooker (8.71%), formerly (5.85%). Filed June 16.

Milwaukee—Milwaukee Area Telecasting Corp. amends application for new TV station on vhf Ch. 12 to change ERP from 316 kw visual, 158 kw aural to 251 kw visual and 150 kw aural; antenna height above average terrain from 999 ft. to 1,074 ft. and transmitter location to 2.2 miles NNE of Sussex, Wis. Filed July 2.

Midwest
SUCCESSFUL INDEPENDENT
$62,500.00

This facility located in the Corn Belt successfully serves a medium sized metropolitan area and the surrounding rural section. Ideal for owner-operator. Presently grossing in excess of $11,000.00 monthly. Some financing can be done.

Midwest
DAYTIME REGIONAL
$43,000.00

Located in a beautiful section of the "Lake Country" in a rich agricultural and manufacturing area. Making some profits—can be increased materially. About $17,500.00-$20,000.00 will handle with long term payout.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Mobile, Ala.—Mobile TV Corp. amends application for new TV station on vhf Ch. 5 to change antenna height above average terrain from 538 ft. to 523 ft. Filed June 17.

Nashville, Tenn.—Life and Casualty Insurance Co. of Tenn. (WLAC) seeks amendment to application for new TV station on vhf Ch. 5 to change studio location from Third National Bldg., Nashville, to "to be determined," Old Hickory, Tenn., and delete request for waiver of Sec. 3.613. Filed July 8.

Portsmouth, Va.—Commonwealth Bcstg. Corp. (WLOW) amends application for new TV station on uhf Ch. 27 to change ERP from 19.6 kw visual, 11.7 kw aural to 89.96 kw visual and 50.94 kw aural; antenna height above average terrain from 328 ft. to 384 ft.; change studio location from End of Columbus St., Portsmouth, to 21st and Monteo Sts., Norfolk, and transmitter location to intersection of Armstrong and Sprately, Portsmouth. Filed July 8.

APPLICATIONS DISMISSED

Bakersfield, Calif.—Lemert Bcstg. Co. At request of attorney, FCC dismissed bid for new TV station on vhf Ch. 10. Dismissed June 16.

Corpus Christi, Tex.—Corpus Christi TV Co. granted petition to dismiss without prejudice application for vhf Ch. 10 Corpus Christi. Action July 21; announced July 22.

Berkeley, Calif.—Pacifica Foundation granted dismissal of bid for new TV station on uhf Ch. 44. Dismissed July 10.

Oak Hill, W. Va.—Robert R. Thomas (WOAY). application for new TV station on vhf Ch. 4 dismissed by FCC for non-compliance with Sec. 3.607. Dismissed July 3.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP) granted dismissal of bid for new TV station on uhf Ch. 27. Dismissed July 8.

Winston-Salem, N. C. — Community Bcstg. Service Inc. (WAAA) granted dismissal of bid for new TV station on vhf Ch. 12. Dismissed July 8.

Lewiston, Me.—Twin City Bcstg. Co. (WLOU) granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed July 8.

Albuquerque, N. M.—E. John Greer and Saloma S. Greer d/b as Greer & Greer granted dismissal of application for new TV station on vhf Ch. 7. Dismissed June 16.

Quincy, Ill.—Lee Bcstg. Inc. (WTAD) granted dismissal of bid for new TV station on vhf Ch. 10. Dismissed June 15.

Honolulu, T. H.—Territorial Telecasters application for new TV station on vhf Ch. 13 was dismissed by FCC for lack of prosecution. Dismissed June 9.

Seattle, Wash.—Mt. Rainier Radio & TV Bcstg. Corp. (KJR) granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed June 9.

Fairmont, W. Va.—Americus Corp. granted dismissal of bid for new TV station on uhf Ch. 35. Dismissed June 30.

Utica, N. Y.—WIBX Inc. (WIBX) granted dismissal of bid for new TV station on uhf Ch. 19. Dismissed June 30.

Houston, Tex.—John B. Hill granted dismissal of bid for new TV station on uhf Ch. 29. Dismissed June 16.

Memphis, Tenn.—J. Frank Gallaher granted dismissal of bid for new TV station on uhf Ch. 42. Dismissed June 29.

Existing TV Stations . . .

ACTIONS BY FCC

KOPR-TV Butte, Mont.—Copper Bcstg. Co. granted STA to operate commercially on vhf Ch. 4 from July 15 to Sept. 14. Granted July 10; announced July 21.

WGLV (TV) Easton, Pa.—Easton Pub. Co. granted STA to operate commercially on uhf Ch. 57 from July 18 to Oct. 18. Granted July 16; announced July 21.

KFSA-TV Fort Smith, Ark.—Southwest Pub. Co. granted STA to operate commercially on uhf Ch. 22 from July 16 to Dec. 10. Granted July 16; announced July 21.

WBAY-TV Green Bay, Wis.—Norbertine Fathers granted modification of CP for Ch. 2 to change studio location to Columbus Club Bldg., 115 S. Jefferson, Green Bay; antenna height above average terrain 811 ft. Granted July 15; announced July 21.

KMBC-TV Kansas City, Mo.—Midland Bcstg. Co. granted STA to operate commercially on vhf Ch. 9 (share-time) from July 14 to Jan. 14, 1954. Granted July 14; announced July 21.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. granted STA to operate commercially on vhf Ch. 9 (share-time) from July 14 to Jan. 14, 1954. Granted July 14; announced July 21.

KTLA (TV) Los Angeles—Paramount Television Productions Inc. granted CP to change ERP from 50.122 kw visual, 25.61 kw aural to 50.1 kw visual and 25.1 kw aural; change studio location to 720 N. Bronson; antenna height above average terrain 2,990 ft. Granted July 15; announced July 21.

KBES-TV Medford, Ore. — Southern Oregon Bcstg. Co. granted STA to operate commercially on vhf Ch. 5 from July 10 to Nov. 4. Granted July 10; announced July 21.

WCAN-TV Milwaukee, Wis.—Midwest Bcstg. Co. granted modification of CP for uhf Ch. 25 to change ERP to 195 kw visual, 107 kw aural; antenna height above average terrain 570 ft. Granted July 13; announced July 21.

KNOW-TV Monroe, La.—James A. Noe granted modification of CP for vhf Ch. 8 to change ERP from 175 kw visual, 88 kw aural to 229 kw visual and 88 kw aural; change studio location to transmitter site. Granted July 16; announced July 21.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. granted modification of CP for Ch. 13 to change ERP from 195 kw visual, 98 kw aural to 46.8 kw visual and 23.4 kw aural; change studio and transmitter location to Burritt Township, 1¾ miles N of Winnebago, near Rockford, Ill.; antenna height above average terrain 710 ft.; and waiver of Sec. 3.613(b) of the Commission's rules. Granted July 16; announced July 21.

WROM-TV Rome, Ga.—WROM-TV Inc. granted STA to operate commercially on vhf Ch. 9 from July 11 to Jan. 11, 1954. Granted July 10; announced July 21.

KTXL-TV San Angelo, Tex.—Westex Tele. Co. granted STA to operate commercially on vhf Ch. 8 from July 6 to Dec. 10. Granted July 3; announced July 21.

KEDD (TV) Wichita, Kan.—The C.W.C. Co. granted STA to operate commercially on uhf Ch. 16 from July 15 to Jan. 15, 1954. Granted July 3; announced July 21.

KIMA-TV Yakima, Wash.—Cascade Bcstg. Co. granted STA to operate commercially on uhf Ch. 29 from July 10 to Oct. 20. Granted July 10; announced July 21.

KIT-TV Yakima, Wash.—KIT Inc. granted modification of CP for uhf Ch. 23 to change ERP from 22 kw visual, 11 kw aural to 9.55 kw visual directional and 5.13 kw aural directional; antenna height above average terrain 961 ft. Granted July 16; announced July 21.

APPLICATIONS

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP from 52 kw visual, 26.5 kw aural to 59.05 kw visual and 29.53 kw aural; change studio and transmitter location to 2415 S. Hastings Way, Eau Claire; antenna height above average terrain 914 ft. Filed July 7.

KFBB-TV Great Falls, Mont. Buttrey Broadcast Inc. seeks modification of its CP for Ch. 5 to change ERP from 8.9 kw visual, 4.5 kw aural to 25.4 kw visual and 12.7 kw aural; change studio and transmitter location from 300 Central Ave., Great Falls to 2 miles West of city limits on U.S. Hwy. 89-91; antenna height above average terrain 237 ft. Filed June 29.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. seeks modification of its CP for Ch. 54 to change ERP from 25.5 kw visual, 13 kw aural, to 19.8 kw visual and 9.9 kw aural; antenna height above average terrain 363 ft. Filed June 16.

WCAN-TV Milwaukee—Midwest Bcstg. Co. seeks modification of CP for uhf Ch. 25 to change ERP from 105 kw visual 56 kw aural to 196.4 kw visual and 106.2 kw aural; change transmitter location to Shroeder Hotel, Wisconsin Ave., between 5th & 6th, Milwaukee; antenna height above average terrain 597 ft. Filed July 6.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc. seeks modification of its CP for Ch. 19 to change ERP from 91 kw visual, 49 kw aural to 196.5 kw visual and 104 kw aural; change transmitter location to 2.1 miles East of Britton, Okla.; antenna height above average terrain 956 ft. Filed June 29.

KPIC (TV) Salem, Ore.—Lawrence A. Harvey seeks modification of CP for uhf Ch. 24 to change ERP from 105 kw visual, 56 kw aural, to 164.1 kw visual and 88.7 kw aural; change transmitter location to Market Rd. East of Silverton on RFD Rt. 3 near Silverton; antenna height above average terrain 678 ft. Filed July 8.

WNOW-TV York, Pa.—H. J. Williams d/b as The Helm Coal Co. seeks modification of its CP for Ch. 49 to change ERP from 93 kw visual, 50 kw aural to 97.436 kw visual and 52.60 kw aural; antenna height above average terrain 660.68 ft. Filed June 29.

New AM Stations . . .

APPLICATIONS

Arlington, Tex.—Katherine M. Allred tr/as Mid-Cities Bcstrs., 1220 kc, 250 w daytime. Estimated construction cost $15,605, first year operating cost $48,000, revenue $60,000. Miss Allred is an insurance agent and 50% owner of Seven to Seventeen Shop, Ft. Worth, Tex. Post office address 2705 Simondale Dr., Ft. Worth. Filed June 24.

Beverly, Mass.—Sherwood J. Tarlow, 1540 kc, 250 w daytime. Estimated construction cost $14,715.59, first year operating cost $37,900, revenue $46,450. Mr. Tarlow owns WHIL Medford, Mass., and is 50% stockholder in Massachusetts Tele-radio Bcstg. Corp., applicant for uhf Ch. 44 in Medford. Post office address 432 Chestnut St., Newton, Mass. Filed July 3.

Plymouth, Wis.—G. P. Richards, 1420 kc, 500 w daytime. Estimated construction cost $11,400, first year operating cost $40,000, revenue $50,000. Mr. Richards is general manager of TV of Sheboygan Inc., applicant for uhf Ch. 59 at Sheboygan. Filed July 3.

Existing AM Stations . . .

ACTIONS BY FCC

WWJ Detroit, Mich.—The Evening News Assn. granted application to add additional tower in directional antenna system with FM and TV antenna mounted thereon. Granted July 22.

WESK Escanaba, Mich.—M & M Bcstg. Co. granted modification of CP to change antenna and transmitter location to Sheridan Rd. and change studio location to Ludington St. between 13th and 14th, Escanaba. Granted July 15; announced July 21.

WHYN Holyoke, Mass.—The Hamden-Hampshire Corp. granted application for modification of license to move studio from South Hadley Falls to Springfield, centralizing AM, FM and TV activities. Grant made on basis of applicant's representation that an auxiliary studio in Holyoke will be maintained and that programs of local interest to Holyoke will be continued. Granted July 22.

APPLICATIONS

WCHS Charleston, W. Va.—The Tierney Co. seeks CP to change transmitter location to 7½ miles of the center of Charleston. Filed June 16.

WHER Columbus, Miss.—J. W. Furr seeks modification of CP to change transmitter location to 2¾ miles W of Columbus on N side of Hwy. 82 and studio location to SE corner of Main and Fourth St. S. Filed June 26.

KID Idaho Falls, Idaho—Idaho Radio Corp. seeks modification of license to change studio location to outside city limits to consolidate AM and TV studios. Filed June 24.

APPLICATIONS AMENDED

WANA Anniston, Ala.—Edwin H. Estes and C. L. Graham d/b as Anniston Radio Co. amends application for modification of CP to change antenna, transmitter and studio location to Northwest corner of Leighton Ave. and 3rd St., Anniston. Filed July 8.

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TV
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Existing FM Stations . . .

APPLICATION

KWIL-FM Albany, Ore. — Central Willamette Bcstg. Co. seeks CP to move transmitter to 4 miles E of Albany, adjacent to N side of US 20, Ore.; change ERP to 600 w; move studio to Queen Ave. and Elm St., Albany. Filed July 8.

Ownership Changes . . .

ACTIONS BY FCC

WJAZ Albany, Ga. — James S. Rivers tr/as Southeastern Bcstg. System. Granted assignment of license to James S. Rivers (90%), Doris Rivers (10%) and Bruce Smith d/b as Radio Station WJAZ. For tax purposes. No consideration. Granted July 22.

KFYR-AM-TV Bismarck, N. D.—Meyer Bcstg. Co. Etta Hoskins Meyer, executor of estate of P. J. Meyer, granted transfer of control to herself as sole beneficiary of 2,430 shares out of 5,628 issued and outstanding shares of stock. Granted July 22.

WELP Easley, S. C.—Pickens County Bcstg. Co. J. Lake Williams granted consent to sell 72% of stock to Frances M. Brazzell for $36,000. President and Treasurer Cleautus O. Brazzell purchases 2% of stock for $1,000. Other principal is Vice President Joel N. Hinton (25%). Granted July 22.

WILO Frankfort, Ind.—Radio Frankfort granted assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (28.5%), **Charles Vendever** (28.5%), **Joel W. Townsend** (7.1%), **Morris E. Kemper** (14.2%), **T. Keith Coleman** (14.5%) and **Ben H. Townsend** (7.1%). Jack H. Weideman has withdrawn from the partnership and his $5,000 capital is to be furnished by the remaining partners. Granted July 22.

WHEP Foley, Ala. — Howard E. Pill tr/as Alabama-Gulf Radio granted assignment of permit to Alabama-Gulf Radio Inc. for $30,000. Mr. Pill will own 99% of the stock and Ralph O. Howard and Katherine Pill Howard will own 1%. Granted July 13.

KRUX Glendale, Ariz.—Radio Arizona Inc. granted acquisition of negative control by Elizabeth R. and Timothy D. Parkman (37.5%) and Alice M. and Stanley N. Schultz (37.5%) through purchase of 24.8% of stock from Gene Burke Brophy for $3,627.52. Each family will then own 50% interest. Granted July 17.

KHMO Hannibal, Mo.—Courier-Post Pub. Co. granted assignment of license to James P. Bolling and Ada H. Bolling d/b as Bolling Bcstg. Co. for $130,000. Assignor's purpose is to comply with condition accompanying pending application to assign to Lee Bcstg. Inc. (WTAD) Quincy, Ill., permit for KHQA-TV (formerly KHMO-TV) Hannibal. Granted July 22.

WLEA Hornell, N. Y.—Hornell Bcstg. Corp. Kenneth Beckerman, Maxwell V. McCarthy and Thomas F. Kinney granted transfer of control to Charles D. Henderson by sale of 61.2% for $12,150. Mr. Henderson is treasurer and majority stockholder of Allen Eddy Pub. Co. and president and treasurer of State Printers. Granted July 22.

WBML-AM-FM Macon, Ga.—Middle Georgia Bcstg. Co. Allen M. Woodall (50%) and Howard E. Pill (50%) granted relinquishment of negative control to licensee by sale of 40% capital stock for $22,333. Principals would now include President **Allen M. Woodall** (26%), 20% owner WMOG Brunswick, 25% interest WRDW Augusta, 50% owner WDAK Columbus; Vice President **Howard E. Phil** (26%), 50% owner WDAK Columbus; Secretary-Treasurer **E. F. MacLeod** (6%). Granted July 22.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy of New Rochelle Bcstg. Service Inc. granted assignment of license to Radio New Rochelle Inc. for $21,000 cash and assumption of mortgage of about $2,500 plus interest. Principals include President **James A. Iodice** (47.8%), half owner J. A. Iodice Assoc., radio advertising agency; Vice President **Lee Morrison** (23.5%), president WPAC Patchogue; Secretary **Don R. Iodice** (5.6%), half owner J. A. Iodice Assoc.; Treasurer **Morton Morrison** (17.4%), stockholder in WPAC. Granted July 22.

KFMB-AM-TV San Diego, Calif. — Wrather-Alvarez Bcstg. Inc. granted relinquishment of negative control by co-owners J. D. Wrather Jr. and Maria Helen Alvarez through issuance of new stock by licensee to Edward Petry & Co. Inc. Total of 285.67 shares are sold to Petry for $633,333, with option to purchase 142.83 shares more for $316,719. Petry will hold 22%; Mr. Wrather and Mrs. Alvarez each 39%. Granted July 22.

WIZZ Streator, Ill.—Streator Bcstg. Co. granted assignment of construction permit to new partnership under same name consisting of Stephen P. Bellinger (22.5%), Charles Vendever (22.5%), Joel W. Townsend (6%), Morris E. Kemper, (11.5%), T. Keith Coleman (14.5%), Ben H. Townsend (6%) and Vernon R. Nunn (20%). Jack H. Wiedeman has withdrawn from the partnership and his $5,000 capital is to be furnished by remaining partners except Vernon R. Nunn. Granted July 22.

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. Phillip G. Back and John F. Wills granted transfer of control to William Ross Beard and Melvin P. Spann by sale of 1,000 shares (50%) for $20,000. Mr. Spann, general manager and owner of 25% interest, will receive 250 shares as gift from Mr. Beard. Granted July 22.

APPLICATIONS

KTKR Taft, Calif.—Kenneth Aitken, George J. Tschumy Jr. and Ralph B. Smith d/b as Taft Bcstg. Co. request assignment of license to Kenneth Aitken, George J. Tschumy Jr. and John A. Smith d/b as Taft Bcstg. Co. No consideration involved. Gift of 24% from Ralph Smith to his stepson, John A. Smith. Filed July 3.

WWCO Waterbury, Conn.—William G. Wells, Marinus Koster and R. Sanford Guyer d/b as The Mattatuck Bcstg. Co. request assignment of license to corporation of the same name in which the partners will each own ⅓ interest. No consideration. Filed July 1.

WIAM Williamston, N. C.—James H. Gray Sr. and Charles R. Gray d/b as Martin County Bcstg. Co. request assignment of license to Charles M. Gaylord and W. H. Farrior Jr. d/b as East Carolina Bcstg. Co. for $30,000. Mr. Gaylord is general manager and Mr. Farrior is station manager of WIAM. Filed July 2.

Hearing Cases . . .

FINAL DECISIONS

Allentown, Pa.—New TV, uhf Ch. 67, Penn-Allen Bcstg. Co. (WFMZ-FM). FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 67. Order July 21.

Portland, Ore.—New TV, vhf Ch. 6. Mt. Hood Radio & TV Bcstg. Co. (KOIN). FCC announced order making effective immediately initial decision granting application for new TV station on vhf Ch. 6 and denied the competitive application of Pioneer Bcstg. Co. (KGW) without prejudice to Pioneer applying for consent to acquire negative control of Mt. Hood. Order July 16.

Sacramento, Calif.—New TV, uhf Ch. 40. Ashley L. Robinson and Frank E. Hurd d/b as Cal Tel Co. FCC announced order making effective immediately initial decision granting application for new TV station on uhf Ch. 40. Order July 16.

Trenton, N. J.—New TV, uhf Ch. 41. People's Bcstg. Co. (WTTM). FCC announced order making effective immediately initial decision granting CP for new TV station on uhf Ch. 41. Morrisville Bcstg. Corp. withdrew competitive application on June 16. Order July 21.

INITIAL DECISIONS

Beaumont, Tex.—New TV, vhf Ch. 6. Examiner Annie N. Huntting issued initial decision looking toward grant of application of KTRM Inc. (KTRM) for a new TV station on vhf Ch. 6 with ERP 35 kw visual and 18.7 kw aural, antenna height above average terrain 592 ft., and denied competitive applications of The Enterprise Co. (KRIC) and Beaumont Bcstg. Corp (KFDM) for the same channel in Beaumont. Initial decision July 22.

Knoxville, Tenn.—New TV, vhf Ch. 6. Examiner Herbert Sharfman issued initial decision looking toward grant of application of Mountcastle Bcstg. Co. for a new TV station on vhf Ch. 6 with ERP 100 kw visual, 50 kw aural; antenna height above average terrain 930 ft. Initial decision July 16.

OTHER ACTIONS

WEAT Palm Beach, Fla.—James Robert Meachem granted petition for leave to amend application from 1490 kc, 250 w unlimited to 850 kc and 1 kw and for removal from hearing docket. FCC removed from hearing docket application of Indian River Bcstg. Co. which was consolidated with WEAT's application. Action July 21, announced July 22.

WOBT Rhineland, Wis.—Oneida Bcstg. Co. FCC scheduled hearing in Washington on Aug. 31 on application to change facilities from 124(kc, 250 w unlimited to 980 kc, 1 kw unlimited. Action July 22.

KALM Alton, Mo.—Robert Neathery. FCC designated for hearing application for additional time to complete construction of new AM station authorized April 4, 1951, to operate on 1290 kc, 1 kw daytime. Action July 22.

Franklin and Corry, Pa.—New AM, 1370 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive applications of Venango Bcstrs. Franklin, and Olivia T. Rennekamp, Corry, for new AM station 1370 kc, 500 w daytime. Action July 22.

Festus, Mo. and Chester, Ill.—New AM, 1450 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive aplications of Jefferson County Radio & Tele. Co. (KJCF) Festus, and Cecil W. Roberts, Chester, for 1450 kc, 250 w unlimited. Action July 22.

Jefferson City and Columbia, Mo.—New AM, 950 kc. FCC scheduled hearing in Washington on Aug. 31 on competitive applications of Jerrel A. Shepard, Jefferson City, and Town and Farm Co., Columbia, for new AM station on 950 kc, 1 kw daytime at Jefferson City and 5 kw daytime, 1 kw night at Columbia. Action July 22.

Wheatland, Wyo.—William C. Grove. FCC scheduled hearing in Washington on Aug. 31 on application for reinstatement of CP for new AM station on 800 kc, 1 kw daytime. Action July 22.

Opinions and Orders . . .

KZTV (TV) Reno, Nevada—Nevada-Radio TV Inc. By memorandum opinion and order, FCC granted application for modification of CP to change ERP from 3 kw visual and 1.5 kw aural to 2.7 kw visual, 1.4 kw aural; change studio and transmitter location to 770 E. Fifth St., Reno, and granted application for transfer of control through sale by Kenyon Brown of his 50% holding for $1,250 to Southwestern Pub. Co., licensee of KFSA-AM-FM Fort Smith, Ark., and permittee of KFSA-TV on uhf Ch. 22 at Fort Smith. Other 50% interest in KZTV is owned by Donald W. Reynolds, 66⅔% owner of Southwestern. FCC announced it had considered certain information which raised a question as to the qualifications of the applicant and in light of the facts now before it and in reliance upon the statements and assurances made to the Commission by the applicant it concluded that a grant of the applications would be in the public interest. Order July 16.

TV Processing—FCC on July 14 adopted a report and order for revising its procedure for processing applications for new TV stations in the light of the changed conditions resulting from one year of handling TV applications since the lifting of the freeze [See story, B•T, July 20].

FM Licensing—FCC on July 22 announced proposed amendments to Sections 1.320, 3.518 and 3.520 of its rules so that its licensing procedure for noncommercial educational FM stations will conform with that for AM and FM broadcast stations. This would be done by: (1) Fixing the

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Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

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license expiration date on a geographic instead of frequency basis, and (2) requiring renewal applications to be filed at least 90 (instead of 60) days prior to their expiration. Comments may be filed on or before Aug. 24. Order July 22.

FCC Procedures—FCC by order amended Part O of its rules to relieve the Broadcast Bureau Chief of filing minutes on actions taken by him under authority delegated to him. This information is obtainable in the License Division of that office and in other Commission records. Order July 22.

NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignment of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcast Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

CANADA

Change list No. 76, June 16, 1953

590 kc

CKRS Jonquiere, Que., 1 kw, assignment of call letters.

850 kc

CHRD Red Deer, Alberta, previously operating on 1230 kc, 250 w, 1 kw unl. directional night. Class II. 3-15-54.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-salesman, local Rocky Mountain station. Guaranteed $50 week plus 25% of profit. Reply Box 270X, B•T.

Manager for new 1 kw daytime, Tupelo, Miss., salary-commission. Must have proven ability. One announcer-copywriter; one personality announcer. Age 30 to 40. Write full details. E. O. Roden, Booneville, Miss.

Salesmen

Salesman. Experienced and of good habits. Southern city of 25,000. Livable guarantee against commission. Box 218X, B•T.

Salesman. Positive contract closer. Southern New England seacoast. Major network affiliate. Box 228X, B•T.

Salesman, not afraid of TV. Aggressive, promotion-minded, and mature for key sales position. Advancement guaranteed. Long established major network affiliate. Ideal market, best living conditions, medium sized city, up-state New York. Top organization, every benefit. Give complete resume. Confidential. Box 266X, B•T.

Want salesman who has two or three year earning record of $150 weekly average, but now wants more. Large mid-southern market. Indie. Send all details and pix in first letter. Box 293X, B•T.

Radio time salesman for combined TV-radio operation. Permanent established accounts. Earnings $400 to $600 per month. Opportunity for TV sales. Write Commercial Manager, Radio KCSJ, Pueblo, Colorado; full details, experience, photo, references.

Salesman, capable of moving up to commercial manager by proving ability. Salary and commission. Excellent future for right man in east Texas number one market. TV applicant. KGKB, Tyler, Texas.

Ambitious announcer, capable, interested selling. Commission basis plus good salary. Telephone today. KPRK, Livingston, Montana.

Experienced time salesman who can graduate to commercial manager near future. Excellent market. WCMY, Ottawa, Illinois.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

Announcers

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

Help Wanted—(Cont'd)

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Play-by-play, sports and news reporter. Want man capable of handling one-man news-sports department fulltime. Salary commensurate with ability. Audition, photo, full details to Box 211X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, impersonations well known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Staff announcer for kilowatt independent, southwest. Experience not necessary, ability is. Pay above average. Box 260X, B•T.

Announcers. Two for new NBC operation in beautiful Michigan Upper Penninsula. One for established NBC operation in northeastern Wisconsin with TV application. Send tape, resume, photo, salary requirement to WMAN, Marinette, Wis. No drifters need apply. If you have versatility, let's hear it on your tape. Box 278X, B•T.

Announcer-chief engineer wanted for Alabama station. Must be good announcer. State salary desired in letter. Box 280X, B•T.

Need disc jockey for mornings who might also be PD. All music station. No hillbilly. Send 30 minute tape, pix, full information. Box 294X, B•T.

Are you good enough for 50 kw? Midwest metropolitan indie has unusual opportunity for news and music man. Send details and audition to Box 313X, B•T.

News-special events director to gather via phone, write, and air local news. Must make frequent use of tape recorder, handle newsreel show, inteviews and special events. Must have authoritative style. Illinois station, $70. Send disc or tape and full resume. Box 317X, B•T.

Experienced announcer for small town independent. Good living conditions. $62.50 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Salesman for permanent home in vacation wonderland. Salary. Commission. Some announcing. Unrestricted list. Immediately. Phone, wire KPRK, Livingston, Montana.

Immediate announcer opening. Experienced only. Apply now. WDSR, Lake City, Florida.

Help Wanted—(Cont'd)

Have opening for staff announcer. Typing necessary. State expected salary first letter. Radio Station WRRF, Washington, North Carolina.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Chief engineer-announcer. Rural eastern station near vacation area. State age, salary expected, and work for last 5 years. Box 322X, B•T.

Engineer for AM transmitter operation with opportunity to work into TV. Car necessary. Contact Chief Engineer, WBCK, Battle Creek, Michigan.

One kilowatt educational FM station needs first class chief engineer interested in correlating training program for community college students. Good pay. WFBE, Oak Grove Campus, Flint, Michigan.

Engineer-announcer with ability to become chief engineer in group-owned stations. Good pay, modern equipment, excellent opportunity for advancement. WTUS, Tuskegee, Alabama.

WUSJ in Lockport, New York, has immediate opening for first ticket engineer. Transmitter, console. No announcing. $55 start. Contact Jack Gelzer, Manager.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Continuity writer for network affiliate. Additional opportunity to participate in programming on local level. Good copy and voice desired. Box 272X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Continuity writer. Energetic young man with some copywriting experience. Must be willing to work hard and able to work fast. Permanent position for right man. Send full details. WHEB, Portsmouth, New Hampshire.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Brand-new station, excellent working conditions, good opportunity for advancement. Will train right person. Rush full particulars, age, radio or advertising background, and salary requirements to Manager, WLSH, Lansford, Pa.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Salesmen

Experienced TV salesman to sell and service local accounts. Salary plus commission. Opportunity to become sales manager with new station going on air soon. Give resume and salary expected in first letter. Box 304X, B•T.

Salesman needed at once for Bakersfield, California, Channel 10, to go on air September. Fine earnings possible on salary and commission. Applicant must be available for personal interview at Bakersfield or New York. Contact Ed Urner, Sales Manager, KERO TV.

Account executive. Kansas City television station wants salesman preferably experienced in radio or television sales. Excellent working arrangements. State experience, personal data, and include recent photograph. Replies held in strict confidence. Box 2267, Kansas City, Missouri.

Announcers

Announcer with radio or TV background for established VHF television station, large market. Send resume and photo with first letter. Contact Box 321X, B•T.

Technical

New TV station needs technical directors, transmitter supervisor experienced TT5A, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 276X, B•T.

First class ticket holder, video man for installation and operation. Contact Chief Engineer, KGBS-TV, Harlingen, Texas, stating experience, education and salary requirement.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman--has overcome all the sins common to personnel in the business— can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, WPEO Peoria, Ill.

Help Wanted—(Cont'd)

Production-Programming, Others

Educational TV production center offers a limited number of opportunities for producer-directors. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B•T.

Situations Wanted

Managerial

Manager. Strong on both sales and programming. Excellent background. Successful record. Box 209X, B•T.

Manager. Small-medium market. Opened present successful operation. 8 years experience. 36, married, veteran, thoroughly reliable. Prefer midwest, northwest. Box 217X, B•T.

General or commercial manager. Experience all phases broadcasting. Want to solve your problems. Box 263X, B•T.

Let's build bigger billing! Sales manager—for metropolitan market. Presently employed as station sales representative with outstanding sales record. For complete story, wire or write Box 264X, B•T.

Combination general manager and commercial manager desires position with progressive station. Experienced in rural and metropolitan market. 250 to 5000 watts. Excellent references. Box 265X, B•T.

Commercial manager of 1000 watt midwest independent desires change to promotional-minded station in the San Francisco Bay region. Ten years experience, 3 in commercial radio. No hotshot, a steady salesman-announcer. Box 269X, B•T.

Mr. Station Manager: Mature family man with 13 years experience in all phases of radio and TV wants position with sports-minded station. Play-by-play a specialty. Can also handle program director duties, news, special events, record shows, and write. Presently employed. Excellent references. Box 282X, B•T.

General manager, manager. Firm believer in sound economy. Gross more than doubled since assumption of managership at present small market, 1 kw station. Age 31, married, with 3 children. Past president, Jaycees; member, Lion's International; president, Sunday school class. Box 291X, B•T.

Managerial position desired. 4½ years creative local and network production-direction. Married; community conscious, college degrees. Excellent references. Box 305X, B•T.

Money, personnel, low billing headaches? Let's get together. Manager, experienced, all phases. Prefer small market and permanency. Box 306X, B•T.

Manager-salesman. 9 years experience. Currently employed in large successful Florida market. Excellent station references. Box 310X, B•T.

Station manager-chief engineer. 25 years experience, all phases. Prefer medium or small western or northwestern station. Want permanent connection. Personal interview. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Announcers

Staff announcer. Age 30. One year experience. Married, wife infanticipating. Desire permanent position within 250 miles N.Y.C. Easy, relaxed style. Control board. Tape or personal interview. Box 219X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Five years experience, commercial radio, as staff announcer, program director, news editor. Good voice; draft exempt, conscientious, will prove asset to any organization. Details upon request. Box 274X, B•T.

Sportscaster-director, network play-by-play experience. Program director and sales experience, six years radio. Personal audition preferred. Available Sept. 1st. Box 277X, B•T.

Announcer. DJ, news. Radio school graduate. Beginner in field. Travel anywhere for start. Box 279X, B•T.

Announcer - engineer, 3 years experience all phases, married, in Rocky Mtn. area, desire more than $75 per week. Will travel. Box 281X, B•T.

Announcer. Light experience. Draft exempt. College graduate. Strong news, sports, DJ, commercials. Available Sept. 1. Box 283X, B•T.

Experienced announcer. Network, independent. College. Young. Draft exempt. Desire permanent relocation. Tape, photo. Box 284X, B•T.

Married, draft exempt, ambitious young man seeks permanent staff connection, news, sports, DJ specialty, operate board, experience light, good potential references, tape. Box 288X, B•T.

Situations Wanted—(Cont'd.)

Sportsman. 8 years experience, all phases play-by-play. Married. College graduate. Minimum $500. Box 290X, B•T.

Announcer, six years experience, diversified endeavors. Excellent local newswriting, reporting background. Extensive production experience; television training. Presently employed major market. Veteran, 26, married. Television or radio. Box 292X, B•T.

Announcer. Light experience, excellent potential. Handle control board for permanent station staff. Strong commercials, news. Mature, sober. Travel. Tape, resume. Box 295X, B•T.

Three years experience, seven years background, for Penna., Conn., Vt., and N. H. Top voice, good delivery. $65 plus and about or higher base. All inquiries answered in person. Available Sept. 7th. Box 296X, B•T.

Experienced staff announcer desires relocation to far west. Presently working at network affiliate. Tape on request. Box 297X, B•T.

Announcer-CBO. All phases, DJ, news, special events. Strong on commercials. Veteran, dependable, good voice, willing. 3rd phone. Seek New England area. Box 298X, B•T.

Mature voice. Strong on commercials, news. Board knowledge. Seeking permanent position. Prefer far west. Box 300X, B•T.

Announcer. 2 years experience. Presently PD. All-round staff man. Seeking job with future. Box 302X, B•T.

Top general announcer, 6 years experience Mutual, ABC, indies, deep network voice, seeks advancement. Box 308X, B•T.

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Stable, reliable, young announcer seeking station with opportunity for development and advancement. Holder of 3rd class radio and telephone ticket. Box 312X, B•T.

Attention! Dave Collins available August 1st. 6 years DJ with proven sales record. Capable staff. Family man. Desires permanency. Photo, tape, resume available. Box 314X, B•T.

Sportscaster. College graduate. Veteran, 25. Three years play-by-play baseball, football, basketball at 1 kw station in 40,000 market. Desire move to larger city. Best references from station, sponsors, and team officials. Available after current baseball season. Box 315X, B•T.

Dependable, all-round staff man. Strong on sports. Can handle board. Box 316X, B•T.

Announcer. Young. Ambitious. Dependable. Good voice. Operate control board. For station staff, DJ, news, commercials. Move promptly. Resume, tape. Box 319X, B•T.

Colored announcer. A beautifully rich, deep, mature voice. Midwestern graduate. All phases of radio and TV. Announcing, personality DJ shows a "cinch." Photo and disc on request. Box 324X, B•T.

Announcer, director. Practical experience in radio and TV. College education. Good ideas. Sports, console, camera, etc. All-round TV man, including film. References. Good idea for children's show. Write 2205 Bluegrass Lane, Cincinnati 37, Ohio.

Staff announcer. Graduate of midwestern broadcasting school. Newscasting, DJ and control board. Single. Draft exempt. Robert Ahnell, 2654 Collins, Blue Island, Ill. Fulton 5-1007.

Experienced announcer. Single, draft exempt. Excellent references. Light control work. Bill DuBois, Rt. 1, Box 109, Red Wing, Minnesota.

Announcer, control board operator. Young, reliable. Station staff. Third class ticket. Available, travel. References, tape. Jerry Gaier, 160 Lewis St., Perth Amboy, N. J.

Situations Wanted—(Cont'd.)

Conscientious announcer. College graduate, married, draft exempt. Some experience, strong in music. David Hall, Ellison Bay, Wisconsin.

Announcer. Single, reliable, hard worker. Control board operator. Heavy news, DJ, commercials. Seeks permanent staff position. Travel, promptly. Resume, tape. Joseph Roberts, 135 Cypress Drive, Kings Park, N. Y.

Technical

Announcer. First phone, good voice, good commercial delivery. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Chief engineer-manager. 25 years experience, construction, installation, recording, remotes, announcing, programming and sales. Excellent references. Personal interview. Western or northwestern. Can invest. Kidd, 9310 El Manor, Los Angeles 45, California.

Production-Programming, Others

Woman, nine years experience. Traffic, sales, programming, air work. TV experience. Permanent employment desired. Box 268X, B•T.

Reliable radio, TV copywriter, strong on sports, news, commercials. Experienced, draft exempt, single, will travel. Box 299X, B•T.

Here's how you can increase your sales. Try a man with over 3 years announcing experience who seeks position as PD. Contact Box 323X, B•T.

Attention, midwestern stations! Available sports program director. Six years experience, all phases radio including selling, play-by-play, all sports. Presently employed SD, PD. Box 326X, B•T.

Television

Salesmen

Young, married man, college graduate recently released from service. Strong radio background in sales and programming. Network TV training, experienced. Desire TV position west coast, but consider any reasonable offer. Box 287X, B•T.

Topflight salesman anxious to sell television. 4 years successful advertising sales. Missouri journalism. Veteran. Highest references. Box 318X, B•T.

Technical

Photographer with diversified background in news and illustration desires connection with progressive TV station. Opportunity as TV cameraman welcomed. 38, married, two children. H. M. Zalmanoff, 772 Harrison, Syracuse, New York.

Production-Programming, Others, etc.

Production manager-producer-director. Have directed over 115 different shows including network programs and a Peabody Award winner, 1952. Extensive sports remote experience, also training of production personnel. Can be an asset to your station. Available immediately. Finest references. Box 116X, B•T.

Attention TV stations. Can you use a TV personality who can direct, MC and write saleable low-budget shows? Telegenic. Versatile. 15 years sho-biz. Now on TV-radio in Hawaii. Available in 30 days. Box 206X, B•T.

Experienced television director-producer. Ten years radio, theater, news. NBC trained. Box 261X, B•T.

Producing hundred live shows weekly. Creative. Network, independent experience. Employed. Box 311X, B•T.

TV program director with 20 years experience in management, programming and sales, would like to make a change. Box 320X, B•T.

(Continued on next page)

STUDIO EQUIPMENT — RECORDING EQUIPMENT

Complete studio, control room, and recording equipment. Finest equipment, practically all new. Ideal buy for new television station.

This equipment is set up and can be seen operating in New York by appointment.

5 R.C.A. Tape Recorders
R.C.A. Console
4 Presto Tape Recorders
Fairchild Studio Recorder 523 J-L
4 Magna Corders P.T. 6-R
R.C.A. Rack for Jack Strips
2 Hermon Hosmer Noise Suppressors

This is a partial list. In addition there are all types of testing, recording, and speech equipment of every description.

Will Sacrifice at Quick Disposal

PHONE Miss Ada Kosow **Murray Hill 5-6090 New York, N. Y.**

For Sale

Stations

$5000 down takes Rocky Mountain local in single station non-TV market. Owner preoccupied other businesses. Reply Box 271X, B•T.

Midwest: 250 watt indie. Nets $20,000. Bills $60,000. Asking $50,000. Terms possible. Box 286X, B•T.

Equipment, etc.

Complete Western Electric 3 kw FM transmitter. Practically new. Also 400 feet 1⅝ 70 ohm coaxial line and 300 feet, 1⅝ 51.5 ohm coaxial. Transmitter complete except for studio equipment. Bargain. Box 230X, B•T.

Western Electric 5 kw AM transmitter. Stored Chicago area. Excellent for rebuilding for low-cost power increase, Conelrad transmitter, etc. $800. Box 235X, B•T.

New WE 640AA condenser microphone, 1095 amplifier, accessories. Cost $525, $395; WE 630A eight balls $65; Altec 633A dynamics $45; RCA 74B juniors $37.50; Shure 556 cardioids $30; Western 129A four channel pre amp, mounting and tubes cost $380, $175; Western 124E amplifier $50; Presto 900R1 tape recorder cost $350; $235. Box 289X, B•T.

One RCA four section aluminum FM pylon antenna, complete with matching harness. Knocked down, ready for shipment, uncrated. Price $500 fob, KXOK transmitter, Granite City, Illinois. Contact A. F. Rekart, KXOK, St. Louis, Missouri.

Minitape portable tape recorder equipped with American D-22 microphone—$190. WSOC, Box 2536, Charlotte, N. C.

Stancil-Hoffman minute tape recorder model M5A. Best offer. Brown, 1201 Brentwood, St. Louis, Missouri.

Wanted to Buy

Equipment, etc.

Need used three or four channel consolette in running condition. Also turntables with two regular speeds. Box 273X, B•T.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Used studio control console. Dual channel preferred. Need immediately. Radio station WTOB, Winston-Salem, N. C.

Used console or mixer for film recording studio. Give description and price in first letter. Kent Lane, Inc., Louisville 3, Kentucky.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

Salesman or Sales Manager of Proven Ability

At smaller city Ohio independent. Opportunities are large and family living conditions excellent. A conservative, high quality operation—newspaper owned. Let us hear from you, including your suggestions as to terms.

BOX 262, B•T

SALESMAN GO-GETTER

Good proposition for the right man. Write wire or call Dewey Long, Manager,

WABB
Mobile, Ala.

Help Wanted—(Cont'd)

Announcers

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

TOP RATED MAJOR MARKET upstate New York network station wants young staff man with DJ experience. Salary plus talent. Must be aggressive. Send picture and tape to Box 301X, B•T. All tapes returned to applicants.

Technical

CHIEF ENGINEER WANTED

UHF station—first in choice Springfield, Ill., market — desires chief engineer. Must be thoroughly experienced in overall TV station technical operation and maintenance of studio, control room and transmitter equipment. Excellent opportunity. Box 325X, B•T.

Production-Programming, Others

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

WANTED: PROMOTION MANAGER

Network-owned radio station in major Eastern market has an immediate opening for a self-starting promotion manager. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with the salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send *complete* resume to

Box 327X, B • T.

Help Wanted—(Cont'd)

RADIO & TV DIRECTOR

We need a creative woman who has imaginative commercial ideas, plus the PROVEN ability to direct and produce those ideas effectively on the screen and air. Knowledge of fashion helpful but not imperative. Please send your resume to:

Patricia Wright
Morris B. Sachs Inc.
6638 S. Halsted
Chicago, Illinois

Television

Production-Programming, Others

NEW NETWORK-AFFILIATED TV STATION

NE section United States looking for program director. Essential must have been assistant program director or program director in smaller TV station. Also want commercial manager who has had radio or TV experience. Positions offer exceptional opportunity in one of the nation's major markets.

Reply Box 61X, B•T

EXPERIENCED TV PERSONNEL

WGEM-TV, Quincy, Illinois, Channel 10 permittee in new market needs experienced production director, film editor, projectionist, TV copywriter, salesmen and engineers. State age and experience in application. Quincy Broadcasting Company, Quincy, Illinois.

Situations Wanted

ACTIVE TV CONSULTANT

Are you prepared for your FCC hearing? Do your exhibits cover *every* phase of your proposed operation? My method is to move into your market and create the material you need for your best FCC exposition. I have just completed such an operation for two clients, involving ninety exhibits covering all phases of their projected TV stations. Currently available. I can offer numerous excellent trade references and several years background in stations and advertising agencies. *Box 328X, B•T.*

Wanted to Buy

WANTED - - - *PROGAR*

Langevin type 119-A Progar amplifier.

State condition and price.

Box 303X, B • T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Want a *Better* Job in Radio?

Then list with us now. We have immediate openings in all parts of the country. Just write, or wire: SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

910 kc

CHRL Roberval, Que., previously operating on 1340 kc, 250 w, 1 kw unl. directional night. Class III. 3-15-54.

1080 kc

CHED Edmonton, Alberta, 1 kw, assignment of call letters.

1230 kc

CFHR Hay River, N.W.T., previously operating with 100 w, 250 w unl. Class IV. Immediately.

1270 kc

(New) St. Joseph d'Alma, Que., 1 kw unl., directional night. Class III. 3-15-54.

1280 kc

(New) Montreal, Que., 5 kw unl. directional. Class III-A. 3-15-54.

1340 kc

CJQC, Quebec, Que., 250 w, change in call letters from CJNT.

1400 kc

CKRB St. Georges, Que., 250 w, assignment of call letters.

1490 kc

CFHR Hay River, N.W.T., deleted, assignment on 1230 kc.

1600 kc

CHVC Niagra Falls, Ont., increase in night power, 5 kw unl., directional night. Class III. 3-15-54.

Routine Roundup . . .

July 16 Decision

By Commission En Banc

McFarland Letter

KTVW (TV) Wichita Falls, Tex., White Television Co. — Is being advised that application (BMPCT-1146) requesting extension of time to Jan. 5, 1954, to complete new TV station to operate on Ch. 20, which was authorized Nov. 5, 1952, cannot be granted at this time on basis of information supplied.

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Granted Petition

Michiana Telecasting Corp., Notre Dame, Ind. —Granted petition for extension of time until June 16, 1953, to file its reply to motion to enlarge issues filed by South Bend Bcstg. Corp., South Bend, Ind. (Docket 10535; BPCT-1431 et al). (Action 7/10).

Petition Dismissed

American Colonial Bcstg. Corp., San Juan, P. R.—Dismissed as moot petition of July 3, 1953, for leave to amend its TV application; subject application was dismissed on July 7 (Docket 10437; BPCT-1036) (Action 7/10).

Versluis Radio & Television Inc., Muskegon, Mich.—Denied petition to intervene in proceeding re applications of Music Bcstg. Co. (Docket 10552, BPCT-1275) and W. S. Butterfield Theatres Inc. (Docket 10553, BPCT-1502) each requesting CP for new TV station to operate on Ch. 23 in Grand Rapids, Mich. (Action 7/14).

By Hearing Examiner Benito Gaguine

Granted Petition

Montgomery Bcstg. Co., Montgomery, Ala.—Granted petition for leave to amend its application for CP for new TV station (Docket 10573; BPCT-670); amendment is merely corrective in nature (Action 7/14).

Pre-hearing Conference

Ordered pre-hearing conference in proceeding re applications of Southern Bcstg. Co. (Docket 10575, BPCT-683) and Southern Enterprises (Docket 10576, BPCT-1051) each requesting CP for new TV station on Ch. 32 in Montgomery, Ala.; conference to be held at 10:00 a.m., July 31, 1953 (Action 7/14).

Hearing Continued

KBIG Avalon, Calif., John Poole Bcstg. Co.—Upon request of Columbia Bcstg. System Inc. of California, and without objection thereto by other parties, hearing scheduled to commence on July 20, 1953, in this matter was continued to 10:00 a.m., Aug. 3, 1953 (Action 7/13). (Docket No. 10536).

By Hearing Examiner H. B. Hutchison

Notice of Hearing

Marshall Formby, Spur, Tex.—Notice is given that hearing in this matter (Docket 9710, BP-7577) will be held at 10:00 a.m., Sept. 14, 1953, in Washington, D. C.

By Commissioner John C. Doerfer

Ordered to Preside

KDIA Auburn, Calif., Diamond H Ranch Bcstrs. —Ordered that Elizabeth C. Smith preside at hearing in this matter (Docket 10405; BR-2544), scheduled for 10:00 a.m., August 13, 1953, at Auburn, Calif.

By Hearing Examiner Herbert Sharfman

Granted Petition

Mountcastle Bcstg. Co., Knoxville, Tenn. — Granted petition for leave to amend its TV application (Docket 10510, BPCT-813) in various respects.

By Hearing Examiner Fanney N. Litvin

Pre-hearing Conference

Ordered pre-hearing conference in proceeding re applications of The Brush-Moore Newspapers Inc. (Docket 10272, BPCT-264) and Stark Bcstg. Corp. (Docket 10273, BPCT-949) each requesting CP for new TV station on Ch. 29 in Canton, Ohio; conference to be held in Room 1081 Temporary "T" Bldg., Washington, D. C., at 10 a.m., July 17, 1953.

By Hearing Examiner Basil P. Cooper

Extension of Time

Tampa Times Co., Orange Television Bcstg. Co., Tampa Television Co., Tampa, Fla.—Granted requests for extension of time from Aug. 3 to Aug. 10, 1953, for filing "Reply and Supplemental Findings and Conclusions of Law," and counsel for each party may file "Counter Reply" on or before Aug. 20, 1953 (Docket 10253, BPCT-468 et al).

By Hearing Examiner H. Gifford Irion

Hearing Continued

Versluis Radio & Television Inc., Muskegon, Mich.—Ordered that the further hearing now scheduled for 9:00 a.m., July 16, 1953, be continued until 4:00 p.m., July 16, 1953.

July 16 Applications

ACCEPTED FOR FILING

Modification of CP

KCMR McCamey, Tex., Sprayberry Bcstg. Co. —Mod. CP (BP-8530) which authorized new AM, for approval of ant., trans. and studio location. Amended to change ant., trans. and studio location (BMP-6135 amended).

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanical Art—Mod. CP (PBCT-214) as mod., which authorized changes in noncommercial educational FM station, for extension of completion date (BMPED-266).

WOI-TV Ames, Iowa, Iowa State College of Agriculture & Mechanical Arts—Mod. CP (BPCT-974) as mod., which authorized changes in facilities of existing commercial TV station, for extension of completion date from 7/11/53 to 1/11/54 (BMPCT-1229).

KFOR-TV Lincoln, Neb., Cornbelt Bcstg. Corp. —Mod. CP (BPCT-811) as mod., which authorized new commercial TV station, for extension of completion date from 8/18/53 to 1/1/54 (BMPCT-1231).

WTVR (TV) Richmond, Va., Havens & Martin Inc.—Mod. CP (BPCT-602) as mod., which authorized changes in facilities for existing station, for extension of completion date from 8/12/53 to 2/1/54 (BMPCT-1232).

Amendment

WPMP Pascagoula, Miss., Crest Bcstg. Co.—CP to change frequency from 1580 kc to 1540 kc; increase power from 250 w to 1 kw and install new trans. Amended to add contingent on WKXY changing frequency to 1580 kc (BP-8751 amended).

Remote Control

Following stations request to operate transmitters by remote control:

KBON Omah, Nev., Inland Bcstg. Co. (BRC-123); WSAU Wasuau, Wis., WSAU Inc. (BRC-121).

Renewal of License

Following stations request renewal of license:

KMLW Marlin, Tex., Falls County Public Service (BR-2806); KABC San Antonio, Tex., Alamo Bcstg. Co. (BR-412), KUHF-FM Houston, Tex., U. of Houston (BRED-69).

Application Returned

Public Information Corp., Durham, N. C., Ch. 46—Application returned 7/13/53 in accordance with Commission order of 6/26/53 making final grant of 2/25/53 to T. E. Allen & Sons Inc.

July 20 Applications

ACCEPTED FOR FILING

Amendment

KIVY Crockett, Tex., The Pioneer Bcstg. Co.—CP to change frequency from 1570 kc to 1290 kc; increase power from 250 w-D to 500 w-D; change type trans. and make changes in ant. system. Amended to change name to James H. Gibbs tr/as The Pioneer Bcstg. Co. (BP-8646 amended).

Modification of CP

KBMI Henderson, Nev., Moritz Zenoff—Mod. CP (BP-8687) which authorized new AM, to change trans. and studio locations and change type trans. (BMP-6249).

License to Cover CP

KMAK Fresno, Calif., The McMahan Co.—License to cover CP (BP-8522) which authorized new AM. (BL-5066).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—License to cover CP (BP-8272) which authorized changes in DA pattern for D operation (BL-5064).

Renewal of License

Following stations request renewal of license:

KCKY Coolidge, Ariz., Gila Bcstg. Co. (BR-2128); KWJB Globe, Ariz., Gila Bcstg. Co. (BR-973); KGAN Kingman, Ariz., J. James Glancy (BR-2382); KTYL Mesa, Ariz., Harkins Bcstg. Inc. (BR-1459); KRAM Las Vegas, Nev., Boulder City Bcstg. Co. (BR-1973); KLAS Las Vegas, Nev., Las Vegas Bcstrs. Inc. (BR-1852); KOH Reno, Nev., McClatchy Bcstg. Co. of Nevada (BR-742); KVSF Santa Fe, N. Mex., Santa Fe Bcstg. Co. (main and auxiliary) (BR-840); KVOG Ogden, Utah, United Bcstg. Co. (BR-1936); KNAK Salt Lake City, Utah, Granite District Radio Bcstg. Co. (BR-1214); KUTA Salt Lake City, Utah, Utah Bcstg. & TV Co. (main) (BR-971); KGOS Torrington, Wyo., Joseph P. Ernst (BR-2463); KWOR Worland, Wyo., Joseph P. Ernst (BR-1237).

July 21 Decisions

BY THE BROADCAST BUREAU

Actions of July 20

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WESK Escanaba, Mich.; WHUN Huntingdon, Pa.; WSAU Wausau, Wis.; KRUS Ruston, La.; WKVA Lewistown, Pa.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia N. C.

WANTED

TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS

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Features - Shorts - Variety

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Offer to Principals Only
Send Full Details with Lists
in First Letter, Please
Contact . . . Now

North American Enterprises Inc.

Program Division
CLEVELAND 18, OHIO
YEllowstone 2-0095

Actions of July 17

Extension of Completion Date

WTVR Richmond, Va., Havens & Martin Inc.—Granted extension of completion date to Feb. 1, 1954 (BMPCT-1232).

WOI-TV Ames, Iowa., Iowa State College of Agr. & Mech. Arts—Granted extension of completion date to Jan. 11, 1954 (BMPCT-1229).

KFOR-TV Lincoln, Neb., Cornbelt Broadcasting Corp.—Granted extension of completion date to Jan. 1, 1954 (BMPCT-1231).

Actions of July 15

Granted License

WCSH Portland, Me., Congress Square Hotel Co.—Granted license for aux. trans. (BL-5011).

KASL Newcastle, Wyo. Newscastle Broadcasting Co.—Granted license for AM station; 1240 kc, 250 w unl. (BL-5058).

Granted CP

WDSR Lake City, Fla., Deep South Radioways—Granted CP to install new trans. (BP-8930).

Modification of CP

WARB Covington, La., A. R. Blossman Inc.—Granted Mod. CP for approval of ant., trans. and studio locations, and change type of trans.; engineering condition (BMP-6214).

Extension of Completion Date

WCAR Detroit, Mich., WCAR Inc.—Granted extension of completion date to 2/11/54 (BMP-6252).

WOSH-TV Oshkosh, Wis., Oshkosh Broadcasting Co.—Granted extension of completion date to 1/26/54 (BMPCT-1226).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WFGM Fitchburg, Mass.; KNEA Jonesboro, Ark.; WCRA Effingham, Ill.; WDSR Lake City, Fla.; WPAR Parkersburg, W. Va.; WOL Washington, D. C.; and WOL Synch. Amplifier; **WLOG Logan, W. Va.; WLCM Lancaster, S. C.; WITH Baltimore, Md.; KSMO Salem, Mo.; WLEX Lexington, Ky.**

Actions of July 14

Granted License

WROV-FM Roanoke, Va., Radio Roanoke Inc.—Granted license covering changes in FM station (BLH-897).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.—Granted license covering changes in facilities; 560 kc. 500 w-N-5 kw-LS, DA-N, unl., (BL-5036).

WMSC Columbia, S. C., Marseco Broadcasting Corp.—Granted license for new trans. (BL-5054).

KTLO Mountain Home, Ark., Mountain Home Broadcasting Corp.—Granted license for AM station; 1490 kc, 250 w-unl. (BL-5017).

Extension of Completion Date

The following were granted extension of completion dates as shown:

KMYC Marysville, Calif. to 8/12/53; **WTMJ-TV Milwaukee, Wis.** to 10/11/53; **WEEU-FM Reading Pa.** to 9/15/23.

Remote Control

The following stations were authorized to operate transmitters by remote control:

WPAR-FM Parkersburg, W. Va.; WOL-FM Washington, D. C.; WLOG-FM Logan, W. Va.

Actions of July 13

KLIF Dallas, Texas, Trinity Broadcasting Corp.—Granted license covering use of aux. trans. as alternate main at night (BL-5048).

July 21 Applications

ACCEPTED FOR FILING

Modification of CP

WFLR Tallahassee, Fla., WASP Inc.—Mod. CP (BP-8190) which authorized new AM, for approval of ant., trans. location as 2¼ miles north of state capitol and west of Meridian Rd., Tallahassee, and specify main studio location as 600 North Munroe, Tallahassee. (BMP-6258).

WBEN-TV Buffalo, N. Y., WBEN Inc.—Mod. CP (BPCT-647) as mod., which authorized changes in existing station for extension of completion date from 8/12/53. (BMPCT-1239) (main).

WBTM-TV Danville, Va., Piedmont Bcstg. Corp.—Mod. CP (BPCT-643) which authorized new commercial TV, for extension of completion date from 8/17/53 to 2/1/54. (BPMCT-1241).

Renewal of License

Following stations request renewal of license: **KVOA Tucson, Ariz.,** Ariz. Bcstg. Co. (main and aux.) (BR-7558); **KCNA Tucson, Ariz.,** The Catalina Bcstg. Co. (BR-1525); **KYUM Yuma, Ariz.,** Yuma Bcstg. Co. (BR-1050); **KID Idaho Falls, Ida.,** Ida. Radio Corp. (BR-743); **KLIX Twin Falls, Ida.,** Southern Ida. Bcstg. & TV Co. (main) (BR-1395); **KALG Alamogordo, N. Mex.,** William Wayne Phelps (BR-2485); **KWAL Wallace, Ida.,** Silver Bcstg. Co. (BR-1038); **KOAT Albuquerque, N. Mex.,** Alvardo Bcstg. Co. (BR-1386); **KGGM Albuquerque, N. Mex.,** N. Mex. Bcstg. Co. (BR-714); **KSVP Artesia, N. Mex.,** Artesia Bcstg. Co. (BR-1418); **KCLV Clovis, N. Mex.,** New-Tex Bcstg. Inc., (BR-2708); **KFUN Las Vegas, N. Mex.,** Southwest Bcstrs. Inc. (BR-1166); **KRSN Los Alamos, N. Mex.,** Alvarado Bcstg. Co. (BR-2401); **KSIL Silver City, N. Mex.,** Southwest N. Mex. Broadcast Corp. (BR-1310); **KMUR Murray, Utah,** Oral J. Wilkinson (BR-2198); **KOPP Ogden, Utah,** KOPP Inc. (BR-1768; **KDYL Salt Lake City, Utah** (main and aux.) (BR-133); **KBIO Burley, Ida.,** KBIO Inc. (BR-1307); **KJRL Pocatello, Ida.,** Radio & TV Bcstg. of Ida. (BR-2083); **KWIK Pocatello, Ida.,** Eastern Ida. Bcstg. & TV Co. (BR-1347); **KWEW Hobbs, N. Mex.,** KWEW Inc. (BR-972); **KPHO-TV Phoenix, Ariz.,** Meredith Engineering Co. (BRCT-66); **WMAR-TV Baltimore, Md.,** The A. S. Abell Co. (BRCT-8); **WAAM (TV) Baltimore, Md.,** WAAM Inc. (BRCT-14).

July 22 Decisions

By Commission En Banc

McFarland Letter

Clarksville Bcstg. Co., Clarksville, Tenn., Joe N. Macke, Dickson, Tenn.—Are being advised that their applications for new AM stations are mutually exclusive and indicate necessity of hearing. Both seek to operate on 1260 kc, D; Macke with 1 kw (BP-8876) and Clarksville with 500 w (BP-8762).

KIFN Phoenix, Ariz., Western Bcstg. Co., KOAT Albuquerque, N. Mex., Alvarado Bcstg. Co.—Are being advised that their applications to operate on 860 kc involve engineering considerations which indicate necessity of hearing. KIFN, which has CP to operate on 860 kc with 1 kw, D, seeks unl. operation (BMP-6194); KOAT seeks to change from 1240 kc, 250 w, unl., to 860 kc 500w, 1 kw-LS, unl. (BP-8782).

WPAC Patchogue, N. Y., Patchogue Bcstg. Co.—Is being advised that application to increase power on 1580 kc from 250 w to 1 kw, D, involves engineering considerations which indicate necessity of hearing (BP-8525).

Waived Rules

KID Idaho Falls, Ida., Idaho Radio Corp.—Waived rules and granted application for Mod. of license to move main studio outside city limits (BML-1548).

Denied Petition

WJDA Quincy, Mass., South Shore Bcstg. Co.—Denied petition requesting that WVDA Boston, be required to change its call letters. Commission doesn't think confusion seems likely.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KDET, Center, Texas; KECK, Odessa, Texas; KFDR, Grand Coulee, Wash.; KFTV, Paris, Texas; KFYO, Lubbock, Texas; KHBR, Hillsboro, Texas; KIMP, Mt. Pleasant, Texas; KITE, San Antonio, Texas; KNAF, Fredericksburg, Texas; KOLJ, Quanah, Texas; KPDN, Pampa, Texas; KRBA, Lufkin, Texas; KRIO, McAllen, Texas; KRRV, Sherman, Texas; KTLW, Texas City, Texas; KVIC, Victoria, Texas; KVKM, Monahans, Texas; KWBC, Ft. Worth, Texas; KWKC, Abilene, Texas; WTAW, College Station, Texas; KJBC, Midland, Texas; KDNT and KDNT-FM, Denton, Texas; KEPO, El Paso, Texas; KOCA, Kilgore, Texas; KOSA, Odessa, Texas; KPAN, Hereford, Texas; KRGV, Weslaco, Texas; KSPA, Santa Paula, Calif.; KTAE, Taylor, Texas; KTBB, Tyler, Texas; KTER, Terrell, Texas; KVMC, Colorado City, Texas, WIDE, Biddeford, Maine; WRAK & Alt. Williamsport, Pa.; WSAU, Wausau, Wis.; WSGC, Elbertson, Ga.; KRIC-FM, Beaumont, Texas.

Returned Applications

Returned applications for TV station license renewals of WDTV, Pittsburgh, Pa. (BRCT-99); WMCT, Memphis, Tenn. (BRCT-24); WAVE-TV, (BRCT-74) and WHAS-TV (BRCT-72) both of Louisville, Ky., because same concern operation on channels no longer assigned. Stations are operating with STA on new channels specified in show cause orders issued as result of revised table of TV frequency allocations for which licenses may be applied for upon completion of authorized construction.

Renewal of License

Granted renewal of license of WGAL-TV, Lancaster, Pa. (BRCT-50), subject to grant being withdrawn upon determination of proceedings involving applications of WGAL Inc (BPCT-910), and Peoples Bcstg. Co. (BPCT-645). (Peoples has appealed to Court grant to WGAL to operate on Ch. 8).

Actions on Motions

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

KRLW Walnut Ridge, Ark., Southern Baptist College—Granted petition to accept its late appearance in proceeding re its application (Docket 10547; BP-8372).

KBIG Avalon, Calif., John Poole Bcstg. Co.—Granted petition, as mod., for extension of time to and including July 27, 1953, within which a reply to motions to enlarge issues filed by CBS and KMPC in re (Docket 10536; BL-4897).

WMBD Inc., Peoria, Ill.—Granted petition for extension of time to July 17, 1953, within which to file opposition to petition of WIRL Tele. Co. to change issues in Docket 10541 et al. (Action taken 7/15/53).

subject to prior sale,

WE OFFER:

BORDER STATE MIDWEST
Excellent Potential, $40,000.

EASTERN FOREIGN LANGUAGE
Low cost operation, profitable.

WEST COAST NETWORK
Desirable location, growing market.

R. C. CRISLER & Co.
RADIO STATION BROKERS—FINANCING
CINCINNATI, OHIO

1109 UNION TRUST BLDG. **DUNBAR 7775**

WANT A DIFFERENT TV SHOW?
Popular, well rated, entertaining?
The Sportsman's Club
52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

By Hearing Examiner H. Gifford Irion

H. L. Hunt and Coastal Bend Tele. Co., Corpus Christi, Texas—Continued conference in re proceeding in Dockets 10577-78, from July 31 to Aug. 5, 1953. Session on that date will consist solely of hearing conference at which no testimony will be taken. (Action of 7/21/53).

Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, Corpus Christi, Texas—Ordered continuance from July 24 to Aug. 3, 1953 of formal hearing conference. Session on that date will consist solely of hearing conference at which no testimony will be taken (Action of 7/16/53).

Versluis Radio & Tele. Inc., Muskegon, Mich.—Continued indefinitely session scheduled for July 16, 1953 in re (Docket 10442; BPCT-1208), by agreement among the parties. (Action of 7/16/53).

By Hearing Examiner James D. Cunningham

Eugene Television Inc., Eugene, Ore.—Ordered that subsequent course of hearing to be resumed on Aug. 3, 1953 in re (Doc. 10571; BPCT-1231), shall be governed by statements and provisions made at conference held on July 13, 1953. (Action of 7/17/53).

Eugene Television Inc., Eugene, Ore.—On Commission's own motion, ordered that Vol. 1 of official report of proceedings in re (Docket 10571) be corrected in various respects. (Action of 7/16/53).

By Hearing Examiner Basil P. Cooper

Received in evidence and made part of record in proceeding in re Teleanserphone Inc. and Robert C. Crabb (Dockets 9847-48), stipulation and affidavits and engineering exhibit, and ordered record closed. (Action of 7/15/53).

By Hearing Examiner Elizabeth C. Smith

Ordered that filing of proposed findings and conclusions in re applications of Westinghouse Radio Stations, Inc., et al, for Ch. 8 in Portland, Ore. (Docket 9138 etc.), shall be in conformity with stipulation heretofore agreed upon, and all proposed findings and conclusions shall be set forth in serially numbered paragraphs with appropriate citations.

Granted petitions filed by Columbia Empire Telecasters Inc. and Northwest Tele. and Bcstg. Co., Portland, Ore. (Dockets 10247 etc) for corrections to be made to transcript in this proceeding.

Ordered that time in which to file proposed findings in re applications of Oregon Television Inc., Portland, Ore., et al (Docket 10246, etc.) be extended to July 31, 1953. (Action taken 7/17/53).

Remote Control

Following stations request to operate transmitters by remote control:

WIPB Macon, Ga., The Peach State Bcstg. Co. (BRC-126); KELY Ely, Nev., White Pine Bcstg. Co. (BRC-125); WYVE Wytheville, Va., Wythe County Bcstg. Co. (BRC-127); WRAK-FM Williamsport, Pa. WRAK Inc., 301-A application (BRCH-41); WEAU-FM Eau Claire, Wis., Central Bcstg. Co., 301-A application (BRCH-40).

APPLICATIONS RETURNED

Transfer of Control

WMLS Sylacauga, Ala., Marble City Bcstg. Co.—Voluntary transfer of control of licensee corp. from Edward J. Smith and Richard L. Scroggins to Curtis O. Liles.

WJGM Fitchburg, Mass., The Wachusett Bcstg. Corp.—Voluntary transfer of control of licensee corp. from Ansel E. Gridley to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers.

Modification of CP

KIMA Yakima, Wash., Cascade Bcstg. Co.—Mod. CP (BP-8704) which authorized increase in power, install new trans. and DA for night use, make changes in ant. system and change trans. location (coordinates only) to change type trans.

July 22 Applications

ACCEPTED FOR FILING

Modification of CP

KCLS Flagstaff, Ariz., Saunders Bcstg. Co.—Mod. CP (BP-8383) which authorized change in frequency, increase power, change hours of operation, change type trans. and make changes in ant. system, to make changes in ant. system. (BMP-6259).

WINZ Hollywood, Fla., Hollywood Bcstg. Co.—Mod. CP (BMP-3205) as mod., which authorized increase power, installation of new trans., make changes in DA and move studio location, for extension of completion date. (BMP-6260).

WSPN Saratoga Springs, N. Y., Spa Bcstrs. Inc.—Mod. CP (BP-6808) as mod., which authorized new AM, for extension of completion date. (BMP-6261).

KIDO-TV Boise, Ida., KIDO Inc.—Mod. CP (BPCT-880) which authorized new commercial TV, for extension of completion date from 8/23/53 to 2/23/54. (BMPCT-1245).

WMAR-TV Baltimore, Md., The A. S. Abell Co.—Mod. CP (BPCT-866) which authorized changes in existing station, for extension of completion date from 9/7/53 to 12/7/53. (BMPCT-1247).

WJTV (TV) Jackson, Miss., Miss. Publishers Corp.—Mod. CP (BPCT-719) as mod. which authorized new commercial TV, for extension of completion date from 8/12/53 to 2/12/54. (BMPCT-1244).

WAZL-TV Hazleton, Pa., Hazleton TV Corp.—Mod. CP (BPCT-481) which authorized new commercial TV, for extension of completion date from 8/17/53 to 2/28/54. (BMPCT-1246).

WABL Columbia, Miss., Southwestern Bcstg. Co. of Miss.—Mod. CP (BP-8516) which authorized new AM, for approval of ant., trans. location as W. Side of Hwy. (old) No. 13 and approx. 1.5 miles northwest of center of Columbia, Miss. and change type trans. (BMP-6265).

WMDL Meyersdale, Pa. WJAC Inc.—Mod. CP (BP-8322) which authorized new AM, for approval of ant., trans. location as On Hwy. toward Berlin, Pa., 0.25 mile East of City limits of Meyersdale, Pa. (BMP-6263 resubmitted).

KNX-FM Hollywood, Calif., Columbia Bcstg. System Inc.—Mod. CP (BPH-1808) which authorized changes in licensed station, for extension of completion date. (BMPH-4834).

KFDX-TV Wichita Falls, Tex., Wichtex Radio & TV Co.—Mod. CP (BPCT- 722) which authorized new commercial TV, for extension of completion date from 8/17/53 to 10/17/53. (BMPCT-1250).

License to Cover CP

WFAX Falls Church, Va., Lamar A. Newcomb—License to cover CP (BP-8163), as mod., which authorized increase in power and change type trans. (BL-5067).

WWSC Glens Falls, N. Y., Great Northern Radio Inc.—License to cover CP (BP-8654) which authorized change in trans. location and change in type trans. (BL-5068).

WNEX-FM Macon, Ga., Macon Bcstg. Co.—License to cover CP (BPH-1854) which authorized changes in licensed station. (BLH-906).

KVTV(TV) Sioux City, Iowa, Cowles Bcstg. Co.—License to cover CP (BPCT-1078) which authorized new commercial TV, and to change studio location to 614 Pierce St., Sioux City, Iowa. (BLCT-140).

WCCO-TV Minneapolis, Minn., Midwest Radio-TV Inc.—License to cover CP (BPCT-788) as mod., which authorized changes in existing commercial TV. (BLCT-141).

WPFP Park Falls, Wis., Radio Station WIGM Inc.—License to cover CP (BP-8544) as mod., which authorized new AM. Amended to change name of applicant to M & N Bcstg. Co. (BL-5057 amended).

Renewal of License

Following stations request renewal of license: KGPH Flagstaff, Ariz., The Frontier Bcstg. Co. (resubmitted) (BR-2595); KCLS Flagstaff, Ariz., Saunders Bcstg. Co. (BR-2501); KOLE Port Arthur, Tex., Port Arthur Bcstg. Co. (BR-1514); KAND Corsicana, Tex., Alto Inc. (BR-925); KTXL San Angelo, Tex., Westex Bcstg. Co. (BR-1780); KGKL San Angelo, Tex., Lewis O. Seibert (BR-738); KFBC Cheyenne, Wyo., Frontier Bcstg. Co. (BR-2010); KOWB Laramie, Wyo., The Snowy Range Bcstg. Co. (BR-1924 resubmitted); WBRY Waterbury, Conn., American-Republican Inc. (BR-1022); KVNI Coeur d'Alene, Ida., Coeur d'Alene Bcstg. Co. (BR-1980); KPST Preston, Ida., Voice of the Rockies Inc. (BR-2137); KRXK Rexburg, Ida., Snake River Radio & TV Co. (BR-2593); WJCD Seymour, Ind., Dr. Azra C. Baker (BR-2368); KOLO Reno, Nev., Reno Bcstg. Co. (BR-1342); KPBM Carlsbad, N. Mex., Coronado Bcstg. Co. (BR-2490); KRTM Raton, N. Mex., Southwest Bcstrs. Inc. (BR-2304); WFMJ Youngstown, Ohio, The WFMJ Bcstg. Co. (BR-1010); KBUD Athens, Tex., The Henderson County Bcstg. Co. (BR-1977); KBWD Brownwood, Tex., Brown County Bcstg. Co. (BR-1132); KSUB Cedar City, Utah, Southern Utah Bcstg. Co. (BR-933); WKBH LaCrosse, Wis., WKBH Inc., (BR-610); WISC Madison, Wis., Radio Wis. Inc. (BR-2127); KRXK-FM Rexburg, Ida., The Snake River Radio & TV Co. (BRH-665).

Upcoming Events

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Oct. 1-8: National Newspaper Week.
Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.
Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 18-24: United Nations Week.
Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.
Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.
Nov. 17-19: RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

It's The Good Ole Summertime....
IN THE NATION'S 66th TELEVISION MARKET!
Without Waiting for the "First Frost"—
Leading National Advertisers *Are Adding*
10 NETWORK PROGRAMS
WKNX-TV
SAGINAW—BAY CITY, MICHIGAN
William J. Edwards, General Manager
Represented by: Gill-Perna, Inc.,—New York—Chicago—Los Angeles—San Francisco

Radio—An Indispensable Medium

THE RADIO survey commissioned by the 11 stations represented by the Henry I. Christal Co., detailed elsewhere in these pages, makes abundantly clear that what was true about radio's values in '33 and '43—or any other pre-TV year—is still true in '53 despite the ascendency of television in the meantime.

Radio is "an indispensable medium—important to advertisers because it is important to people." These words are taken from the opening lines of the "general findings" of the report, based on a survey conducted by Alfred Politz Research Inc. And it is important to note that the survey was conducted wholly in TV areas, so that it presents the picture of radio where radio's competition is greatest.

The report abounds in statistics. It calculates that 58,200,000 persons, or 95% of the adult population living in TV areas, have one or more home radio sets in working order; that 32% have two radios, and 23% have three to seven. Additionally, 31,800,000 (52%) have one or more radio-equipped cars. And the average person in radio's daily audience listens for "just under" three hours a day.

It is shown that radio adapts itself to busy schedules. Its flexibility is such that radio reaches a total of 65% of the adult population in a single, average day, from waking time to bedtime.

Impressive though they are, the statistics developed in the study are by no means the whole story. As the report notes, "The importance of this survey's findings is not in the figures themselves; it is in the evidence they provide on qualities of the medium which transcend the figures. That 33,800,000 people in television areas say they would turn to radio to verify a rumor of war may not in itself be important. As tangible evidence that people rely on radio to serve them it is an important addition to knowledge about radio."

The Christal stations are due generous commendation for initiating this study—a selfless project designed to serve all radio without special benefit to the sponsoring stations—and for making the results available to all.

The White (News) Paper

THE initiative and tenacity of Paul W. White, executive editor of KFMB-AM-TV San Diego, in broadcasting an editorial campaign that resulted in clearing a man wrongly accused of subversion are all too rare qualities and deserve both admiration and imitation.

But beyond the enterprise of Mr. White, we would remark that the incident again illustrates the power of radio. When used wisely, as in this case, radio can exert untold influence for good.
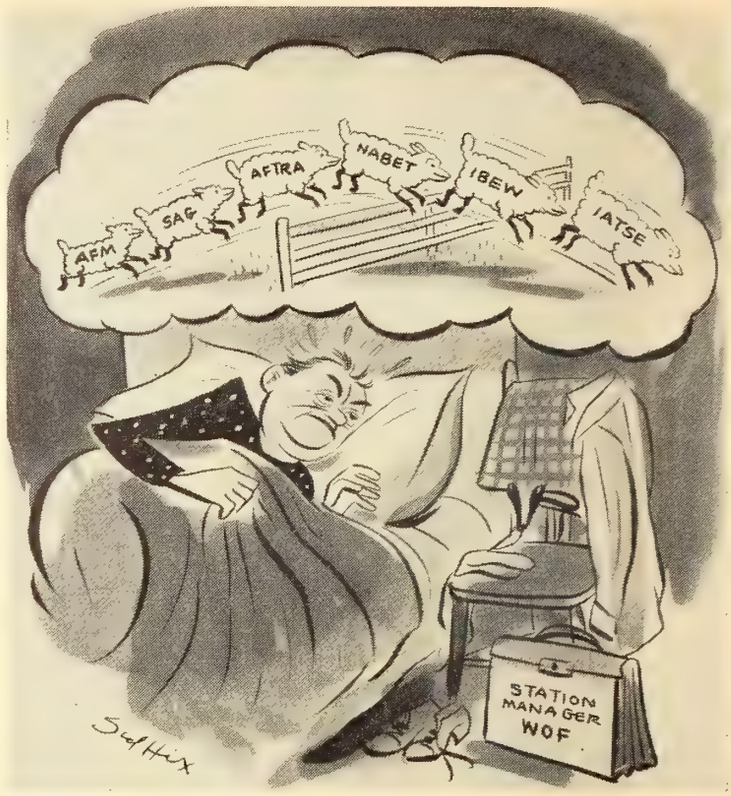
As a story in this publication reported a week ago, Mr. White took up the case of a San Diegan who had been denied a civilian job with the Navy because of alleged subversive activities that the Navy would never describe. After Mr. White broadcast a challenging editorial, the Navy re-investigated and found its earlier information was entirely erroneous.

It was an altogether commendable radio performance, and we daresay that it will do much to dissuade the Navy in San Diego from labelling anyone else a security risk, without adequate investigation. It is to be hoped that other stations, given equal opportunities to editorialize on matters of public interest, will be as quick to do so. In so doing, the station becomes as important editorially as the newspaper in the community. And its manager acquires the editorial stature of the newspaper's publisher.

Teaser Taboo Applies Both Ways

AFTER the appearance last week of a BROADCASTING • TELECASTING editorial urging revision of the FCC regulation that outlaws "teaser" advertising, which is widely published in space media, we were reminded that a section of the postal regulations places somewhat similar restrictions on publications using second-class mail.

The postal regulation states that advertising matter must be clearly labeled as such in any publication distributed by second-class mail. According to competent legal authority the restriction could be interpreted to exclude the kind of teaser copy that the FCC implies has no place on the air. Fortunately for them, however, newspapers have no FCC watching their every move. Postal authorities these days have other things to do beside flyspeck the



users of second-class mail to see that they are conforming to every comma in the regulations.

In essence the postal regulation on this subject is not unlike the section of the Communications Act upon which the FCC bases its regulation. The difference arises only because radio and TV are directly regulated by a government agency and newspapers are not.

Obviously if some kind of equity is to be maintained in the competition between the space and time media—which was the original intention of Congress in modeling the sponsor identification section of the Communications Act after the similar section of the postal regulations—a revision of approach is necessary.

The ideal goal, of course, would be a modernization of both the postal regulation and the section of the Communications Act, to bring both up to date with contemporary advertising practices. Short of that, however, the FCC could modify its own regulation to let radio and television compete, in a practical way, with the printed media in carrying teaser copy.

Roll Call of the Broadcast-Baiters

THE avowed objective of the National Assn. for Better Radio and Television is what the organization's name implies and is, therefore, commendable. Few institutions, including radio and television, could not stand improvement.

Unhappily, however, much of the work of the National Assn. for Better Radio and Television has been negative in nature. NAFBRAT (a wholly appropriate abbreviation) more often condemns than offers positive suggestions. It is the kind of organization whose members, otherwise unemployed, count the number of murders in mystery shows and send out releases crying carnage.

NAFBRAT has announced the election of four new directors and the re-election of 13 incumbents. The incumbents include such old standbys in the American-broadcasting-is-debasing school as Charles Siepmann, who denies he wrote the FCC Blue Book; Dallas Smythe, former left-wing staffer at the FCC; Robert D. Leigh, who wrote a book about the lack of freedom of expression on the air, and, but why go on.

There's a new name among the directors, however, and we think it deserves mention. It is that of Benedict Cottone, who resigned as general counsel of the FCC after the Republican administration took office. We had hoped that Mr. Cottone's transfer to private practice (which depends upon a clientele of—oh, shameful word—*commercial* broadcasters) would entitle him to be spared periodic flogging on our editorial page. It doesn't look now as though there had been a transformation. Welcome back, Ben.

A Lick and a Promise—to Pay

In the first 21 weeks of this year, 189,986 pieces of mail from Big Aggie Land were received by WNAX-570. Of this total, 75% was correspondence purchasing or asking about an advertised product. Ninety-nine per cent of the mail came from our 4½-billion-dollar countrypolitan market: Minnesota, the Dakotas, Nebraska and Iowa. The remaining 1% included a letter from a lady in Chicago who wanted "complete data about scientific soil." We asked for more information; turned out she had a window box garden. We sent her a cu. ft. of Big Aggie land.





WNAX-570

Yankton-Sioux City

A Cowles Station

Represented by The Katz Agency

CBS Radio

WHB in Kansas City Swings to CBS-TV

Sharing Time with KMBC on CHANNEL 9



WITH a jointly-owned transmitter . . . . using maximum allowable power, 316 kw visual, 158 kw aural . . . . with a thousand-foot tower to transmit from a height above average terrain of 1079 feet . . . . with the full schedule of Columbia Network TV programming . . . . plus WHB's and KMBC's outstanding AM Radio personalities, in bright, new, smartly-produced local TV shows—

Channel 9 in Kansas City is really something to see and hear! It is a "must" on every Television advertiser's national spot schedule!

Interim operation beginning in August is from a transmitter and mast atop Missouri's tallest office building, reaching most of the 298,633 television homes in the Kansas City market—including the metropolitan trading area of Johnson, Leavenworth and Wyandotte counties in Kansas; and Jackson, Clay and Platte counties in Missouri.

In Kansas City, plan to use Channel 9 for your future TV schedules!
WHB-TV NATIONALLY REPRESENTED BY BLAIR-TV, INC.

And as always WHB

- ★ Kansas City's Mutual Network outlet since 1936—17 years.
- ★ *Exclusive* play-by-play broadcasts, at home and away, by Larry Ray, of the Kansas City *Blues* baseball games (New York *Yankees* No. 1 farm team), since 1950—4 years.
- ★ "Night Club of the Air" since 1951—3 years.
- ★ "Club 710" (mid-afternoon d.j. show featuring the "Top Twenty" records) since 1952—2 years.
- ★ Sandra Lea (women's program) since 1943—10 years.
- ★ WHB Newsbureau and Associated Press newscasts since 1936 (John Cameron Swayze was our first newscaster)—17 years.
- ★ "WHB Musical Clock" since 1931—22 years.
- ★ "WHB Neighborin' Time" (formerly the "Farmers' Hour") since 1922—31 years.
- ★ Represented nationally for Spot Radio by John Blair & Company since 1948—6 years.

May 1953 statistics of the Kansas City Electric Association

WHB Radio—the AM station with Kansas City's oldest call letters—continues to reach "the most listeners per dollar" via Radio in the Kansas City WHB*ig* Market—through the 1,362,929 sets* in the area.

WHB • KANSAS CITY'S OLDEST CALL LETTERS



1922-1953

FREE!

To advertisers and agency executives



DO YOU READ IT? *Swing*, the 100-page pocket-size magazine published by WHB six times a year. Articles on marketing, advertising and research . . . excerpts from John Crosby's Radio and Television Column . . . pictures, jokes, quizzes and cartoons. Sent free to time buyers, advertisers, agencies, advertising and sales executives. Ask for a copy on your letterhead.

★ 10,000 WATTS IN KANSAS CITY

WHB

DON DAVIS, PRESIDENT
JOHN T. SCHILLING, GENERAL MANAGER

Represented by JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

AUGUST 3, 1953

35c PER COPY

BROADCASTING TELECASTING

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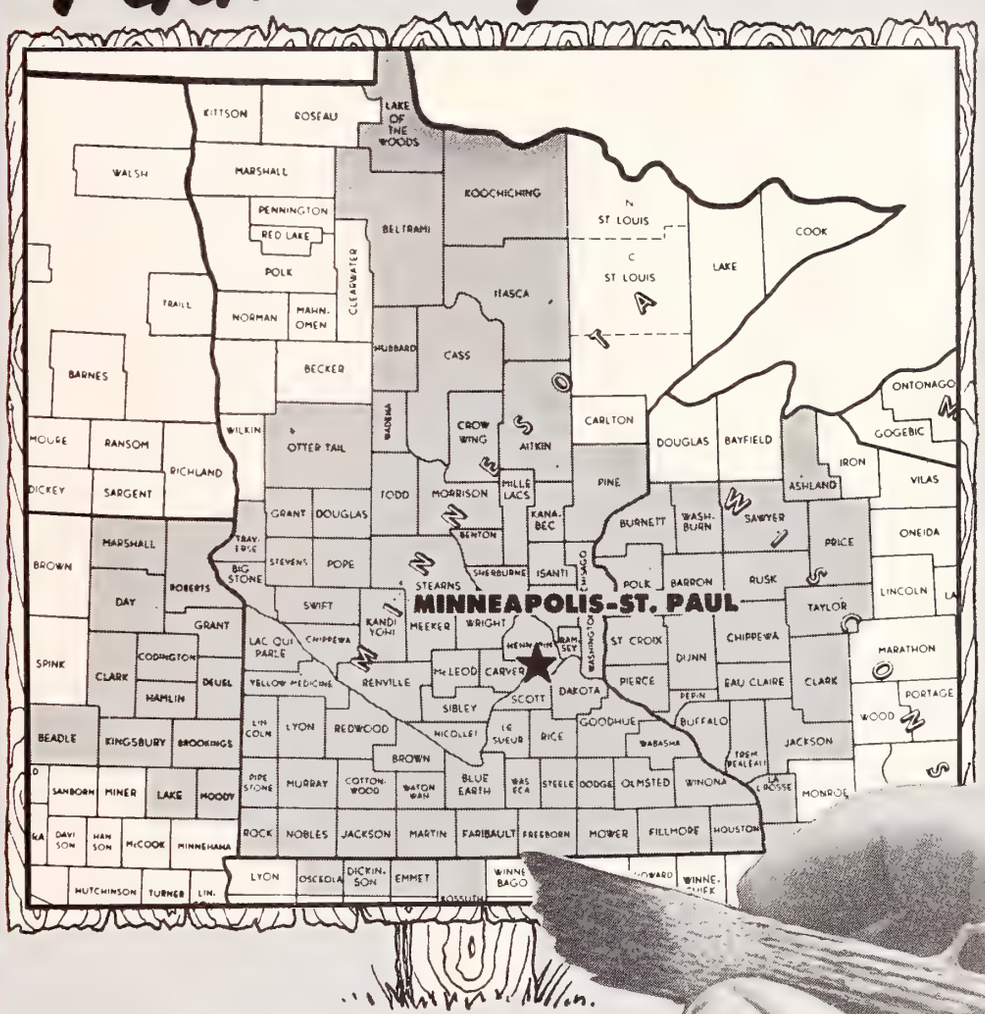
EATURE SECTION
Begins on Page 81

22ND year

THE NEWSWEEKLY OF RADIO AND TV

INVENTORY IN

Paul Bunyan Land!



PEOPLE

927,000 families of higher than average I.Q.—and earnings.

HOMES AND SETS

911,000 Radio homes in 109 counties: 400,000 TV sets in 62 counties.

MONEY

Effective annual income tops 4⅓ billion dollars.

WATCHING AND LISTENING HABITS

Recent Telepulse showed WCCO with majority of audience on 444 quarter hours of programming. 6 of the top 10 shows were on WCCO-TV.

WCCO-Radio has the largest audience of any station in 89 counties around the Twin Cities!

MINNEAPOLIS · ST. PAUL

WCCO CBS

(RADIO) 50,000 WATTS — 830 K. C.
National Representatives: Radio Spot Sales

(TELEVISION) 100,000 WATTS — CH. 4
National Representatives: Free and Peters

ONE STATION COVERAGE!

WATCH FOR

KHQA-TV

HANNIBAL

CHANNEL 7

THE TELEVISION AFFILIATE OF

WTAD

SERVING THE

Keokuk Hannibal Quincy Area

now hear this-

"**MOVIE QUICK QUIZ** has consistently been one of the top daytime programs on our station since it started. The average Telepulse rating for the past six months has been 28.0."

LOUIS READ, *Vice-Pres. & Com'l Mgr.*
WDSU-TV, *New Orleans, La.*

now do this!

Mr. TV Station Mgr.: Learn how MOVIE QUICK QUIZ can hit the jackpot for you. "M.Q.Q." is a 5-time-a-week, 15-minute show (can also be used as a 30-min., 5-time-a-week strip) that's a smash hit from coast-to-coast. Get the full story, audition print, and our special deal now before the fall rush starts. Phone, write, or wire—

WALTER SCHWIMMER PRODUCTIONS, INC.

75 East Wacker Drive, Chicago 1 — FRanklin 2-4392
Creators of **TELLO-TEST**—*America's* **FIRST** *and most successful syndicated Radio Quiz Show*

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



speaking
of
growing . . .

WDEL-TV

Channel 12

Wilmington, Delaware

In its fifth year of profitable selling . . . WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that *buys* WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell *your* product profitably, too, when you buy WDEL-TV.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

WDEL
AM TV FM
A Steinman Station

closed circuit®

FRANK WHITE, whose resignation as president of NBC becomes effective Aug. 7, will "go fishing" probably until frost is on pumpkin (about Nov. 1). He'll be back in broadcasting business, possibly in RCA organization, but not necessarily so. Whatever his new assignment, it won't be as rigorous as his NBC stint which caused doctors to flag him down.

★ ★ ★

WITH DAVID SARNOFF tripling in brass as RCA-NBC board chairman and NBC president, it's expected he will go to outside for his new NBC president. Evidently there's no great rush, since he has virtually completed quasi-unintegrated radio and television organizations within NBC. But he's definitely looking for top operating executive as Mr. White's replacement.

★ ★ ★

PURCHASE OF KDZA-AM-TV Pueblo, Colo., by Gene P. O'Fallon, owner of KFEL-AM-TV Denver, for approximately $350,000 has been negotiated, subject to usual FCC approval. Sellers are Zula Seaton, Nina Ulrich and Dee B. Crouch, latter president and general manager. TV station operates on vhf Ch. 3, non-interconnected, and carries all networks' programs. KDZA operates on 1230 kc with 250 w and is independent.

★ ★ ★

DEPT. OF JUSTICE investigation of standard contract form for broadcast time endorsed by American Assn. of Advertising Agencies and NARTB is underway to determine whether guaranteed rates constitute "collusion" and might be construed as in violation of anti-trust laws. Clause 5 of contract has "most favored nation clause" whereby medium agrees to give advertiser best rate afforded any other account for similar time. Contract originally was agreed to in 1946 and is not mandatory but is simply recommended separately by each trade association. Justice Dept. investigator was checking "all stations" in Washington, D. C., last week on their use of AAAA-NARTB contract form.

★ ★ ★

OKLAHOMA CITY's new TV station (KWTV [TV], vhf Ch. 9) authorized fortnight ago by FCC, negotiating with CBS for regular primary affiliation. Avery-Knodel will be national representative of station, owned 50% by KOMA Inc. and 50% by group headed by Edgar T. Bell, who becomes executive vice president [B•T, July 27].

★ ★ ★

WHETHER OR NOT FCC promptly names new secretary, it's definite that T. J. Slowie, who has served as secretary for over sixteen years, will promptly wind up his tenure. He privately had agreed to resign upon appointment of his successor but necessary clearances have taken so much time that new GOP direction at FCC feels position should be vacated at once. William P. Massing, assistant secretary, will become acting secretary.

★ ★ ★

WTVJ (TV), MIAMI'S pioneer vhf station operating on Ch. 4, has agreed with CBS-TV on primary basic affiliation. It currently functions as all-network outlet.

★ ★ ★

CONVINCED that best results for radio can be procured through full divorcement of programming and sales from television, Westinghouse Radio Stations Inc. is effecting number of personnel shifts to bolster operations.

★ ★ ★

FOR THIRD successive week Nevada's Senator McCarran (D) has blocked consideration on unanimous consent calendar of several routine bills involving FCC. There is no formal explanation but Senator is at odds with FCC because it won't follow his bidding on pending TV case in which he has manifested interest. It's just garden variety of political vindictiveness.

★ ★ ★

INVITATIONS to advertisers and agencies to attend studio demonstrations of color TV latter part of August being readied by NBC, will probably go in mail within next few days, when times of demonstrations definitely set. Showings will emphasize product presentation via color TV [B•T, July 6].

★ ★ ★

NEW COMMISSION on telecommunications approved by Senate and reported by House committee had more beneath surface than met eye until Sen. Edwin C. Johnson (D-Colo.) stripped away implied powers. Resolution as drafted would have permitted commission to examine domestic communications (particularly TV and entire FCC allocations system) if desired. Sen. Johnson torpedoed this. Now resolution would only permit U. S. study of *overseas* TV systems on how they can be utilized by U. S. overseas information program.

★ ★ ★

IT MAY be different story in House next year. Radio action was slim this year. But upcoming are host of controversial subjects to be studied. Hottest at present is subscription TV—whether or not it shall be common carrier. Also in future: Amendment of Sec. 309 (c) which permits protests against FCC grants on ground of purported economic injury; political broadcasting; so-called newspaper discrimination by FCC.

IN THIS ISSUE

LEAD STORY

Robert J. Dean, president of KOTA Rapid City, S. D., is picked for FCC vacancy. *Page 31.*

ADVERTISERS & AGENCIES

A designer-consultant to advertisers says TV is creating need for widespread up-dating of product designs to make them look good on both black and white and color television. *Page 32.*

FACTS & FIGURES

Final FCC financial report shows total TV revenues of $342.2 million in 1952, up 38% over 1951. *Page 36.*

TRADE ASSOCIATIONS

Broadcast Advertising Bureau ended its fiscal year last March 31 with income of $615,694 and expenditures of $595,822, according to annual report which details BAB activities. *Page 46.*

GOVERNMENT

Theodore C. Streibert, veteran broadcaster, is appointed to head the new U. S. Information Agency. Leonard F. Erikson, McCann-Erickson vice president, is sworn in as director of Voice of America. *Page 48.*

MANUFACTURING

AT&T tells B•T it can deliver compatible color network telecasts. *Page 70.*

NETWORKS

Brig. Gen. David Sarnoff will act as NBC president at least until the end of this year, NBC Radio Affiliates are told at their organizational meeting. *Page 71.*

Mutual sets three-week extension on deadline by which affiliates are asked to approve new hours-instead-of-money compensation plan. *Page 76.*

PERSONNEL RELATIONS

AFTRA authorizes "affirmative action" by its local if the union's jurisdictional fight with the AFM is not settled peaceably. *Page 78.*

FEATURES

Will a box-office be added to TV? A special B•T report traces the history of subscription television and outlines its prospects. *Page 82.*

Why you can't project circulation by multiplying ratings by figures in the Nielsen Coverage Survey. *Page 86.*

UPCOMING

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

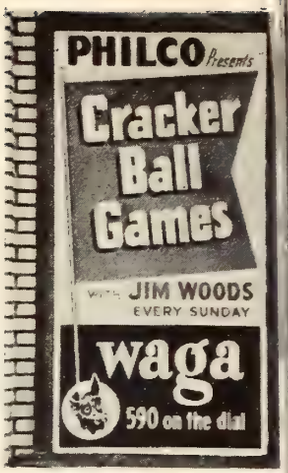
Aug. 19-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

(For other Upcomings, see page 109)

STORER LEADS IN MERCHANDISING TOO!

Based on years of successful experience, advertisers have come to expect top coverage, top ratings and top returns in all of the markets which are served by Storer radio and television stations.

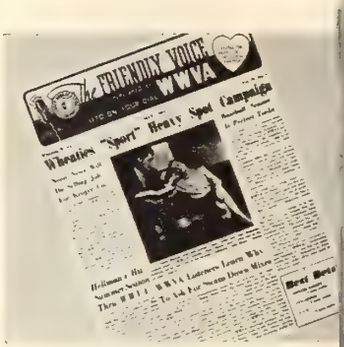
Remember that Storer produces still more dollars for you through intense, aggressive merchandising support.



THREE SHEET POSTERS



COUNTER DISPLAYS



TRADE BULLETINS



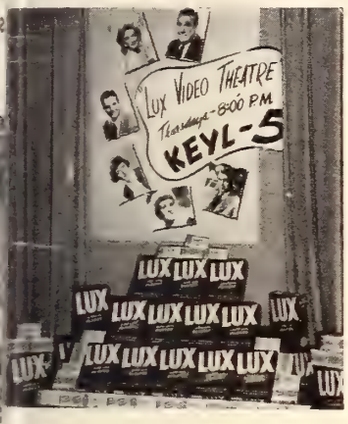
POINT OF PURCHASE DISPLAYS



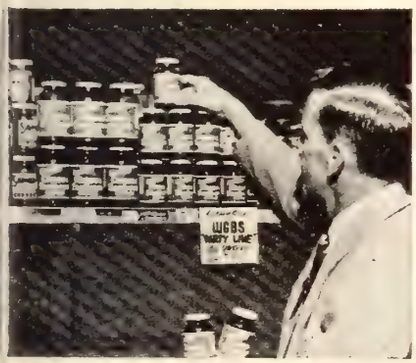
CONSUMER SURVEYS



POSTERS



WINDOW DISPLAYS



STOCK CHECKING

ADDITIONAL MERCHANDISING SERVICES INCLUDE THE FOLLOWING: *

Personal calls on retailers, wholesalers, etc.
Truck signs
Distribution checkups
Product exploitation
Publicity
Mailings to retailers, jobbers, brokers, wholesalers etc.
Newspaper advertisements
On-the-air promotions
Sales meetings for dealers, jobbers, distributor salesmen
Car cards
Client follow-up reports
Promotion consultation service
Window streamers
House organs
Sales bulletins
Illuminated billboards
Ads in drug and grocery publications
Personal appearances by station personalities
Easel displays
Use of products on give-away shows
Booths at fairs
Sampling
Airplane towing

* For further details contact your nearest Storer office

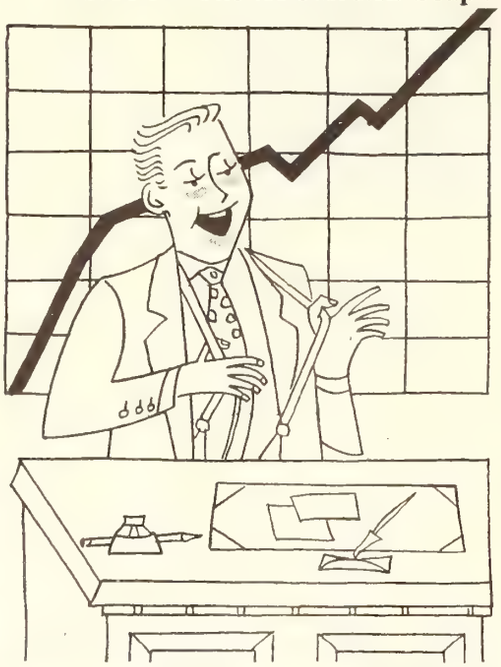
STORER BROADCASTING COMPANY

WSPD-TV ~ **WJBK-TV** ~ **WAGA-TV** ~ **KEYL-TV** ~ **WBRC-TV**
Toledo, Ohio Detroit, Mich. Atlanta, Ga. San Antonio, Texas Birmingham, Ala.

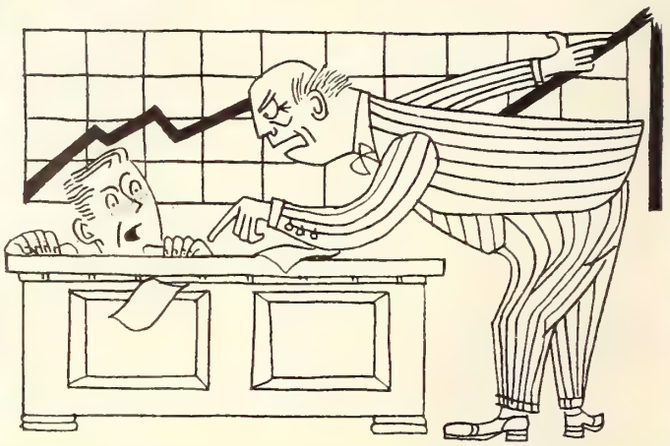
WMMN ~ **WSPD** ~ **WJBK** ~ **WAGA** ~ **WWVA** ~ **WGBS** ~ **WBRC**
Fairmont, W. Va. Toledo, Ohio Detroit, Mich. Atlanta, Ga. Wheeling, W. Va. Miami, Fla. Birmingham, Ala.

NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director **BOB WOOD,** Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

H. PERCIVAL TRALES
kept his eye on the sales of
"*SMUG*—The *ATOMICAL* Soap . . .



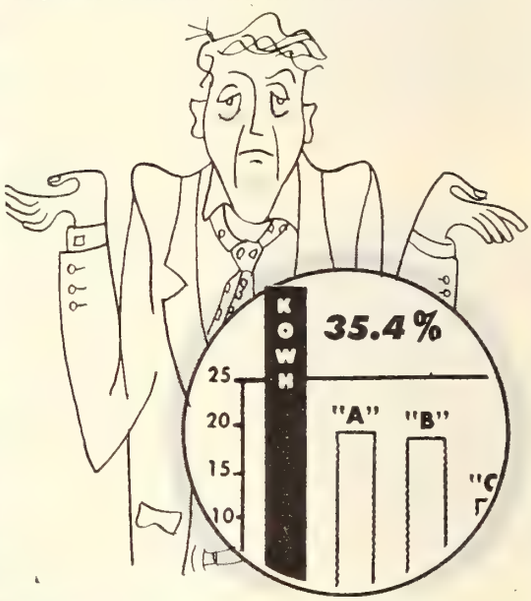
He sipped fortune's cup while sales headed up,
When they dropped, Percy's name became
"DOPE!"



His ulcer, you'll gather, was kept in a lather
At the whims of the soap-buying pretties . . .



And often he'd claim, "It sure is a shame
KOWH couldn't be in ALL cities!



Moral EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru June, 1953.)
- *Largest share of audience*, of any independent station in America! (June, 1953.) ●

Kowh
OMAHA

AIMS

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Share-Time Stations Can Share Identification Spot

PRECEDENT-setting station identification announcements were to begin past weekend when share-time stations KMBC-TV and WHB-TV Kansas City, Mo., planned to start commercial operation.

FCC Chairman Rosel H. Hyde advised stations just before start of programming that streamlined "dual" station identification can be used during ten-second period every 90 minutes when one outlet signs off and other station begins its operation.

Fearful that if FCC regulations were followed literally there would be no time during station break for spot advertising and public service announcements, attorneys for stations after studying FCC rules concluded announcement for station leaving air and stations going on air could be incorporated in one ten-second period and yet meet requirements.

Station identification must be made at beginning and end of each transmission under Sec. 3.652 of rules. To provide for uninterrupted changeovers, KMBC-TV and WHB-TV proposed to use this notice in usual upper one-fourth of screen during ten second (out of 30 seconds) station break between CBS-TV network programs: "KMBC-TV signs over to WHB-TV, Ch. 9, Kansas City, Mo." or "WHB-TV signs over to KMBC-TV, Ch. 9, Kansas City, Mo." as the case may be. Oral announcement made at same time would employ similar language.

Chairman Hyde said that dual station identification would meet FCC requirements. He also congratulated stations on start of their operations.

Attorneys for KMBC-TV are Loucks, Zias, Young & Jansky and Washington law firm of Dow, Lohnes & Albertson represents WHB-TV.

FCC 'Making Progress' On Color TV

FCC started on color TV Friday, when Commissioners and staff met on subject all day. Meeting was general discussion and exploration, Chairman Rosel H. Hyde said, and further meetings are contemplated this week before official notice of proposed rule making is issued.

Asked whether proceedings would be "paper" hearing or not, Mr. Hyde pointed out that there had been no requests for oral hearings. This means, it was presumed, that Commission is hoping to confine proceedings to written comments and counter comments plus demonstrations. FCC Chairman could not estimate how much time color hearing might consume, but did say Commission was making "progress."

Littlejohn to ABC

FRITZ LITTLEJOHN, managing editor of CBS-TV News, slated to move to ABC as head of television news and special events under John Daly, newly named ABC vice president in charge of TV News, Special Events and Public Affairs Department [B•T, July 27]. Effective date not definite.

SALE SMASH SUCCESS AFTER SWITCH TO TV

STRIKE of *Seattle* (Wash.) *Times* on same day "Seattle Greater Value Days" sales promotion campaign of local department stores was due to begin resulted in "terrific" sales action at city's Bon Marche department store. Store heard *Times* was going to suspend publication pending settlement of American Newspaper Guild strike at 6 p.m., July 16. By 6:30 p.m. heavy schedule was lined up on KING-TV Seattle. Next day store described crowds, brought in by TV, as "record breaking," continued heavy TV schedule and, few days later, signed for another week of remote broadcasts direct from store to run through last Friday. In front page story, *Women's Wear Daily* headlined article on event as "The Seattle Times Was Struck—Quick Shift to TV Breathes $ Into Bon Marche Promotion." Lead said, "The Bon Marche scooped Seattle stores, with all-out TV coverage, within matter of hours after the *Seattle Times* announced indefinite suspension of publication. The store's swift move turned what might have been the collapse of a three-day promotion into an outstanding success. . . ." Otto Brandt, KING-TV general manager, told B•T Friday that many of Bon Marche's oldest department heads declared TV selling "most effective in many years."

WBT, WBTV (TV) Give FM Transmitter to U. of N. C.

GIFT of its 10 kw FM transmitter made to Consolidated U. of North Carolina by WBT and WBTV (TV) Charlotte, N. C., announced Friday by Charles H. Crutchfield, executive vice president of Jefferson Standard Broadcasting Co., WBT-WBTV licensee. Valued at $30,000, transmitter will be moved from WBT-FM site atop Spencer Mt. to Chapel Hill campus. Mr. Crutchfield said improvements made on WBTV to better serve people dependent upon station for TV service would decrease effectiveness of WBT-FM. He said since FM is specialized service and since all WBT-FM programs were aired over WBT (AM), transmitter will better serve "best interests of North Carolina" if located at Chapel Hill. It will replace university's 1 kw unit, according to Earl Wynn, director of university's Communications Center and head of Dept. of Radio there.

Statler Buys TV

MORE THAN 3,800 DuMont TV sets, specially designed and produced for hotel use, will be installed in Statler hotels in New York, Boston and Hartford, according to joint announcement of Arthur F. Douglas, Hotels Statler Co. president, and Dan D. Halpin, general sales manager DuMont receiver division, which described deal as "largest single transaction to date involving TV receivers for hotel use."

• BUSINESS BRIEFLY

ANTI-FREEZE SPOTS • Activity perking in anti-freeze advertising. National Carbon Co., for Prestone, reportedly buying radio and TV minutes and chain breaks for fall announcements to be carried when temperature drops below freezing. U. S. Industrial Chemicals, for Super-Pyro, meanwhile understood to be getting ready for fall spot campaign largely using TV stations. Agency for Prestone is William Esty Co., and for Super-Pyro, Geyer Adv., both N. Y.

BAB-O EXTENDS • Bab-O extending radio spot announcement for about four weeks beyond Aug. 8, then plans to increase TV appropriation, using radio in supporting role in non-TV and weak-TV markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

PREAM CAMPAIGN • M & R Dietetic Labs, Columbus, on behalf of its Pream instant coffee cream, starting radio spot campaign on West Coast in late August or early September, moving eastward. Daytime minutes to be used. Agency: Benton & Bowles, N. Y.

ARMOUR USING TIE-IN • Armour and Co., Chicago, currently utilizing merchandising tie-in with grocers and stations in Illinois, Wisconsin and Texas. Format calls for half-hour program advertising multiple Armour products, with five stations actively merchandising show. Series is described as socking success, partly because of product spread and provision for repeating programs on tape.

SEEK NETWORK PROGRAM • Burlington Mills reportedly looking for network program before lining up supporting radio spot campaign for its Cameo hosiery. Agency: Donahue & Coe, N. Y.

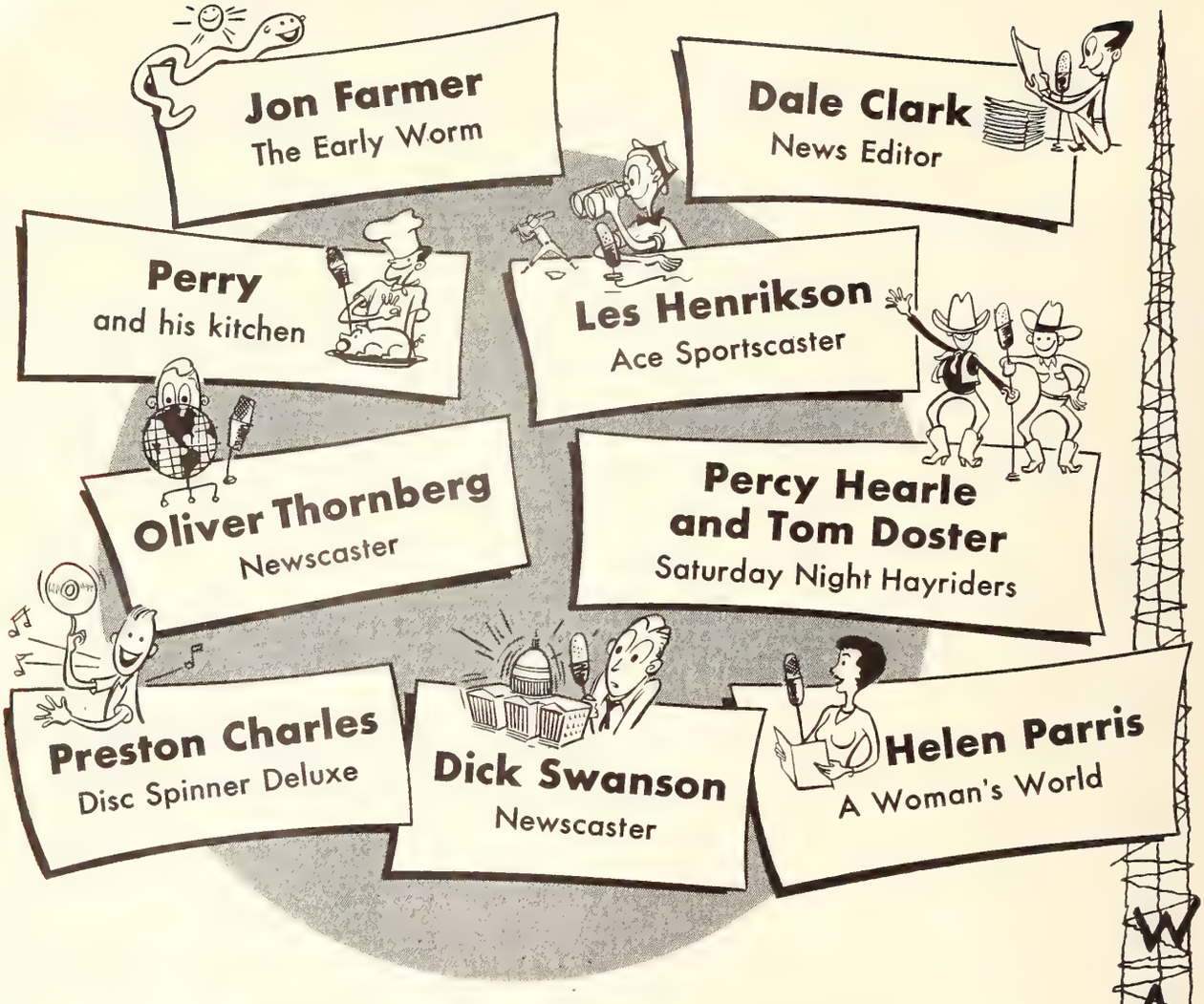
BRISTOL-MYERS BUYS • Bristol-Myers Co., N. Y., contracted for 100 20-second announcements on WPIX (TV) N. Y., preceding and following each telecast from Madison Square Garden during coming winter season, and for 150 ten-second announcements, three during each event. Vitalis will be advertised. Agency is Doherty, Clifford, Steers & Shenfield, N. Y.

WAVERLY FABRICS BUYING • Waverly Fabrics, N. Y., buying one-minute participations in women's programs in scattered markets, starting in September. Agency: Lawrence Kane Adv., N. Y.

MUTUAL BENEFIT ON CBS • Mutual Benefit Health & Accident Assn. of Omaha signs to sponsor opening quarter-hour of *Arthur Godfrey Time* on CBS Radio and CBS-TV two days weekly on alternating schedule, effective today.

Wichita Falls CP Turned In

PERMIT for uhf Ch. 22 KTVW (TV) at Wichita Falls, Tex., was surrendered to FCC Friday by W. Erle White tr/as White TV Co. Citing two operating vhf stations there (Ch. 3 KFDX-TV and Ch. 6 KWFT-TV) and study of market, Mr. White concluded it is "economically unsound to build the station at this time."



Nine good salesmen and a gal!

And she's a salesman, too! All 10 of these folks on WAGA have top audiences in the billion-dollar Atlanta market—plus listener loyalty that pays off for their sponsors.

Let our reps give you the low down on how one or all of these sales-minded sales makers can do a real job for you in Atlanta.

STORER BROADCASTING COMPANY



waga
CBS-Radio in Atlanta

590
on the dial
5,000
watts

Represented Nationally
by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director,
118 E. 57th St., New York 22

Bob Wood, Midwest National Sales Mgr.,
230 N. Michigan Ave., Chicago

at deadline

WROL Gets Knoxville Ch. 6; Other FCC Actions

INITIAL decision to grant vhf Ch. 6 at Knoxville, Tenn., to WROL was made final by FCC Friday. Grant was made possible by withdrawal of competitive application of WKGN Inc., whose part owner, Clarence Beaman Jr., is operator WKGN Knoxville. WKGN Inc. acquired option for 50% interest in new TV firm to be formed for Ch. 6 station [B•T, July 20]. WKGN would be dropped.

Postpone Effective Date Little Rock Grant

Effective date of vhf Ch. 4 grant at Little Rock, Ark., to KARK postponed by FCC Friday in order calling for hearing on protest by KLRA there, applicant in vhf Ch. 11 contest. KLRA charged grant was "illegal" since two bids for Ch. 4 technically were pending at time of Commission action [B•T, July 20]. FCC put burden of proof upon protestant. Comr. John C. Doerfer dissented.

In its protest, KLRA explained Ch. 4 application of KTHS, while amended to Ch. 11, did not become effective as Ch. 11 bid until day after grant to KARK since FCC did not formally "accept" amendment until that time. KLRA also charged antenna-site option agreement between KARK and KTHS had not been disclosed, making amendment defective. KARK countered with charge KLRA is not party in interest under Sec. 309(c), that technicality of amendment is without merit since no hearing was involved and option agreement did not have to be disclosed in application. KARK further charged KLRA protest was delay tactic "lacking in good faith."

WHOL Gets Extension

WHOL Allentown, Pa., given authority by FCC Friday to continue operation until Aug. 31. Station's facilities of 250 w fulltime on 1230 kc have been granted to WEEX Easton, Pa., in revised final decision in lengthy Easton-Allentown case [B•T, July 6]. WHOL had asked continued operation until completion of further litigation while WEEX said it would consent to WHOL's operation only until WEEX was ready to commence program test operation.

WVEC-TV Answers WTAR-TV

ANSWERING charges of WTAR-TV Norfolk before FCC that NBC's uhf promotion expenditures in that market effect "domination" of new WVEC-TV Hampton-Norfolk (story page 58), uhf Ch. 15 WVEC-TV told Commission Friday that "no amount of intimidation by WTAR-TV . . . will discourage it from continuing to urge the prospective viewers in the area to convert their sets so that they can receive, for the first time, a competitive signal on uhf Ch. 15."

WVEC-TV charged WTAR-TV with irritation over fact it no longer has TV monopoly there and alleged "series of maneuvers . . . to do everything possible to prevent WVEC-TV from going on the air and becoming competition to it." Uhf outlet alleged "real purpose" of WTAR-TV's letter to FCC was to "create confusion and misunderstanding in the industry" and "discourage the efforts of NBC and national advertisers from using its facilities."

New Weed-TV Phone

WEED Television Inc., TV station representation firm, changes New York office telephone number to Plaza 1-2780, effective immediately.

$125,000 IN TEN DAYS

WVEC-TV Norfolk-Hampton, Va., Tidewater area's first uhf outlet planning Sept. 19 debut [B•T, July 27], signed $125,000 worth of local business in past ten days, Thomas B. Chisman, president, said Friday. NBC-TV affiliate sold: Weekly half-hour to Smithfield Packing Co. for Smithfield Hams through Ferguson & Kennerly, Norfolk; weekly 15-minute sports show to Liverman Motors, Portsmouth, through Moe Glazer & Assoc., Portsmouth; weekly 15-minute series to Pine Grove Dairy, also through Glazer, and 30 regular weekly station breaks to other local firms. All contracts for 52 weeks, Mr. Chisman reported. He predicted total of 50,000 uhf sets in area by time station goes on air with 200 kw visual ERP from its 500-foot tower.

Need Data on Commercial Audience, Says Porter

"THE NEXT important step in advertising may be a more accurate and precise measurement of what we are actually getting in terms of advertising for the dollars we are spending," Arthur A. Porter, vice president, Leo Burnett Co., said Friday in talk to Iowa Broadcasting Assn. in Des Moines. "In radio," he said, "we have information on how many sets are tuned to a program and how many people were in the average home while the radio set was tuned in. The place where we really run into trouble is when we try to translate the program audience into the commercial audience. We believe we know pretty accurately how many people are exposed to our programs. What we need more and better information on is how well we and you perform in converting viewers and listeners to a program into viewers and listeners to the commercial."

Dismiss Charge Against KBLA

CHARGES of unfair labor practices brought against KBLA Burbank, Calif., dismissed Friday by National Labor Relations Board regional office in Los Angeles. International Brotherhood of Electrical Workers Hollywood Local 45 some months ago filed protest at NLRB when three announcer-engineers at station were discharged. Counter-charges of unfair labor practices brought by KBLA against IBEW also dismissed and now are under appeal before NLRB in Washington. Station said men were discharged for violating company rules; union said they were discharged for union activities.

KOMO-AM Hollingbery, Too

KOMO Seattle appoints George P. Hollingbery Co. national representative effective Aug. 1, W. W. Warren, station vice president-general manager, said Friday. KOMO-TV named Hollingbery national representative fortnight ago [B•T July 27, 20].

PEOPLE

ROBERT W. SARNOFF, NBC vice president in charge of Film Division, named chairman of planning committee of Conference on Moral Standards to be held in N. Y. Sept. 13-15 under the auspices of Jewish Theological Seminary of America as part of seminary's 50th anniversary celebration.

MILFORD PASTRICH, former advertising and sales promotion coordinator for Schenley Industries and previously with Al Paul Lefton Agency, to Emil Mogul Co., N. Y., as assistant account executive.

THEODORE A. (Ted) AYERS, Washington TV producer-director, joining Washington staff of CBS-TV news and public affairs.

ARTHUR GRAY Jr., Kuhn Loeb & Co., N. Y. banking firm, named president and general manager of Michael Myerberg Productions, N. Y., TV and motion picture film producers. During Presidential campaign he was in charge of special events for "Citizens for Eisenhower" in 42 cities.

STAN RAYMOND named account executive for Dora-Clayton Agency, Atlanta. He formerly was commercial manager for WATL Atlanta.

DON FROST, account executive of Weed & Co., on Aug. 17 will join Free & Peters N. Y. office in a similar capacity. He succeeds Ed Jameson, resigned to join NBC Spot Sales same date.

Ryan Rites Held

SOLEMN requiem mass for Thomas L. L. Ryan, who retired last October as president of Pedlar & Ryan Inc., was to be held Saturday in St. Vincent Ferrer Catholic Church in N. Y. Mr. Ryan, 61, died at his home in North Salem, N. Y., Wednesday night after illness of several months.

He organized Pedlar & Ryan in association with late Louis C. Pedlar in 1925, and remained with agency until it was dissolved last October. Firm numbered such accounts as Procter & Gamble, Bristol-Myers, Sterling Drug, Melville Shoe Corp. and Hearst newspapers.

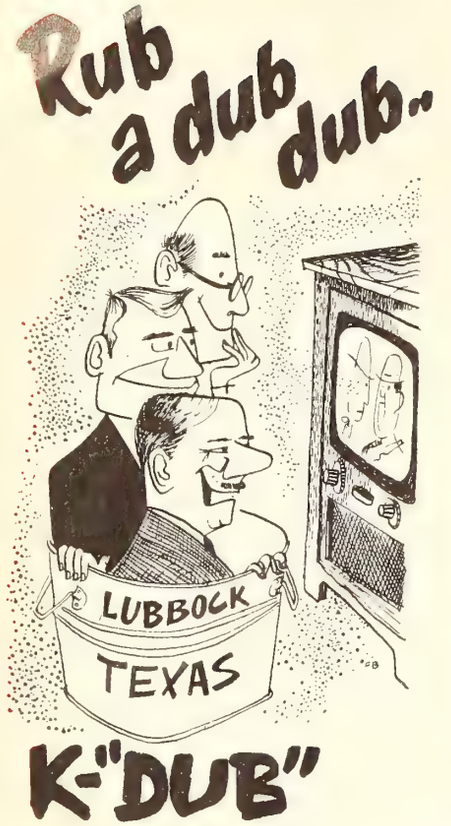
Eight Join ABC-TV

EIGHT new television stations have joined ABC-TV as affiliates, bringing total number of network outlets to 143, Alfred R. Beckman, national director of ABC-TV station relations department, announced Friday. New affiliates are:

WHIZ-TV Zanesville, Ohio (Ch. 50), Vernon A. Nolte, general manager; WISE-TV Asheville, N. C. (Ch. 62), Harold Thomas, general manager; WTAC-TV Flint (Ch. 16), Jon McKinley, general manager; WGEM-TV Quincy, Ill. (Ch. 10), Joseph S. Bonansinga, general manager; WKLO-TV Louisville (Ch. 21), Joe Eaton, general manager; WPMT-TV Portland, Me. (Ch. 53), Frank S. Hoy, general manager; WKOY-TV Milwaukee (Ch. 19), Arthur Zinn, director; KCJB (TV) Minot, N. D. (Ch. 13), William Hurley, general manager.

NBC Signs Norfolk AM

NBC has signed WSAP Portsmouth as Norfolk area affiliate replacing WTAR, which switches to CBS Radio in September. Station reportedly will change call letters. WSAP operates with 5 kw on 1350 kc, is owned by Portsmouth Broadcasting Corp., currently is affiliated with Mutual. Signing completes replacement of WTAR stations in NBC radio-TV lineup, Ch. 15 WVEC-TV Hampton having been signed some weeks ago.



BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Robert Deacon.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

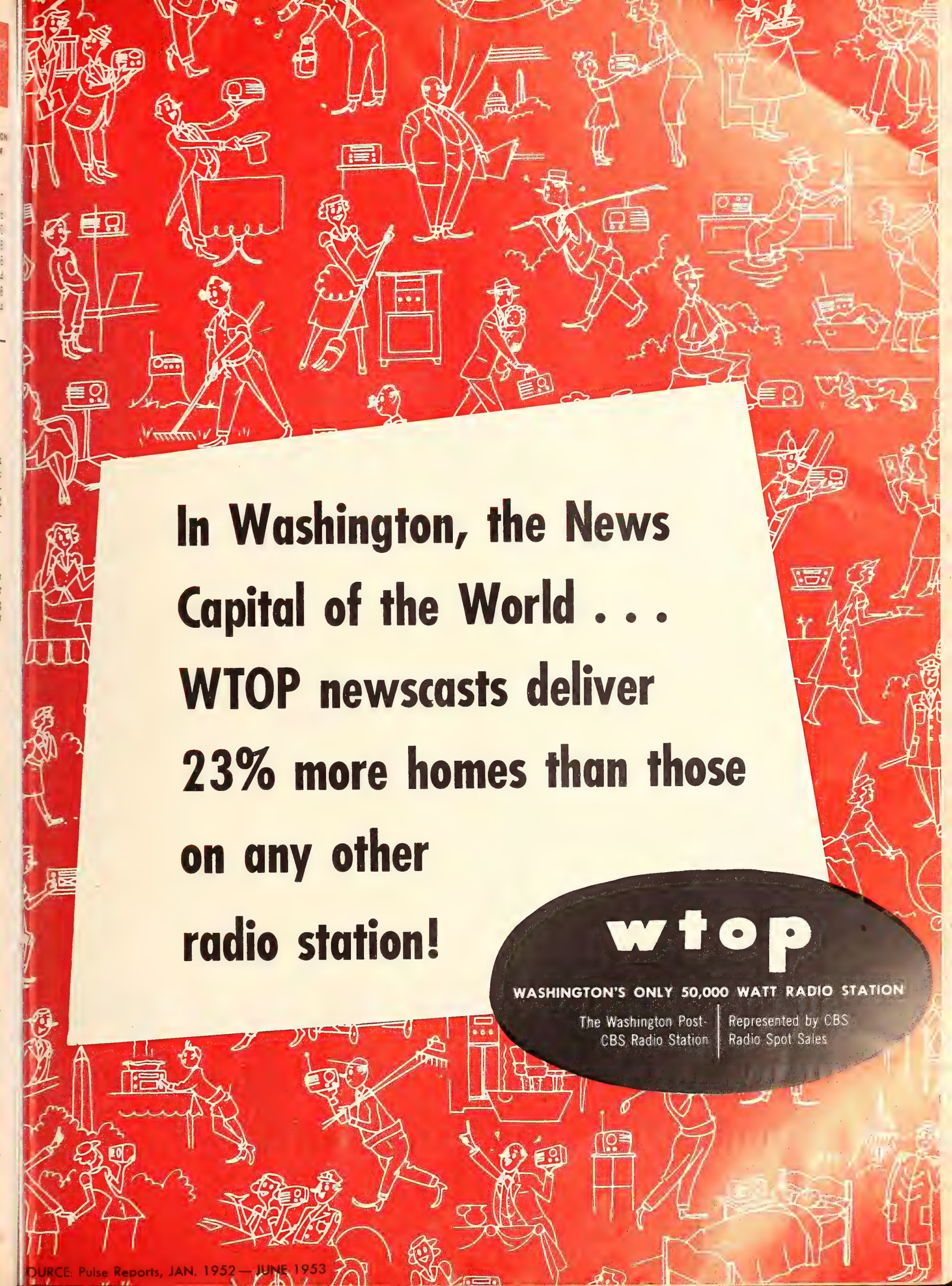
Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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In Washington, the News Capital of the World . . . WTOP newscasts deliver 23% more homes than those on any other radio station!

wtop

WASHINGTON'S ONLY 50,000 WATT RADIO STATION

The Washington Post-CBS Radio Station | Represented by CBS Radio Spot Sales

SOURCE: Pulse Reports, JAN. 1952—JUNE 1953

A

lka-Seltzer+
mm-i-Dent+
nacin+

C

amel+
oca-Cola+
unningham & Walsh+

B

ayer Aspirin+
ros., Lever+
ristol-Meyers+

B

lock Drug+
. B. D. & O.+
elding, Foote, Cone &+

C

ecil & Presbrey+
hesterfield+
arter Products+

S

terling Drug+
. S. C. & B.+
. C. Johnson & Son+

+all these clients and all these agencies (plus many, many more: more, in fact, than any summer-fall to date) are now using.....

Needham, Louis & Brorby+

Naumkeag Cotton+

Newell, Lennen &+

Bates, Ted & Co.+

Bromo-Seltzer+

Burnett, Leo Co.+

Consolidated Cosmetics+

D.U.N.A.+

Doe, Donahue &+



MBS+



direct route to $ales $uccess!

If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're *dollar* signs . . . and they represent a buying potential of $1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money. For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to *your* success when you travel into mid-South homes with the mid-South's favorite TV station. No time like *now* to start your profitable journey!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

IN REVIEW

SCOTT MUSIC HALL

Network: NBC-TV.
Time: 8:30-9:00 p.m. EDT, alternate Wed.
Reviewed: 7/29/53.
Producer: Kal Juhl.
Director: Buzz Kulik.
Sponsored by Scott Paper Co.
Agency: J. Walter Thompson Co.
Star: Patti Page.
Orchestra Leader-Music Director: Carl Hoff.

LAST October, *Scott Music Hall* made its debut on NBC-TV. The alternate week half-hour series then used a musical-revue format, just as it does now. If memory serves correctly, it was mediocre television leaning heavily on the charm and popularity of its star, vocalist Patti Page, for any following it might attract. With due respect for Miss Page's strides in the pop music field, she was not a particularly persuasive television hostess. Bridge dialogue was meaningless. Although the music was pleasant enough, it was a stilted production from stem to stern.

But things have changed. Last Wednesday night, *Scott Music Hall,* one of the few summer hiatus survivors, emerged an evenly paced, entertaining and polished production. In the flaw-elimination process that no doubt followed its arrival on TV, accent has been placed on song, dance and melodic orchestration. Each telecast has a different theme which is musically—not verbally—explored. Superfluous chatter, which slowed down earlier productions, has been cut.



PATTI PAGE
Some changes have been made

On the July 29 telecast Miss Page had little to say but a lot to sing, which seems only correct since she is a singer, not an actress. Her thoroughly natural and effortless way with a song makes her as enjoyable to watch as she is to hear. As a singer, she is very much at home on TV. Her guests on this telecast were Jimmy Boyd, teenage recording star, who sings, yodels and plays the guitar—not simultaneously but almost—and the Mills Brothers who need no introduction to anyone who has been within ear shot of a juke box during the past few years.

Scott Paper Co. has been picking up the tab for the show since it began. Its various household paper products are discussed and demonstrated during commercial spots. Since the show appears to be a round-the-year advertising vehicle for the Scott firm it's safe to assume that Miss Page and company are selling a fair amount of wax paper and Scottie tissue.

Film Features

EDITOR:

. . . Congratulations . . . on the splendid issue [July 13] in which you had the review of the film industry. This is a most constructive piece of editorial reporting.

C. Burt Oliver
Vice President
Foote, Cone & Belding
Hollywood

Care and Feeding

EDITOR:

Your feature "The Care and Feeding of TV Film Unions" in your July 13 issue was of exceeding interest to us. It is features like this that enable us to give the full picture of the career opportunities for trained men and women in television and radio.

With your permission, we should like to reprint portions of this feature story for the purpose of showing present and future students. B•T will be given full credit on any reprints of this feature.

John B. Fergison, Adv. Manager
Northwest Broadcasting School
Portland, Ore.

EDITOR:

. . . I would like extra copies of this article, a dozen or so if you have them available . . . Your BROADCASTING • TELECASTING is excellent.

J. C. Gallagher
Gallagher Films Inc.
Green Bay, Wis.

Why Not GMT?

EDITOR:

. . . Has the industry at any time ever seriously discussed placing itself on the 24-hour clock system sometimes referred to as Greenwich Mean Time?

We have organized our business more and more toward the use of IBM machines. These devices, when properly keyed, can give us just about anything we wish to know about our business. This includes complete breakdown on film of all running times, prices, etc., Ascap billing, even if we should go per program, the complete story on public service with immediate breakdowns classifying the various elements of public service, a fast answer on time devoted to political programs, etc., etc. The machine naturally does not know the difference between the numbers 12:00 when they designate noon and midnight or 1:00 a.m. and 1:00 p.m., etc. It is possible to utilize another numeral and complicate the key, but the IBM would work beautifully for invoice purposes if agencies would accept the twenty-four hundred system of keeping time.

I feel that all national stations will eventually use IBM machines and therefore am anxious to know of any past attempts to adopt G.M.T. Certainly the ex-servicemen and servicewomen will have no trouble with this system.

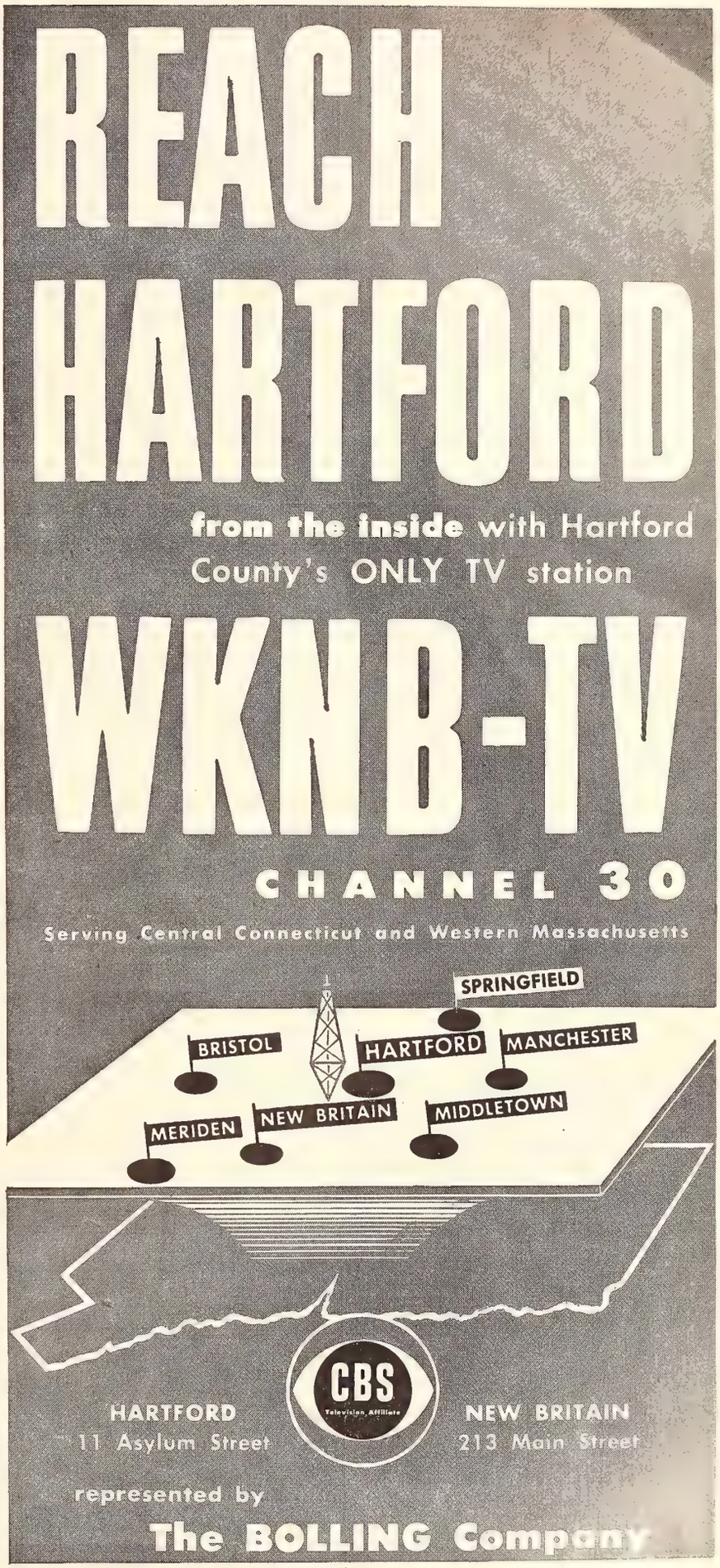
Harold P. See, Station Manager
KRON-FM-TV
San Francisco

[EDITOR'S NOTE: Reactions to Mr. See's proposal will be received with interest.]

This Is Shakespeare?

EDITOR:

. . . My chief engineer here at KFAR, Dick Shoup, has been playing hob with Shakespeare's soliloquy from "Hamlet" and amazed all of



KITE

NO DOUBLE SPOTS

NO SECRET RATES

Your advertising travels FIRST CLASS on KITE

AIMS

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

CLEVELAND'S Chief STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

us with the enclosed. . . Perhaps you could call it simply "Manager's Soliloquy":

TV or not TV: that is the question. Whether 'tis nobler to suffer the slings and arrows of the opposition, or to build and launch ourselves upon a sea of troubles; or by opposing it, end them.

TV, is to AM no more, and by TV to say that we begin the heartaches and thousands of dollars expenditure that either is heir to. 'Tis a consummation to be wish'd.

TV? To AM? TV, perchance to regret. Aye. There's the rub. For in that curs'd TV, what profits may come; before we have shoveled off our last penny, must give us pause.

There's the respect that makes calamity of a manager's life, for who else would bear the whips and scorns of time, the opposition's horselaughs, the angry letters, the pangs of conscience, the FCC's delays, the insolence of the downstairs office, and the sponsor's spurns, that patient merit of the salesforce takes, when he himself might his future make by merely saying yes or no. . . .

A. O. Bramstedt
Manager
KFAR Fairbanks, Alaska

Scouts Ambushed

EDITOR:

Believe me, I've heard of "swifty" deals, but this one takes the cake. As you know, the Boy Scouts of America held a National Jamboree last week in California.

Well, today several listeners, obviously parents, kept calling asking when we would play the program of the Boy Scouts from Provo. In the mail we found a tape with the following letter: "The enclosed tape recording is a 12½ minute interview with Boy Scouts from *your own home town.* Through the cooperation of the Boy Scouts of America, we were able to record this for commercial or sustaining release as if made by your *announcers* from the site of the Jamboree," etc., etc.

It goes on with the punch line: "The only cost to you for the use of this local interest program will be $16.50. Make check payable to Elden Enterprises and please return the tape immediately after use," etc., etc.

My thought on this is as follows: To tell these Boy Scouts to listen, to have the parents call in anticipation, and then to send the tape in that manner . . . STINKS.

As an ex-Boy Scout I am frankly surprised they would sanction such dealings.

George R. Turpin
General Manager
KEYY Provo, Utah

EDITOR:

. . . I'm so damned burned at an outfit called "Elden Enterprises" in Laguna Beach, California I can hardly write about it. . . .

Frankly, we are not going to use the program. I think a principle is involved here and we're certainly not going to be gouged by some outfit to the tune of $16.50, public service or no. . . .

Cal Smith, Station Manager
KROC Rochester, Minn.

More on Merchandising

EDITOR:

I read with more than passing interest, even with high hopes, Mr. Hal Davis' article on radio-television merchandising in the July 27 issue. Typically, this article made much about what *should* be done by way of merchandising, then proceeded to develop next to nothing in the way of explicits. . . .

I agree in every sense with Mr. Davis' thesis that merchandising is indeed the support and justification advertising demands. But honestly, there is certainly more to merchandising than sending the talent out on personal appearance tours. . . . For the use of other disappointed readers, here's a partial list of the merchandising ideas we developed with CBS for supporting one of our client's fall radio campaign, and this is a spot buy:

1. A sales meeting with client's salesmen, addressed by talent and agency.
2. A personal letter to each salesman, detailing the campaign, both in terms of content and philosophy. (We want him to know what is being done to make his job easier.)
3. A similar letter to all dealers, stressing the fact that the client is conscious of his needs and is devoting this campaign to the dual ends of building sales and building traffic.
4. Window posters, featuring products and talent.
5. Counter samples. (This is a good product.)
6. Over-head display cards, eye-catchers for the customer.
7. Autographed photographs of the talent, giving the dealer direct identity with the talent, building his ego and prestige at the same time.
8. A give-away tie-in directly relating to use of our client's products, obtainable only at dealers.
9. Dealer mentions on programs.
10. A sales contest with winners being suitably rewarded and air mention of same.
11. Talent visits to dealers.

More ideas are being worked out, and while none of the above is particularly original with us, at least we have packaged them and are using them to support our client's advertising expenditures. . . .

Charles L. Lewin
V. P. and Director of Radio and Television
The Rockmore Co.
New York

Cheers for Ad Cheesecake

EDITOR:

After 20 years of looking at pictures of station managers, sales managers, account executives and other male personages of various shapes and sizes, going through the motions of signing contracts, shaking hands, holding plaques and an assortment of other novel and unique creations of photographic art, it is refreshing to see some cheesecake sprinkled around. Hail to the swing and umbrella girls. They can holler down my rainbarrel any time.

Forrest Wallace
General Manager
KPOL Los Angeles

Faithful Readers

EDITOR:

. . . I thoroughly enjoy reading B•T each week and believe your coverage of the trade news is excellent. . . .

Jack Simpson
Radio and Television
Foote, Cone & Belding
Chicago

Applause

EDITOR:

The transmitter crew here at KFMB-TV follow the progress of TV goings-on etc. through the pages of your publication. We all feel that you do an excellent job . . .

Lew Stoner
KFMB-TV San Diego

WPRO

PROVIDENCE, RHODE ISLAND

Announces

JOHN BLAIR & COMPANY

AS NATIONAL REPRESENTATIVE

Effective Sept. 1, 1953

Night and day, WPRO is your guarantee of blanket coverage of the nation's 14th market, comprised of Providence, Rhode Island; Fall River and New Bedford, Massachusetts.

A million and a half potential listeners live well within WPRO's 1 MV/M contour and account for over one billion dollars in retail sales annually. With 98.7% of the population owning one or more radios, WPRO penetrates completely this unusually large and prosperous market.

A combination of top flight CBS and long established local programs assures not only large but *loyal* listening audiences . . . in other words, highest ratings for all WPRO advertisers.

To take advantage of this rich, pre-sold audience put WPRO on your next advertising schedule and watch your sales increase.

REPRESENTING LEADING RADIO STATIONS

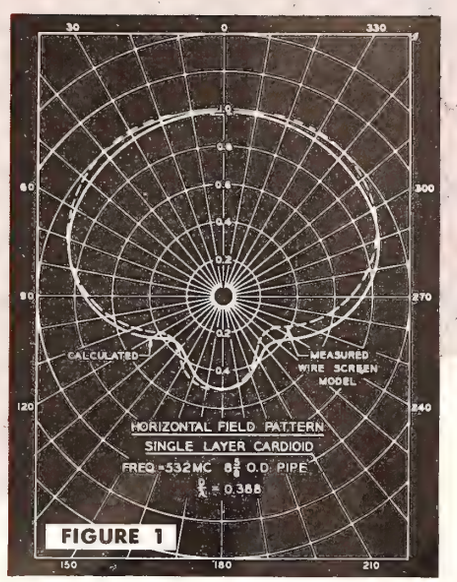
NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

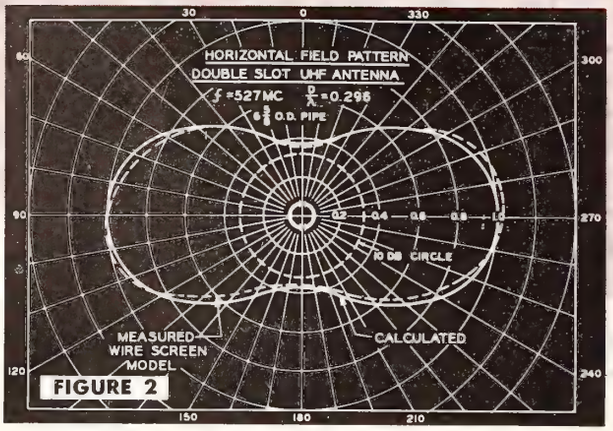
JOHN BLAIR & COMPANY

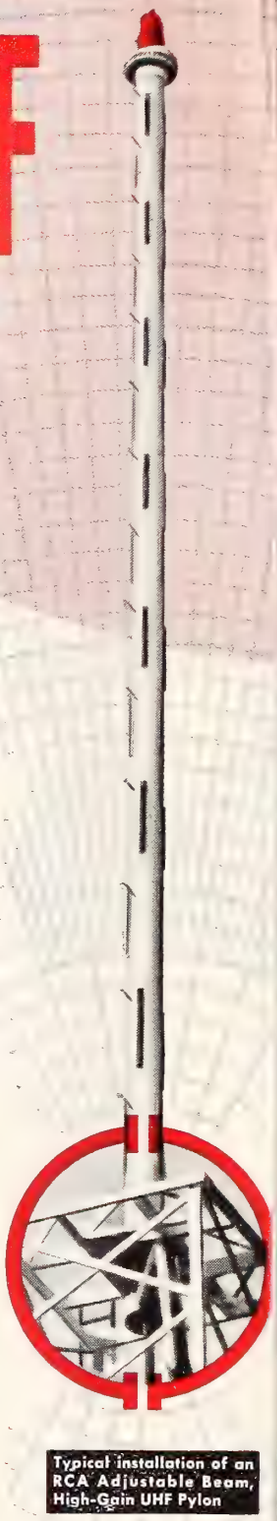
WPRO 5,000 WATTS • 630 KC • BASIC CBS RADIO

MORE NEW ENGLANDERS LISTEN TO WPRO THAN *ANY* OTHER RHODE ISLAND STATION

Put your UHF







Typical installation of an RCA Adjustable Beam, High-Gain UHF Pylon

Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, *with minimum power loss in vertically polarized radiation.*

Do you need BETTER "close-in" coverage?

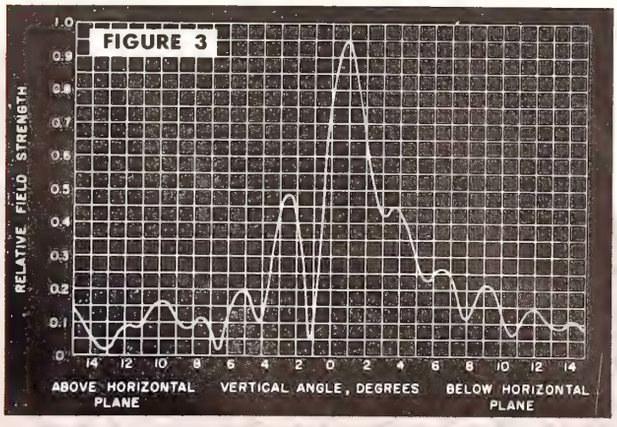
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 3 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 4 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

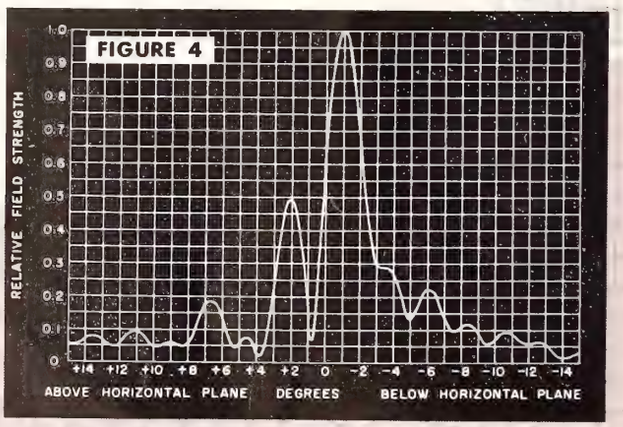
How much UHF gain do you need?

RCA UHF Pylons (standard circulars and directionals) can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27 (see table). No tuning compromises in RCA UHF Pylons—with resultant loss of gain (such as caused by cross-polarized components). *The gain that's published is the gain you get!*

RCA UHF Pylon design is simplicity—plus! Just <u>one</u> feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.





signal where the population is

—Use an RCA "contour-engineered" UHF Pylon Antenna

Select the RCA UHF Pylon to meet your requirements

Channels	Relative Gain	Gain (DB)	Sections	RCA Type
14-30	3	4.77	2	TFU-3BL
31-50	3	4.77	2	TFU-3BM
51-83	3	4.77	2	TFU-3BH
14-30	6	7.78	4	TFU-6BL
31-50	6	7.78	4	TFU-6BM
51-83	6	7.78	4	TFU-6BH
14-30	9	9.54	6	TFU-9BL
31-50	9	9.54	6	TFU-9BM
51-83	9	9.54	6	TFU-9BH
14-30	12	10.79	8	TFU-12BL
31-50	12	10.79	8	TFU-12BM
51-83	12	10.79	8	TFU-12BH
14-30	21	13.22	14	TFU-12BLS
14-30	21	13.22	14	TFU-21DL
14-30	24	13.8	16	TFU-24BLS
14-30	24	13.8	16	TFU-24DL
31-50	24	13.8	16	TFU-24BMS
31-50	24	13.8	16	TFU-24DM
51-83	27	14.31	18	TFU-27BHS
51-83	27	14.31	18	TFU-27DH

No picture deterioration with an RCA UHF Pylon—Transmitter Combination, even when the antenna is covered with four inches of ice.

RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known to the television industry. You can put up a Pylon, connect the line, and throw the switch. *Tuning is not required at your station!*

RCA supplies specially-matched UHF transmission lines



No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0.

RCA supplies complete UHF accessories



Only when everything in your transmitting system *is matched*—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower; mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

An antenna can make or break a TV station. The way it works depends on planning NOW. Take advantage of RCA's antenna-engineering "know-how" when you talk UHF—and be sure your antenna installation will meet your horizontal and vertical radiation requirements EXACTLY. Your RCA Broadcast Sales Representative is at your service.

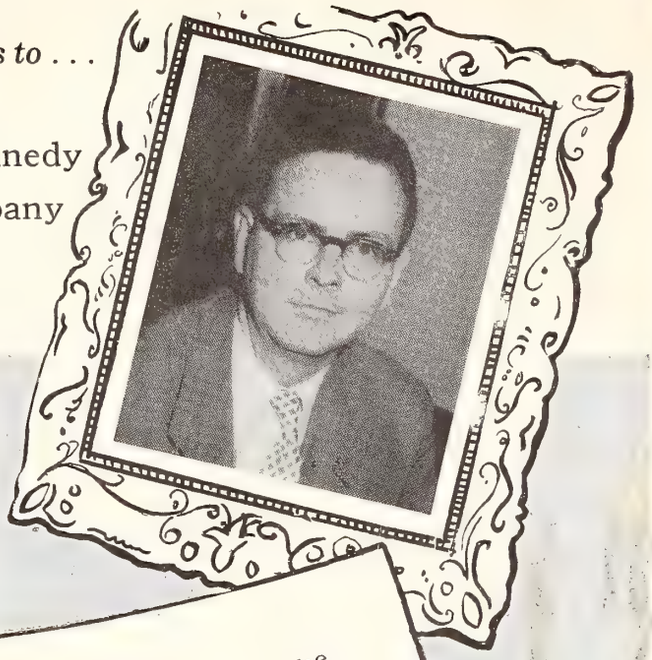
RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

In Which Algy writes to . . .

Mr. William J. Kennedy
Ted Bates & Company
New York City



Dere Bill:

The anncrs. on WCHS hav been tellin' the folks how to keep Kool in these here hot days. I think its downrite smart of you to hav the anncrs. sayin' that early in the morning whin so many thousands of men is ridin' to work in our big chemicul plants and listenin' to th' car radios. I'll bet they like the advise theyre gettin'. Of course, lot of people gets advise from WCHS with 5,000 on 580 every day, advise about sich things as Bluebonnet margarine, Colgate dentul cream and Carters pills. Th' boss sez thet more peeple in W. Va. listen to us then to any othur station which sure makes me glad I work here.

Yrs.,

Algy



WCHS

580 KC — 5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium



Arthur J. Daly

on all accounts

A YEAR as a customer's man in a Wall Street brokerage firm is the only "off-beat" job held by Arthur J. Daly, business manager of the radio and television department of D'Arcy Advertising Co., in a business career that has spanned 25 years—24 in radio and television.

Mr. Daly's foray into stocks and bonds took place immediately after his graduation from Villanova College in 1928 and ended the next year when he joined NBC as a producer.

Like a true broadcasting veteran, Mr. Daly disavows any contribution that his Wall Street background may have made toward his present position. He believes that his talents in the administrative spheres of radio and television sharpened over the years as he assumed responsibilities in that direction along with primary programming and production chores.

His career has alternated between networks and advertising agencies. Mr. Daly remained at NBC from 1929 until 1937, during which time he produced such shows as *The Goldbergs*, *Firestone Hour* and the *Major Bowes Original Amateur Hour*. In the intervening years, he functioned as radio and television director for such agencies as Weintraub, N. W. Ayer, Peck Advertising and Geyer, Newell & Ganger. Before assuming his present post on June 8 he took another dip into network activity as an account executive with the DuMont Television Network.

In his present post, Mr. Daly is in charge of all timebuying for D'Arcy and of the general administrative functioning of the radio and television department. He reports to Paul Louis, vice president and director of radio and television for the agency. Mr. Daly maintains his office in New York, where D'Arcy concentrates much of its radio-TV activities, although agency headquarters are in St. Louis.

D'Arcy handles such accounts as Coca-Cola, Gerber Products Co., Anheuser-Busch and James Lees & Sons (carpets).

"I have long felt," Mr. Daly commented, "that radio and television are prime movers of merchandise in a way that no other media has matched in the history of advertising. The reason is that these media hit the people with the greatest impact where they live, and can influence most to buy products."

Mr. Daly was born in Cedarhurst, L. I., on Sept. 18, 1905. He married the former Ruth Hertzler, an executive in the fashion advertising field. They live with their twin sons, Philip and Peter, 2, in White Plains, N. Y.

Mr. Daly, whose hobby is oil painting, is a member of the Salmagundi Club. His favorite sports are tennis, swimming and sailboating.



On October 7, 1780, a hastily gathered "army" from the Carolina mountains surprised and destroyed a British force atop Kings Mountain—delaying the British advance until spring and paving the way for Yorktown.

Penetration of Charlotte's Big 2 in Kings Mountain—WBT, 89%; WBTV, 72%



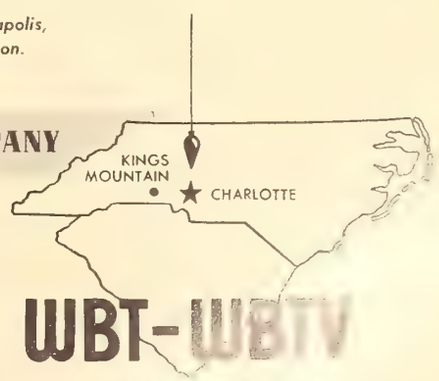
at the peak of the Charlotte market

Historic Kings Mountain now shadows a thriving industrial town. Confident Kings Mountain citizens ask odds of nobody—in 1780 or in 1953. Yet they depend on nearby Charlotte for business, cultural and recreational facilities beyond the resources of their own community. This dependence, repeated in scores of satellite textile communities* gives Charlotte a *market importance* ten times its *city size*.

* *For example: N. C.: Albemarle, Belmont, Concord, Cramerton, Gastonia, Hickory, Kannapolis, Lincolnton and Salisbury; S. C.: Chester, Fort Mill, Gaffney, Lancaster, Rock Hill and Union.*

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio & Television Spot Sales



WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

NBC IS AMERICA

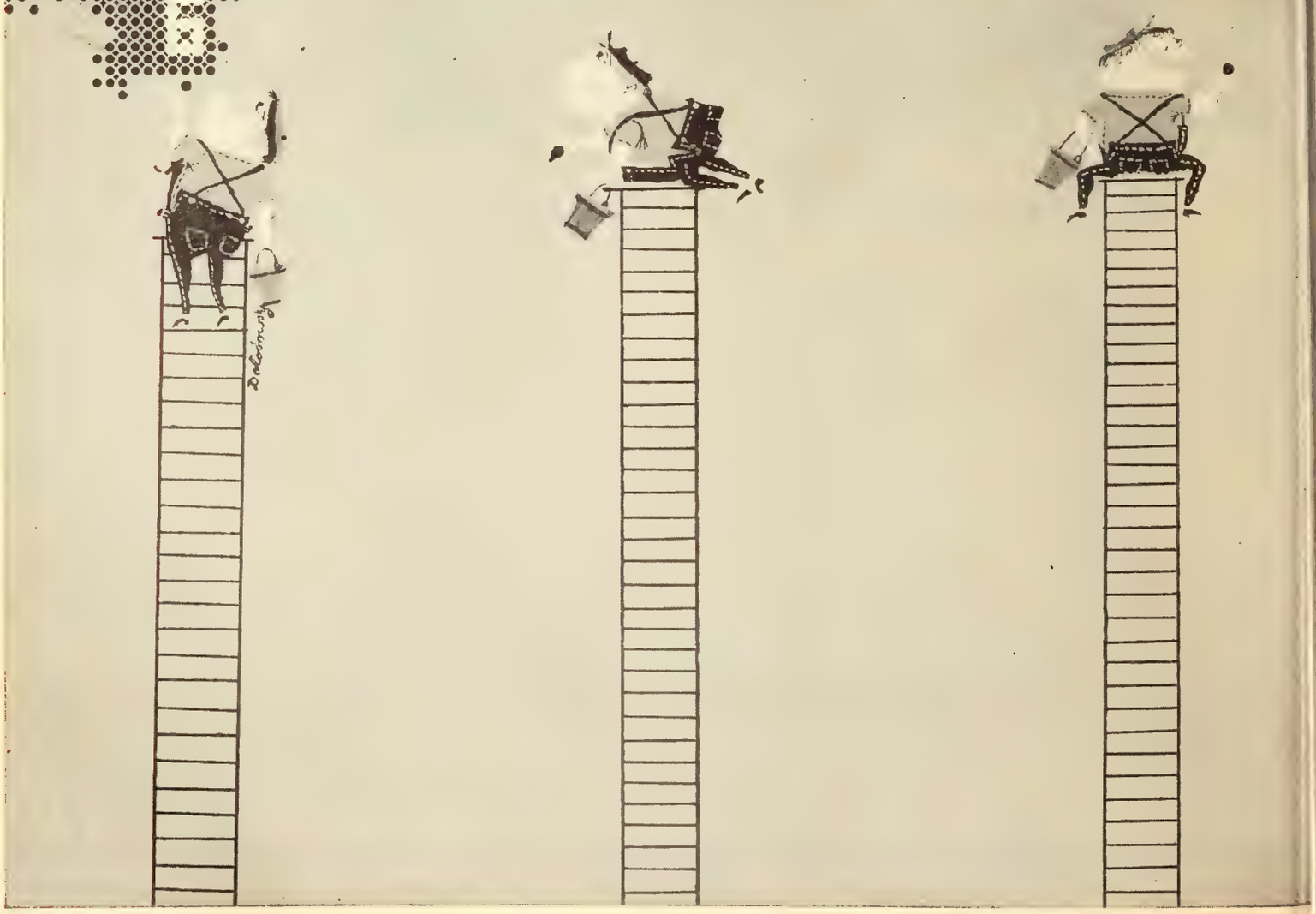
1. NETWORK COVERAGE

2. HOMES DELIVERED

3. TOP PROGRAMS

4. ADVERTISER ACCEPTANCE

5. BIGGER AUDIENCE LEAD



S NO. 1 NETWORK

5

NBC'S TV AUDIENCE LEAD OVER SECOND NETWORK CONTINUES TO INCREASE

From the beginning of network television, NBC has consistently led all networks in audience delivered for advertisers.

That lead is increasing.

In 1952 the average NBC program—day and night—reached 919,000 more homes than the second network. In 1953 NBC's average program has increased its lead to 1,312,000 more than the second network—an increase of 393,000 homes.

HOMES REACHED BY AVERAGE PROGRAM	1952	1953
NBC	**3,640,000**	**5,037,000**
NETWORK NO. 2	2,721,000	3,725,000

An ever-expanding audience lead is another important reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1952 and 1953, Average Sponsored Program. Average per-minute audience for both years. (Nielsen six minute audience not available in 1952.)*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

IN THE
Upper Midwest...

YOU CAN'T TRUST A WOMAN

They said she wouldn't watch daytime TV. Didn't have time.

But she fooled 'em. Today she spends more time with daytime TV than with all other media combined.

Daytime TV would have no impact, they said. But—you can't trust these women.

Today, daytime TV impact is five times greater in TV homes than other visual media.

Cost? Well, KSTP-TV personalities (and their daytime TV shows) such as George Grim, Jimmy Valentine, Bill Ingram, and Bee Baxter are delivering large women audiences at costs-per-thousand low enough to make a slide-rule shudder.

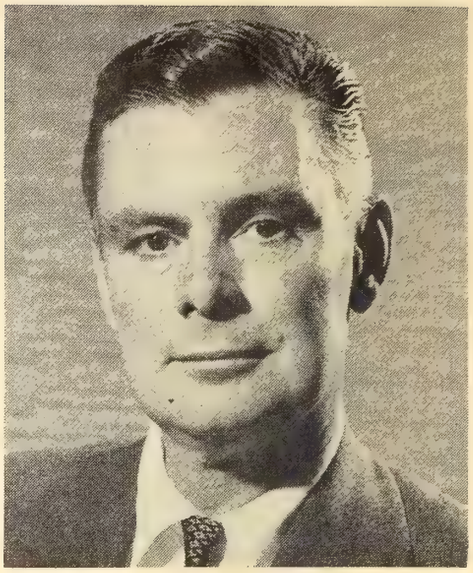
Like the man said — you can't trust a woman. They'll do the opposite just to upset the predictions.

Ed Petry and his boys or any KSTP-TV sales executive has more information on these untrustworthy women and how you can turn their whims into profit.



our respects

to TERRENCE CLYNE



TERRENCE CLYNE, rcently named senior vice president of the Biow Co., New York, is a strong advocate and personal exemplar of the principle that time is money.

Now third in rank at an agency which bills $40-50 million annually, half of which is spent in radio and television, Mr. Clyne is first in command of the Bulova account, a $7 million yearly advertiser in radio-TV which, under the guidance of John Ballard, president of Bulova, and Mr. Clyne's promotional stewardship, sells more watches annually than its two nearest competitors combined.

Using spots exclusively the account currently disburses $6 million annually in television and $1 million in radio. Bulova is represented in every television market with contracts that run for 52 weeks.

Despite the fact that 70% of watch sales are registered during the graduation and Christmas seasons, Bulova campaigns the year around. This is an expression of the client's and Mr. Clyne's validated belief that sales come as a result of continuous impact rather than from seasonal saturation.

In addition to his pre-eminence on the Bulova account, Mr. Clyne is supervisor of the radio-TV network efforts of all the other advertisers on the Biow list.

Ambitious TV Plans

The agency will premiere at least six new TV shows nationally within the next two months. These include Philip Morris' new production, *Pentagon;* Dunhill and Lady Esther's alternate week sponsorship of the Ezio Pinza show; Procter & Gamble's participation on the new *Loretta Young* show; Pepsi-Cola's *Pepsi Playhouse;* Ruppert Beer's *Steve Allen* show and *Nothing but the Best,* also for P & G.

Mr. Clyne's supervision, incidentally, embraces the top rated nighttime network TV show, *I Love Lucy,* for Philip Morris, and the two highest ranking daytime TV programs: Procter & Gamble's *Search for Tomorrow* and Whitehall Pharmacal's *Love of Life.* Other TV shows, both for Philip Morris, include *My Little Margie* and *My Hero.*

"The largest single contract ever signed in television" was executed under Mr. Clyne's supervision when Philip Morris signed Lucille Ball and Desi Arnez and CBS-TV to an $8 million non-cancellable contract for 2½ or more years of *I Love Lucy,* on CBS-TV.

The contract will carry the film series through 1955. Mr. Clyne signed for the agency, while Harry W. Chesley Jr., vice president of Philip Morris, represented the cigarette company.

In radio Mr. Clyne superintends three network shows: *Margie* and *Philip Morris Playhouse,* both for the cigarette firm, and *Welcome Travelers* for Procter & Gamble.

Born in Philadelphia, March 22, 1906, Terry Clyne was educated at Amherst where he was a nine-letter man in football, basketball and track. He graduated with a B.A. degree.

From the time he entered the agency field, Mr. Clyne has been an account executive in every firm with which he has been connected.

He began his cycle with the Wall Street firm of Halsey Stewart & Co., forsaking it finally for a position with Merrill Lynch & Co., still on Wall Street. But after nine years he left The Street for another avenue, radio.

He joined Free & Peters, New York, station representatives firm, as an account executive and later was named vice president.

Served in 8th Air Force

In 1942, he took a leave of absence from the firm to join the 8th Air Force. As Lt. Col. Clyne he was chief of supply for the 8th in Europe. He holds the Legion of Merit, the Croix de Guerre and Bronze Star with cluster.

A year after his return from service, he left Free & Peters to become associated with the Biow Co. as an account executive on the Bulova account. In 1948 he was named a vice president of the firm in charge of its radio and television network activities, in addition to his account work with the Bulova Co.

It was in 1948 that Mr. Clyne conceived the idea and sold the first "TV station identification" to WGN-TV Chicago, then to WABD (TV) New York.

In mid-July of this year he was named senior vice president.

Mr. Clyne is married to the former Frances Donelon, who, as a professional model, is believed to have appeared on more *Redbook* covers than any other model in the country.

They have two children, Terry Jr., five years old, and Michael, three years. Their home is in Bedford Village.

Mr. Clyne's hobby is tennis, but, unfortunately, his pursuit of that vocation has gone into a decline with the rise of television.

NOW ON THE AIR! — WDAY-TV

FARGO, N. D.

CHANNEL 6



WDAY-TV REACHES OUT LIKE CRAZY IN THE RICH FLAT LAND OF THE RED RIVER VALLEY!

WDAY-TV COVERS THE NATION'S THIRD-BEST COUNTY IN RETAIL SALES PER CAPITA* —COVERS AMERICA'S 73RD WHOLESALE MARKET

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

FARGO RANKS HIGHER IN WHOLESALE SALES
THAN MANY LARGER CITIES
SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION



AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives

Station Operato

Powerful "Put-Ne

Show . . . Tony M

Rogers  Dick

Peggy Lee  .

Station Operato

Ziv's New "Hour of Stars" . . . Five Full

Week . . . Full of One-Minute Spots and

It's the Hottest Station Deal That Ever

rs!  ZIV's

w-Life-in-Radio"

Martin  Ginger

Powell  and

.Offers "Smart"

rs Big Profits!

lours Every

hain-Breaks.

Hit Radio!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

Hurry! Hurry!
Write, Wire
or Phone!
Your Market May
Still Be Available!



More people hear KWKH than all other Shreveport stations combined!

KWKH is by all odds the most listened-to, most productive station in the Arkansas-Louisiana-Texas area.

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations combined—*yet costs 44.2% less!*

The audience figures above are from the new Standard Station Audience Reports—the *more conservative* of the two recent audience surveys made in this area.

Write direct or ask your Branham representative for the whole 50,000-watt KWKH story.



AVERAGE DAILY LISTENERS

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

August 3, 1953 Vol. 45, No. 5

DEAN SET FOR FCC VACANCY, EFFECTING GOP MAJORITY

South Dakota broadcaster's name was authorized Friday by President Eisenhower but delayed because of Taft's death. Candidate Charles Garland was offered FCC secretaryship, but he declined.

PRESIDENT Eisenhower last Friday approved the nomination of Robert J. Dean, president of KOTA Rapid City, S. D. for a seven year term on the FCC, succeeding Paul A. Walker, Oklahoma Democrat. Mr. Walker retired June 30.

The Dean nomination, however, was not submitted to the Senate as this issue closed Friday because of the death of Sen. Robert A. Taft, majority leader, and the consequent recess of the Senate out of respect to him. It was presumed the nomination would be transmitted to the Senate Saturday or possibly today (Monday). This was stated on authority of the Republican National Committee, which advised B•T Friday that the decision in favor of Dean had been reached by the White House.

The impending Dean nomination culminated one of the most vigorously contested campaigns for an FCC vacancy in many years. Also seeking the post was Charles Garland, general manager of KOOL Phoenix. Among other candidates was former Rep. John W. Gwynne of Waterloo, Iowa. On the preceding day, the 65 - year - old Iowan had been named to the Federal Trade Commission, clearing the decks for the Dean nomination.



Mr. Garland

Mr. Dean's name will go to the Senate Interstate & Foreign Commerce Committee. If his confirmation is not forthcoming prior to adjournment, expected this week, he must serve without pay until the new session convenes in January.

Mr. Dean expressed a willingness to do so, having arranged to dispose of his 55.5% interest in KOTA to his associated stockholders (some 40 others). Mr. Dean's primary political sponsor was Sen. Francis Case (R-S.D.).

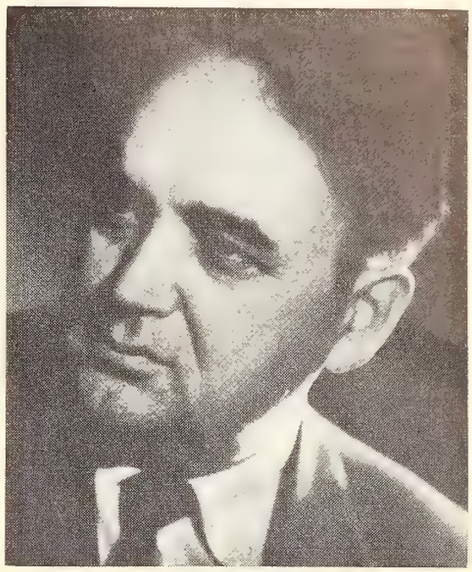
Veteran in Radio

The 55-year-old South Dakotan has been in radio since 1922 and is a lawyer [B•T, May 25]. He practiced law in South Dakota following his graduation from the state university and has been identified with the ownership of seven stations in the state. KOTA is an applicant for TV Ch. 7 and operates KOZY (FM).

A Republican for a quarter-century, Mr. Dean was active in the Eisenhower campaign. Married, he has two daughters, 20 and 22.

The Dean appointment, for the first time since the election, will shift the FCC balance to a majority of Republican members. Other Republicans are Rosel H. Hyde, chairman, George E. Sterling and John C. Doerfer. The Democratic members are Frieda B. Hennock and Robert T. Bartley, with the seventh member, Commodore E. M. Webster, politically listed as an Independent.

In the running until last Friday was Mr. Garland. He conferred on both Tuesday and Wednesday with GOP Chairman Leonard Hall and was proffered the secretaryship ($10,300 per year) which he had rejected. In the power politics battle, Mr. Garland had the support of Barry Goldwater, freshman Republican Senator from Arizona (who succeeded former Majority Leader Ernest W. McFarland, applicant for Ch. 13 against KTAR Phoenix and Desert Advertising Co.) and Eugene C. Pulliam, publisher of *Indianapolis News* and *Phoenix Republic* and *Gazette,* and owner of WIRE Indianapolis and WAOV Vincennes, Ind.



Mr. Dean

Mr. Garland had been a candidate for the FCC for some eight months—virtually since the election. He collided with the "broad-

Ike Picks His 'Practical Broadcaster' . . . . . *An Editorial*

PRESIDENT EISENHOWER, as this was written Friday, was prepared to name his first "practical broadcaster" to the FCC in the person of Robert J. Dean of South Dakota. The decision, formal announcement of which was delayed because of the death of Sen. Taft, came after one of the most fiercely contested campaigns ever conducted for an FCC post—practically all of it behind the political scenes.

In the battle of power politics, Mr. Dean was supported by Sen. Francis Case of South Dakota, with the backing of other political leaders and the endorsement of a number of state broadcasters' associations. He emerged over Charles Garland, general manager of KOOL Phoenix, supported by Sen. Barry Goldwater of Arizona, Eugene Pulliam, Indiana-Arizona publisher and broadcaster and a member of the Republican National Committee, as well as a host of broadcasters. Mr. Garland, it appears, was finessed out of the running at the eleventh hour. Other non-broadcaster starters wilted in the home stretch. The key man was Leonard Hall, recently installed chairman of the GOP Committee.

There can be no doubt about Mr. Dean's status as a practical, independent broadcaster. For many years there has been an insistent demand that a "journeyman" station operator be placed on the FCC, to impart to that body the "feel" of station operation. Mr. Dean has built seven stations during his 30 years in radio—all in his native South Dakota. He is an attorney.

Moreover, Mr. Dean had had experience on the other side of the regulatory fence. He, like many of his broadcaster colleagues, has had brushes with the FCC. In 1938, the Commission denied a renewal of license to the then KWTN Watertown, of which he was part owner. In a related case, it declined to consent to transfer of control of KGDY Huron to a company in which Mr. Dean held an interest. The conclusions reached by the FCC specified that the transfer of control had been effected with prior FCC approval, and that there also had been violations of technical regulations. The cases went to court; FCC was sustained.

So Mr. Dean comes to FCC with as rich and as varied a "home town broadcaster" background as anyone who has ever served. His record will be watched closely. There had been opposition to the appointment of a broadcaster—any broadcaster—because of possible bias. That argument, however, finally was demolished, since it makes sense to have experts on expert agencies.

Whether the FCC henceforth will have among its membership those who have toiled in the broadcasting vineyards may largely be determined by Mr. Dean's stewardship (assuming Senate confirmation). He'll have seven years to prove it.

caster" opposition of Mr. Dean, who was sponsored primarily by Sen. Case. But Mr. Garland also reportedly had lined up formidable support, including a number of Senatorial delegations as well as a number of state broadcaster associations.

Mr. Garland, it is understood, made it abundantly clear to Chairman Hall that he was not interested in anything other than a commissionership and that he had not originally aspired to any government post but had been urged to "accept" an FCC appointment. He said he sought the job because of the opportunity it provided to render a service to his country and also because of the obvious prestige that would be associated with it. He had been advised initially that the administration was interested in the appointment of a "highly qualified broadcaster." Mr. Garland had made a half-dozen trips to Washington at the behest of his political supporters since the new administration took over.

Mr. Dean had been in Washington or in the Washington area for some two months, residing at the Congressional Hotel, near Capitol Hill, and spending a good deal of his time in the offices of Sen. Case. Mr. Garland also had arranged to sell his broadcasting interests in the event of appointment. Mr. Garland owns minority interests in KOOL and KOPO Tucson. Mr. Dean, in addition to his 55% ownership in KOTA, owns Radio Games, a family partnership holding title to several programming projects now being syndicated. Since no licenses are involved, his arrangement was simply to turn these interests over to his family, while disposing outright of his KOTA holdings.

ADVERTISERS & AGENCIES

TV WARES NEED VISUAL APPEAL, DESIGNER KECK TELLS ADVERTISERS

Design and packaging are all important for a product intended to be advertised on television, concludes the West Coast industrial designer after a lengthy study on that subject. 'Extraordinary' changes in consumer products may be occasioned by video advertising. Color TV will bring even more possibilities.

ANY consumer product which sets new sales records in today's competitive market must be designed and packaged to be completely "television proof."

That advice to manufacturers was voiced by Henry Chapman Keck, West Coast industrial designer, who has just completed an extensive study of special considerations which TV advertising now requires for the product designer. The study was begun in 1951 as a matter of professional interest since his firm, Henry Keck Assoc., Pasadena, Calif., specializes in the engineering and styling of mass-produced articles.

As the survey findings grew, Mr. Keck came to conclude that TV demands may soon work extraordinary changes in the manufacture of nearly all consumer products.

He feels the special requirements of television as an advertising medium bring new emphasis to the advantages of good design. He cites simplicity of design as the key to any successful video campaign.

Products advertised via TV must *look* desirable, for no amount of glowing rhetoric can spark sales appeal for an item which appears as a dull or indistinct blur on the screen, Mr. Keck said. The viewer simply ignores the announcer's message, or worse, resents it.

Basic product form carries more responsibility in TV advertising than in other media, according to Mr. Keck. Every set owner is all-too familiar with the ludicrous distortions which turn round objects into football shapes on his home screen, he declared, stressing that faults of this type can be corrected, either in the original design or in manner of display.

Mr. Keck believes that many completely new appearance considerations are needed to prepare a product for maximum benefit from TV advertising. Much of his investigation has been directed at developing color combinations while staying within the limited range of effective TV screen values.

Special TV Packaging

In consulting with various West Coast independent and network TV engineers, Mr. Keck found a number of major manufacturers already have been forced to provide special mock-up packages and labels for television purposes, when the standard products made poor showings before the cameras. Costly, it causes a needless duplication of effort, as the advertiser's campaign is shifted from one medium to another, he pointed out.

Surface textures present another major problem for products making their television debuts, Mr. Keck found. The brilliant chrome or glass surfaces which sparkle invitingly from showcases, cause immediate havoc on the light-sensitive faces of delicate camera tubes, and produce unpleasant "halos" of harsh and distracting glare.

"For many such products," he said, "the solution lies in using softer surfaced materials in the manufacturing process."

Mr. Keck found satin-finished aluminum or matte-finished plastics particularly valuable in eliminating glare . . . their use often resulting in improved appearance of the articles being tested.

The two most important factors which Mr. Keck's study treated are "brand-label" identity and "ease of demonstration."

"Identity of the product on television must be established *visually*," he states. "This can only be achieved with a clear, concise and attractive label treatment, which is visibly consistent with the nature of the product."

Actual viewer impact in the TV medium too often is measured with the over-simplified yardstick of sheer size, he said. This makes a poor criterion, since modern camera lenses literally can fill a 24-inch home screen with a close-up image of a product no larger than a cigarette lighter. It follows that composition and relative visual values, within the basic design, are the real ingredients of "telegenic appearance."

Of equal importance to the TV merchandiser is the matter of demonstration, Mr. Keck said. Chances are his product already functions well but that isn't enough for television purposes. It must look easy to operate from the camera's point of view.

If the demonstration requires awkward or difficult handling, sales will be jeopardized regardless of the actual performance of the product, he warned.

In discussing color TV, Mr. Keck said, "If the basic design is good, the color problem can be solved at the same time that the overall TV challenge is met. In other words, a well-conceived design will employ color combinations which look smart in black and white, yet require no modification for full color use."

"Design of this type will enhance a product's advertising appeal in every medium, whether it be used for newspaper advertising, TV commercials or point-of-sale displays."



THERE'S a reason for these smiles. Arthur Godfrey, whose picture stands in proxy, has just been signed to a $1,300,000 contract by the Esquire Boot Polish Co. and CBS. The pactmakers are (l to r) Sam Abrams, Esquire president; John Karol, CBS vice president in charge of sales, and Albert Abrams, Esquire vice president. Emil Mogul Co. is the agency which arranged the buy for Mr. Godfrey's morning radio-TV show.



RICHARD C. FRANCIS (l), vice president and Pacific Coast manager of Campbell-Ewald's Los Angeles office, turns over keys to new and larger Hollywood office to Willard W. Hanes, its manager and radio-TV director.

Bears, Cardinals Games Taken by ABC-TV, Standard

HOME games of the Chicago Bears and Cardinals National Football League teams will be telecast by ABC-TV this fall for the second consecutive year, the network announced last week.

Standard Oil Co. of Indiana will sponsor one half of each of the 12 Sunday contests, with local sponsors in other areas picking up second-half sponsorship. Agency is McCann-Erickson Inc., Chicago. Telecasts will be blacked out in Chicago. Harold (Red) Grange will handle play-by-play.

Westinghouse Electric Corp. already has contracted for exclusive sponsorship of telecasts of selected Saturday pro league games on the DuMont TV Network. Standard also will sponsor radio broadcasts of Bears' Sunday games on WGN Chicago.

Williamson to Moore

R. S. (BOB) WILLIAMSON, managing director of the Piedmont Advertising Agency Inc., Salisbury, N. C., for four and a half years, has been appointed advertising and public relations director for B. C. Moore & Sons Inc., operator of 43 department stores in Alabama, Georgia and the two Carolinas. Mr. Williamson will join the Moore organization Aug. 15 and will be headquartered at the firm's general offices which are located in Wadesboro, N. C.



Mr. Williamson

NEW BUSINESS

Continental Baking Co., N. Y., (Wonder bread and Hostess cup cakes), signs to sponsor CBS Radio's new panel show, *Make Up Your Mind,* which starts Aug. 7 (Mon.-Fri., 11:30-45 a.m. EDT) with Jack Sterling, ringmaster of CBS-TV's *Big Top* and WCBS New York's early-morning personality, in role of m.c. Agency: Ted Bates & Co., N. Y.

Liggett & Myers (Chesterfield cigarettes) renews *Les Griffith and the News* on ABC radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Admiral Corp., Chicago (television receivers), will sponsor 20th annual All-Star football game from Chicago on Aug. 14, starting at 9:30 p.m., over DuMont Television Network. Game will be carried in at least 69 cities. Agency: Erwin, Wasey & Co., N. Y.

Hazel Bishop Inc. (beauty preparations) to sponsor West Coast m. c. Peter Potter in *Peter Potter's Juke Box Jury* on ABC-TV, Sun., 9:30-10:30 p.m. EST, effective Oct. 4 for 52 weeks. Agency: Raymond Spector Co., N. Y.

Voight's Labs. planning spot radio campaign in Boston, Philadelphia, Washington, Indianapolis, New York and perhaps other markets, using news and women's programs to promote Dermadyne posion ivy remedy and Oraphyll denture adhesive. Agency: Ovesey, Berlow & Straus, N. Y.

NEW ZIV SERIES IN 58 MARKETS

WIDESPREAD sales activities on the latest Ziv television and radio program series were announced last week by M. J. (Bub) Rifkin, sales vice president of Ziv Television Programs Inc.

Mr. Rifkin said that the *I Led Three Lives* TV program has been sold in more than 58 markets after having been on sale only four weeks. He estimated total billings at more than $1 million. He noted that sales on the program which centers around a young Boston advertising executive who becomes an undercover man for the FBI, were all on firm, 52 week contracts.

Advertisers who have bought *I Led Three Lives* include Phillips Petroleum, Bartlesville, Okla., for all key midwest markets; Adolphe Coors Co., Golden, Colo., brewery firm, for nine TV markets in the mountain states area, and Golden State Co. Ltd., San Francisco dairy company, for all nine TV markets in California. The program also has been sold to KTNT-TV Tacoma, KRON-TV San Francisco and WNAC-TV Boston.

Mr. Rifkin also disclosed that plans have been completed for the expansion of the television sales department from its current 42 employes to 80 by July 1954.

CBS TV Film Sells $250,000 in Series

ADDITION of some $250,000 in new business by CBS Television Film Sales for three of its major syndication series was announced last week by Wilbur S. Edwards, general sales manager. He noted that the sales were completed within a 12-hour period July 21-22.

New sales included *Linkletter and the Kids* to the Kasco Dog Foods Co., Waverly, N. Y., for showing in Detroit; Cleveland; Columbus; Baltimore; Binghamton, N. Y.; Tulsa, Okla., and Schenectady, N. Y.; *Amos 'n' Andy* to Nalley's Salad Dressing Co., Tacoma, Wash., for Seattle; Yakima; Bellingham; Boise, Idaho; Portland, Ore.; Little Rock, Ark.; Wichita Falls, Tex.; Waco, Tex.; Monterey, Calif., and Medford and Eugene, Ore.; and *Crown Theatre* to KRTV (TV) Little Rock, KWFT-TV Wichita Falls, KANG-TV Waco, and KMBY-TV Monterey.

NBC-TV Show to Capsule Eight Years of History

NBC PLANS to celebrate the eighth anniversary of its independent TV news-on-film production with a special, full-hour show—*Assignment Tomorrow,* a rundown of outstanding news events of the 1945-53 period, prepared from the NBC Film Library on Aug. 23 at 7-8 p.m. EDT, NBC Public Affairs Director Davidson Taylor announced last week.

James Fleming, former news editor of NBC-TV's *Today* series, is editor-narrator for the documentary in which, Mr. Taylor said, a new reporting technique will be used, employing the voices of news-making personalities as "narrators" speaking behind films of events in which they participated. Among these will be the voices of President Eisenhower, former President Truman, Gen. Lucius D. Clay, former UN Secretary-General Trygve Lie, and Adlai Stevenson. In some cases, special recordings will be made for the program.



GENERAL ELECTRIC's Electronics Division will sponsor *Meet Mr. McNutley* on CBS Radio beginning Thursday, Sept. 17 with a film version slated on CBS-TV by GE's Small Appliance Division later in the fall. Radio plans are discussed by (l to r) S. James Andrews, radio-TV director of the agency, Maxon Inc., New York; Ray Milland, the show's star, and Tyler Davis, Maxon's West Coast representative. GE's Small Appliances Division agency is Young & Rubicam.

Guild Films' Kaufman Sees $2½ Million in '53 Business

GROWTH of Guild Films Inc. in its first year of operation has been described by President Reub Kaufman in a statement projecting company business for 1953 at a figure totaling "at least $2½ million."

Mr. Kaufman pointed out that he had launched Guild as a TV film production and distribution firm with a "modest capital of $100,000," and said the company currently has contracts for shows totaling "close to twice that amount monthly." Guild has administration offices in New York and several operating studios on the West Coast.

At the same time, Mr. Kaufman announced plans for the production and distribution of two new shows, *Life With Elizabeth* and *Joe Palooka.* Both will be half-hour TV film shows and will be produced on the West Coast.

Edward (Ned) Buddy Dies; Headed CBS Newsfilm Dept.

FUNERAL services for Edward C. (Ned) Buddy, general manager of CBS-TV's Newsfilm department, were to be held Saturday at Vineyard Haven, Mass. Mr. Buddy, 46, died Wednesday after a heart attack at his home in Westport, Conn.

He took over direction of CBS-TV's film department May 1 when it began operation [B•T, April 13]. It was set up to provide daily coverage of world events for the network. He was a member of CBS Radio's news staff for a time before World War II.

Survivors include his wife, three daughters and two sons.

Film Sales

WCBS-TV New York, acquires multiple-run rights to "That's My Boy," film starring **Jimmy Durante. Louis Weiss & Co.,** L. A., is distributor.

Illinois Bell Telephone Co. buys **NBC-TV** documentary, *Victory at Sea,* for repeat show-

ing on **WNBQ (TV)** Chicago. First of 26 installments starts Sept. 13. Agency: **N. W. Ayer & Son,** N. Y.

•

Guild Films, New York, has sold the half-hour filmed *Liberace Show* to **WFMY-TV** Greensboro for sponsorship by the **Streitman Biscuit Co.** and to **WEEK-TV** Peoria for a sponsor to be announced. The musical series is running in more than 70 markets and is sponsored in more than 20 of them, according to Guild Films.

•

Kelly Furniture Store and **Lane's Rexall Drug Store,** Austin, Minn., will co-sponsor *Craig Kennedy Criminologist* on **KMMT (TV)** that city, for 26 weeks, when station starts operations around Aug. 15. Weekly half-hour series is filmed by **Adrian Weiss Productions** and distributed by **Louis Weiss & Co.,** both Los Angeles.

Production

Kling Studios Inc., Chicago, has completed a new series of film shows for *Music With the Hormel Girls,* TV package, according to **Fred A. Niles,** vice president of Kling's motion picture-TV division. The studio shot 88,000 feet of film in 24 hours on the 15-minute CBS-TV series, for which Kling has filmed some 60 shows.

•

Screen Gems Inc., Hollywood, has re-signed directors **James Neilson** and **Ted Post** for fall production schedule of NBC-TV's *Ford Theater* half hour film series which returns to the air Oct. 1. Mr. Post's seventh assignment for the Columbia Pictures video subsidiary is "Emergency," written by **Sam Marx,** which starts shooting Aug. 10. "Sister Veronica," from **Karen DeWolf's** script, is Mr. Neilson's 13th assignment and goes before the cameras Aug. 13. **Irving Starr** is producer on both films.

•

Blinkey Productions, New York, has resumed production on another series of 15 minute films of *The Adventures of Blinkey.* The firm announces it also will make spot commercials for sponsors of the "Blinkey" series at cost plus 10% by using the Blinkey characters for commercials.

Film People

Eva Gabor, stage and screen personality, signed by **Ely Landau Inc.,** New York, television production and distribution firm, to appear in a new TV series to be filmed in New York and on the west coast.

AM-TV NETWORK GROSS UP 8.7% FOR FIRST SIX MONTHS

PIB figures show nearly $15 million increase over the January-June totals of 1952. Also released by the Bureau are radio and TV advertiser breakdowns for May and the January-May period of 1953.

GROSS time sales of the nationwide radio and TV networks during the first six months of 1953 totaled $187,046,260, an increase of 8.7% over the $172,106,873 radio-TV network gross for the first half of 1952, according to figures compiled by Publishers Information Bureau on advertising expenditures for network time.

Individually, the radio networks for the six month period were down 1.1% below their total for the like part of last year, while the video networks showed a gain of 18% in the first half of this year over the same period of 1952.

For the month of June, the radio networks grossed 1.1% more than in June of 1952 (reversing their position for the first half of the year), and the TV networks were 29.1% ahead of June of last year. Combined, the broadcast network gross for June totaled $30,167,342, a gain of 15.2% over the June 1952 gross of $26,181,395.

PIB earlier had released five-month figures on AM and TV network timebuying, in which the top advertisers were listed and the sales by classification were tabulated.

A total of 164 advertisers used time on the nationwide radio networks during May, the same number that were network clients in May 1952 if the three political advertisers using network radio that month are omitted as outside the normal list of advertisers.

This May's average expenditure topped that of last May by more than $100, this May's network clients averaging $85,448 in radio network time purchases to the May 1952 average of $85,310, according to calculations based on the PIB figures.

During the January-May period this year 201 advertisers purchased radio network time, compared to 190 (plus four political accounts) for the same five months of 1952, but their average expenditures were lower than a year ago, $354,035 this year to $371,258 last.

The four TV networks in May sold time to 163 advertisers who spent on the average of $112,441 for video network time, compared to the average of $99,269 expended by the 148 TV network clients in May 1952.

The increase in advertisers marks a new trend that reverses previous declines in the number of TV network clients. In the January-May period of 1953 a total of 177 advertisers sponsored or participated in sponsorship of TV network programs, compared with 192 TV network clients in the like period of 1952 (not including political advertising). Average expenditures for time, however, were considerably higher (25.9%) this year than last, $494,524 to $392,721.

* * *

TOP TEN TV NETWORK ADVERTISERS IN MAY 1953

1.	Procter & Gamble	$1,270,079
2.	Colgate-Palmolive-Peet	941,508
3.	R. J. Reynolds Tobacco	807,790
4.	General Foods	616,268
5.	American Tobacco	577,855
6.	Liggett & Myers Tobacco	488,483
7.	General Mills	487,182
8.	Gillette	468,934
9.	Philip Morris	422,266
10.	P. Lorillard	403,749

* * *

TOP TEN RADIO NETWORK ADVERTISERS IN MAY 1953

1.	Procter & Gamble Co.	$1,257,199
2.	General Foods Corp.	597,029
3.	Miles Labs	593,045
4.	General Mills	529,989
5.	Gillette Co.	489,495
6.	Colgate-Palmolive-Peet Co.	487,081
7.	Sterling Drug	409,473
8.	Liggett & Myers Tobacco Co.	401,007
9.	R. J. Reynolds Tobacco Co.	388,106
10.	Lever Brothers Co.	380,093

* * *

NETWORK TELEVISION, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$2,110,958	$3,001,314	$15,353,074	$19,403,716
CBS	5,220,143	4,629,254	31,281,720	29,640,429
MBS	1,807,206	1,632,977	11,174,831	10,262,680
NBC	3,979,471	3,708,014	24,732,789	24,183,934
Total	$13,117,778	$12,971,559	$82,542,414	$83,490,759

* * *

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$2,674,622	$5,156,404	$1,786,134	$4,260,555	$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
Apr.	2,637,364	*5,375,243	1,974,359	4,196,009	*14,182,975
May	2,593,923	*5,333,481	1,994,358	4,141,070	*14,062,832
June	2,110,958	5,220,143	1,807,206	3,979,471	13,117,778
Total	$15,353,074	$31,281,720	$11,174,831	$24,732,789	$82,542,414

NETWORK RADIO, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$1,597,253	$1,279,985	$9,866,205	$10,717,768
CBS	7,399,078	5,385,820	44,205,527	32,451,094
DuMont	803,848	749,497	5,388,066	4,489,771
NBC	7,249,395	5,794,534	45,044,048	40,957,481
Total	$17,049,574	$13,209,836	$104,503,846	$88,616,114

* * *

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$1,604,892	$7,052,395	$ 982,794	$7,558,448	$17,198,529
Feb.	1,481,032	6,621,629	862,299	6,820,529	15,785,489
Mar.	1,728,446	7,739,812	1,054,857	7,938,751	18,461,866
Apr.	1,640,597	7,770,181	819,398	7,489,860	*17,720,036
May	1,813,985	7,622,432	864,870	7,987,065	*18,288,352
June	1,597,253	7,399,078	803,848	7,249,395	17,049,574
Total	$9,866,205	$44,205,527	$5,388,066	$45,044,048	$104,503,846

*Revised 7-28-53

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR MAY 1953

Class	Company	Expenditure for Network Time
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 43,767
Apparel, Footwear & Accessories	Knomark Mfg. Co.	41,992
Automotive, Automotive Equipment & Accessories	General Motors Corp.	145,863
Beer, Wine & Liquor	Falstaff Brewing Co.	114,854
Building Materials	Johns-Manville Corp.	66,545
Confectionery & Soft Drinks	William Wrigley, Jr., Co.	146,280
Consumer Services	Electric Cos. Adv. Program	79,883
Drugs and Remedies	Miles Labs	593,045
Food and Food Products	General Foods Corp.	589,479
Gasoline and Other Fuels	Standard Oil Co. of Indiana	98,331
Horticulture	Ferry Morse Seed Co.	22,148
Household Equipment	Philco Corp.	121,851
Household Furnishings	Owens-Corning Fiberglass Corp.	59,810
Industrial Materials	U. S. Steel Corp.	125,162
Insurance	Prudential Insurance Co. of America	72,966
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	60,210
Office Equipment	Hall Brothers	83,225
Publishing and Media	First Church of Christ Scientist	15,304
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	79,542
Retail and Direct Mail	Dr. Hiss Shoe Stores	1,545
Smoking Materials	Liggett and Myers Tobacco Co.	401,007
Soaps, Polishes and Cleansers	Procter & Gamble Co.	718,990
Toiletries and Toilet Goods	Gillette Co.	489,495
Transportation, Travel, Resorts	Assn. of American Railroads	63,392
Miscellaneous	American Federation of Labor	94,950

* * *

LEADING ADVERTISERS ON TV NETWORKS BY PRODUCT GROUPS FOR MAY 1953

Class	Company	Expenditure for Network Time
Apparel, Footwear & Accessories	Griffin Mfg.	$ 47,325
Automotive, Auto. Equipment & Access.	Ford Motor	355,058
Beer, Wine & Liquor	Pabst Brewing	174,224
Building Materials	Glidden	52,500
Confectionery & Soft Drinks	Coca-Cola	195,972
Consumer Services	Electric Cos. Adv. Program	52,464
Drugs & Remedies	American Home Products	214,809
Food & Food Products	General Foods	616,268
Gasoline, Lubricants & Other Fuels	Texas Co.	147,975
Horticulture	Montamower Dist. Corp.	3,068
Household Equipment	General Electric	381,808
Household Furnishings	Armstrong Cork	103,920
Industrial Materials	Reynolds Metals	138,975
Insurance	Prudential Insurance Co. of America	84,915
Jewelry, Optical Goods & Cameras	Speidel	62,070
Office Equip., Stationery & Writing Supplies	Hall Brothers	103,500
Publishing & Media	Cowles Magazines	2,567
Radios, TV Sets, Phonographs & Access.	RCA	203,700
Smoking Materials	R. J. Reynolds Tobacco	807,790
Soaps, Cleansers & Polishes	Procter & Gamble	864,629
Toiletries & Toilet Goods	Colgate-Palmolive-Peet	743,039
Transportation & Resorts	Greyhound	12,149
Miscellaneous	Quaker Oats	79,665

* * *

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND FIRST FIVE MONTHS 1952-1953

	1953		1952	
	May	Jan.-May	May	Jan.-May
Agriculture & Farming	$113,992	$540,046	$69,435	$324,933
Apparel, Footwear & Accessories	101,985	539,218	23,492	128,190
Automotive, Auto. Access. & Equipment	510,950	2,534,664	369,528	1,699,738
Beer, Wine & Liquor	151,137	773,338	227,825	1,142,348
Bldg. Materials, Equip. & Fixtures	67,634	355,783	96,861	417,585
Confectionery & Soft Drinks	307,513	1,249,735	472,760	2,641,370
Consumer Services	235,871	1,086,837	189,585	1,000,446
Drugs and Remedies	1,935,999	9,536,052	1,829,327	9,383,704
Food and Food Products	3,212,301	16,097,970	3,288,429	16,493,505
Gasoline, Lubricants & Other Fuels	372,451	2,082,907	424,153	2,269,547
Horticulture	33,136	107,324	46,928	109.923
Household Equip. & Supplies	611,506	3,021,153	250,535	1,553,610
Household Furnishings	209,580	945,202	96,775	493,820
Industrial Materials	125,162	708,795	156,558	1,067,266
Insurance	180,719	820,387	309,165	1,471,600
Jewelry, Optical Goods & Cameras	82,786	463,266	91,824	481,488
Office Equip., Stationary & Writing Supplies	83,225	366,312	82,480	361,577
Political	....	....	5,295	5,999
Publishing & Media	26,704	94,296	85,543	351,476
Radios, TV Sets, Phonographs, Musical Instruments & Access.	137,175	965,616	109,124	636,792
Retail Stores & Direct Mail	1,545	6,489	2,688	11,022
Smoking Materials	1,420,380	6,884,794	1,546,156	8,135,616
Soaps, Cleansers & Polishes	1,257,500	6,202,002	1,698,067	7,954,398
Toiletries & Toilet Goods	2,302,211	11,431,051	2,053,942	9,980,044
Transportation, Hotels & Resorts & Agricultural Development	63,392	332,381	61,902	406,545
Miscellaneous	488,677	2,206,445	407,749	2,023,465
Total	$14,013,531	$69,352,063	$13,996,126	$70,544,987

SOURCE: Publishers Information Bureau

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JANUARY-MAY, 1953, COMPARED WITH SAME PERIODS 1952

	1953		1952	
	May	Jan.-May	May	Jan.-May
Apparel, Footwear & Access.	$ 214,093	$ 1,241,620	$ 268,049	$ 1,699,419
Automotive, Auto. Equip. & Supplies	1,517,467	7,003,147	1,256,090	6,275,450
Beer, Wine & Liquor	372,927	2,028,402	584,318	2,779,708
Building Materials, Equip. & Fixtures	52,500	126,155	3,908	329,014
Confectionery & Soft Drinks	607,209	2,602,912	437,996	2,342,228
Consumer Services	52,464	315,036	9,960	94,620
Drugs & Remedies	683,790	3,959,898	512,380	2,250,905
Food & Food Products	3,441,395	15,596,956	2,875,650	14,831,152
Gasoline, Lubricants & Other Fuels	291,180	1,416,132	320,025	1,845,783
Horticulture	3,068	3,068	10,465	12,370
Household Equipment	1,610,757	7,530,622	827,241	4,416,011
Household Furnishings	299,348	1,420,836	222,335	1,092,103
Industrial Materials	420,474	2,069,969	271,727	1,858,224
Insurance	130,315	583,102	26,240	152,730
Jewelry, Optical Goods & Cameras	271,128	1,233,051	215,380	895,795
Office Equip., Stationery & Writing Supplies	160,934	568,204	73,320	739,060
Political	———	———	———	72,617
Pubishing & Media	2,567	172,673	49,965	307,032
Radios, TV Sets, Phonographs, Musical Insts. & Access.	321,370	1,559,103	320,550	1,919,570
Retail & Mail Order	———	23,175	110,188	495,438
Smoking Materials	2,940,523	14,204,920	2,516,249	11,692,421
Soaps, Cleansers & Polishes	1,590,346	8,845,799	1,541,477	7,997,913
Sporting Goods & Toys	———	15,038	———	———
Toiletries & Toilet Goods	3,052,241	13,779,722	2,097,046	10,414,602
Transportation & Resorts	12,149	222,774	———	———
Miscellaneous	279,677	1,008,428	154,268	889,398
Totals	$18,327,922	$87,530,742	$14,701,827	$75,403,383

SOURCE: Publishers Information Bureau

Nielsen Drafts New TV Ownership Survey

A. C. NIELSEN Co., Chicago, has forwarded to the TV networks plans for a complete national and local re-measurement of TV ownership, designed to yield up-to-date data by counties and groups of counties with 10,000 or more families.

The firm will conduct a re-survey with a 100,000 home area probability sample to "find out the truth about local TV ownership, with special reference to new markets and uhf," according to A. C. Nielsen, president. Project is planned for this fall after return of winter TV schedules. Reports will be made available about Jan. 1.

"AM and TV stations and networks will also have up-to-date facts on which to evaluate their needs for remeasuring of station and network coverage," Mr. Nielsen said, referring to a second Nielsen Coverage Service measurement on stations next spring. Over 150 stations have subscribed to this survey, he added.

Back With a Bang

LARGEST share-of-audience in the history of *Talent Scouts* program was attained Monday night when Arthur Godfrey returned to the CBS-TV show, according to Oscar Katz, CBS-TV director of research. He said that the show's Trendex rating was 43.0, meaning that more than 90% of viewers who had their sets turned on were tuned to the Godfrey program. Mr. Katz noted that Trendex's research showed that only 4.4% of the audience, with a 2.0 rating, were tuned to the next-highest-rated show.

Druggists Favor TV, Fact Finders Reports

OF 2,317 druggists (83.8% independents and 15.2% chain) interviewed in a survey to find which one—or more—of the advertising media they would recommend to national advertisers to help increase their sales, 86% recommended television.

The survey of drug stores conducted in 33 major markets by Fact Finders Assoc. Inc., marketing research firm, found that 29.2% also liked magazines, 25.6% newspapers, 23% radio, 10.2% outdoor, 2.6% displays and 3.6% other media.

Some of the cities: Los Angeles, San Francisco, Miami, Chicago, Detroit, Baltimore, New York, Cincinnati, Albany, Milwaukee, Buffalo, Syracuse, Philadelphia, Pittsburgh, Minneapolis-St. Paul, Louisville, Newark, Columbus, Ohio, San Antonio and Portland, Ore.

FINAL FIGURES: TV's 1952 REVENUE HITS $324.2 MILLION, 38% OVER '51

FCC issues annual financial data reports, revising the estimated figures on last March. Television stations had a total broadcast income of $55.5 million before taxes; the networks' total income was $9.9 million.

TOTAL broadcast revenues of $324.2 million were garnered by the U. S. television industry in 1952, up 38% over 1951, the FCC reported last week in issuing its annual financial data reports based on final tabulations. The current figures replace estimates issued by the Commission last March [B•T, March 30].

Total TV industry income in 1952 amounted to $55.5 million before Federal taxes, the Commission's economic statisticians reported. This is an increase of 33% over 1951 income.

The report also shows:

• Network broadcast revenue, including that from 15 owned and operated stations, doubled. Networks took in $180.2 million (compared with $95.8 million for radio), spent $170.3 million in operating expenses, were left with a total income of $9.9 million. Because of higher operating expenses, network TV income was less than radio's $10.2 million.

• TV network time sales totaled $137.7 million, for the first time surpassing network radio time sales. This is a 41% increase over 1951.

• Total broadcast revenues for 93 non-network-owned pre-freeze stations reached $143.4 million.

• Reporting profitable operations were 94 of the 108 pre-freeze TV stations. Of the 94, 17 made more than $1 million before Federal taxes.

• Loss operations were reported by 14 of the

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS

1949-1952
($ Millions)

	1952	1951	1950[2]	1949[3]
	Broadcast Revenues			
4 Networks (including 15 owned and operated stations)	$180.2	$128.4	$55.5	$19.3
93 television stations	143.4	107.3	50.4	15.0
14 television stations[1]	.6	—	—	—
Industry total	$324.2	$235.7	$105.9	$34.3
	Broadcast Expenses			
4 Networks (including 15 owned and operated stations)	$170.3	$117.4	$65.5	$31.4
93 television stations	97.6	76.7	49.6	28.2
14 television stations[1]	.8	—	—	—
Industry total	$268.7	$194.1	$115.1	$59.6
	Broadcast Income (Before Federal Income Tax)			
4 Networks (including 15 owned and operated stations	$9.9	$11.0	($10.0)	($12.1)
93 television stations	45.8	30.6	.8	(13.2)
14 television stations[1]	(.2)	—	—	—
Industry total	$55.5	$41.6	($9.2)	($25.3)

( ) Denotes loss.

[1] Authorized during 1952; all in operation less than six months during year.

[2] 1950 data covers 4 networks including their 14 owned and operated stations and 93 television stations.

[3] 1949 data covers 4 networks including their 14 owned and operated stations and 84 television stations.

NATION-WIDE NETWORKS INCLUDING OWNED AND OPERATED STATIONS COMPARATIVE DATA FOR AM AND TV OPERATIONS

1949-1952
($ Millions)

	1952	1951	1950	1949
	Broadcast Revenues			
AM	$95.8	$ 99.0	$106.0	$105.3
TV	180.2	128.4	55.5	19.3
Total	$276.0	$227.4	$161.5	$124.6
	Broadcast Expenses			
AM	$85.6	$ 89.5	$ 87.3	$ 86.8
TV	170.3	117.4	65.5	31.4
Total	$255.9	$206.9	$152.8	$118.2
	Broadcast Income (Before Federal income tax)			
AM	$10.2[1]	$ 9.5	$ 18.7	$ 18.5
TV	9.9[1]	11.0	(10.0)	(12.1)
Total	$20.1	$ 20.5	$ 8.7	$ 6.4

( ) Denotes loss.

Note: AM data include the operations of 18 network-owned stations in all years. As a result of ownership changes in 1952, however, the operation of two such stations are included only for that part of 1952 during which the stations were network-owned and operated. TV data include the operations of 14 stations in 1949 and 1950; 15 in 1951 and 1952.

[1] As reported by the networks. However, networks engaging in joint radio-TV operations have indicated that certain overhead expenses not readily allocable between radio and TV, have been charged against radio. To the extent that this occurred, the above figures may understate radio income and overstate TV income.

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CHANGES IN INCOME BETWEEN 1951 AND 1952 OF 105 TV STATIONS IN OPERATION FOR FULL YEAR DURING 1951 AND 1952

Stations Reporting	Number of Stations
Increased loss in 1952	3
Decreased income in 1952	9
Income in 1951 and loss in 1952	4
Decreased loss in 1952	5
Loss in 1951 and income in 1952	5
Increased income in 1952	79
Total	105

★ ★ ★

BROADCAST FINANCIAL DATA OF TELEVISION NETWORKS AND STATIONS

1952
($ Thousands)

Item (1)	4 Networks and Their 15 Owned and Operated Stations (2)	107 Other Stations (3)	Industry Total (4)
A. Revenues from the sale of time:			
1. Network time sales to:			
a. Nation-wide networks	$99,345	$38,609	$137,954
b. Miscellaneous networks and stations	—	34	34
Total	99,345	38,643	137,988
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications	(2,139)	2,463	324
Revenues from network time sales	101,484	36,180	137,664
3. Non-network time sales to:			
a. National and regional advertisers and sponsors	21,781	58,454	80,235
b. Local advertisers and sponsors	16,623	48,548	65,171
Total revenues from non-network time sales	38,404	107,002	145,406
Total revenues from time sales	139,888	143,182	283,070
4. Deduct—Commission to regularly established agencies, representatives, brokers and others	27,509[1]	19,015	46,524
Net revenues from time sales	112,379	124,167	236,546
B. Revenues from incidental broadcast activities:			
Talent	47,504	8,704	56,208
Sundry broadcast revenues	20,321	11,148	31,469
Total revenues from incidental broadcast activities	67,825	19,852	87,677
Total broadcast revenues	180,204	144,019	324,223
C. Total broadcast expenses of networks and stations	170,301	98,425	268,726
D. Broadcast income before Federal income tax	$9,903	$45,594	$55,497

[1] Of this amount $20,869,192 is applicable to the total sale of network time.

TV STATIONS[1] CLASSIFIED BY NUMBER OF STATIONS IN COMMUNITY SHOWING NUMBER REPORTING INCOME OR LOSS AND AVERAGE REVENUES, EXPENSES AND INCOME[2] FOR ALL STATIONS IN EACH GROUP

1952

Item	Number of Stations Reporting Income	Number of Stations Reporting Loss	Average Per Station Broadcast Revenues	Broadcast Expenses	Broadcast Income[2]
			($ Thousands)		
(1)	(2)	(3)	(4)	(5)	(6)
40 One station communities	40	—	$1,395	$ 741	$ 654
11 Two station communities	21	1	1,153	776	377
8 Three station communities	22	2	1,927	1,310	617
2 Four station communities	6	2	2,589	1,752	837
2 Seven station communities	5	9	3,194	2,875	319
Five stations reporting income			4,537	2,822	1,715
Nine stations reporting loss			2,448	2,905	(457)
Total	94	14	$1,786	$1,226	$ 560

( ) Denotes loss.

[1] Excludes data for 14 stations starting operations in 1952.

[2] Before Federal income tax.

★ ★ ★

INDIVIDUAL TV MARKET DATA

TV Markets	No. of TV Stations	Sale of Station Time To: National Networks	National Advertisers[1]	Local Advertisers	Total Revenues[2]	Total Expenses	Income[3]
			($ Thousands)				
New York	7	$ 5,981	$17,442	$ 4,250	$ 26,802	$ 20,801	$ 6,002
Los Angeles	7	2,261	5,740	8,055	17,918	19,455	(1,536)
Chicago	4	2,929	7,352	4,019	16,132	10,411	5,721
Philadelphia	3	2,683	4,052	3,128	10,215	6,034	4,180
Detroit	3	1,696	3,342	3,992	8,875	5,318	3,557
Cleveland	3	1,983	2,105	1,508	6,040	4,090	1,950
San Francisco	3	1,015	1,784	3,065	5,729	4,009	1,720
Cincinnati	3	1,379	1,595	1,465	4,979	3,910	1,068
Baltimore	3	1,568	1,402	2,347	4,895	3,338	1,557
Wash., D. C.	4	1,291	1,696	1,663	4,582	3,609	973
Columbus O.	3	965	1,303	1,096	3,192	2,803	389
Atlanta	3	727	866	866	2,316	1,931	385
Total 12 TV Markets	46	$24,447	$48,680	$35,455	$111,675	$ 85,708	$25,967
51 Other TV Markets	62	$26,288	$34,758	$26,003	$ 81,162	$ 46,682	$34,480
Total 63 TV Markets	108[4]	50,765	$83,438	$61,458	$192,836	$132,389	$60,447

Note: Data may not add to totals due to rounding.

[1] Before commissions to agencies, representatives and others.

[2] Total revenues consist of time sales less commissions plus talent and program material sales.

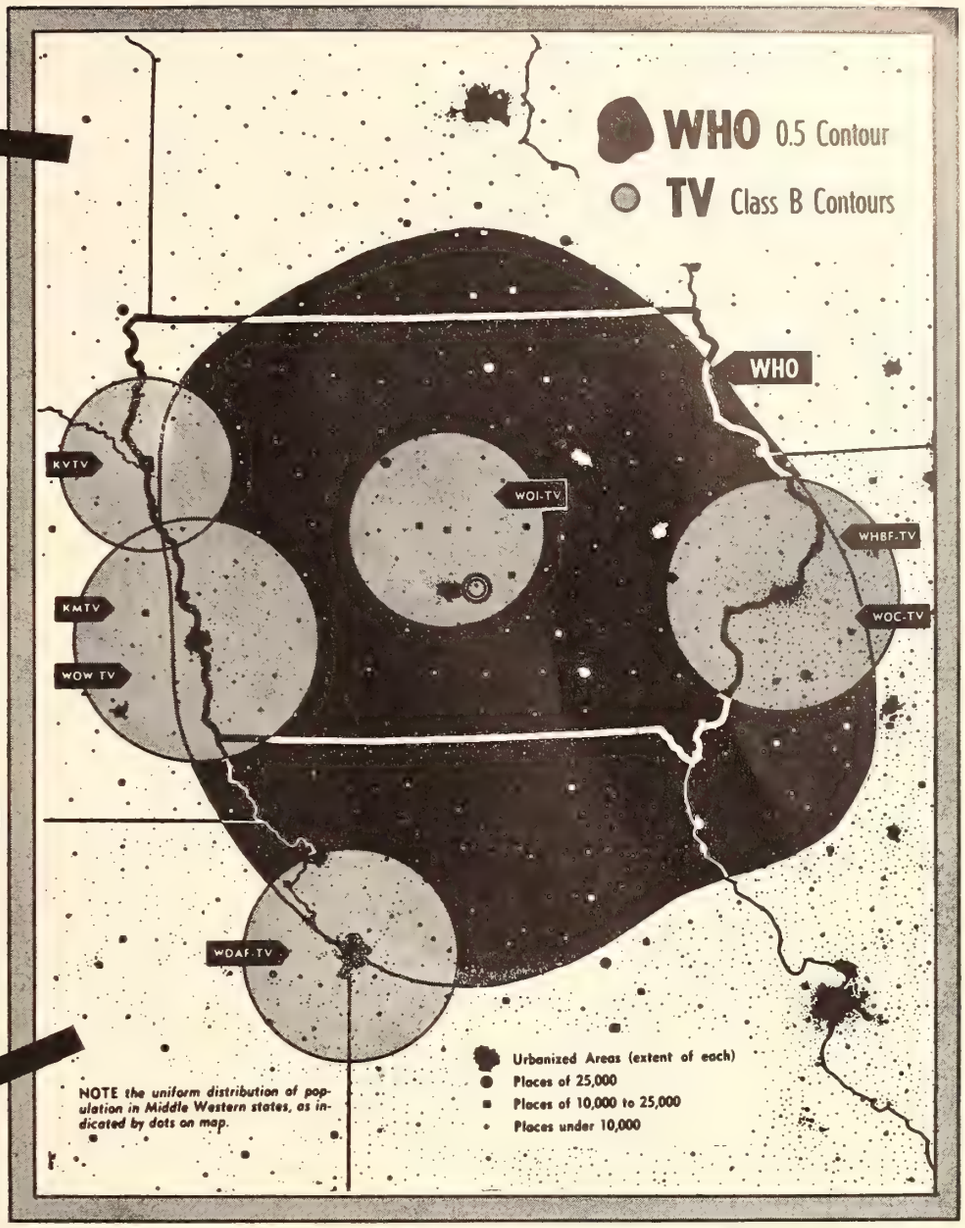
[3] Before Federal income tax.

[4] Excludes data for 14 stations starting operations in 1952.

TV'S OK, BUT...

LOOK WHAT YOU GET WITH

WHO!-



Five television stations offer an audience within "WHO-land". We say "an audience" because WHO's 0.5 MV area is 244.4% larger than the five TV markets combined!

The *largest* all-Iowa TV market has 136,104 television homes (See Telestatus, Page 43, this issue). The 1952 SAM Report credits WHO with 625,546 daytime families, 600,255 nighttime families—*about half of whom have two or more home radio sets!*

50,000-watt WHO is an old-established Iowa institution which for almost thirty years has meant "good listening" to millions of people—"a good buy" to thousands of advertisers. What's more, WHO *likes* its advertisers, and our advertisers like us because of *results*. Now more than ever, WHO is Iowa's greatest advertising value!

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

108 pre-freeze stations of which nine were located in the seven-station markets of New York or Los Angeles.

• None of the 40 stations in one-station markets reported a loss.

• National spot time sales amounted to $80.2 million, up 34% over 1951.

• Local time sales totaled $65.2 million, up 27% over 1951.

TV STATIONS CLASSIFIED BY INCOME GROUPINGS[1] 1950-1952

Income (Before Federal income tax) of:	1952	1951	1950
$1,500,000 and over	12	4	—
1,000,000-1,500,000	5	7	1
600,000-1,000,000	18	12	3
400,000- 600,000	16	15	4
200,000- 400,000	27	23	10
100,000- 200,000	9	16	12
Less than 100,000	7	15	23
Total Stations	94	92[2]	53[2]
Median Income	$450,000	$330,000	$129,200
Loss of:			
Less than $100,000	5	3	30
100,000-200,000	3	4	12
200,000-400,000	3	3	6
400,000-800,000	—	2	4
800,000 and over	3	2	1
Total Stations	14	14	53
Median Loss	[3]	[3]	$88,300

[1] Excludes 14 stations starting operations in 1952.
[2] Data not available for one station in 1950 and two stations in 1951.
[3] Median loss not computed because of small number of stations involved.

Petry Adapts Nielsen Data on Client Stations

The agency devised the material to aid timebuyers evaluate markets. Study excludes promotion, stays 'completely factual.'

ADAPTATIONS of Nielsen Coverage Service material for a number of its client stations have been prepared by Edward Petry Co., station representation firm, for use by agencies.

The purpose: To achieve what Petry officials consider greater simplicity and succinctness, and, accordingly, greater facility in use by timebuyers. The format is based on queries directed to several agencies to learn what they consider essential and important in the Nielsen data and what they regard as less important, in line with their contemplated methods of using the Nielsen material.

Changes Listed

Among the changes in the Petry-prepared presentations: Coverage for a station is shown at three levels instead of four (50-100%, 25-50%, and 10-25%, with Nielsen's 75-100% not shown separately); separate coverage maps are presented for daytime and nighttime, in addition to the combination day-night map; other maps are presented showing major cities in the coverage area; county listings are arranged in alphabetical order, for ease in locating; information is presented in a way to permit easy comparison with BMB 1949 figures, and socio-economic data are omitted.

The Petry adaptations are accurate representations and arrangements of the Nielsen data, officials said, and include no promotional claims —on the theory, expounded by timebuyers questioned, that inclusion of strictly promotional material might jeopardize the validity which timebuyers would accord strictly factual information.

NORTH TEXAS RADIO-HABITS STUDY RELEASED BY WHAN RESEARCHERS

The report, first half of a radio-TV survey by Kansas State College, covers 9,167 families in the Lone Star area. Stations listed include 77 AM and 11 FM.

FIRST PART of a study of radio-TV listening habits in the north Texas area, on radio, was released last week by Dr. Forest L. Whan, head of the Kansas State College Committee on Radio-TV Policy. The second part, on TV, is being published in a separate release.

Patterned after similar studies conducted elsewhere by the KSC group for 16 years, the Whan radio study is the result of a survey of 9,167 randomly-selected families in all parts of the area, which comprises 111 counties in northeastern Texas, forming an area 450 miles long and 300 miles wide, Dr. Whan said.

The study encompasses personal interviews with the 9,167 families and diary reports of two days' radio listening in 725 homes, mostly in the period Jan. 19-31, 1953. It lists 77 operating AM stations, 11 FM stations and three operating TV stations in the area at the time of the survey.

Radio Saturation

Saturation of radios in working order in the area's homes was 97.6%, in Dallas-Fort Worth area 96%, other urban 98.4% and all rural 98%. Some 42.9% of homes in the total area had two or more sets, in the Dallas-Fort Worth area 45.1%, other urban 52.6% and all rural 33.7%. Location and listenership percentages for each set, respectively, were: Living rooms, 42.7% and 39.1%; kitchens, 15.7% and 16.5%, bedrooms, 21.8% and 27%; dining rooms, 3.3% and 2.9%; other rooms, 3% and 4.3%; "moved about," 13.5% and 10.1%.

Of the 9,018 families who had home radios, 57.1% had autos with radios, and of families who owned cars 67.8% had auto radios.

Of interviewees who owned radio-equipped autos, 65.3% of the women said they had used their cars the previous day, as had 78.1% of men interviewed. Some 84% of men reporting by the diary system said they had used their cars the day they reported.

Of those who had used their cars, 52.6% of women interviewees, 60.8% of men interviewees and 59.7% of men reporting by diary said they had used their auto radios.

Dr. Whan's study found that the average family used two or more sets simultaneously 2.26 quarter-hours on weekdays and 2.41 quarter-hours on Saturday or Sunday.

Of 2,469 families interviewed who own both radio and TV sets, 32.5% said they used radio and TV simultaneously "sometimes." Of 233 radio-TV owning diary-families, 35.7% said they tuned in radio and TV sets simultaneously on an average day.

Of the diary families using both media on an average day, 16.4% used both during the daytime and 6.4% used both at nighttime, with the average TV family using both media 2.14 quarter-hours on an average day.

In diary homes the average woman reported spending 5.13 hours with radio on weekdays, 4.09 hours on Saturday and 3.83 hours on Sunday. The average weekday-Saturday-Sunday figures for men were 2.35, 2.81 and 2.51; for teen-agers, 3.06, 4.39 and 2.97; for children, 1.95, 1.85 and 2.96.

Time spent with the four media in TV homes on an average day by those interviewed included: Radio—women 85 minutes, men 66 minutes; TV—women 207 minutes, men 171 minutes; newspapers—women 36 minutes, men 36 minutes, and magazines—women 20 minutes, men 14 minutes.

Of those who "usually" listen to radio, 94.8% reported they listened in the daytime, 84.7% at night.

WFAA-WBAP (Dallas-Fort Worth on 820 kc) was the most listened-to station for the whole area, receiving a 27.9% daytime share of audience for the area from listeners reporting by diary, and 26.6% of interviewees reporting they listened to it "most," and 66.5% reporting they heard it "regularly." The same figures, respectively, for WFAA-WBAP (820 kc) nighttime listening, were 30.8%, 26.3% and 56.0%.

WFAA-WBAP (820 kc) also led among stations preferred for newscasts, farm news and market news.

Best liked types of programs, based on weighted reports, were: News broadcasts, women 68.1%, men 80.3%; audience participation, women 48.3%, men 40.7%; featured comedians, women 47.4%, men 51.8%; religious, women 45.6%, men 36.5%; popular music, women 45.4%, men 39.1%; complete drama, women 39.1%, men 32.7%; variety, women 32.9%, men 25.2%; serial drama, women 31.9%, men 15.3%; oldtime music, women 28.8%, men 33.5%; sports, women 20.4%, men 41.6%. Less popular with both sexes were classical music, talks and comment, homemaking, brass bands, and talks on farming and market reports.

'Lux Theatre' Polls First on Pacific

THE PACIFIC segment of Nielsen ratings for May radio popularity shows *Lux Radio Theatre* in first place, *Jack Benny* next, and *People Are Funny*, third. *Our Gal, Sunday* polled first in weekday favor. The listings:

PACIFIC NIELSEN-RATINGS
TOP RADIO PROGRAMS
MAY, 1953
NIELSEN-RATING*

Current Rank	PROGRAMS	Homes Reached (000)
EVENING, ONCE-A-WEEK		
1	Lux Radio Theatre (CBS)	686
2	Jack Benny (9:30) (CBS)	639
3	People Are Funny (CBS)	598
4	You Bet Your Life (NBC)	536
5	Big Story (NBC)	536
6	Martin & Lewis (NBC)	510
7	My Little Margie (CBS)	510
8	Our Miss Brooks (CBS)	469
9	Dragnet (NBC)	469
10	What's My Line (CBS)	469
WEEKDAY		
1	Our Gal, Sunday (CBS)	412
2	Romance of Helen Trent (CBS)	402
3	Road of Life (CBS)	387
4	Ma Perkins (CBS)	376
5	This Is Nora Drake (CBS)	376
6	Perry Mason (CBS)	361
7	Guiding Light (CBS)	356
8	Brighter Day (CBS)	356
9	Aunt Jenny (CBS)	345
10	Sky King (MBS)	345

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.

Copyright 1953 by A. C. NIELSEN COMPANY

WSYR-TV

Now 100 KW on Channel 3

...The Only Low-Band VHF Station in Rich Central New York

WSYR-TV channel 3

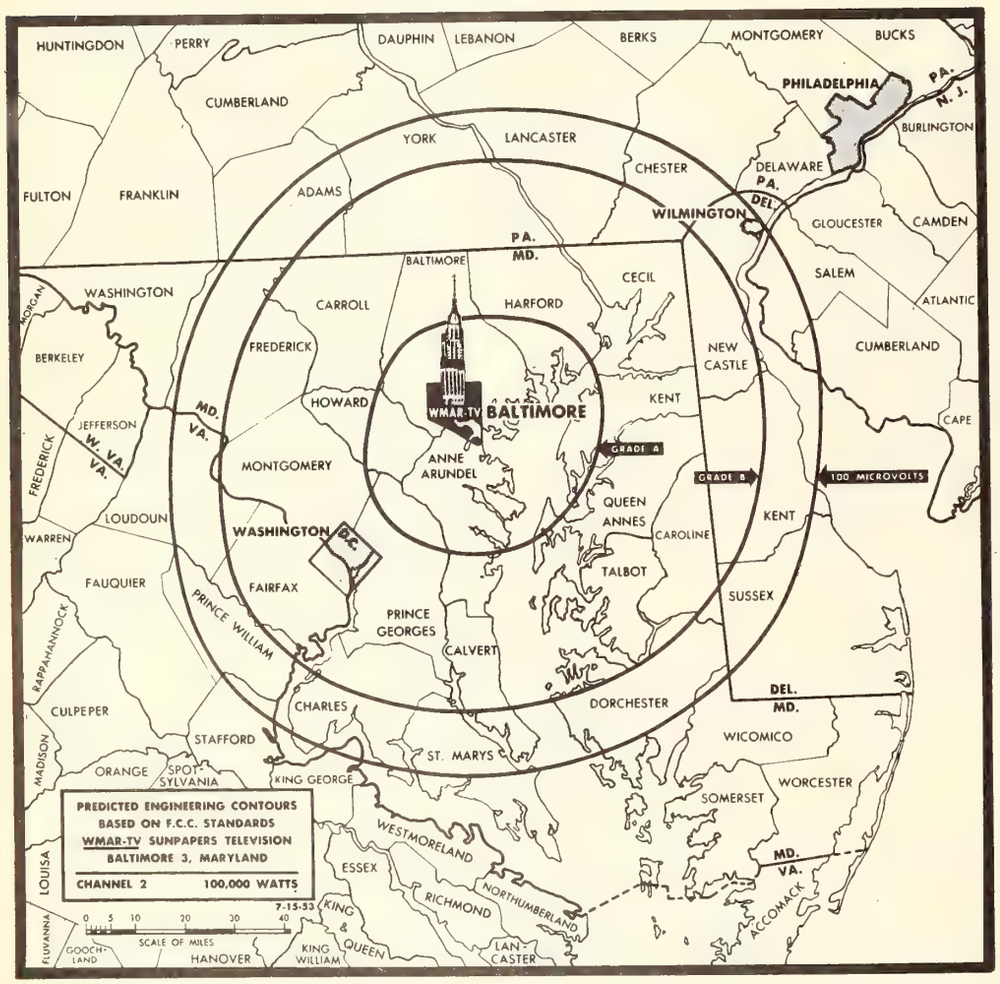
Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York

WMAR-TV CHANNEL 2 BALTIMORE

NOW ON THE AIR WITH

SUPER POWER



CBS TELEVISION

The Station with the Largest Audience Now Reaches even MORE!

More audience than ever! That's the big PLUS on WMAR-TV, Sunpapers Television in Baltimore. New equipment delivers Television's Top Power on Channel Two . . . Maryland's first TV station to radiate maximum SUPER POWER under FCC standards.



IN MARYLAND MOST PEOPLE WATCH

WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION ★ BALTIMORE 3, MARYLAND MULBERRY 5-5670

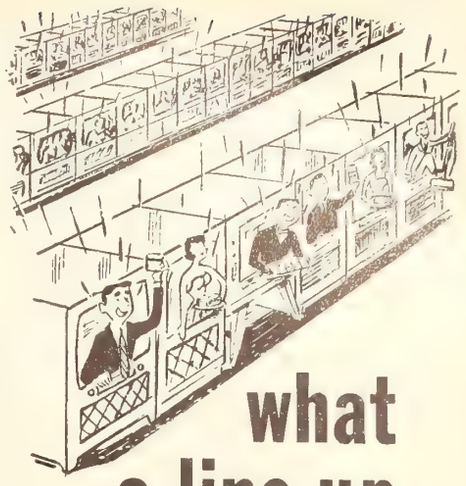
Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

TELESTATUS®

Weekly TV Set Summary—Aug. 3, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	10,200
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	.....	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	465,884	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	44,328
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	14,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	53,114	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	222,330	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	35,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	355,820	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	187,000	.....
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Akron	WAKR-TV	.....	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,956	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....



what a line up..

365,000 STRONG!

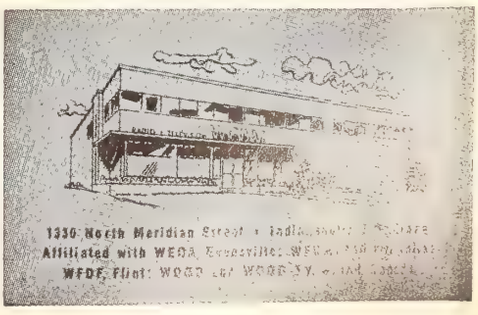
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

2,500
60,000
90,000
today

there are 365,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



Measure Watchmanship* Too

* Not horological; we mean the kind of attention accorded TV in a new market, the kind KVTV merits from its viewers in 32 Iowa, S. Dak. and Nebraska counties. For buymanship, see Katz.

KVTV Channel 9

Sioux City, Iowa

CBS, NBC, ABC & DuMont



WHITIE REED* says...

Place your Selling Shots on the lush southeast Nebraska green with KOLN-TV Lincoln's first with HIGHEST TOWER GREATEST POWER

26,900 Watts Visual
13,400 Watts Aural

Represented by WEED TV

KOLN-TV

Channel 12

Lincoln, Nebraska



*Whitie Reed
Account-Executive with
KOLN-TV
1953 Nebraska Amateur
Grass Green
CHAMPION

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	31,636
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA (TV)	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	683,000	.....
	WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,00	.....
Columbia	WCOS-TV	.....	22,640
Greenville	WGVL	.....	.....
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	213,070	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,402	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Longview	KTVE	.....	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	149,462	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	170,907	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	271,000	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KTNT-TV, KMO-TV	271,000	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	202,437	.....
WISCONSIN			
Green Bay	WBAY-TV	54,616	.....
Madison	WKOW-TV	.....	.....
	WMTV (TV)	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 214*
Total Cities with Stations on Air 150*
Total Sets in Use 25,552,384

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

'Summer Theatre' Wins Top June 21-27 Position

TOP listing in Nielsen's June 21-27 radio rating goes to *Lux Summer Theatre,* with *People Are Funny* and *Johnny Dollar* taking second and third places, respectively. The complete listing:

NATIONAL NIELSEN-RATINGS
Top Radio Programs
June 21-27, 1953
Nielsen-Rating *

Rank	Program	Homes Reached (000)
Evening, Once-a-Week (Average for All Programs)		(1,298)
1	Lux Summer Theatre (CBS)	3,178
2	People Are Funny (CBS)	2,596
3	Your Truly, Johnny Dollar (CBS)	2,551
4	Fibber McGee and Molly (NBC)	2,506
5	Best of Groucho (NBC)	2,462
6	Bob Hawk (CBS)	2,417
7	My Friend Irma (CBS)	2,193
8	Father Knows Best (NBC)	2,059
9	Two For The Money (NBC)	2,059
10	Log Cabin News (NBC)	1,925
Evening, Multi-Weekly (Average for All Programs)		(761)
1	One Man's Family (NBC)	1,566
2	News of the World (NBC)	1,432
3	Coke Time (NBC)	1,208
Weekday (Average for All Programs)		(1,522)
1	Romance of Helen Trent (CBS)	2,685
2	Arthur Godfrey (Liggett & Myers) (CBS)	2,506
3	Our Gal, Sunday (CBS)	2,417
4.	Arthur Godfrey (Nabisco) (CBS)	2,372
5	Ma Perkins (CBS)	2,327
6	Guiding Light (CBS)	2,327
7	Wendy Warren and the News (CBS)	2,327
8	This is Nora Drake (Seeman) (CBS)	2,283
9	Aunt Jenny (CBS)	2,238
10	Road of Life (CBS)	2,238
Day, Sunday (Average for All Programs)		(582)
1	Sunday Gatherin' (9:00) (CBS)	985
2	World Music Festivals (CBS)	985
3	Hour of Decision (ABC)	895
Day, Saturday (Average for All Programs)		(1,343)
1	Stars Over Hollywood (CBS)	2,685
2	Theatre of Today (CBS)	2,238
3	Fun For All (CBS)	1,880

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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'Lucy' Leads Videodex For June 26-July 2 Week

CBS-TV's *I Love Lucy* topped Videodex's network top 10 listings for the June 26-July 2 period in both percentage of TV homes and number of TV homes, it was announced last week. Complete Videodex breakdown follows:

VIDEODEX NETWORK TOP 10
JUNE 26 THRU JULY 2, 1953

	No. of cities	% TV homes
1. I Love Lucy (CBS)	79	50.2
2. Godfrey's Friends (CBS)	75	39.5
3. Dragnet (NBC)	69	39.0
4. Talent Scouts (CBS)	51	37.6
5. Best of Groucho (NBC)	79	34.7
6. Jackie Gleason (CBS)	53	33.6
7. Toast of the Town (CBS)	66	32.7
8. What's My Line? (CBS)	42	31.8
9. Our Miss Brooks (CBS)	31	28.1
10. Goodyear TV Playhouse (NBC)	75	27.8

	No. of cities	No. of TV homes(000)
1. I Love Lucy (CBS)	79	11,560
2. Godfrey's Friends (CBS)	75	8,576
3. Dragnet (NBC)	69	8,262
4. Best of Groucho (NBC)	79	7,660
5. Talent Scouts (CBS)	51	7,236
6. Toast of the Town (CBS)	66	6,904
7. Jackie Gleason (CBS)	53	6,073
8. What's My Line? (CBS)	42	5,998
9. Goodyear TV Playhouse (NBC)	75	5,992
10. Burns & Allen (CBS)	75	5,696

Rorabaugh Report Out

FIFTH anniversary issue of the "Rorabaugh Report on Spot Television Advertising," for the second quarter of 1953, was released last week.

The 132-page report lists information on total advertisers by stations for the first two quarters this year, 25 top spot TV advertisers for the second quarter, a special study of spot TV costs for leading soap and detergent accounts, leading spot TV shows and network shows carried on a spot basis, an index of TV advertisers and a market section.

Take a look at WOAI-TV Coverage!

San Antonio's FIRST Maximum Power Station!



WOAI-TV

now serves over

1,000,000 people.

WOAI-TV

now serves TWICE the area with SHARPER, CLEARER, STEADIER pictures.

An extensive Field survey of the San Antonio TV area has just been made. It is complete — concise — gives distance from antenna — altitude above sea level — reception — quality of reception. Ask Petry for copy.

Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

NBC AFFILIATE

WOAI-TV

CHANNEL 4

SAN ANTONIO

2,845 PERSONS ATTENDED 48 BMI CLINICS

More than a thousand stations were represented at this year's BMI-BAB clinics, BMI Vice President Glenn Dolberg reports. 'The free and brisk exchange of ideas and attitudes was wonderful to watch,' he says.

A TOTAL of 2,845 persons from more than 1,000 stations in the U.S. and Canada attended the 48 regional BMI program clinics held during May, June and July, Glenn Dolberg, BMI vice president in charge of station relations, said last week in reviewing the third annual round of interstation discussions held under BMI auspices.



Mr. Dolberg

Unlike the past few years, when the clinic atmosphere was somewhat subdued as radio station executives pondered their best defense against the threat of TV, this year's clinics reflected the vigor of AM radio in the positive approach by broadcasters to their programming problems. "The free and brisk exchange of ideas and attitudes was wonderful to watch," Mr. Dolberg said. "More than ever before broadcasters seemed to realize the benefits and advantages derived from the pooling of ideas and information, at the same time lending stature and character to the industry at large."

The sessions showed broadcasters' keen awareness of the developing markets for play-by-play sports, local personality and news programs and concert music, Mr. Dolberg said. In sports, he reported stations highlighting local or "little league" games and events, in addition to sports events of national interest. The strong local appeal of local sports makes this type of broadcasting good programming and it also has the advantage of low pick-up costs, he said.

The same local emphasis was noted in news broadcasts, Mr. Dolberg said, with the feeling that "news hits hardest when it's close to home" highlighted in clinic discussions, which revealed that even some of the smallest stations are employing one or more full-time local newsmen, plus part-time reporters in outlying districts. Many stations are broadcasting short news programs as often as every half-hour, with constant rewriting and updating to keep the news fresh and exciting.

Concert Music Stress

Radio is broadcasting—and selling—more concert music than ever before, Mr. Dolberg reported.

The potentialities and problems of broadcasting programs of non-dramatic literary material were outlined to clinic audiences by BMI representatives. They reported on BMI's plans for including a substantial catalog of both prose and poetry in its current licensing agreements with stations. Lists of both public domain and copyrighted non-dramatic material suitable for radio presentation and a script service will be sent to BMI subscribers as part of its "project literature," station executives were informed.

Stimulated by the back-to-back arrangement of BMI and BAB clinics, each one-day meeting forming part of a two-day program at the same place, the BMI sessions chalked up an overall attendance of 2,845 individuals from 1,002 stations. Station administrators made up the largest segment of clinic attendees, Mr. Dolberg reported, with a total of 867 station owners, presidents, vice presidents and managers present. Next largest group was made up of 601 program directors, with sales department members, largely sales managers, totalling 345 and ranking third. Other clinic attendees included musical directors, librarians, disc jockeys, announcers, news and sports directors and other station personnel.

BMI-Ricondi Pact Allows Complete Operas on Air

COMPLETE performances of recorded operas may be broadcast by American radio stations for the first time under a contract between BMI and G. Ricondi of Milan, Carl Haverlin, BMI president, announced Tuesday. Pact permits BMI-licensed stations to air full recorded performances of operas copyrighted by the Italian publisher. Heretofore, stations could not broadcast portions of more than 30 minutes of operatic or dramatic musical works without special permission from the copyright owner.

BMI's first acquisition of rights to perform entire operas on the air was based on a growing appetite of American listeners for grand opera, Mr. Haverlin said. The more than 1,300 radio stations which a BMI survey found to be broadcasting an average of nearly six hours a week of concert music "are obviously broadcasting a lot of operatic material," he said.

World Reports on 'You Win'

SALES totaling more than $3 million have been reported by World Broadcasting System radio affiliates selling World's telephone quiz show, *You Win,* Robert W. Friedheim, World vice president, has announced.

The program, which was released to World stations without charge on May 15, is designed to feature a local personality as quiz master. According to Mr. Friedheim, many stations are selling the program to individual sponsors, while others are offering it on a participating basis, either for 30 minutes or an hour a day on a 52-week schedule.

'Hour of Stars' in 70 Markets

NEW Ziv radio show, *The Hour of Stars,* has been sold in more than 70 markets in the first few days it went on sale, according to Alvin W. Unger, radio vice president of Frederic W. Ziv Co. He revealed that several station executives have written the company praising the program as the "stimulant radio has been seeking."

Oren W. Evans Dies

FUNERAL services were held last Tuesday at Glendale, Calif., for Oren W. Evans, 53, West Coast director of the Broadcasting & Film Commission of National Council of Churches of Christ. He died July 25 after a heart attack. Survivors include his wife, Rita, and a daughter, Mrs. Dorothy Lytle.

BAB CLINICS SHOW RADIO HALE–RYAN

All radio stations are in their strongest competitive position in three years, says BAB President Bill Ryan after clinic series. He lists seven main topics discussed.

RADIO stations throughout the country, big and small, are in a stronger competitive position today than they have been at any time in the past three years.

This conclusion was reported last week by William B. Ryan, BAB president, after examination of the opinions of hundreds of radio sales executives who participated in the 43 BAB area clinics from May 26-July 11. The clinics which were held in conjunction with BMI (see story this page), were attended by more than 2,900 broadcasters representing 1,070 stations, BAB said.

"In every section of the country," Mr. Ryan declared, "radio station owners and managers reported gains in revenue of anywhere from 10% to 50% during the first six months of this year as opposed to 1952.

"Revenue increases have not been confined to any particular type of station or markets, but instead seem to reflect the fact that a large number of stations have started during the past year to sell more intelligently and aggressively."

Selling Teams

Mr. Ryan noted that two teams, each consisting of two BAB executives, traveled a total of 46,000 miles to meetings which were held simultaneously every other day in both the eastern and western sections of the nation. The entire morning session of each clinic was devoted to a presentation by BAB executives of a seven-point plan designed to assist broadcasters in selling large retailers. The afternoon portion, he continued, featured a panel of area broadcasters discussing various phases of commercial radio.

As summarized by Mr. Ryan, broadcaster reaction to the most provocative topics were as follows:

MERCHANDISING: There still is a divided opinion as to the value of merchandising but enough station interest was displayed to prompt BAB into announcing plans for the first detailed analysis of the concept and function of merchandising as its relates to radio advertising.

JOINT COOPERATION OF STATIONS: The trend toward formation of more state and city groups of broadcasters for the purpose of jointly selling radio as an advertising medium was underscored by the establishment of a special sales committee by the Oklahoma Assn. of Broadcasters to make presentations to all public utilities in the state. The action was taken during the Oklahoma City meeting. The formation of joint promotional groups in Phoenix and Tucson were announced during the Phoenix clinic, followed by similar action by Portland stations at the BAB session in that city.

COOPERATIVE ADVERTISING: Stations agreed their retail billings can be reduced substantially through encouraging local advertisers to utilize co-operative advertising funds when purchasing radio time, but felt it was up to the stations, in many instances, to assist the retailer in ascertaining the amount of manufacturer money at his disposal.

RADIO COPY: There was wholehearted agree-

Pass the biscuits, Pappy...

or how Martha White makes dough in the milling business!

Since 1946, and using WSM and WSM's Grand Ole Opry almost to the exclusion of all other media, Martha White Mills, Inc. has shown the most phenomenal growth in Southern Milling Circles.

Martha White's family flour business has more than doubled. Martha White Self Rising Cornmeal has become a household word. And Martha White Coffee, Martha White Cake, Pancake and Waffle Mixes, and Martha White Jams, Jellies and Preserves have been successfully launched in one of America's most competitive food markets....

When you ask Cohen Williams, Jr., president of Martha White Mills, his secret he grins and says, "Early to bed, early to rise, work like hell, and advertise over WSM..." The Martha White Agency, Noble-Dury and Associates, agrees.

Tom Harrison or any Petry Man can fill in the Martha White details. It's American radio's biggest single success story!

WSM 650
Nashville





ment among the broadcasters that commercial copy could stand decided improvement and that it is the individual station's obligation to place at the disposal of local advertisers and agencies copywriters of a professional calibre who are fully acquainted with the account, product and the type of consumer a particular advertiser wants to reach with his message.

RATES: "Radio is continuing to underprice itself in practically every market in the country" was the feeling expressed over and over by broadcasters during the clinics. Many station operators contended that radio stations should not be ashamed to cite "increased cost of operation" as one of the motivating reasons for a rate increase. There was general agreement that the average radio station rate card sometimes hampers the retailer's use of the medium because of the rate-holder basis upon which discounts must be earned.

IMPORTANCE OF SELLING BROKERS, ETC.: Stations feel more effort should be exerted to sell brokers, distributors and wholesalers on the sales effectiveness of radio. It was agreed these companies influence a tremendous amount of retailer advertising, particularly when placed on a co-operative basis.

SALES EFFECTIVENESS SELLING TOOLS: The stations agreed almost unanimously the most effective basis upon which radio can be sold is by exploiting the medium's ability to produce sales results. Results of dollar-for-dollar competitive media tests, audience mail pull and sponsor testimonials were cited as strong sales points that should be utilized to a greater extent.

BAB executives who participated in the clinics, in addition to Mr. Ryan, were Vice President Kevin B. Sweeney; Director of Local Promotion John F. Hardesty; Director of National Promotion R. David Kimble and Midwestern Sales Director Gale Blocki Jr.

NARTB Creates Sports Committee

CREATION of NARTB's Sports Committee, a group authorized by the NARTB board of directors at its June meeting to improve relationships between radio-TV broadcasters and amateur and professional sports interests, was announced Thursday by NARTB President Harold E. Fellows.

Mr. Fellows appointed George J. Higgins, KMBC Kansas City, Mo., as chairman of the group, which will work out arrangements betweeen broadcasters and sports leaders for broadcast rights to sporting events. No date or place has been set for the group's first meeting.

Other members: Ben Strouse, WWDC Washington; Ben Laird, WDUZ Green Bay, Wis.; John Fulton, WQXI Atlanta; William McGrath, WHDH Boston; William E. Ware, KSTL St. Louis; Harold Hough, WBAP-TV Fort Worth; M. C. Watters, WCPO-TV Cincinnati; D. L. Provost, WBAL-TV Baltimore; Robert Tincher, KVTV (TV) Sioux City, Iowa, and Robert B. Hanna, WRGB (TV) Schenectady, N. Y.

Audio-Visual Workshop

THE 10th International Audio-Visual Workshop will be held by the National Council of the Churches in Christ at Green Lake, Wis., Aug. 31-Sept. 5, it was announced last week.

Expected to attend are voluntary members of audio-visual and radio committees of national, state, county and city agencies. Registration forms are being mailed by the council's audio-visual and radio education departments, Chicago.



BRONZE PLAQUE is presented by BAB to M. E. Blatt Co., Atlantic City, a dominant department store in southern New Jersey, at the end of Blatt's second year of full-scale use of radio as its only day-to-day medium. At the presentation are (l to r) David Freedman, general manager, WMID that city; William B. Ryan, BAB president, presenting plaque to M. E. Blatt, Blatt's president, and John G. Stuckell, general manager, WOND that city.

BAB ISSUES ANNUAL FINANCE REPORT: INCOME $615,694, SPENDING $595,822

The radio promotion organization shows substantial growth for the year ended March 31, and projects a 'minimum' budget of $642,000 for the next 12 months.

BAB's income for the fiscal year ended March 31 aggregated $615,694 and its expenditures totaled $595,822 for national and local promotion of radio as a sales medium, the annual report showed last week.

Reflecting the organization's growth, these figures for its second year of operation as an independent bureau compare with $313,000 received during 1951-52. With $18,075 carried over from 1951-52, plus the $19,872 excess in 1952-53, BAB closed last year with a reserve of $37,947. "Minimum" budget for the 1953-54 year, which started April 1, is $642,000.

During the year between April 1, 1952, and March 31, 1953, the report showed, membership rose 43%—from 544 stations and the four national radio networks to a total of 799 stations, the four networks, and nine radio station representation firms.

The report, signed by President William B. Ryan and Board Chairman Charles C. Caley of WMBD Peoria, listed the following BAB accomplishments of the past fiscal year:

• Preparation and delivery of 662 "sales tools," ranging from 51 major presentations such as "Sears Counts Its Customers" to multigraphed continuing services like the weekly *BAB Radio Salesman*, which goes to each BAB member. This is more than twice the number delivered in 1951-52.

• Handling members' requests for individual service, which totaled 3,228. Number of such requests for help on specific problems averaged 120 a week in March of this year as compared to 19 a week in April 1952.

• Increase in staff from 21 to 30, including addition of a director of national promotion (R. David Kimble), opening of a Chicago office (with Gale Blocki Jr. as Midwest sales director), and additions in national and local promotion departments, research departments, and library.

• Holding of 44 area sales clinics in 38 states, with total attendance of 2,123 representatives from 531 member stations.

• Marked increase in number of radio sales presentations to advertisers and agencies. Major presentations numbered 860, the rate rising to more than 100 a month in February and March.

• Issuance of 36 direct-mail pieces to BAB's list of 4,100 executives of national and regional advertisers and agencies, plus 75 news releases and 40 specially written articles for business publications.

• "The most comprehensive advertising campaign in the history of the radio medium," including ads carried by BAB in 12 trade publications and four general newspapers and by BAB members in papers throughout the country, plus on-the-air promotion for radio on more than 1,100 stations.

• Underwriting of media sales effectiveness studies for Kroger and Block & Kuhl stores, and of three pilot studies on "extra sets" and "listeners on wheels."

Expanded Program

• Addresses by BAB executives before 58 meetings of advertisers, part of an expanded program "which has resulted in more than a dozen trade associations radically revising their recommendations to members or retailers to include radio as a major part of annual or seasonal promotions."

• Realignment and expansion of BAB "sales tools" in conformity with findings of a survey of membership wishes and needs.

Highlights of the sales tools survey were reported as follows:

"Fifty per cent of the stations had used personal service, and for 48% of these the answers supplied by BAB had produced a sale.

"Seventy-five per cent thought the area sales clinics excellent.

"The most profitable continuing services (in respect to sales actually made with the material) were the 'co-op cards,' the 'radio gets results' success stories, and the 'sales opportunities calendar,' which produced business for

YOU MIGHT GET A 1600-LB. BULL MOOSE*—

BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!



WKZO-WJEF

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 20% and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. *Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!*

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America's really important television markets —far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station "B"—an average daytime audience of 126,889 homes, or 41.3% more than Station "B"!

That's the Fetzer story in a nutshell. Ask your Avery-Knodel man!

** F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

41%, 23%, and 18% of the stations, respectively. The most effective major presentations were 'Sears Counts Its Customers,' 'Count Your Customers,' 'Listeners on Wheels,' and 'Newspaper Advertising Readership,' which rang the cash register for 30%, 28%, 16%, and 15% of the stations, respectively."

A breakdown of BAB income for the past year showed that 81.3%, or $499,747, came from radio stations and that 15.4%, or $99,000, came from the four networks. The rest was derived from station representatives, transcription firms, associate members and the sale of extra BAB materials to members.

The report said two-thirds of station members pay less than $50 a month for BAB service. Seven stations pay $500 or more, and 49 pay $15 or less.

BAB's balance sheet as of March 31, 1953, is as follows:

ASSETS

CURRENT ASSETS		
Cash		$46,983.55
Accounts receivable—Members		15,370.27
		$62,353.82
DEPOSITS, PREPAYMENTS AND ADVANCES		1,763.87
FURNITURE, EQUIPMENT AND LEASEHOLD IMPROVEMENTS	$17,571.62	
Less: Depreciation and amortization to date	5,450.03	12,121.59
		$76,239.28

LIABILITIES

CURRENT LIABILITIES	
Note payable—Due January 31, 1954	$ 2,786.56
Accounts payable	18,211.86
Accrued taxes payable	5,966.00
	$26,964.42
DUES PAID IN ADVANCE	8,540.83
NOTE PAYABLE—Due January 31, 1955	2,786.56
RESERVE	37,947.47
	$76,239.28

STATEMENT OF INCOME AND EXPENSE
Year Ended March 31, 1953

INCOME	
Dues—Stations	$499,747.67
—Networks	99,000.00
—Representatives	8,924.62
—Other	1,216.67
Sale of booklets	6,805.50
	$615,694.46
EXPENSE	
National promotion	$341,908.00
Local promotion	253,914.21
	$595,822.21
EXCESS OF INCOME OVER EXPENSES	$ 19,872.25
UNEXPENDED BALANCE—April 1, 1952	18,075.22
RESERVE—March 31, 1953	$ 37,947.47

RTMA Changes Name to Add More Electronics Companies

CONCURRENT with the change of name of the Radio-Television Manufacturers' Assn. to the Radio-Electronics-Television Manufacturers Assn. (RETMA), Chairman Robert C. Sprague appointed temporary chairmen of two new board committees signifying the broadened base. New appointees are F. R. Lack, Western Electric vice president, for the Electronics Industry Committee, and Mr. Sprague, president of Sprague Electric Co., for the Radio-Television Industry Committee. Permanent chairmen of both committees will be elected at the RETMA board meeting in New York Sept. 17.

The change of name was authorized at a vote held in Washington July 27 when officers of the association and chairmen of divisions cast their proxies for the name change voted by the board last June. As part of the reorganization, RETMA also will have three new directors representing the Set Division, five representing the Parts Division, and one representing the Tube Divison. The board will also be increased up to 10 additional directors to represent the new member companies.

PRESIDENT NAMES STREIBERT TO HEAD INFORMATION AGENCY

The industry will have its second big name in the overseas information program if the Senate confirms the nomination of the former WOR-AM-TV president. Leonard Erikson was sworn in as Voice of America chief last Monday.

PRESIDENT EISENHOWER last week reached into the top drawer of the radio industry to appoint Theodore C. Streibert, a veteran broadcaster, to head the new U. S. Information Agency.

The USIA replaces the International Information Administration under the President's reorganization of the Government's overseas information program.

This was the second appointment to the agency of a prominent figure in the broadcast media world. Leonard F. Erikson, vice president and director of the New York advertising agency, McCann-Erickson Inc., was sworn in as Voice of America director last Monday (see picture).

Mr. Erikson declared at the swearing-in ceremony that the Voice is the only means of reaching behind the Iron Curtain. VOA, he said, is the only medium through which millions of peoples are being presented with "unbiased news." He succeeds Alfred H. Morton, acting Voice chief who becomes a chief consultant in the new information agency.

Mr. Streibert left the presidency of WOR-AM-TV New York and the vice presidency of General Teleradio Inc., owner of the WOR properties, last October, ending nearly 20 years association with the station [B•T, Oct. 13, 1952]. He was a director of MBS and served as 1949-1951 chairman of the board.

More recently Mr. Streibert served in Germany as consultant to U. S. Ambassador Conant as consultant in the High Commissioner's Office of Public Affairs, which operates the U. S. radio outlet, RIAS Berlin, and a German daily newspaper.

The President brought him back to the U. S. to take over the information post. Only a short while ago, Mr. Streibert had returned from an overseas trip during which he took part in a survey of information facilities in Europe. It was this survey which supplied essential data for the reorganization of the program to which he has been appointed.

Mr. Streibert's nomination was sent to the Senate for confirmation last Thursday.

Immediate support of Mr. Streibert was voiced by an outspoken critic of the information program. Sen. Karl E. Mundt (R-S. D.) said he knew Mr. Streibert and his "rich background experience as a business executive in radio."

Sen. Mundt said that Mr. Streibert's reputation indicates that "he should be equipped to give the IIA the tight-fisted, tough-minded administration it needs."

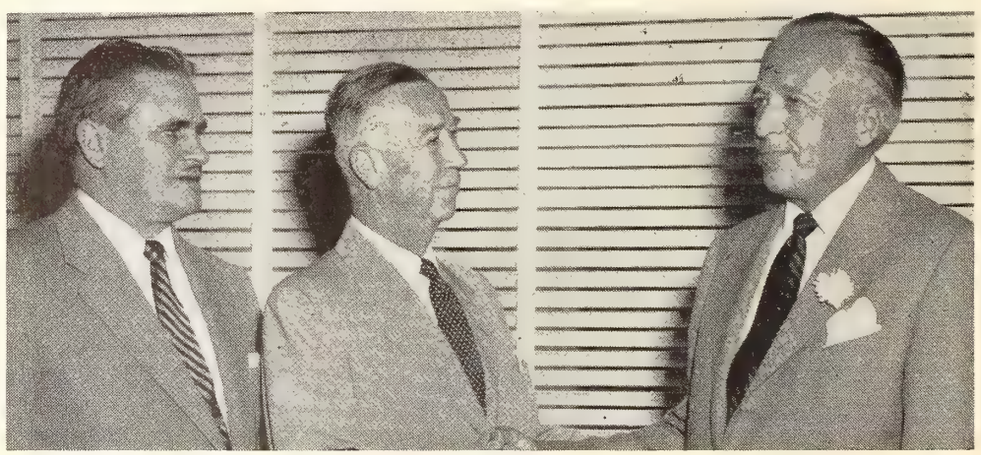
President Eisenhower, in announcing the nomination, said:

"Our overseas information service never carried a heavier responsibility than it does now. The Service must clearly and factually present to the world the policies and objectives of the U. S. It is not enough for us to have sound policies, dedicated to goals of universal peace, freedom and progress.

"These policies must be made known to and understood by all peoples throughout the world. That is the responsibility of the new U. S. Information Agency."

The agency will comprise all information activities formerly carried on by the IIA (including Voice of America), as well as information services of the Mutual Security Agency and the Technical Cooperation Administration.

In meeting newsmen after the appointment was announced at the White House, Mr. Streibert said: "I have nothing to add to what the President has said. I know it's a big job. I recognize the great responsibility that has been entrusted to me and I will do the best I can. I know there is a lot of hard, tough work ahead."



LEONARD F. ERIKSON (r), former vice president and director of the New York advertising agency, McCann-Erickson Inc., enters government service as head of the Voice of America with best wishes from the man who appointed him, Robert L. Johnson (c), retiring chief of the International Information Administration. Looking on at swearing-in ceremonies last Monday is Frank L. Seymour, controller of the International Broadcasting Service (official name of the Voice).

Mr. Streibert entered radio in 1933 when he gave up a position of assistant dean at the Harvard Business School to join WOR (then owned by the Macy department store) as assistant to the president, Alfred J. McCosker. He was named vice president and manager of



quality television stations

demand quality representation

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Television station representation—our *only* interest.

WAAM *Baltimore*
WBEN-TV *Buffalo*
WFMY-TV *Greensboro*
WDAF-TV *Kansas City*
WHAS-TV *Louisville*
WTMJ-TV *Milwaukee*

Information Funds

THE SENATE last week restored $20 million of the $27.6 million cut made by the House in the International Information Administration appropriation. The IIA was scheduled to become the U. S. Information Agency, effective last Saturday. Voice of America is operated by the agency. A joint Senate-House conference was set for last Friday. The $20 million addition, if approved, would bring the total information fund to $70 million. The Administration had been disturbed by the House action [B•T, July 27].

the station in 1938. Seven years later he succeeded Mr. McCosker in the presidency.

Mr. Streibert served as a member of the boards of NARTB and BMI and was a director of BAB.

Other information developments:

• Outgoing head of IIA, Dr. Robert L. Johnson, named a committee of religious leaders to help the program to stress the importance of spiritual values in the U. S.

• The Senate refused to give the USIA chief absolute hire-and-fire authority over all employes of the new agency. Sens. Homer Ferguson (R-Mich.) and Bourke B. Hickenlooper (R-Iowa) argued its necessity in order to let the new director remove what they called "misfits" and "incompetents."



THEODORE C. STREIBERT
Named to top information post

Hoover Commission Membership Appointed

MEMBERSHIP of the new Commission or Organization of the Executive Branch of the Government (Hoover Commission) [B•T, July 27] has been named.

White House appointees: Herbert Hoover; James A. Farley, former Democratic National Committee Chairman; Attorney General Herbert Brownell; Arthur S. Flemming, Office of Defense Mobilization director.

Senate appointees: Sens. Homer Ferguson (R-Mich.) and John L. McClellan (D-Ark.); S. C. Hollister, dean, Engineering College, Cornell U.; Robert G. Storey, president, American Bar Assn. and dean, Southern Methodist U. law school.

House appointees: Reps. Clarence J. Brown (R-Ohio) and Chet Holifield (D-Calif.); Joseph P. Kennedy, Boston financier and former U. S. Ambassador to Great Britain; Sidney A. Mitchell, New York banker.

BRICKER NEW SENATE COMMERCE CHIEF

Ohioan takes over the Interstate & Foreign Commerce Committee chairmanship left by the late Sen. Tobey. He states the group will keep a close watch on educational TV.

SEN. JOHN W. BRICKER (R-Ohio) took over officially last Wednesday as the new chairman of the radio-influential Senate Interstate & Foreign Commerce Committee. He succeeds Sen. Charles W. Tobey (R-N. H.) who died July 24 after suffering a coronary thrombosis [AT DEADLINE, July 27].

According to Sen. Bricker, the committee will maintain a close watch on educational TV. Speaking of the educators, Sen. Bricker, who has long advocated that FCC provide ample channel reservations for them, told B•T:

"I want them to get what they deserve. I do not want channels reserved for them to get away."

The key Senate post went to Sen. Bricker by seniority. First in line was Sen. Homer E. Capehart (R-Ind.). Sen. Capehart declined it, preferring to retain his chairmanship of the Senate Banking & Currency Committee.

Sen. Bricker commented that the communications field is one in which he has long been interested, and recalled his service in regulatory matters. That experience dates back to his three years on the Ohio Public Utilities Commission. From there, Sen. Bricker, a Columbus, Ohio, lawyer, became the state's attorney general, serving two terms.

Political History

Sen. Bricker was governor of Ohio for three terms and the Republican candidate for Vice President in 1944 when New York Gov. Thomas E. Dewey unsuccessfully bid for Presidency.

The Ohioan was elected to the Senate in 1946 and has held the seat since. He is not up for re-election until November 1958.

The death of Sen. Tobey leaves a GOP vacancy on the committee (normal composition: eight Republicans, seven Democrats). Sen. Edwin C. Johnson (D-Colo.) is the ranking Democrat.

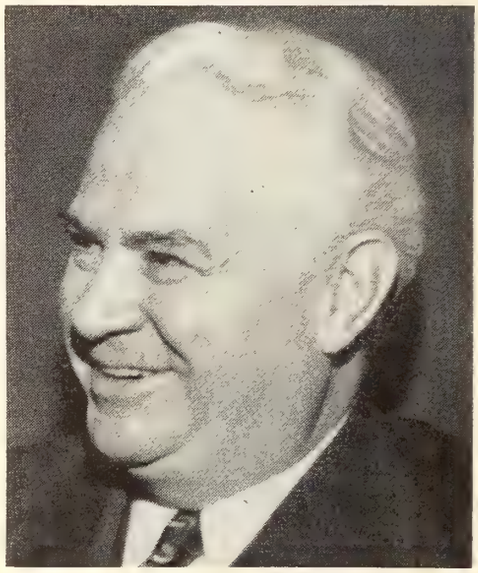
Speculation that the Senate might change from Republican to Democratic control because of Sen. Robert A. Taft's (R-Ohio) death last Friday was dispelled to an extent by Sen. Wayne Morse (Ind.-Ore.).

Sen. Morse said he would vote with the GOP thereby not taking advantage of any parliamentary emergency to defeat the will of the people as expressed at the ballot-box last fall.

With an Ohio vacancy, Gov. Frank J. Lausche would be expected to name a Democrat to succeed Sen. Taft. This would give a lineup of 48 Democrats, 47 Republicans and Sen. Morse, an Independent. Should Sen. Morse vote with the GOP, it would leave it up to Vice President Nixon to break the resulting tie and retain Republican control.

But with such a precarious lineup, control still could shift in the interval between adjournment and convening of the second session in January, should there be a further toll of any GOP Senator from a state governed by a Democratic chief executive. Sen. Johnson would resume the chairmanship of the Commerce committee if Senate control turned Democratic.

Sen. Bricker had hardly time to get used to his new committee responsibility. As he took over the reins, Congress was in the annual legislative crush for adjournment.



SEN. JOHN W. BRICKER
Succeeds Sen. Tobey as Commerce head

Relentless Pace

REGARDLESS of how soon or how late the 83d Congress adjourns its first session, the legislative pace last week was relentless. B•T this week again has assembled on the next few pages reports of legislation and actions of interest to the radio-TV industry and related fields.

HINSHAW ASKS PROBE OF SUBSCRIPTION TV

REP. CARL HINSHAW (R-Calif.) wants the House Interstate & Foreign Commerce Committee to explore the entire field of subscription television.

That is what he told B•T last week.

The Congressman also denied that there was any outside interest which prompted him to introduce a bill on subscription TV that has stirred considerable interest in the broadcast industry.

The Hinshaw bill (HR 6431) would make subscription TV and theatre TV common carriers. It would do so by amending the Communications Act [B•T, July 27].

The Congressman reiterated what he had said a fortnight ago: His purpose is to redefine broadcasting so as to eliminate any confusion that the public can be charged for receiving a broadcast program.

At the same time, it was learned that Rep. Oren Harris (D-Ark.) also expects to plug next year for an exploration of subscription TV. Both Congressmen are members of the House Interstate & Foreign Commerce Committee.

Rep. Hinshaw believes that if a fee is to be collected for receipt of a program transmitted over the airwaves then the amount of the charge must be set by FCC.

Asked whether it was his intention that subscription TV would be sent on broadcast or a common carrier frequency, Rep. Hinshaw said that was for the FCC or Congress to decide.

"The bill," he said, "is my own idea." Reason why it was introduced so late in the session? He just got around to offering it.

Arizona is First...

...in Bank Capital Growth

...in Per Capita Income Growth

...in Retail Sales Growth

...in Farm Income Growth

...in Employment Growth

...in Population Growth

...and KTYL-TV is First in Arizona!

KTYL-TV is First...

...**IN ANTENNA HEIGHT:** KTYL-TV's towering mountain-top antenna is four times higher than any other Arizona station!

...**IN COVERAGE AREA:** KTYL-TV blankets a fat 63.2% of the state's population ... including all of Metropolitan Phoenix and Central Arizona!

...**IN RECEPTION:** KTYL-TV's clearer, brighter, sharper picture is received in areas where other stations don't even register a signal!

...**IN PROGRAMMING:** KTYL-TV programming is a blend of the best in network, live and film programs ... and the fan mail is terrific!

...**IN MERCHANDISING:** KTYL-TV Merchandising Department suggests you contact your Avery-Knodel man for *proof* of its performance for national advertisers.

...**IN FACILITIES:** KTYL-TV Studios are considered the most advanced Television Center in the Southwest!

NBC and DuMont affiliate for Phoenix and Central Arizona

See your Avery-Knodel man ... or Phone or Wire Collect to KTYL-TV, 2730 N. Central Avenue, (AMherst 6-4485) Phoenix, Arizona

SENATE SCRATCHES NARBA FOR 1953

Sen. Tobey's death stops Senate Foreign Relations Committee plans to bring North American Regional Broadcasting Agreement to swift vote.

THE NORTH American Regional Broadcasting Agreement officially was declared a casualty last week in the Congressional drive for adjournment.

The word came from the Senate Foreign Relations Committee, which had been holding executive sessions on the agreement. The international treaty, affecting AM frequencies in North America, was put aside principally because of the death of Sen. Charles W. Tobey (R-N. H.) (see story this section). The late Senator had sparked the drive for ratification of NARBA. He was chairman of a Foreign Relations subcommittee that had held hearings on the treaty.

The course open now is multifold. Since this is the first session of the 83d Congress, legislation pending now carries over to the second session beginning in January. Thus, the committee chairman, Sen. Alexander Wiley (R-Wis.), could name a new subcommittee—possibly even hold additional hearings, or the committee could consider NARBA in executive session. But even these possible moves will be laid aside until 1954.

NARBA, which has been before the Senate since 1951, has been progressing at a turtle's pace. A subcommittee was named late in the second session of the Democratic 82d Congress. Another was named for the GOP-organized 83d.

Hearings were held in mid-July with radio industry leaders expressing their views—pro and con [B•T, July 13].

Halleck Lauds MBS Show

HOUSE Majority Leader Charles A. Halleck (R-Ind.) last Monday inserted in the *Congressional Record* a plaudit for MBS' *Reporters Roundup* in marking the show's three years on the air a week from today (Aug. 10). Rep. Halleck said the radio program is one that "contributes to a greater understanding of public affairs by its search for facts in the American tradition of a free press." He also praised the program's moderator, Everett Holles.

HOUSE SETS PROBE OF FOUNDATIONS

A NEW investigation of tax-exempt foundations will be launched by the House.

That body voted last week to set up a five-member special committee to investigate tax-exempt educational or philanthropic foundations to determine if any "are using their resources for un-American and subversive activities, for political purposes, propaganda or attempts to influence legislation."

Rep. B. Carroll Reece (R-Tenn.) sponsored the legislation. He was expected to head the committee which will report to Congress by Jan. 3, 1955.

A special House committee conducted a similar probe in the last Congress. It was backed by Rep. Eugene E. Cox (D-Ga.) who died before it was completed.

Rep. Reece, in pushing for the committee before the House last week, directed much of his fire against the Ford Foundation, which granted $15 million for a civil rights investigation including a look at current methods of combatting the Communist menace. The foundation also has made grants to educational TV groups and supports the TV-Radio Workshop.

Also coming under attack by Rep. Reece was the Alfred P. Sloan Foundation, which makes annual awards for outstanding radio and television programs. The Congressman pointed to the *U. of Chicago Round Table* radio program as being suspect as "a propaganda sounding board." The show, he said, has received financing from the Sloan foundation.

He also charged the 1951 grant of $50,000 by the Ford Foundation to the Advertising Council Inc. for "a restatement of the principles of American society" culminated in an economic education program that smacked of socialism.

CAMPAIGN COSTS STUDY URGED

TELEVISION'S cost to political campaigners was underscored by Sen. Hubert H. Humphrey (D-Minn.) who last week introduced a bill in the Senate to create a commission to study the problem of campaign expenditures.

The bill (S 2538) contains a section directing the commission to "consider the recent sharp increase in campaign costs due to radio and especially television costs, and consider the possibility of limiting such costs through limitations upon radio and telvision rates for political programs, or through requirements for the provision of a certain amount of free air time to political candidates as a public service, or through limitations upon campaign expenditures for this purpose."

The bill was referred to the Senate Rules Committee.

Sen. Humphrey said, "The mounting cost of television in recent political campaigns has brought about concern lest only the wealthy—or those who have the support of wealth—could afford to represent their fellow Americans in national office."

A situation of that kind "would endanger our democratic system of government," Sen. Humphrey said. The commission would be made up of representatives from public office and private life.

Similar concern was voiced three weeks ago by Sen. Wayne Morse (Indep.-Ore.) in a Senate speech [B•T, July 20].

Moviemen Urge President To Approve Tax Repealer

DELEGATION of motion picture executives (representing Council of Motion Picture Organizations) called on President Eisenhower last Thursday to urge him to sign the Congress-passed bill repealing 20% tax on movie theatre admissions [B•T, July 27]. According to spokesman Robert W. Coyne, counsel for COMPO, movie people told the President that 5,000 theatres had closed in the last five years, and that 10 theatres per day are closing now. If tax relief is not granted, theatremen told the President, 5,000 more would close in the next 12 months. Mr. Coyne told newsmen that 29% of the theatres in TV markets had failed, compared to only 2% in non-TV markets.

Overseas Radio-TV Study Approved by House Unit

THE HOUSE Foreign Affairs committee last Wednesday approved a Senate-passed joint resolution to set up a Commission on Governmental Use of International Telecommunications [B•T, July 27].

The Commission, made up of government and private members, would study international telecommunications and recommend policies to stimulate the development and effective use of media in fostering cooperation among overseas nations. The exploration would be made in connection with the U. S. overseas information program.

Senate Votes Gallery, Facility Remodeling

THE SENATE Radio-Television Gallery last week got a Senate okay to begin a $33,000 face-lifting.

The Senate also gave more space to the Joint Recording Facility at an expense of $24,000.

When the work on the gallery is completed it will provide a large TV studio to handle live telecasts. The studio also could be subdivided by acoustical doors to permit simultaneous operation in two filmings for television or other combinations. Three radio booths will be built.

The joint facility which cuts discs and produces film for TV for lawmakers in Washington to send to their home stations, will now have a radio and television room in the Senate for the use of members there. House members can continue to use the present facility located in the Old House Office Bldg.

In testifying before a Senate appropriations unit, Robert J. Coar, coordinator of the facility, revealed that 82% of Senate and 53% of House members are being served with radio and TV. He said a number of Senators will use the film in their campaigns next year.

President To Sign $7.4 Million for FCC

PRESIDENT EISENHOWER late last week was to sign an appropriations bill, passed by Congress, which gives FCC $7.4 million for fiscal 1954. Of this amount, $1,018,496 is directed to be applied to TV application processing. Bureau of the Census got $1.5 million for its business, agriculture and manufacture censuses. The Federal Trade Commission received $4,053,800, while the National Bureau of Standards will get $2 million to continue research in radio propagation and standards.

McCarran Blocks FCC Bills

SEN. PAT McCARRAN (D-Nev.) last week objected (for the third time) to three FCC-required bills when they appeared on the Senate calendar.

The bills had been passed by the House earlier in the year and subsequently approved without change by the Senate Interstate & Foreign Commerce Committee.

The bills are HR 4558, which would extend the time FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

Sen. McCarran did not give any reason for his objections.



ST. LOUIS HOUSEWIVES

"just

love

that

TONY GLENN"

MID MORNING

KSTL's MATINEE IDOL

Every morning at 10, work stops in St. Louis homes, and housewives settle back to enjoy the charms of smooth-voiced Tony Glenn, KSTL's handsome disc jockey, on his platter-chatter program, "Messin' Around with Records."

Tony wows 'em and Tony sells 'em. His long-time experience in the radio field enables him to profitably pass along your sales message to the gals who count . . . the gals who do the buying. Spots or program segments now available . . . but hurry!

CONTACT YOUR NEAREST **FORJOE** MAN

AIMS — Association of Independent Metropolitan Stations

KSTL

IS ST. LOUIS

1000 WATTS FROM 690

AFFILIATED WITH KSTM-TV . . . . on the air soon

William E. Ware, President

FCC GRANTS NASHVILLE'S SECOND VHF IN WEEK'S TOTAL OF 9 TV PERMITS

Merger and option proposals make possible five of nine grants last week, including the only vhf channel at Greenville, S. C. Other permits are given for Anchorage, Alaska (two vhf channels); Cedar Rapids, Iowa; Brockton, Mass.; Portland, Me.; Wilmington, N. C., and Spartanburg, S. C.

SECOND vhf TV station for Nashville, Tenn., and the only vhf outlet possible at Greenville, S. C., were authorized by FCC last week after mergers of competitive applicants in both cases.

Carolina Television Inc. received a construction permit for Ch. 4 at Greenville upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Broadcasting Co. (WMRC). Both of the latter, according to a merger proposal, will acquire part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undecided.

Ch. 4 is the only vhf assignment allocated to Greenville. Earlier, uhf Ch. 23 was granted for WGVL (TV), locally-owned outlet which was to commence operation this past weekend. Another uhf facility assigned there, Ch. 29, is reserved for educational use.

WSIX Granted

At Nashville, Ch. 8 was granted to WSIX Broadcasting Co. (WSIX) after withdrawal of the mutually exclusive application of Volunteer State Broadcasting Co. (WMAK). Volunteer has received an option for purchase of 25% for $20,000, valid until Dec. 1, 1955. A separate TV firm would be organized and WSIX would continue separately under its present ownership.

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. Only other vhf assignment there is reserved educational Ch. 2. At nearby Old Hickory, Tenn., vhf Ch. 5 has been assigned, having been removed from Nashville to correct an allocation error. Two Nashville stations, WLAC and WKDA, are competitors for Old Hickory's Ch. 5. No applications pend for uhf Chs. 30 and 36 at Nashville.

The Greenville and Nashville grants were among the total of nine new construction permits issued by the Commission Thursday, of which five were made possible by dismissal of competing applications. The new grants:

Anchorage, Alaska—Kiggins & Rollins (also Ch. 2 grantee at Fairbanks) granted vhf Ch. 2 with effective radiated power of 13.8 kw visual and 8.32 kw aural; antenna height above average terrain 40 ft. Temporary mailing address: 841 Turquoise St., San Diego, Calif.

Anchorage, Alaska—Northern Television Inc. granted vhf Ch. 11; ERP 3.24 kw visual and 1.62 kw aural; antenna 130 ft. Address: Danali and E. 4th Ave.

Cedar Rapids, Iowa—Hawkeye Television Co. granted uhf Ch. 20; ERP 18.2 kw visual and 9.33 kw aural; antenna 500 ft. Address: Merchants National Bank Bldg.

Brockton, Mass.—Trans-American Enterprises Inc. granted uhf Ch. 62; ERP 195 kw visual and 105 kw aural; antenna 430 ft. Temporary mailing address: 225 Washington St., Boston.

Portland, Me.—Congress Square Hotel Co. (WCSH) granted vhf Ch. 6; ERP 100 kw visual and 50.1 kw aural; antenna 590 ft. Address: 157 High St.

Wilmington, N. C.—WMFD-TV Inc. (WMFD) granted vhf Ch. 6; ERP 53.7 kw visual and 26.9 kw aural; antenna 350 ft. Address Princess Radio Bldg. Grant is subject to final determination by FCC on petition of WHPE High Point, N. C., to amend TV rules to change separation requirements and to alter Zone I and II boundaries to allow allocation of Ch. 6 at High Point.

Greenville, S. C.—Carolina Television Inc. granted vhf Ch. 4; ERP 100 kw visual and 50.1 kw aural; antenna 1,180 ft. Address: 300 N. Main St. Grant is without prejudice to any action which FCC may take with respect to any future application which is filed to effectuate the merger agreement with Greenville News-Piedmont Co. (WFBC) submitted as part of the application. Merger plan also includes Textile Broadcasting Co. (WMRC).

Spartanburg, S. C.—Sterling Telecasting Co. granted uhf Ch. 17; ERP 105 kw visual and 57.5 kw aural; antenna 600 ft. Address: 124½ E. Main St.

Nashville, Tenn.—WSIX Broadcasting Co. (WSIX) granted vhf Ch. 8; ERP 316 kw visual and 158 kw aural; antenna 870 ft. Address: Nashville Trust Bldg. Dismissed competitor, Volunteer State Broadcasting Co. (WMAK), has received option for 25% interest at $20,000 in TV venture only.

At Portland, Me., the Ch. 6 grant to WCSH was made possible by withdrawal of the competitive bid of Oliver Broadcasting Corp. (WPOR), whose principals are interested in the new Ch. 8 grant to Mt. Washington TV Inc. for a transmitter atop Mt. Washington, N. H. [B•T, July 20]. Because of signal overlap, they were required to give up the WPOR application.

Similarly, Granite State Broadcasting Co. (WTSV) gave up its uhf Ch. 37 application at Claremont, N. H., since its principals are interested in the Mt. Washington Ch. 8 grantee. There is no other bid pending for Ch. 37 there.

By Year's End

William H. Rines, managing director of WCSH, reported he hopes the new Ch. 6 station will be on the air by the end of this year. RCA equipment will be used and Weed TV will be national representative. WCSH is an NBC outlet, but TV network affiliation is not decided.

The Ch. 6 grant to WMFD-TV Inc. at Wilmington, N. C., was facilitated by dismissal of the competitive application of WGNI-TV Co. there. WMFD-TV has set next spring as target date, according to President Richard A. Dunlea, owner of WMFD-AM there. RCA equipment will be installed.

At Spartanburg, S. C., the Ch. 17 authorization to Sterling Television was made possible by the withdrawal of Piedmont Radio Co.'s bid. Piedmont told FCC it recently studied advertiser acceptance of uhf and vhf facilities in cities comparable to Spartanburg and its stockholders concluded that "delay occasioned by a hearing would probably be fatal to the uhf applicant. The survey also casts some doubt as to the ability of the uhf to survive . . . even if granted before the vhf."

Earlier in the week, Sterling Television asked FCC to drop its petition which sought dismissal of the Piedmont application "as sham or for want of good faith." Piedmont denied the allegations. At one time it was reported FCC had written Piedmont for additional data on its application [B•T, June 22, 8].

Sterling Wright, president of Sterling Television, said the Ch. 17 station hopes to be on the air in six months and RCA or DuMont equipment will be used.

Carolina Television has no target date estimate but hopes to be on the air as quickly as possible. Capitalization of the firm is to be enlarged to $1 million under the merger plan, with the name changed to WMRC-TV Inc. President Alester G. Furman Jr. and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WFBC and WMRC stockholder groups.

New Subsidiary

The Greenville News-Piedmont Co. has formed a subsidiary firm, Blue Ridge Radio Corp., which will hold the WFBC properties separate from the newspaper interests in order to facilitate the merger.

WMRC is headed by Robert A. Jolley while Roger C. Peace and family control WFBC.

The three merger groups have decided that a committee of 10 will advise on organization of the new WMRC-TV Inc. as well as on disposition of either WMRC or WFBC. Four members of the committee are to be chosen by the Jolley group, four by the Peace group and two by the Furman group.

Louis Draughon, president and general manager of WSIX Nashville, Ch. 8 grantee, reported a TV target date of Nov. 1 with George P. Hollingbery Co. as representative. GE equipment will be used. CBS-TV announced that WSIX-TV will become a primary basic affiliate.

William Zeckendorf, New York real estate and construction executive who is a principal in Hawkeye Television Co., said he was "shocked" to receive the Ch. 20 grant at Cedar Rapids, Iowa so soon. "Now we will have to get busy," he commented, not having specific information about starting date, equipment, representative or network affiliation.

The new Ch. 2 grantee at Anchorage, Kiggins & Rollins, is a co-partnership of Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor.

Northern TV Inc., Ch. 11 grantee at Anchorage, is headed by President A. G. Hiebert (27.6%), minority stockholder and director of KENI there and KABI Ketchikan, KFAR Fairbanks and KJNO Juneau. Jack M. Walden, KENI chief engineer, holds 6.7%. There are 22 local minority stockholders.

Meanwhile, FCC dismissed the application of WHPE High Point, N. C., for Ch. 6 since the channel is not assigned there. The Commission also dismissed as moot WHPE's petition for consolidated hearing with Ch. 6 applicants at Wilmington, N. C. and Beckley, W. Va.

Three Year TV Licenses

FULL TEXT of FCC's proposal to extend the TV license period to three years from the present one-year term [B•T, July 27] is published on page 98 of this issue. Lengthy dissent of Comr. Frieda B. Hennock, calling for national program conference and investigation of TV programming, also is published. Comments on the proposal are due at FCC by Sept. 1.

Earl Stanley to Law Firm

EARL R. STANLEY, TV attorney at FCC, has resigned from the Commission effective July 17 and last Monday joined the Washington law firm of Dow, Lohnes & Albertson, whose practice includes radio-TV. Mr. Stanley was attorney with the Applications Branch, TV Facilities Division of FCC's Broadcast Bureau.

all eyes are on WCAN TV

(MILWAUKEE)

ALL THIS AND WCAN-TV, TOO!

1953 is an EYE-opening year for Milwaukee. It all began when Milwaukeeans got their first LOOK at the Braves. They couldn't believe their EYES, nor could the rest of America.

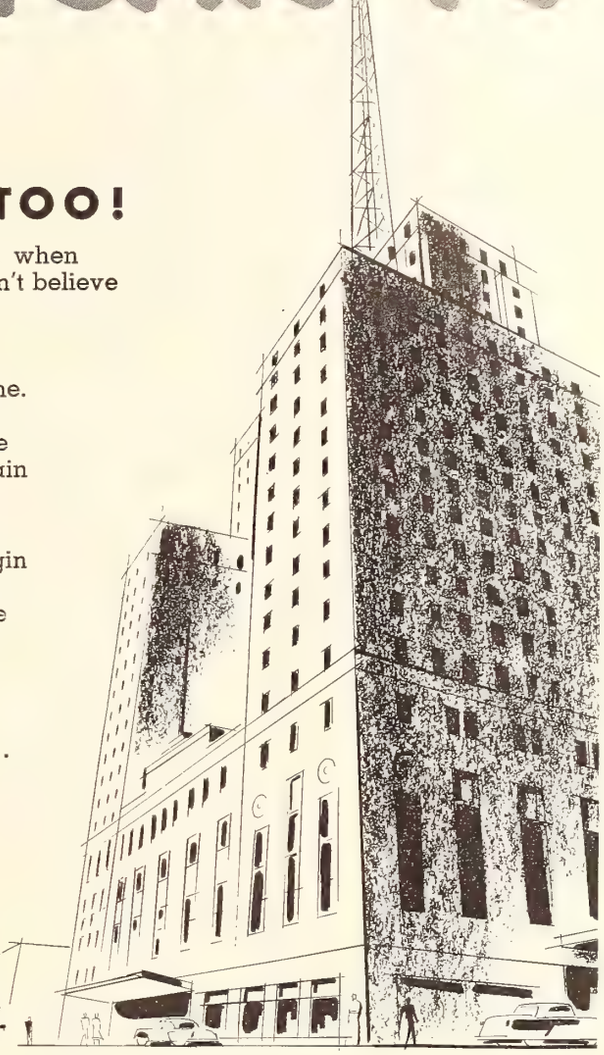
WHY?

A new landmark is being added to the Milwaukee skyline. Soon the new WCAN-TV tower will be completed on top the famous Schroeder Hotel in downtown Milwaukee. The tower will rise 1,297 feet above sea level—577' above terrain —and will be the transmitting point of new and clearer television entertainment for this great area.

With the completion of its new antenna, WCAN-TV will begin telecasting both local and network programs of sports, drama, comedy, music and education—all designed to give its viewers the ultimate in listening and viewing reception.

New programs, new ideas, A NEW MARKET for America's smart time buyers.

Like everyone else in Milwaukee, LOOK to WCAN-TV . . .
For WCAN-TV is catching the 👁 in Milwaukee.





WCAN-TV

channel 25 Milwaukee

Represented Nationally by The O. L. Taylor Co.
ALEX ROSENMAN—Eastern Sales Manager

For WCAN-TV is catching the 👁 in Milwaukee

FCC MEETS TO CHART COURSE FOR FUTURE ACTION ON COLOR TV

Six petitions for approval of the NTSC standards are before the Commission as it prepares to begin action. Notice of proposed rule making will be the first step—but no one can say when it will be taken.

WITH six petitions for approval of the National Television System Committee's standards for compatible color TV on file—GE and Motorola filed last week—the FCC met Friday to lay out the general design of the required proceedings.

First formal FCC meeting on color television was exploratory, it was learned, and concerned mainly with broad discussion of what the staff has done and what it might do, as well as establishing the pattern of the contemplated hearings.

Although there was some hope that the official notice of proposed rule making might be decided upon at the meeting—so that it can be issued this week—there were some doubts that the Commission would move that quickly. Informed sources are more inclined to think that the notice will be issued next week.

The notice of proposed rule making is the first step in any proceeding that the Commission institutes. It is expected to call for comments on the NTSC proposals [B•T, July 27] and also to provide for counter-comments after the initial documents are received. Best estimates on time in which the Commission will ask for comments range from 30 to 45 days, and for counter comments, from 15 to 30 days.

Course of Hearing

Just what course the Commission's hearings will take after that is, at the moment, conjectural. It is believed that some sort of demonstration will be required, and also that a short session of oral interrogation may be combined with the demonstration. Most of the proceeding, it is hoped in FCC circles, will be on paper.

Fact that there have been no opposing petitions—thus implying industry unanimity—has given rise to the belief that the Commission might move rapidly in the matter. But there have been warnings by responsible FCC officials that the establishment of new color TV standards is too serious to be expected in any hurried maner. It also was pointed out that the Commission was extremely conscious of its delicate position in view of the fact that it had adopted the CBS-sponsored field sequential color TV system in 1950, over the objections of most of the radio-TV manufacturers.

The only opposition which might arise was expected to come from CBS or DuMont. CBS, however, has informed the Commission that it supports the NTSC standards. Although Dr. Allen B. DuMont has not publicly stated his position, it was learned on good authority last week that he has decided not to oppose the adoption of the NTSC standards. He still is not convinced, it is understood, that the NTSC system is the right one or the most economical one.

All of the companies seeking FCC approval of the compatible color TV system—RCA-NBC filed first in June [B•T, June 29]—have maintained that the proposed standards meet the criteria for color TV established by the Commission in its 1950 decision.

However, RCA-NBC, Philco and GE have asked that the provision that a Washington demonstration be held be waived on the ground that no facilities exist in Washington for that purpose. They have asked the Commission to attend demonstrations in other cities where transmitters are already geared for NTSC color transmissions—New York, Philadelphia or Syracuse.

The same three companies have admitted that, at the present state of development, the Commission's criterion that color receivers be cheap enough for the mass of the American public cannot be met. But, they emphasized, should the NTSC standards be approved, the industry would be given the incentive to improve apparatus so as to bring it down to the mass production-mass priced market.

Key to the apparatus problem is the tricolor tube. The manufacture of such a kinescope is a complex and costly process, it has been acknowledged. So far, only RCA and Chromatic Television Labs. (half-owned by Paramount Pictures) have demonstrated tricolor tubes. GE, Sylvania and Rauland (owned by Zenith Radio Corp.) have announced, however, that they also have manufactured polychrome cathode ray tubes, but have not demonstrated them.

GE's petition recounted the activities of its representatives on the NTSC and estimated that its personnel contributed close to 1,000 engineering man months of work to that organization. (Dr. W. R. G. Baker, vice president in charge of GE's Electronic Div., is chairman of NTSC). GE stated that for competitive reasons it did not desire to disclose its investment in color research.

Satisfaction that the primary apparatus considerations of the Commission criteria have been met was expressed by GE. After stating that "it is clear that the receiver apparatus now available . . . is not at this time 'cheap enough in price to be available to the great mass of the American purchasing public,'" GE went on:

Cites 'Essential Incentive'

"Adoption of such standards at this stage would create the essential incentive to competitive development of apparatus which would be commercially practicable with special emphasis on economic considerations . . ."

GE therefore suggested that the FCC limit its apparatus considerations to demonstrations or other proofs of the "potential inherent apparatus-wise under the signal specifications now proposed . . ."

A GE color receiver will be supplied to the FCC's laboratory in 30 to 45 days, the GE petition said.

Motorola said that it believed the NTSC standards comply with the Commission's criteria in all respects. It said that receivers can be built to meet the FCC provision, and that Motorola has built such receivers and will demonstrate them to the Commission upon request.

To Make FTC Survey

HARRY A. BABCOCK, officer in charge of the Federal Trade Commission's Washington, D. C., branch office, has been designated by FTC Chairman Edward F. Howrey as his special assistant and will make a survey of the FTC's investigative activities to help determine whether changes should be made in methods and procedures or in day-to-day operations.

Johnson Applauds CBS

CBS's announcement of support for the NTSC system of color TV—and of its plan to start experimental color network broadcasts in mid-September [B•T, July 27]—brought a warm commendation last week from Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee and for the past three years an outspoken adherent of getting color TV going. Sen. Johnson said, in an extension of remarks in the July 28 *Congressional Record,* that CBS's letter to its affiliates was evidence of "patriotism and good sportsmanship." In offering to begin compatible color broadcasts, CBS "in the public interest . . . offers no delaying tactics to the color telecast systems of others," the Senator said.

KSTM-TV CHALLENGES CLAIMS OF WTVI (TV)

KSTM-TV St. Louis, Ch. 36 permittee there, in complaints to the Federal Trade Commission and the FCC has charged WTVI (TV) Belleville, Ill., uhf Ch. 54 permittee, with violation of the FTC Act by calling itself a St. Louis station and saying it already is on the air, and with economic injury to KSTM-TV and possible violation of FCC rules by failing to make "full disclosure" (that it is a "St. Louis station") in its FCC application.

WTVI was charged in the letter Monday to the FTC with violating Section 5(a) of the FTC Act (prohibiting unfair methods of competition and unfair or deceptive acts or practices in commerce) by advertising it is a St. Louis station when it is in fact a Belleville station and that it "now is on the air" when such is not the case.

In a separate letter Tuesday to the FCC, KSTM-TV said WTVI's advertisements that it is a St. Louis station are inconsistent with its FCC application to serve the people of Belleville, Ill. If WTVI (TV) will cease advertising it is a St. Louis outlet, however, and will serve the people of Belleville, then KSTM-TV will not have to file a protest under Section 309(a) of the Communications Act of 1934, the letter informed the FCC.

Belleville is located across the Mississippi River, several miles from St. Louis.

16 Set for Hearing

SIXTEEN TV applications were scheduled for hearing last week by FCC in a half-dozen comparative proceedings. All will be heard in Washington. The cases are:

August 6

Canton, Ohio—Uhf Ch. 29. Brush-Moore Newspapers Inc. (WHBC), Stark Telecasting Corp. (WCMW) and Tri-Cities Telecasting Inc.

August 28

Grand Rapids, Mich.—Uhf Ch. 23. Music Bcstg. Co. (WGRD), W. S. Butterfield Theatres Inc. and Peninsular Bcstg. Co.

Little Rock, Ark.—Vhf Ch. 11. Arkansas Bcstg. Co. (KLRA), Arkansas TV Co. (KTHS), Little Rock TV Corp. and Arkansas Telecasters Inc.

Erie, Pa.—Uhf Ch. 35. Great Lakes TV and Civic TV Inc.

Erie, Pa.—Uhf Ch. 66. Erie TV Corp. and Commodore Perry Bcstg. Service Inc.

Jackson, Miss.—Vhf Ch. 3. Lamar Life Bcstg. Co. (WJDX) and Delta Sales Corp.

Something ~~new~~ *wonderful* has been added . . .

MEET Connie Cook!

THE NEW HOME SERVICE DIRECTOR OF OMAHA'S RADIO WOW AND WOW-TV . . . A FRESH NEW PERSONALITY WHO CAN SELL FOOD AND HOUSEHOLD PRODUCTS!



SHE CAN GET MORE SALES FOR YOU . .

BECAUSE . . . she has fine professional training in home economics . . and every other facet of modern living.

BECAUSE . . . her experience includes applying her skills to a family of her own . . and teaching home management to thousands of women.

BECAUSE . . . she sells naturally and instinctively . . (You've got to see and hear her to really appreciate this*)

(*Air-check or film available on request)

• Ask your John Blair or Blair-TV representative how Connie Cook can give your sales a lift in the great Midwest market served by Radio WOW and WOW-TV.

***CONNIE'S CUPBOARD**
11:15 — 11:30 a.m.
Monday through Friday
Radio WOW

***CONNIE'S KITCHEN**
3:00 — 3:30 p.m.
Monday through Friday
WOW-TV

NBC—590 KC
5000 watts

Meredith Stations
OMAHA

NBC—Dumont
100,000 watts

Radio WOW • WOW-TV

KOA REIMBURSES KMYR IN CH. 4 CASE

KOA Denver, favored in an FCC hearing examiner's initial decision for a new TV station on vhf Ch. 4 there, has agreed to reimburse KMYR Denver the sum of $125,000 for expenses incurred in the preparation and prosecution of its competitive Ch. 4 application even though the examiner proposed to deny the KMYR bid. KMYR agreed not to file exceptions to the initial ruling.

The recommended decision was to have become final last Wednesday but it was stayed July 24 by the Commission pending further review [B•T, July 27].

KMYR offered not to file exceptions to the initial decision since continued litigation would further delay use of the channel and the additional local service. Details of the agreement were disclosed in a letter filed with the Commission by the two applicants.

The letter stated the $125,000 in expenses represented four years of "exploratory studies and 10 months of hearings" as well as legal, engineering and architectural fees, options to purchase equipment, travel ("numerous" trips to Washington, D. C.), hospitalization and doctor bills. KMYR's President A. G. Meyer suffered a heart attack during the course of the hearing in Washington.

WTAR Protest Cites NBC 'Domination' of WVEC-TV

WTAR Radio Corp. (WTAR-AM-FM-TV) Norfolk, Va., last week filed a letter with the FCC protesting "the dominating influence of NBC as expresesd via WVEC-TV" and alleged advertising by WVEC-TV Hampton that it is a Norfolk station.

When WTAR-TV switched affiliation from NBC-TV to CBS-TV last spring, WVEC-TV was signed as an NBC-TV primary interconnected affiliate.

Since then, WVEC-TV and NBC jointly have conducted an advertising campaign to promote the new uhf Ch. 15 in the Tidewater area [B•T, July 27].

The protest alleges the advertising campaign "that is costing almost half as much as the total construction of WVEC-TV and the bill for which is being paid largely by NBC and/or RCA is naturally dominated by NBC. . . . To many persons . . . (the advertisement) might indicate that WVEC-TV is owned, or at least *controlled,* by NBC. . . ."

KSTL Granted Boost to 10 Kw; Boyalusa, Edmonds Actions

KSTL St. Louis, daytime independent on 690 kc, directional, last week was granted an increase in power from 1 kw to 10 kw by FCC.

In another AM action, the Commission postponed the effectiveness of its June 17 grant to Bogalusa Broadcasting Co. for a new AM station on 920 kc with 1 kw daytime at Bogalusa, La., pending outcome of a hearing ordered on the Bogalusa application following protest by WTPS New Orleans.

FCC also granted a construction permit to King's Inc. for a new AM station on 630 kc, 1 kw daytime at Edmonds, Wash.

Principals include President **A. B. Mike Martin,** president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen,** owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson,** Minister of Gospel; and Treasurer **(Dr.) C. Dorr Demaray,** Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote.

FCC Amends 3 Allocations, Proposes 2 Other Changes

SEVERAL television allocation changes were proposed by FCC last week upon the request of prospective applicants and several previously-proposed channel revisions were made final by the Commission.

To become effective 30 days after publication in the *Federal Register,* FCC made final these changes proposed in late June [B•T, June 29]:

Add vhf Ch. 4 plus to Roseburg, Ore., upon the request of KRNR there, deleting Ch. 4 from Medford which retains vhf Ch. 5.

Add uhf Ch. 37 minus to Melbourne, Fla.

Substitute reserved uhf Ch. 66 plus for reserved Ch. 26 at Springfield, Ill., so as to widen minimum spacing with Ch. 19 transmitter of WTVH-TV Peoria, Ill. Comr. Frieda B. Hennock dissented.

FCC invited comments by Aug. 28 on the following proposals:

By Owensboro on the Air Inc. (WVJS), Owensboro, Ky., to assign vhf Ch. 9 plus to Hatfield, Ind.

By Sparton Bcstg. Co. and Jackson Bcstg. & TV Corp., both of Jackson, Mich., for assignment of vhf Ch. 10 minus to Onandaga or Parma-Onandaga, Mich.

The Commission, at the request of the Holdrege, Neb., Chamber of Commerce, deleted its proposal to add vhf Ch. 4 plus there by deleting the facility from North Platte, Neb.

Lamb Buys WTVQ (TV) For $5,000 in CP Transfer

PURCHASE by Edward Lamb, Ohio-Pennsylvania broadcaster-publisher, of uhf Ch. 47 permittee WTVQ (TV) Pittsburgh for $5,000 was disclosed in a transfer application filed with the FCC last week.

The sale by Loren Berry and Ronald B. Woodyard of the station follows the recent death of a third partner, J. Frank Gallaher.

Mr. Lamb is president, treasurer and 70.8% stockholder of WICU (TV) Erie, Pa., and owner of 2.2% as trustee for his son; publisher and stockholder of the *Erie Dispatch-Herald,* Erie; president, treasurer and 48% stockholder of Unity Corporation Inc. (WTOD WTRT-FM) Toledo, and owner of 29% as trustee for his son and daughter, and applicant for a new TV station on vhf Ch. 11 in Toledo; vice president, treasurer and 20% stockholder of Woodruff Inc., recommended grantee for uhf Ch. 30 at Portsmouth, Ohio; president, treasurer and 61.6% stockholder of WHOO Inc. (WHOO-AM-FM) Orlando, Fla., applicant for vhf Ch. 9 in Orlando, and president, treasurer and owner of 26.1% stock as trustee for his son in Midwest TV Co., permittee of WMAC-TV Massillon, Ohio. Edward Lamb Enterprises owns 73.9% of this stock.

Seek Wyoming Relay System

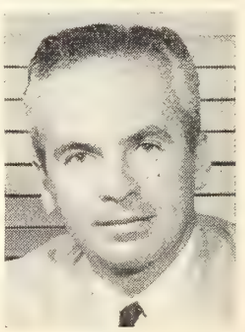
APPLICATIONS for television microwave relay stations in Wyoming to serve a community TV system in the Casper area were filed with FCC last week by Mountain States Telephone and Telegraph Corp. The six relays, to extend from Laramie to Casper, 110 airline miles apart, would cost $166,000. To provide TV programs for Community Television Systems of Wyoming, the relay would enable community TV service to Casper and nearby Wheatland and Douglas, the applications stated.

WOR-AM-TV STAFFS SHIFTED, DEFINED

New personnel changes are designed to bring the radio and television operations closer together. Mayo heads sales, with Sloan and Crawford as chief lieutenants.

IN MOVES designed to integrate further the WOR-AM-TV New York organizational structure, James M. Gaines, General Teleradio vice president in charge of the stations, last week announced several new appointments and at the same time spelled out the specific functions and duties of the station's departments and executives.

In the WOR-AM-TV sales division, Robert C. Mayo, currently sales director of WOR-TV, has been appointed director of sales for WOR-AM-TV, and will be responsible for sales policy and operations of both stations. He will report directly to Mr. Gaines.



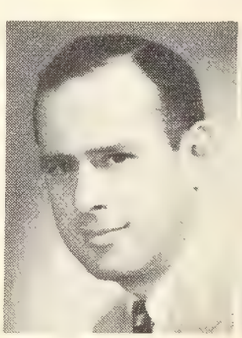
Mr. Mayo

Heading WOR-TV sales activity will be John F. Sloan, an account executive at the station since last September, who has been designated station sales manager. William Crawford, WOR sales manager for the past three years, will continue in that post. Messrs. Sloan and Crawford will report to Mr. Mayo.

In defining the specific functions and duties of other departments and executives, Mr. Gaines made these points:

Lawrence Menkin, director of programs for the stations, will be responsible for all creative programming, with the exception of *Broadway TV Theatre.* Warren Wade, WOR-TV executive producer, will be responsible for that program and other special assignments. Messrs. Menkin and Wade will report to Mr. Gaines.

Julius F. Seebach Jr., vice president of General Teleradio in charge of operations for the stations, will assume responsibility over all producers, directors, announcers and other operating personnel, reporting to Mr. Gaines in matters related to WOR-AM-TV. All television operating personnel will report to Ivan Reiner, who has been appointed WOR-TV production manager. He will report to Mr. Seebach.



Mr. Crawford



Mr. Sloan

General Teleradio's financial department, under the direction of vice president James E. Wallen, will continue to service WOR-AM-TV.

Specify! PHILCO TV RELAY EQUIPMENT

CHECK THESE EXCLUSIVE FEATURES:

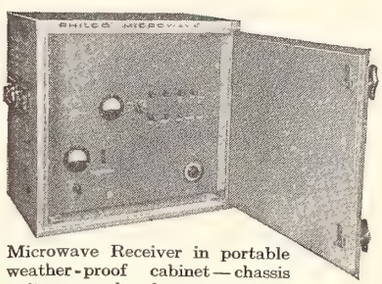
1. **HIGHEST PICTURE FIDELITY**—True repeater concept—unexcelled for single and multiple hops. Same circuitry as in TV network equipment.
2. **WIDEST FREQUENCY RESPONSE**—This and other design features assure transmission of all proposed color signals.
3. **SYSTEM COMPATIBILITY**—Designed to meet specifications for network interconnection.
4. **HIGHEST EFFECTIVE RADIATED POWER**—For greater dependability—7.5 kw or more in the 6000-7000 mc band.
5. **FIXED OR PORTABLE OPERATION**—Recessed chassis units in portable weather-proof cabinets—can be mounted in standard cabinets or racks.
6. **LOW MAINTENANCE COST**—Conservatively rated components—Equipment designed for continuous unattended operation.
7. **RELIABILITY**—Utilizes highest quality tubes and components, power circuit breakers—built-in 50/60 cycle operation.

• • • These are only a few of the *extra* values in Philco Microwave Equipment. Be years ahead, and specify Philco TV Relay Equipment, designed and built by the world's leading manufacturer of microwave relay equipment.

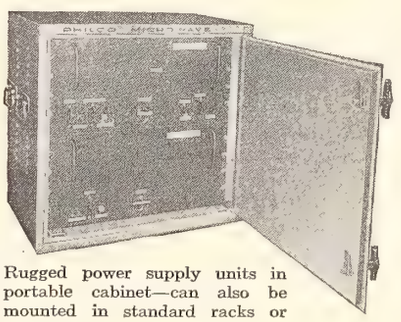
For further information write to Department "B•T" today.



New, lightweight parabola, tripod, and tilt head designed for ease of mounting.



Microwave Receiver in portable weather-proof cabinet—chassis units can also be mounted in standard racks or cabinets.



Rugged power supply units in portable cabinet—can also be mounted in standard racks or cabinets.

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Bert Hawkins and Barney Boyle, cost analysts, have been transferred from the engineering department to work under Mr. Wallen.

Milton Burgh will be responsible for all news and special events for both stations, in addition to his Mutual duties, and will report to Mr. Gaines in WOR-AM-TV matters.

In the engineering division, Earl M. Johnson, vice president of General Teleradio, will continue to head engineering for both stations, with Charles H. Singer as chief engineer and Leslie Learned in charge of engineering assignments.

Robert Schmid, vice president of General Teleradio and Mutual, will continue to head advertising, research and press information for WOR-AM-TV. Supervising similar functions at the stations will be the following Mutual department directors: James Tyler, advertising; Richard Puff, research, and Frank Zuzulo, press information.

On specific assignments are Robert Sullivan, manager of WOR promotion and advertising; Joe St. Georges, manager of WOR-TV promotion and advertising; Bob Hoffman, manager of WOR-AM-TV research, and Henry Wilson, manager of WOR-AM-TV press information.

LEE NAMED NO. 2 IN FETZER COMMAND

CARL E. LEE has been appointed managing director and a member of the board of Fetzer Broadcasting Co., it was announced last Friday by John E. Fetzer, president and general manager.



Mr. Lee

Mr. Lee assumed his new duties last Saturday, becoming second in command of all radio-TV operations of the Fetzer company. He is charged with the execution of company policy and assumes broadcast responsibilities on an assignment basis.

It was further announced by Mr. Fetzer that Arthur Covell, with the company since 1937, has been named chief engineer of WKZO Kalamazoo. Mich., and WKZO-TV Kalamazoo-Grand Rapids; Francis Morse, who joined the Fetzer organization in 1942, has taken over the post of assistant chief engineer at WKZO-AM-TV, and Bruce Glycadis, with WJEF Grand Rapids since 1945, has been appointed chief engineer of that station.

Mr. Lee joined Fetzer in 1939. In 1945, as Fetzer chief engineer, he built WJEF and in 1950 completed the installation of WKZO-TV. In 1951 Mr. Lee became administrative assistant to Mr. Fetzer.

In addition to being licensee of the aforementioned stations, Fetzer Broadcasting Co. is buying KOLN-AM-TV Lincoln, Neb., subject to FCC approval [B•T, July 20].

Standard Renews Gridcasts

STANDARD OIL Co. of Indiana, for the seventh consecutive year, will sponsor the entire 10-game football schedule of the U. of Colorado on KOA Denver. Schedule opens Sept. 19 with the play-by-play descriptions handled by sportscaster Starr Yelland, assisted by Bill Day, KOA news and sports director.

PITTSBURGH'S SECOND TV SCHEDULED WITH 8 OTHER DEBUTS OVER WEEKEND

Pittsburgh's second television station is the first uhf among the nation's eight top markets. With eight other outlets set to start over the past weekend, U. S. stations now total 208.

PITTSBURGH'S second TV station was scheduled to go on the air over the last weekend, which saw a flurry of nine commercial outlets slated to commence operation.

WKJF-TV Pittsburgh, on Ch. 53, is the first uhf station in that city. Since 1949 the only TV outlet there has been WDTV (TV), vhf Ch. 2. WKJF-TV also is the first uhf station to go on the air in any of the nation's eight top markets.

KLAS-TV Las Vegas, Nev., began programming July 22.

Late last week, the nine stations (all have been airing test patterns) were "hopeful" of making their Aug. 1 and 2 target dates.

Assuming they did, commercial TV outlets now total 208.

Here are the 10 new stations:

KLAS-TV Las Vegas, Nev., vhf Ch. 8, July 22.
KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1.
KMBC-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 1.
KTVE (TV) Longview, Tex., uhf Ch. 32, Aug. 1.
WGVL (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.
WHB-TV Kansas City, Mo., vhf Ch. 9, Aug. 1.
WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.
WISE-TV Asheville, N. C., uhf Ch. 62, Aug. 2.
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

George J. Higgins, managing director of KMBC-TV Kansas City, to share time with WHB-TV there on vhf Ch. 9, said last Thursday all equipment is installed.

F. G. Raese, general manager of WKJF-TV Pitttsburgh, said last week the outlet definitely would begin Aug. 1, and will carry some NBC-TV programs.

Mr. Raese said the station has received "wonderful reports of reception from all sections of Pittsburgh and the surrounding area."

He said AT&T promised interconnection with the coaxial cable by Aug. 1, allowing live network features to be carried the first day.

Extensive promotion is planned, Mr. Raese said. He said newspaper ads were to start last Friday and he has signed for 53 billboards in the area.

WKJF-TV will begin operating from 6 p.m. to 11:15 p.m. daily and gradually will expand its schedule.

Mr. Raese said the station plans higher-powered transmitting equipment when it is available (present effective radiated power is 19 kw visual), and color equipment.

Stanley H. Durwood, president of KEDD (TV) Wichita, Kan., said the station's tower has been complete several weeks, the building is 90% complete and equipment 90% installed —but that the RCA antenna shipment was delayed. If it arrives soon a test pattern should be on the air by Aug. 15, he added.

Mr. Durwood said network orders are coming in and local sales, too, are moving steadily.

Tom Steensland, program director for KMMT (TV) Austin, Minn., expects to be programming by mid-August with ABC-TV DuMont and CBS-TV affiliations.

Nick Reyes, promotion director for WIRK-TV West Palm Beach, Fla., said the 12th floor of the Harvey Bldg. is being readied for studios and offices and engineers hope to begin telecasting in mid-August.

WETV (TV) Testing

WETV (TV) Macon, Ga., started test patterns July 25 and expects to begin programming Aug. 21, John Hicks, program director reported. He said WETV has NBC-TV primary affiliation, plus ABC-TV affiliation. The uhf Ch. 47 station will have 15,000 sets in its area, according to NBC research, he said.

William E. Ware, president of KSTM-TV St. Louis, uhf Ch. 36, said that with the end of a steelworkers' strike, construction on the station's tower is underway. However, about six or eight weeks are needed, he said, so the Sept. 1 starting date "must go by the boards." He reported that "requests for availabilities and time still pour in."

Robert F. Wright, president and general manager of WTOK-TV Meridian, Miss., said the vhf Ch. 11 outlet has set Sept. 15 for test pattern and Sept. 27 for commercial opera



WTAC-TV Flint, Mich., television center will look like this architect's drawing when it goes on the air this fall. The 120 x 100 ft. cement-glass brick-steel structure is expected to be complete in August. Estimated cost of the Flint TV outlet, says J. R. McKinley, general manager, will be more than $350,000. WTAC-TV will be on uhf Ch. 16.

★ More PEOPLE OVER ★ More AREA TUNE ★ More OFTEN TO KVOO THAN TO



★ *Nielsen*

★ *Nielsen*

★ *Pulse*

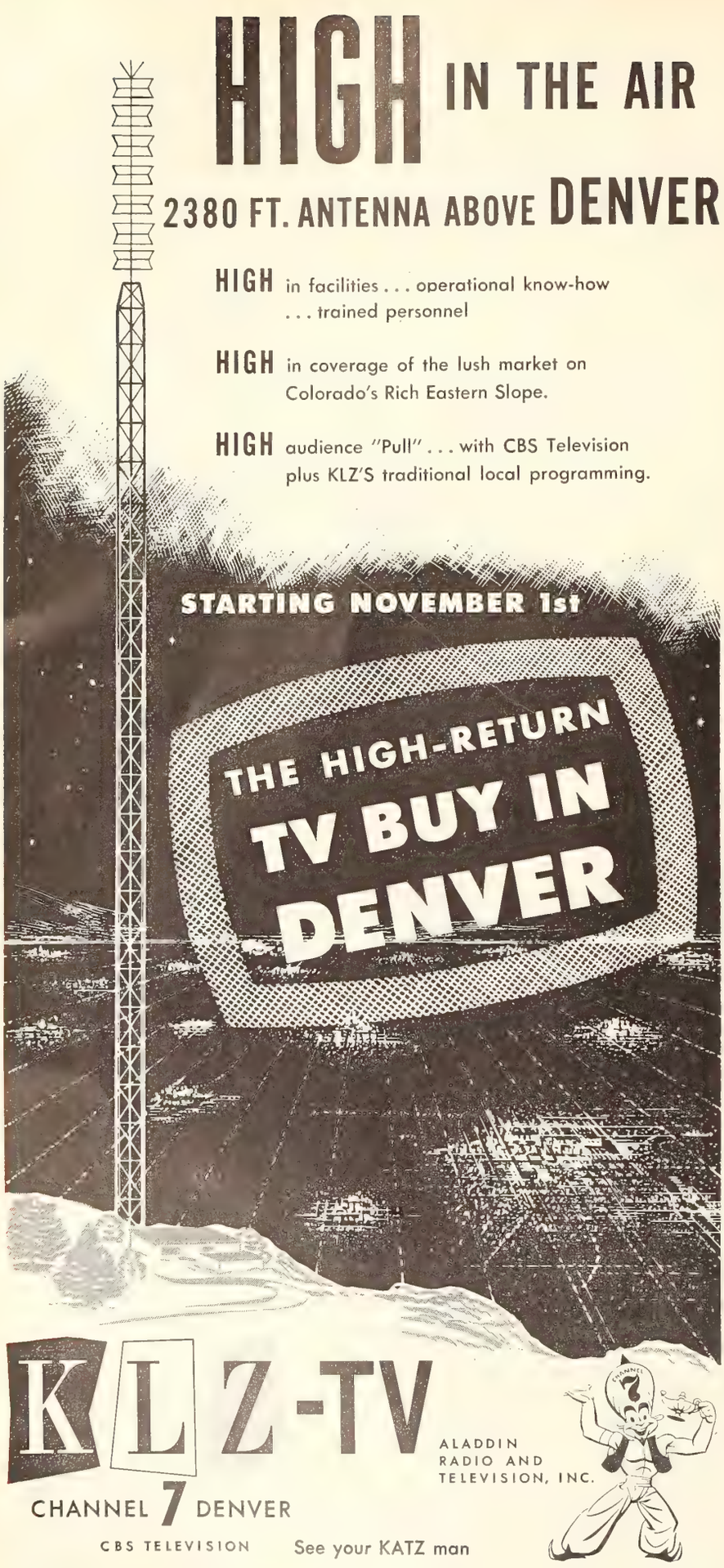
Any Other Station in the KVOO Market Area

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



Ad C
4⅝" x 10"
Galen E. Broyles, Co., Inc.

tions. The transmitter-studio building is to be completed Sept. 1, he said. Primary, interconnection affiliation has been signed with CBS-TV, and secondary affiliations with ABC-TV and DuMont.

KQTV (TV) Fort Dodge, Iowa's, 652-foot Stainless tower has been completed and its Workshop antenna installed, Ed Breen of the station reported. The studio-transmitter building is near completion, he said, and will have one large 40x40-foot studio. Target is Oct. 1.

WHEC-TV and WVET-TV Rochester, N. Y., share-time vhf Ch. 10 grantees, have let contracts for construction of the transmitter building "with completion guaranteed in 60 days," Ervin F. Lyke (WVET-TV) and Glover Delaney (WHEC-TV) said last week. He said the jointly-owned transmitter and a temporary antenna will be installed on Pinnacle Hill as soon as the building is ready. All the equipment is in storage and is immediately available, they reported. Final network arrangements were to be made today (Monday), and commercial operation is due to start by Dec. 1. The Bolling Co. will represent WVET-TV and Everett-McKinney Co., WHEC-TV.

WBAY-TV Green Bay, Wis., on the air with a 2 kw transmitter since last March, has been shipped a 25 kw transmitter, according to RCA Victor. RCA said the five-ton transmitter, with a six-section superturnstile antenna, will allow the station to operate with ERP of 100 kw visual.

• Here are the grantees which contemplate starting within the next 30 days:

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC and DuMont), represented by Forjoe TV Inc., Aug. 10 (test pattern on July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. *28, noncommercial educational, August.

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KITO-TV San Bernardino, uhf Ch. 18, represented by George P. Hollingbery Co., August.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc. Sept. 1.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., August.

FLORIDA

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

WIRK-TV West Palm Beach, uhf Ch. 21, Aug. 15.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 21 (test pattern started July 25).

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV (now on test pattern).

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 10.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WICS (TV) Springfield, uhf Ch. 20, repre-

sented by Adam Young TV Inc.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV), August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 1 (granted STA).

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 1 (granted STA).

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 1.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), Hollingbery, Aug. 15 (granted STA).

KXLF-TV Butte, vhf Ch. 6, Aug. 15, represented by the Walker Representation Co.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV and CBS-TV), represented by Weed TV, started July 22.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R TV, Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., Aug. 2 (test pattern started last month).

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

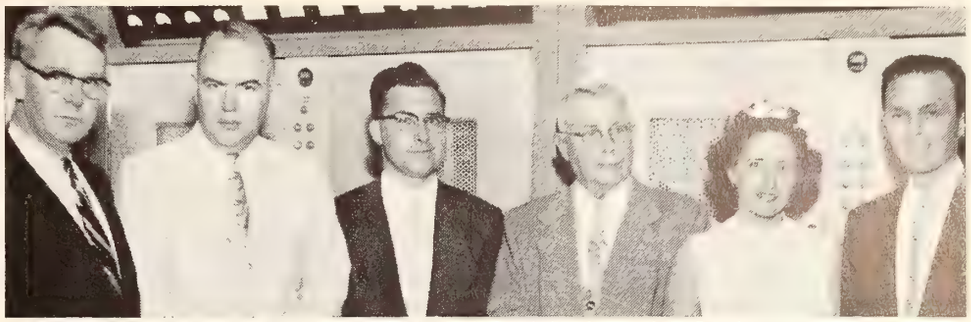
WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

WHKP-TV Hendersonville, uhf Ch. 27, August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented



THESE SIX officiated when WNAO-TV Raleigh-Durham, N. C., began programming July 12. Standing before the Federal 1 kw transmitter for the uhf Ch. 28 station are (l to r) Frank Daniels, vice president, and John W. English, president, Sir Walter Television Co., WNAO licensee; the Rev. Thomas Collins, secretary of the Raleigh Ministerial Assn.; Fred P. Wheeler, mayor of Raleigh; Mrs. May Trent, mayor pro-tem of Durham, and Charles W. Stone, WNAO-AM-TV general manager.



The Twin Cities take

A GIANT STEP FORWARD

Represented Nationally by THE O. L. TAYLOR CO.

ABC

Authorized 316 kw

interim 70 kw until March '54

Established market ..... 386,400 TV sets
Class A hourly base rate $750
One minute spot base rate $150

WMIN-TV

LUCKY CHANNEL

11

ON THE AIR SEPTEMBER

by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1 (granted STA).

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 15 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1 (test pattern started July 14).

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 2 (now on test pattern).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co.

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1 (test pattern started July 15).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 15.

WHBQ-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

KETX (TV) Tyler, Tex., uhf Ch. 19, August (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisburg, vhf Ch. 3 (NBC-TV), represented by Devney.

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Aug. 1 (test pattern started last month).

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

WNBW (TV) Adds to Tower

WNBW (TV) Washington has begun construction of a 184-ft. addition to its present antenna atop the Sheraton Park Hotel. New antenna height will be 557.5 ft. above ground. The vhf Ch. 4 outlet will increase its effective radiated power to 100 kw when the tower is completed, General Manager Carleton D. Smith has announced.

talk

EVER HEAR of making a mountain out of an ant hill?

Piling up sales mountains is no new story since WLW-A became a Crosley Station... and Crosley made the "A" also stand for *Action!* Here, your time dollar buys *buying* audience and talent that *sells.* Then expert merchandising plans and smashing program exploitation through the client service department really cinch your sales in the South!

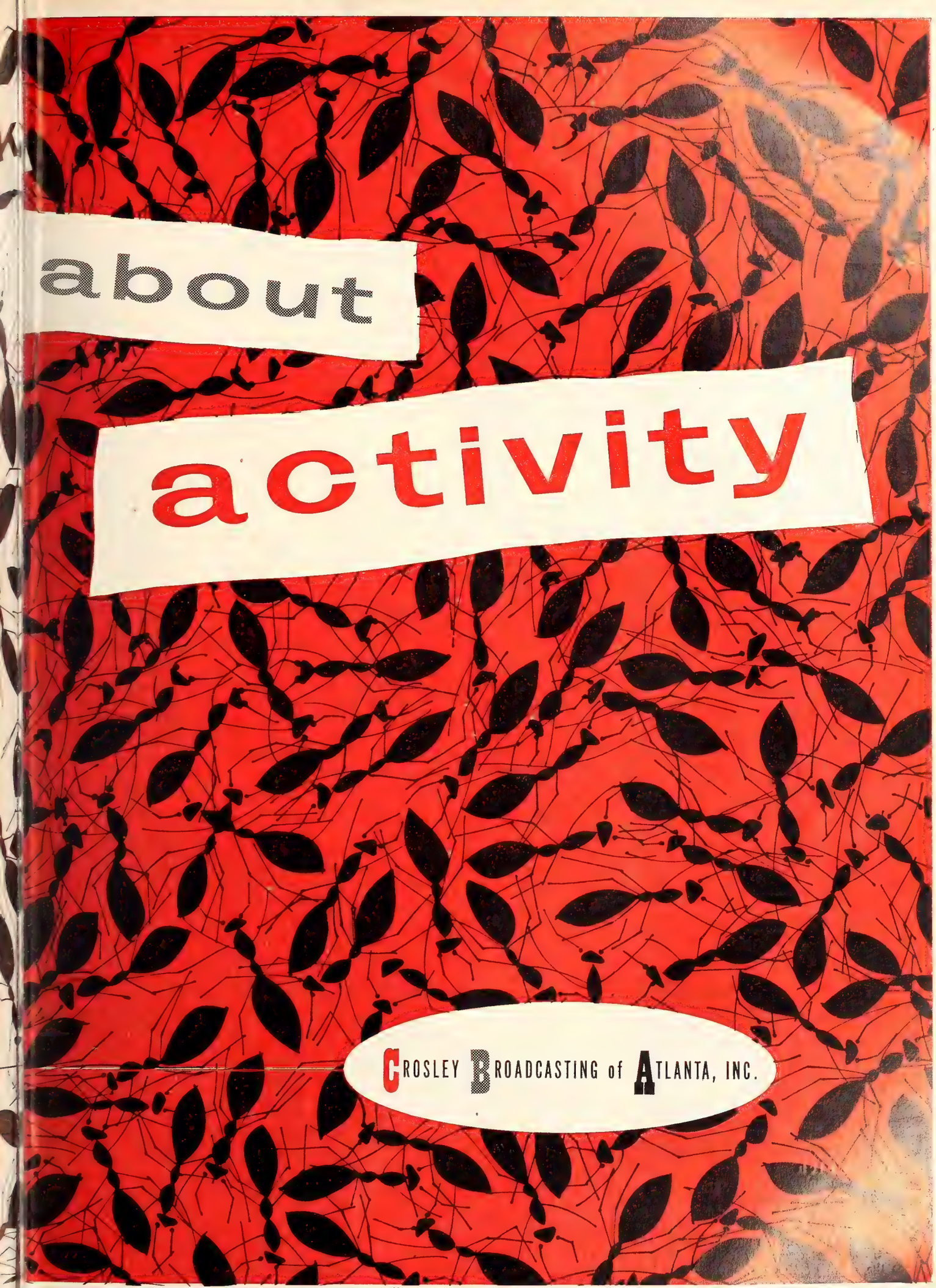
Want sales in Atlanta? Ask WLW-A.

As your ad plan is carried out . . .
So your sales are built.

WLW-A

Atlanta's Dynamic Station

EXCLUSIVE SALES OFFICES IN: CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK, ATLANTA, HOLLYWOOD


about
activity
CROSLEY BROADCASTING of ATLANTA, INC.

Station Break Survey

ONE OF THE most effective ways to use spot radio is station break advertising, which permits the advertiser to capitalize on the popularity and prestige of adjacent network programs, according to a detailed survey of successful use of station breaks, prepared by CBS Radio Spot Sales, Sherril Taylor, sales promotion manager, said July 24.

KERNS, BAILEY GET NEW ASSIGNMENTS

APPOINTMENT of J. R. Kerns, vice president of Storer Broadcasting Co. and managing director of WSAI Cincinnati, to the position of vice president and managing director of Birmingham Broadcasting Co., licensee of WBRC-AM-TV Birmingham, was announced last week by Stanton P. Kettler, southern district vice president for Storer. The Birmingham radio and TV properties recently were acquired by Storer.



Mr. Bailey



Mr. Kerns

At the same time Mr. Kettler announced that James E. Bailey, formerly vice president and managing director of Storer's WAGA-TV Atlanta, has been appointed to the newly-created post of station manager for WBRC-AM.

Mr. Kerns is a veteran of 14 years service with the Storer organization, having begun his career in 1939 as a salesman for WHIZ Zanesville, Ohio.

Mr. Bailey last year was forced into temporary retirement because of ill health.

MBS-WOR Elevate Hayes

APPOINTMENT of John B. Hayes as manager of the Mutual-WOR New York recording division of General Teleradio Inc. was announced last week by Earl M. Johnson, Mutual - WOR vice president in charge of the division.



Mr. Hayes

Mr. Hayes, who has been assistant manager of the division, in his new assignment will be responsible for the operation which services not only WOR and Mutual, but also many advertising agencies, package program and slide film producers, fund-raising organizations and other radio stations. His appointment fills a vacancy that has existed since the death of Harry Lockwood last January.

KOREAN TRUCE GETS FAST COVERAGE

Both radio and television were all set when the armistice was signed at Panmunjom, and wasted no time in getting both the facts and the features before their audiences. Next up: The prisoner release.

ON TOP of their fast-breaking coverage of the signing of the Korean armistice on July 26, radio and television networks and stations last week hastened preparations for coverage of the release of prisoners scheduled to begin Wednesday.

Minutes after official documents were signed in Panmunjom at 9 p.m., EDT, radio and TV networks and stations flashed the news. An hour after the signing ceremonies, networks carried a pooled program, which included addresses by President Eisenhower, Secretary of State John Foster Dulles, and UN dignitaries.

Pool Set Up

A description of the Panmunjom proceedings was provided to all radio and TV networks under a pool arrangement that utilized NBC facilities. Correspondents who furnished commentary at the scene were John Rich, NBC; George Herman, CBS; Walter Simmons, Mutual, and Ray Falk, ABC.

ABC radio presented a two-part documentary story titled *The Korea Story* Wednesday and Friday. The first part featured Dick Powell as narrator, the second starred Helen Hayes.

NBC radio was on the air a half-hour after news of the truce with a 30-minute narrative of the war titled *This Was Korea,* highlighting tape recordings made there. NBC-TV presented a half-hour review of the conflict called *The Outbreak of Peace.*

Mutual broadcast a special half-hour documented history of the war an hour and a half after the Panmunjom signing. The program consisted of recordings made in Korea by MBS and Dept. of Defense reporters.

A one-hour program of comment and reaction was presented over CBS-TV two hours after the truce was signed. It featured a talk by Gen. James A. Van Fleet, plus interviews with crowds in Times Square and with dignitaries in Washington. CBS Radio carried the pooled programming plus remarks and reactions from officials throughout the world. At midnight it presented a special address by Gen. Mark Clark as he signed the truce.

DuMont Television Network carried film programming of the war followed by comments of news editor Cameron Cornell and interviews with Korean veterans in New York and Washington.

Crosley Covers

Crosley Broadcasting Corp. presented a simulcast feature over WLW-WLWT (TV) Cincinnati which included interviews with the wife of a prisoner, a pilot back from Korea and an Air Force chaplain. A documentary film of the war was shown on WLWT, WLW (TV) Columbus, and WLWD (TV) Dayton.

The networks plan to announce names of released prisoners as soon as they are disclosed in much the same manner as they handled the prisoner exchange last March.

KDYL Takes New Quarters

KDYL Salt Lake City has begun operations from its new headquarters in the *Salt Lake Tribune* building, 143 S. Main St. The station previously had studios in its transmitter building at 33d South and 7th West. All writers, announcers and artists connected with KDYL have offices in the new location.

WDLC Begins Operations

WDLC Port Jervis, N. Y., began broadcasting July 4 with 100 w on 1490 kc, William H. Ware president, reported last week. The station manager is Oscar Wein; Dennis Govern is program director. Permittee is Port Jervis Broadcasting Co.

Colorado FM Outlet Starts

KCMS (FM) Manitou Springs, claiming to be the first independent FM outlet in Colorado, went on the air July 16 on Ch. 285 (104.9 mc). Music is stressed in the station programming. KCMS is owned by Mr. and Mrs. Charles Edmonds with offices at 68 Minnehaha Ave., telephone Mulberry 5-5776. Manitou Springs is adjacent to Colorado Springs.

Looking In—From Six Miles Away

SIX MILES is quite a distance to focus a TV camera, but the staff of WBRC-TV Birmingham, Ala., proved it was equal to the occasion.

According to the station, a $200,000 fire which broke out in the plant of the Southern Rubber Co. in Birmingham was quickly spotted by the WBRC-TV staff at the station location on Red Mountain, six miles away. A camera was immediately wheeled into the glass-enclosed front office for a birdseye view of the flames. For close ups, a pair of seven-power field glasses were held in front of the camera, giving an illusion that the camera was just across the street from the fire.

Information for the telecast was relayed by phone from the city to Red Mountain, enabling WBRC-TV to render its coverage of the fire 15 minutes in advance of all others, according to the station.



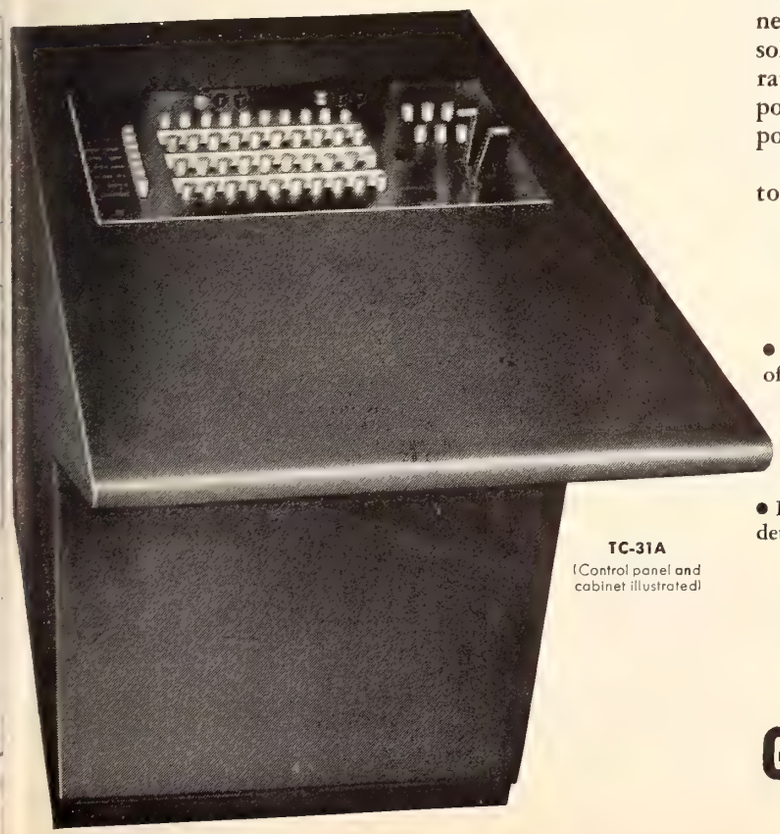
M. D. SMITH, vice president of WBRC-TV, holds the binoculars for the camera's six-mile shot. Cameraman is Marion Jones.

ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

G-E STUDIO SWITCHING COMBINATIONS ANSWER ALL YOUR REQUIREMENTS!

FOR LARGE STUDIO OPERATIONS	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	3
Film Camera Channel	2
Special Effects Montage Amplifier	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	3
Up to 9 non-composites and 2 composites for any equipment combination you need!	





TC-31A
(Control panel and cabinet illustrated)

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. *Automatically,* and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today's broadcasting operation from General Electric's complete line of switching combinations. You will get the most for your money *plus* built-in provision for expansion! This G-E "extra" also minimizes your maintenance worries . . . allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to: *General Electric Company, Section 283-3, Electronics Park, Syracuse, New York.*

Operating "extras" that spell standout performance with this G-E switching combination's control panel:

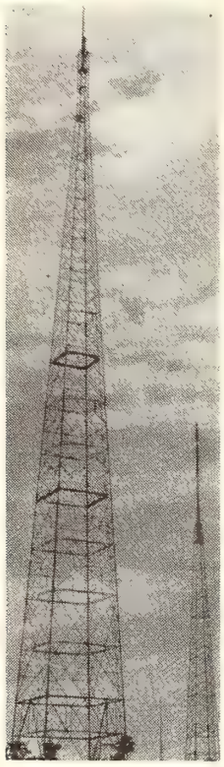
- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

WSYR-TV Goes to Ch. 3, Boosts Power to 100 kw



WSYR-TV Syracuse, N. Y., over the weekend was to switch from Ch. 5 to Ch. 3, President-General Manager E. R. Vadeboncoeur announced last week. The station will begin broadcasting with maximum 100 kw at the time of the channel change.

WSYR-TV planned to complete dismantling of its old tower and finish wiring and testing for its new structure between 11 p.m. Friday and 7 p.m. Saturday. The new installation boasts a 513-ft. tower and 100-ft. antenna, and with the power increase is expected to double operational effectiveness.

The station's promotion for the channel switch was headlined by a "Big 3 Contest" in which participants were challenged to estimate the number of beans in a pinch-vase. First prize in the contest is a Mercury station wagon; second prize a flight to New York, weekend at the Hotel New Yorker, and another flight to Bermuda for a week at Belmont Manor, and third prize a week at Neodak Lodge in the Adirondacks.

Murray Carpenter Resigns, Gorman Heads WABI-AM-TV

MURRAY CARPENTER, general manager of WABI-AM-TV Bangor, Me., and 50% owner of Community Broadcasting Service (WABI), which is 95% owner of WABI-TV, last week resigned his position with the stations. He also disposed of his interests in WABI-AM-TV, the stations reported.

Leon P. Gorman Jr. was elected acting general manager of the stations by the WABI board of directors.

Mr. Carpenter's resignation is scheduled to take effect 60 days from last Monday, but in the interim he has been granted a 60-day leave of absence, the stations reported.

Mr. Carpenter disposed of his interest July 23, the statement reported, after FCC granted Ch. 8 at Poland, Me., to Mt. Washington TV Inc., whose transmitter will top Mt. Washington, N. H. The grant was made upon the condition that Mr. Carpenter and others dispose of interests in the TV applications of WPOR Portland for Ch. 6 and of WABI Bangor for Ch. 13 at Portland.

Mr. Gorman has been advertising and general business manager for both Community Broadcasting Service and Community Telecasting Service (WABI-TV licensee) for four years.

WPIX (TV) Appoints Rodner

APPOINTMENT of Ardien B. (Rod) Rodner, commercial manager of WPIX (TV) New York, as program manager of ABC's WABC-TV New York was announced last week by John H. Mitchell, vice president and general manager of the station.

Anscombe Succeeds Baker As WKBW Station Manager

ALFRED E. ANSCOMBE, commercial manager of WKBW Buffalo, has been appointed station manager to succeed Roger M. Baker, who resigned from that position, Dr. Clinton H. Churchill, WKBW Inc. president-general manager, said last week.



Mr. Anscombe

Mr. Anscombe joined the Buffalo Broadcasting Corp. on WKBW as a junior sports announcer. He served in World War II, then rejoined WKBW in January 1948 as public relations director. He was named commercial manager in February 1952.

He is a reserve major in the Civil Air Patrol, is chairman of the Niagara Frontier Military Manpower Committee and belongs to Industrial Advertisers Assn., Industrial Editors, Buffalo Ad Club, and the Automobile Club of Buffalo. He attended the U. of Buffalo.

Nona Kirby Co. Established

NONA KIRBY Co., radio and TV station representative, has set up headquarters in the Statler Office Bldg., Boston. Nona Kirby, president of the new organization and formerly general sales manager of WLAW Boston, also announced that offices in New York and Chicago will be established later.

WPRO Names John Blair

WPRO Providence has named John Blair & Co. as its exclusive national sales representative throughout the U. S., effective Sept. 1, Arnold F. Schoen Jr., general manager, said last week. WRPO, owned and operated by the Cherry & Webb Broadcasting Co., is a basic CBS affiliate with 5 kw on 630 kc.

WICU (TV) Names Petry

WICU (TV) Erie, Pa., has named Edward Petry & Co. as its national sales representative, effective Aug. 18, Edward Lamb, president of Dispatch Inc., licensee and publisher of the *Erie Dispatch*, said last week. Mr. Lamb said the change is one of several to increase WICU (TV) efficiency, the latest being complete renovation of its control rooms.

Representative Shorts

KLPR-TV Oklahoma City, appoints The Bolling Co. as national representative, effective last month.

WFMD Frederick, Md., appoints Robert Meeker Assoc. Inc., N. Y., as representative in New York, Chicago, Los Angeles and San Francisco.

WBEL Rockford, Ill., appoints Don Rich as representative.

WALE Fall River, Mass., appoints Bertha Bannon, Boston, as New England sales representative.

RCA SALES VOLUME HITS RECORD HIGH

Brig. Gen. David Sarnoff, RCA board chairman, reports RCA and subsidiaries enjoyed a record $410,686,162 in sales for 1953's first half, 34% above record high for the same period last year.

SALES VOLUME of RCA and subsidiaries reached a record high of $410,686,162 during the first six months of 1953, exceeding by 34% the previous peak of $305,837,825 established in the first six months of 1952, Brig. Gen. David Sarnoff, RCA board chairman, announced last week.

Earnings before federal taxes totaled $38,809,228 for the first half of 1953, a gain of 66% over the total for the comparable period last year. Earnings after providing $20,624,000 for federal taxes were $18,185,228, for a gain of 61% over the same period of 1952. After payment of dividends on preferred stock, this represents earnings of $1.18 per share of common stock for the first half of 1953 as against 70 cents a share for the first half of 1952.

Products and services sold in the second quarter also set a new record, reaching $202,678,629, or 43% above 1952's second-quarter total of $141,966,494.

Following is the consolidated statement for the second quarter of 1953, and also for the first half of 1953, with comparative figures for the corresponding periods in 1952:

RADIO CORPORATION OF AMERICA AND DOMESTIC SUBSIDIARIES CONSOLIDATED STATEMENT OF INCOME

	1953	1952
For the Quarter Ended June 30	$	$
Products and Services Sold	202,678,629	141,966,494
Cost of Products and Services Sold and Other Operating Costs	184,325,542	133,471,084
Profit Before Federal Taxes on Income	18,353,087	8,495,410
Federal taxes on income	9,461,000	4,272,000
Net Profit for the Quarter	8,892,087	4,223,410
Preferred dividend	788,238	788,238
Balance for Common Stock	8,103,849	3,435,172
Earnings per share on common (14,031,016 shares)	.57	
Earnings per share on common (13,881,016 shares)		.25
For the Six Months Ended June 30		
Products and Services Sold	410,686,162	305,837,825
Cost of Products and Services Sold and Other Operating Costs	371,876,934	282,500,895
Profit Before Federal Taxes on Income	38,809,228	23,336,930
Federal taxes on income	20,624,000	12,037,000
Net Profit for the Six Months	18,185,228	11,299,930
Preferred dividend	1,576,476	1,576,477
Balance for Common Stock	16,608,752	9,723,453
Earnings per share on common (14,031,016 shares)	1.18	
Earnings per share on common (13,881,016 shares)		.70

Note—The above figures are subject to audit and year-end adjustments. July 27, 1953

DuMont Labs Sales Up

RECORD-BREAKING sales of cathode-ray instruments and associated products in the first 26 weeks of 1953, amounting to a 26% increase over the same period last year, were reported last week by the instrument division of Allen B. DuMont Labs Inc.

WPTZ boosts power

PHILADELPHIA

By late summer, a rating point on WPTZ will mean more for advertisers than ever before on any Philadelphia station!

WPTZ's upcoming coverage increase will bring an area gain of 60%, and a population gain of more than 25%. Cities such as Allentown, Reading, Bethlehem, Trenton and Wilmington.. already looking to WPTZ for the best TV.. soon will be getting a signal as strong and clear as that received within a few miles of the WPTZ transmitter. WPTZ will continue to deliver the best signal to the largest number of people over the largest area.

Be sure to get this important *plus* in your Philadelphia market coverage! For availabilities, get in touch with WPTZ or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ

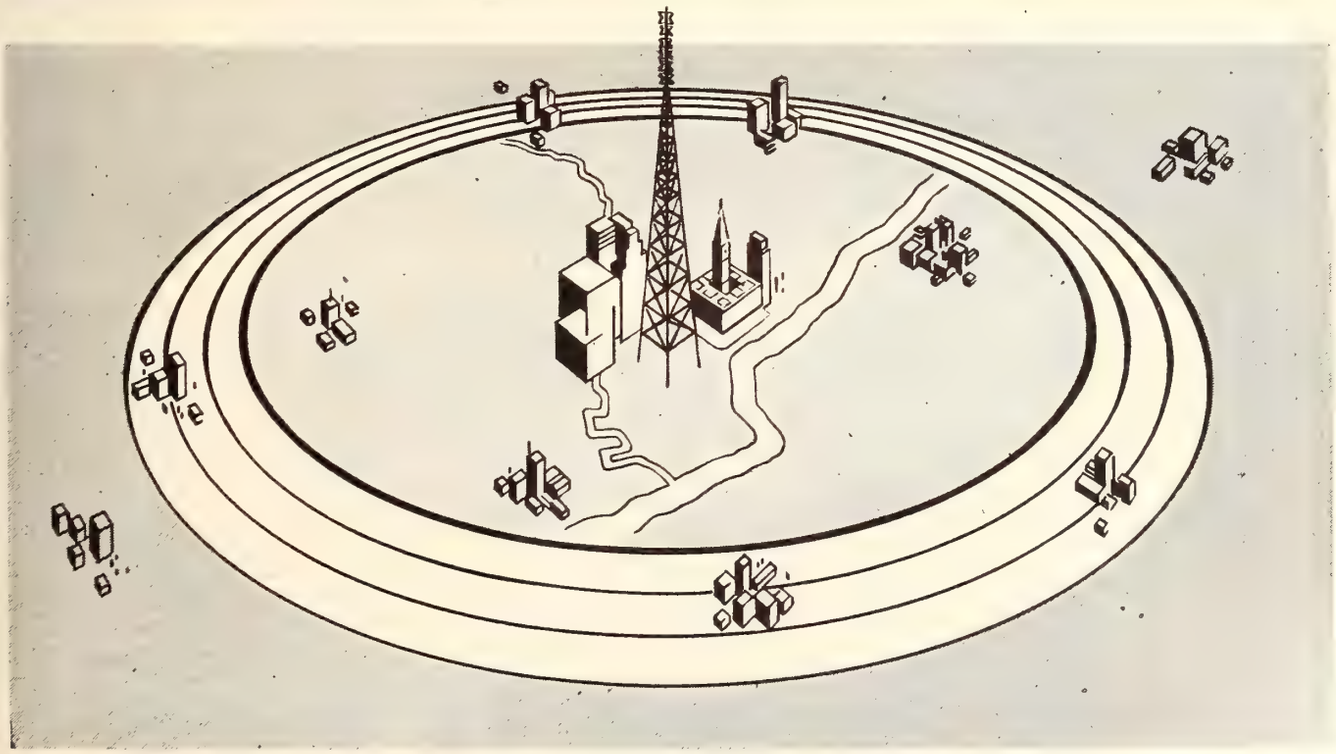
TO BRING

ITS STRONG, CLEAR PICTURE TO

6¼ million people

IN AN AREA OF

OVER 15,000 SQUARE MILES



AT&T CAN DELIVER COLOR, LONG LINES DEPT. AVERS

Although AT&T's Long Lines Dept. will face about the same problems in intercity color transmission as broadcasters will face in putting it on the air, engineers are confident it can be done. Color hookups will cost stations another $450.

PROBLEMS confronting AT&T's Long Lines Dept. in transmitting color TV programs from city to city and station to station are much the same as those facing the TV broadcasters in putting color on the air, B•T learned in a discussion of video transmission methods with Bell System engineers. The question rapidly is becoming of more than academic interest, with both NBC and CBS planning to start experimental networking of color programs under NTSC standards this fall.

It was stated in the discussion that color is more critical than monochrome and requires more faithful transmission of the higher frequencies of the 4 mc TV band. New test equipment will be needed for color, in addition to that now in use for checking black-and-white signal quality during intercity transmission. More man-hours as well as more equipment will be called for at key points along the Bell System's nationwide radio relay and coaxial cable network of video transmission circuits.

There is no uncertainty in the minds of its engineers about AT&T's ability to deliver the same quality of service for color television it now is providing for black-and-white TV. The many successful demonstrations conducted in recent years in intercity color program transmission, say the engineers, support this view. The first problem to be met will be replacement of laboratory models of color test equipment used in these experimental demonstrations with stock apparatus that will function on the regular schedules which will prevail when color-casting begins full-scale commercial operations. This problem is, in many respects, about the same as that faced by the TV broadcasting networks and stations in preparing for color. Bell engineers expressed the utmost confidence that as color networks grow, AT&T will meet the requirements of the industry.

Satisfactory Color Pictures

As an example, should the NTSC system be adopted it would involve a change from the present monochrome system, in which the higher frequencies of the video band are not too critical, to a system in which these frequencies are extremely important. The transmission of monochrome TV signals via coaxial cable circuits of 2.7 mc band width produce pictures which only the most critical home-viewers distinguish from the 4 mc picture delivered by microwave relay circuits and the newer coaxial systems. In the RCA and NTSC color systems, the color is added at a frequency above 2.7 mc so naturally the color is wiped out when transmitted over coaxial systems of the older types. However, a way has been developed to drop the color signal to 2.4 mc for cable transmission, restoring it to 3.6 mc at the receiving terminal, so that AT&T can transmit satisfactory color pictures from city to city over coaxial cable of either type or over microwave systems.

The color carrier in the NTSC system is both amplitude and phase modulated—amplitude controlling color brightness and phase determining the hue, features not needed in monochrome signal transmission. These are some of the factors which would call for new types of test equipment to keep the color carrier in phase and to permit more precise adjustments in the neighborhood of 3.6 mc.

Rates for network lines to carry the color signals under the NTSC standards would be substantially the same initially as for present black-and-white TV, AT&T representatives said, except for additional station connection and switching charges.

The present monochrome tariff calls for a station connection charge of $500 per month for daily service of eight consecutive hours, with line charges under the same conditions amounting to $35 monthly per airline mile, FCC records show. The additional station connection charge for color would be $450 per month.

AT&T first filed a color tariff with FCC in December 1950, effective Jan. 25, 1951, covering 525 line monochrome and CBS 405 line field sequential color on an alternate use basis. This tariff subsequently was revised and remains in effect until Dec. 24 this year.

AT&T explained that while the tariff relates to CBS color, it will be applicable equally to NTSC transmissions on an interim basis.

ANNOUNCING
OUR
NEW WEST COAST OFFICE
and Distributing Branch

☐ In line with the continuing policy of rendering better service to our customers, a new office and **stock carrying** branch is now ready to serve our many west coast customers

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Los Angeles 46, California
Telephone . . Hollywood 2-6351

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS, U. S. A.

Philco Produces Film For Uhf-Area Distributors

FILM showing how to build up enthusiasm for uhf television service is being distributed by Philco Corp. to dealers in areas where uhf stations are going on the air.

Titled "When Uhf Comes to Town," the film was produced by Philco's sales training department under Edward Bland and Frank Russell. It runs 15 minutes, and includes scenes from the company's engineering laboratories and from locations in six uhf markets. The production also describes Philco's all-channel uhf tuner, which the company says will enable a set owner to receive all uhf signals in his area.

New RCA Electron Tube

NEW RCA electron tube, engineered to offset the "shakes" of airborne and mobile electronic communications equipment, has been made available commercially by the Tube Dept. of RCA Victor Division. The new "premium" tube (RCA-6101) is designed specifically for use as class A amplifier and control tube in applications where dependable equipment performance hinges on the ability of electron tubes to take abnormal shock and vibration, according to L. S. Thees, general sales manager of the RCA Tube Dept.

Sylvania Income Up

SYLVANIA ELECTRIC PRODUCTS Inc. has reported its net sales for first half of 1953 totaled $149,092,932, all-time company record for six-months' operations.

OUTLOOK: SARNOFF TO STEER NBC FOR REMAINDER OF YEAR

White tells the organizing NBC radio affiliates he is stepping down from the presidency for reasons of health. His successor is unnamed —Gen. Sarnoff will hold the reins in the interim. The affiliates then hear NBC say it is seeking new option-time provisions and sales and pricing methods.

WITH Brig. Gen. David Sarnoff set to occupy the NBC presidency for the rest of this year, officials of the network and its affiliates moved ahead last week with plans to insure that radio, in the words of retiring President Frank White, "shall occupy a front seat at NBC side by side with television and that NBC shall be No. 1 among radio networks."

A subcommittee designated by the network radio affiliates in their meeting Monday in Chicago and headed by Robert D. Swezey of WDSU New Orleans conferred with Gen. Sarnoff on Thursday and arranged a Sept. 17 meeting in Chicago for all NBC radio outlets to hear Gen. Sarnoff outline NBC's plans for putting NBC radio "in the undisputed No. 1 position."

In a letter sent Friday to all NBC radio affiliates, Mr. Swezey also reported that Gen. Sarnoff assured the group who will meet with network authorities Sept. 17 to review NBC's plans that "he had his hands on the wheel," would not be "hurried" in designating a successor to Mr. White—who resigns effective with this Friday's NBC board meeting because of ill health [B•T, July 27]—and that such a designation probably would not occur until the first of the year (see text of Mr. Swezey's letter, page 74).

Earlier, without indicating how long the interval was apt to be, Gen. Sarnoff, board chairman of RCA and NBC and for some months actively in command at the network, had announced that "until a new president for NBC is selected, I will personally assume the presidency of NBC and will continue my present active direction of its affairs. When the new president is installed, I shall continue to serve NBC as chairman of the board."

The changes in NBC's top command were announced formally at the NBC Radio Affiliates' organizational meeting in Chicago Monday, with Mr. White reassuring stations of NBC's determination to occupy the No. 1 spot in radio and then personally disclosing his doctor-ordered decision to resign the presidency.

Both he and Gen. Sarnoff, whose message he read to the affiliates, expressed hope that Mr. White later would be able to return to RCA-NBC, although Mr. White said his doctor "suggested that I seek lighter work [than the NBC presidency] after I regain my health."

Other developments at and after the affiliates meeting included:

• Affiliates, setting up their own autonomous organization, elected officers, headed by Robert D. Swezey of WDSU New Orleans, who then designated four other affiliates to join the officers in an eight-man executive committee.

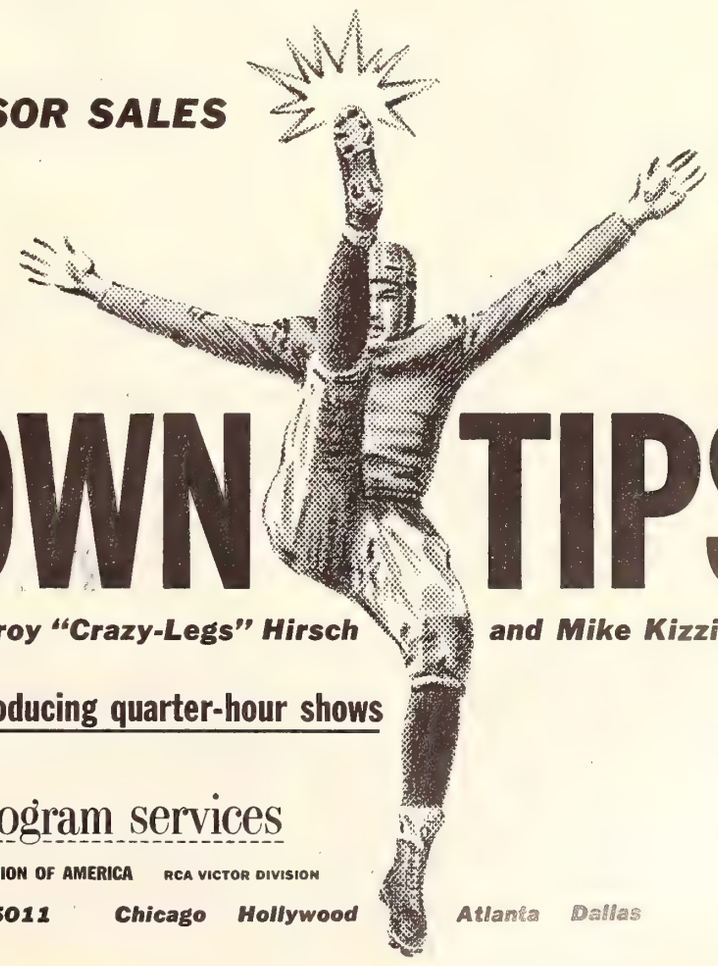
• Although the executive committee is slated to confer at length with Gen. Sarnoff in September, Mr. Swezey and some of his executive committee colleagues met with the general in a preliminary session in New York Thursday.

To 'Re-examine' Option Time

• The necessity of "re-examining" option-time provisions of affiliation contracts was cited by President White, in the need for "more flexible patterns to meet the sales and pricing patterns of today's competition" and the need for "facing up to the other competitive problems which we must jointly solve to move ahead in network radio."

• Aside from Mr. White's mention of option-time changes, other sources indicated unofficially that radio affiliates may be asked to accept adjustments in the compensation provisions of their network contracts, also for "competitive" reasons.

• NBC's divorcement of its radio-TV operations in the program, sales, and advertising and promotion fields, slated to become effective today (Monday), took shape with appointment of heads of two of these departments in radio. In another development stemming from the separation, a new general manager was named for NBC's New York stations to succeed Ted Cott, new operating vice president for radio



Get quick SPONSOR SALES

Get huge fall sports program audiences

Get

TOUCHDOWN TIPS

starring Elroy "Crazy-Legs" Hirsch and Mike Kizziah

Grab this powerful package of 15 sales-producing quarter-hour shows

Phone, wire, write today for full details

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y., JUdson 2-5011 Chicago Hollywood Atlanta Dallas

under Vice President William H. Fineshriber Jr. (see story, page 78).

What result the "re-examination" of option-time provisions to affiliation contracts might have were not indicated, nor did Mr. White elaborate on the meaning of his preference to "more flexible patterns to meet the sales and pricing patterns of today's competition."

However, he made clear his feeling that there will be "drastic changes" in the "radio network picture" in the next few years, and asserted that "no one can be certain of the ultimate form a radio network will take." But, he emphasized, "whatever the changes may be, the NBC radio network will be in business and so will its affiliates."

Terming NBC "the *one* network which is not in operation for the short-time gain," he expressed confidence that for the foreseeable future "there will continue to be enough radio audience and enough radio advertising to support a successful network operation"—and that NBC and its affiliates, working together, "can secure a proper share of whatever business is available for the radio network medium."

With respect to re-examination of "option-time agreements," development of "more flexible patterns," and "facing up to the other competitive problems," Mr. White told the affiliates that "I am confident you appreciate the fact that NBC has been operating under some serious competitive handicaps in radio." As NBC develops "specific proposals" to overcome such "handicaps," he said, "it will present these proposals to you in definite form and ask for your cooperation."

Although Mr. White did not allude to it, there was subsequent speculation that, as another competitive step, NBC may propose a change in its method of calculating compensation to affiliates for carrying network commercial programs. Such change, if proposed, reportedly would be designed to bring NBC's method more into line with CBS Radio's.

NBC's present system is based, although other calculations also are involved, on payment for a half-hour show at 60% of the hour rate and for a quarter-hour show at 40% of the hour rate, whereas CBS Radio, whose system also involves other considerations, figures payments for a half-hour show at 50% of the hour rate and for a quarter-hour show at 25% of the hour rate.

In the Chicago meeting Monday, officers named by the affiliates to serve with Chairman Swezey were E. R. Vadeboncoeur of WSYR Syracuse, vice chairman; Milton Greenebaum of WSAM Saginaw, Mich., second vice chairman, and Harold Essex of WSJS Winston-Salem, secretary-treasurer.

Mr. Swezey subsequently named George Norton of WAVE Louisville, Paul Morency of WTIC Hartford and Clair McCollough of the Steinman stations and Robert Hanna of WGY Schenectady to serve with the officers on the subcommittee to meet with Gen. Sarnoff.

Confer With Sarnoff

Although shortness of time did not permit Messrs. Norton, Morency and McCollough to be on hand, Mr. Swezey and other subcommitteemen conferred with Gen. Sarnoff Thursday morning, through lunch and until mid-afternoon, and set up the Sept. 17 Chicago sessions at which Gen. Sarnoff agreed to outline NBC plans for strengthening its radio operations. Gen. Sarnoff himself, in his message to Monday's meeting, had mentioned an "early September" meeting with the promise that "I will lay before you then our detailed plans. We are determined that the NBC radio network shall occupy first position in the field. With your cooperation this result can and will be achieved."

Mr. Hanna presided at the Chicago meeting in the absence of Mr. Swezey, who was chairman of the preliminary study group drafting the organizational plans but who had to miss the meeting because of an FCC hearing in Washington.

Some 75 to 80 broadcasters attended the session at the Drake Hotel. Mr. White and Harry Bannister, NBC vice president in charge of station relations—who said he was gratified that the radio committee was being formed—were their luncheon guests.

Mr. Hanna, on behalf of the affiliates, expressed regret at Mr. White's resignation.

In their consideration of network operations, the affiliates centered attention on programming and sales, a number of them reportedly voicing dissatisfaction with the network's activity in these fields.

Many affiliates strongly favored NBC's plan to divorce its radio and television operations in sales, programming and promotion, it was understood. They agreed to ask Mr. Swezey to appoint smaller committees to work with the network on sales and programming, indicating their feeling that speed was of the essence.

Question reportedly arose over the network's plan to retain research under a combined radio-TV roof. Some non-TV affiliates were understood to be concerned with statistics which, they felt, chronically tend to place television in a better competitive light alongside radio. They felt separation would be a good thing here, too, but took no action.

Mr. White read Gen. Sarnoff's statement to the affiliates inasmuch as the latter was unable to be present because of a White House appointment. In announcing Mr. White's resignation, Gen. Sarnoff stated:

"For the past several months, Mr. White has had to lighten his duties and reduce his activities at NBC for reasons of health. We had hoped that his recent trip to Europe would refresh him and restore his vigor sufficiently to permit him to resume his duties as president of the company. Since his return, however, he has consulted his doctor and has been advised that he is in need of a long and complete rest and that he must give up the heavy duties and responsibilities of the president's office. He has accordingly asked me to release him from his contract and to relieve him from his duties as president . . ."

Effective Friday

Gen. Sarnoff said the resignation would become effective at the next NBC board meeting Aug. 7, praised Mr. White for serving NBC "conscientiously and faithfully" and expressed hope he would return in "an appropriate executive position in the RCA organization" when he regains his health.

Mr. White said he will follow "the progress of NBC and its stations with the pride and personal interest of one who has been and hopes to be again a member of the RCA-NBC family." He expressed confidence "the time is not too far distant when I shall see you again with my health fully restored."

Discussing radio plans, the outgoing NBC president noted the network's reorganization and emphasized that the "radio network is no less important to NBC and to RCA than the television network," and recalled Gen. Sarnoff's statement that "he expects NBC to occupy first position in radio as well as maintain its first position in television." Mr. White continued:

"We know that the task in radio is more complex and more difficult than in television—and will take more time to accomplish. Television has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition."

Noting NBC's avowed plan to strengthen its radio position and partial separation of radio-television, Mr. White added:

"The integration of radio and television, completed last year, looked like a good idea at that time. It followed an industry trend, for many of our television affiliates had done the same thing before NBC took the step.

"We found from experience, however, that with many advertisers and agencies and performers talking and thinking exclusively of television, an integrated organization could not achieve maximum results for radio alone. Hence, our latest move is in fulfillment of our purpose that radio shall occupy a front seat at NBC—side by side with television."

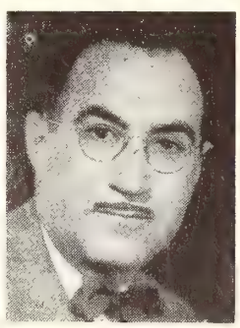
Mr. White said separate organizations are being set up "in the areas where radio and



Mr. Swezey



Mr. Vadeboncoeur



Mr. Greenebaum



Mr. Essex



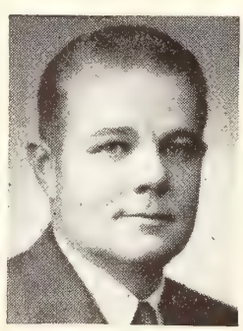
Mr. Morency



Mr. Norton



Mr. McCollough



Mr. Hanna

Public support of federal power drops to new low, national survey shows

Fewer and fewer Americans think that the federal government should be in the electric power business. Only 9% now support federal ownership of electric companies compared to 18% in 1943. Most men and women are for electric companies owned and operated by business concerns. 55% favor business management. 28% are for local or state ownership. And 8% have no opinion.

These facts show up clearly in the sixth national public opinion poll on electric power topics conducted by Opinion Research Corporation, Princeton, N. J.* The study confirms that . . .

More people today than at any time in the ten-year survey period favor business ownership of their local electric light and power company.

The majority feels that federal ownership is a bad thing. "It means higher taxes." "Hurts business." "Leads to socialism," they say.

Furthermore, most people are convinced that the business-managed companies give better service than government operations.

These important highlights of the Opinion Research survey are presented here by *America's Electric Light and Power Companies.***

***Names on request from this magazine*

**For a free 16-page summary of this poll, write*
Electric Companies, 30 Rockefeller Plaza, New York 20, N. Y.

71,759 REPLIES

PRODUCED BY A SINGLE PROGRAM FOR COMMUNITY OPTICIANS OF BOSTON

PLACED BY LASKER-RISEMAN AND TELECAST ON

WBZ-TV, THE WESTINGHOUSE TV STATION IN BOSTON, MASS.



Even if you can't read the last line, you'd guess that the station would be WBZ-TV

BOSTON Channel 4

According to George J. M. Riseman of the Lasker-Riseman agency, response to "Community Auditions," the talent-hunt program sponsored by Community Opticians of Boston, has shown steady and terrific gains over a 3½ year span.

One program in April 1951 produced 15,358 pieces of mail. **One** program in October 1951 produced 20,946 replies. In January 1952 **one** program drew 67,852 pieces of mail. This spring **one** program produced 71,759 replies!

As surveys prove, and as so many advertisers have learned, the **one** New England TV station that gets results like this is WBZ-TV. Get details from NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV;
for WBZ-TV and WPTZ, NBC Spot Sales

television compete for audience and advertisers" but not for functions which support both media. Present combined operation for research, station relations and engineering serves both radio and TV "most effectively and economically," he added.

Under Sarnoff's Direction

"Acting under Gen. Sarnoff's directive, the radio network will program, sell and promote radio against all competition—including television," Mr. White stated. "And he has made it clear that the money required for this increased development will be available as plans are completed to use it effectively."

The NBC Radio Affiliates Committee is primed along the lines of the NBC-TV Affiliates Committee set up in 1951 and somewhat similar to the NBC SPAC group in recent years. Purpose of the radio committee, which will meet at the call of the chairman, is to work with NBC on problems of mutual interest.

Serving with Mr. Swezey on the study group named at the NARTB convention were the following broadcasters, some of whom met in Chicago in advance of the organizational meeting:

Mr. Vadeboncoeur and Mr. Hanna; Walter J. Damm, WTMJ Milwaukee; Dave Gentling, KROC Rochester, Minn.; George W. Norton Jr., WAVE Louisville; Gene Kelly, KCRA Sacramento; G. Richard Shafto, WIS Columbia, S. C.; Clair McCollough, Steinman Stations; Wayne Coy, KOB Albuquerque, N. M.; William Fay, WHAM Rochester, N. Y.; Paul Morency, WTIC Hartford; Harold Essex, WSJS Winston-Salem; P. A. Sugg, WKY Oklahoma City; Joseph E. Baudino, KDKA Pittsburgh; John H. DeWitt Jr., WSM Nashville, and H Quenton Cox, KGW Portland, Ore.

SWEZEY'S REPORT

TEXT of letter sent Friday to all NBC radio affiliates by Robert D. Swezey, WDSU New Orleans, chairman of the NBC Radio Affiliates Committee, and Harold Essex, WSJS Winston-Salem, N. C., secretary-treasurer of the committee (see story page 71):

To the NBC radio affiliates:

Pursuant to the instructions of the NBC radio affiliates meeting in Chicago on July 27 I appointed Messrs. George Norton, Paul Morency, Clair McCollough and Robert Hanna to supplement the officers of the committee for the purpose of talking with General Sarnoff. As I understood that it was the desire of the group to have this meeting held promptly I scheduled it with the General on Thursday, July 30th. Due to the shortness of notice and other complications three members of the augmented committee were not able to attend the meeting.

Our group of five met with the General in his office at 11 o'clock on Thursday morning. Our discussion continued through lunch and until mid-afternoon. During the latter part of the conference we were joined by Messrs. Frank White, Harry Bannister, Bill Fineshriber and Ted Cott.

We advised the General of the developments in the Chicago meeting and spoke with him candidly concerning the tenor of that meeting. The General was equally frank with us. He gave us his complete assurance that it was his firm intention to place the radio network of NBC in the undisputed number one position. He told us that he had his hands on the wheel; he would not be hurried in his appointment of a replacement for Frank White and that such a designation would probably not occur until the first of the year.

The General spoke at some length about the future of the radio broadcasting industry and the serious problems which are facing both

network and affiliates at this time. He told us that he welcomed constructive suggestions from the affiliates. The General has already assigned various members of his staff to a detailed analysis of these problems and the framing of plans and proposals to be presented to the next full meeting of our affiliates group. This task is not a simple one and will require several weeks' work on the part of the NBC staff. It has been suggested that your committee meet with the NBC group early in September for the purpose of reviewing with them in a preliminary fashion the results of their efforts.

The earliest feasible time for another full meeting of our group appears to be Wednesday, September 16. The General has agreed that, since the sense of the last meeting in Chicago was to hold a subsequent one there, he will meet with us in Chicago. It is the opinion of your committee that this meeting will consider matters of utmost importance to the future of our business.

The General made it clear that leadership in radio broadcasting requires the joint efforts of the network and affiliates. He stressed the point that for the long run, neither can hope to succeed without the other. General Sarnoff will be prepared to outline the specific steps which in his opinion must be taken by both in order to achieve the desired goal.

Your committee recommends and urges that wherever possible ownership as well as management be represented at the meeting in Chicago. You will be advised shortly of the exact time and place of the meeting.

[Editor's Note: Original date for the fall meeting was Sept. 16, but difficulty in completing hotel accommodations for that date forced the change to Sept. 17. A subsequent letter will be sent to affiliates explaining the change.]

General Tire Reports Fiscal Standing Up

GENERAL TIRE & Rubber Co., Akron, Ohio, which owns General Teleradio Inc. (Yankee and Don Lee Networks, WOR-AM-FM-TV New York and the largest stockholder in MBS), reported net sales of $95,925,457 for the six months ending May 31. Report, which covers all subsidiaries but does not include the radio-TV properties, showed that net profit after taxes for the company's first half of its fiscal year was $3,482,750, compared to 1952's first six months' $2,946,246. This was equal to $2.73 per common share (with 1,205,953 outstanding) versus $2.30 per common share on 1,199,169 outstanding same period last year.

MBS Ups Alma Graef, Names Johnson to Succeed

ALMA GRAEF, manager of Mutual's sales service department, has been named manager of commercial operations for the network, and Katherine Johnson, assistant manager of sales service, has been appointed to succeed her, Roy Danish, director of the department, announced last week.

E. J. Saulpaugh Dies

EDWIN J. SAULPAUGH, 54, supervisor of continuity acceptance for the DuMont TV Network, died of a heart ailment last Wednesday. He was a staff director for ABC in 1941. From 1944 to 1947, while associated with Hutchins Adv. Co., he was a producer-director of Philco's *Hall of Fame*. He joined DuMont in 1950. His wife, Dassah Saulpaugh, survives.



Day *and* night, figures tell the story. In Memphis and the Mid-South it's WMCT!

WMCT

Memphis ONLY TV Station
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National Representatives The Branham Co.
Channel 5 • Memphis
Affiliated with NBC
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THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and Dumont

MUTUAL MOVES DEADLINE TO AUG. 21 FOR AFFILIATE ACCEPTANCE OF PLAN

MBS Vice President Pete Johnson says three-week extension will give affiliates time to study Mutual's hours-instead-of-money plan and expresses confidence 'enough' of them will accept. Some 100 'pay' affiliates already have accepted, he says.

DEADLINE by which MBS affiliates must notify the network of their acceptance of its new plan of option time and station compensation [B•T, July 27, 20] for it to become effective Oct. 1, has been extended from Aug. 1 to Aug. 21, E. M. (Pete) Johnson, MBS vice president in charge of station relations, revealed Thursday.

Admitting the original date had been "unrealistic," Mr. Johnson said Aug. 1 had been chosen because of commitments to talent optioned by Mutual for the expanded network programming called for by the proposed plan, the talent asking for 60 days in which to seek other employment for fall in case the plan should not be carried out. Most of these commitments have been adjusted to give the network an additional three weeks in which to secure the station endorsements needed to put the plan into effect, he said.

Reporting that "about 100" of the networks' "pay" affiliates already have accepted the proposed changes in their affiliation contracts with Mutual, Mr. Johnson said many others have indicated they will sign the revised agreements as soon as station officials now on vacation return to their offices or as soon as board meetings can be arranged in cases where board approval of such changes is a necessary preliminary to signing the new network contracts.

In addition to those delays in signing caused by the summer vacation season, Mr. Johnson said a number of affiliates have written to ask how certain phases of the proposed method of network operation will affect their particular stations and markets.

Too Early Yet

Noting the affiliates first learned of the new Mutual plan in a conference call on July 17 and did not receive their copies of proposed amendments to the affiliation contract until July 21, and that they needed time to study the document before writing him, he said the exchange of correspondence also was time-consuming and that it is too early yet to expect their final answers.

Mr. Johnson said he confidently expects approval of enough stations by Aug. 21 to guarantee the proposed plan will go into effect Oct. 1. He defined "enough" as adding up to a substantial majority of the Mutual rate card, with the actual number of signed contracts needed depending on the rate of the stations signing them. The MBS affiliates in the top 100 markets would almost make up the quota by themselves, he noted. The signed contracts already received, he said, are from a typical cross-section of MBS affiliates, representing all types of markets and a normal distribution of rates.

In essence, the Mutual proposal is that optioned time from affiliates be cut from nine to an average of five hours a day, with affiliates agreeing to broadcast all programs received from the network during the optioned periods, sustaining as well as commercial, and, in lieu of money payments for the network commercials in optioned hours, the affiliates are to receive 14 hours a week of "highest caliber" free programs for sale to local or national spot advertisers.

The Option Outline

The optioned hours outlined in the new agreement are: Monday through Friday—8:45-9 a.m, 11 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m., 9-9:15 p.m. Saturday—11:30 a.m.-12:30 p.m., 2-3 p.m., 5-6 p.m., 7:30-8:30 p.m. Sunday—9-11:30 a.m., 1:30-2 p.m., 3-3:30 p.m., 4-5 p.m., 5:30-7 p.m. All times are New York City times except the 5-6 p.m. hours on weekdays and the 11:30 a.m.-12:30 p.m. and 5-6 p.m. periods on Saturday which are specified as local time.

Correspondence and conversations with affiliates indicate no main objections to the networks' proposed revision of its affiliation contracts, Mr. Johnson reported. The first, he said, is a fear that Mutual plans to compete with the stations themselves for spot business; the second that the network will set its rates below those of the stations themselves.

These fears are groundless, he stated, since Mutual could not do either of these acts with-



out putting itself into bankruptcy. "To put our proposed plan into operation," he said, "we are committing ourselves for heavy expenditures for programming. The only revenue we can get under the plan is that received from the sale of the five hours of network time we will have under the option. If we were to sell on a spot basis, that is, to permit an advertiser to buy only a selected handful of our affiliates, we'd be cheating ourselves. We just plain can't afford to cut prices under the proposed plan. There's no way to pass those cuts along to the affiliate stations; Mutual would have to absorb them itself."

Cites Multi-Message Plan

Mr. Johnson pointed out that the same fears of network competition with its affiliates for spot business had been expressed when Mutual first introduced its multi-message plan, permitting advertisers to share sponsorship of a number of network programs instead of sponsoring a single program exclusively. "It didn't work out that way," he stated, pointing out that the advertisers attracted to Mutual by this plan were either clients of the other networks or had not used radio at all in recent years.

He noted further that networks always have had, through their discount structures, the means of underselling their affiliates, but under the affiliation agreement proposed by Mutual there is less risk of price cutting than before, since the network would be reducing its own revenue without affecting that of its affiliates, a "suicidal" practice.

"If, to sell a final time period, we let it go at a cut rate," he declared, "we'd soon be forced to reduce the price of all the rest of our network time to that level. Your cheapest rate is always your rate card in the long run."

'Maybe They Haven't Tried'

Some station executives, Mr. Johnson said, have objected that in their markets they are unable to sell programs and therefore would not benefit from the 14 hours of programs a week the network plans to give them for individual sale. "Perhaps," he noted, "they can't sell programs because they haven't tried to sell programs, and if they prefer to concentrate on selling spots it's easy enough for them to sell our programs on a participating basis."

Commenting on reports of protests against the Mutual proposal by some of its affiliates, Mr. Johnson reiterated his belief that these are based largely on a misunderstanding of the plan and how it will operate. He reaffirmed his expectation that, come Aug. 21, a substantial majority of MBS stations will have accepted the new system of network-station relationship embodied in the plan.

A strong affirmative vote for the MBS proposal was registered last week with B•T by A. Frank Katzentine, owner of WKAT Miami Beach, who wired this message: "Understand some of the station operators have objected to Mutual's new plan of affiliation. Have studied the plan as carefully as we can and can't see anything wrong with it. It is a daring and fresh approach, but fresh ideas and daring never hurt radio. I for one, along with my beloved WKAT, am going along and will do everything in our power to make the plan succeed. I thought you might be interested to know where some of the oldtimers stand."

Tam O'Shanter Finals

ABC-TV will televise finals of the Tam O' Shanter world championship golf tournament in Chicago Aug. 9, 6:30-7:30 p.m. CDT as a co-op feature. Program will be sponsored in Chicago, Detroit and New York by Florsheim Shoe Co. Agency: Gordon Best Co., Chicago.



"Now I'll REALLY knock 'em dead!"

In Kentucky radio you can overdo a good thing. You can "cut the cloth" so big that your waste and overlapping get absurd — because *more than half* of Kentucky's sales are made in the 25-county Louisville Trading Area, alone!

Here in this one concentrated area occur 55.3% of Kentucky's total retail sales, 59.8% of its drug sales and 51.3% of its food sales!

5000-watt WAVE is powered, priced and programmed for the Louisville Trading Area alone; and WAVE delivers it intact, with no waste circulation. To cover the rest of Kentucky, you need many of the State's *other* 50 stations.

Enough said! Ask your Free & Peters Colonel for WAVE availabilities, *soon.*

5000 WATTS
NBC AFFILIATE •
WAVE
LOUISVILLE



Free & Peters, Inc., *Exclusive National Representatives*

FOUR MORE NAMED IN NBC SEPARATION

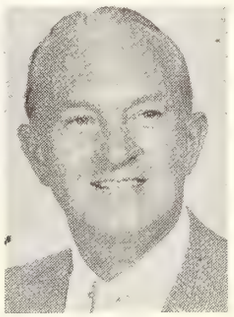
Shea, Horton, Cleary and Mueller get radio posts in latest phase of NBC's radio-TV divorcement.

NBC last week prepared to set its radio-TV divorcement plan into operation today (Monday) with appointment of three key figures in the new radio-only organization, at the same time naming Hamilton Shea as general manager of its New York stations in succession to Ted Cott, elevated to operating vice president for the radio network [B•T, July 20].

Mr. Cott announced the appointment of Fred Horton, NBC sales veteran, as director of radio network sales; John P. Cleary, radio network program manager, as director of radio



Mr. Shea



Mr. Horton



Mr. Cleary



Mr. Mueller

network programs, and Merrill Mueller, formerly news editor and commentator on NBC-TV's *Today* program, as radio news and features executive, a new position.

Yet to be named is the director of the radio network's advertising and promotion department, which with sales and programs represents the units in which radio and TV activities are being separated.

Mr. Shea, returning to New York to take over Mr. Cott's former responsibilities as general manager of WNBC WNBT (TV) and WNBC-FM, will assume his new duties some time this month, the announcement said. He has been general manager of WTAM-AM-FM and WNBK (TV) Cleveland. Ernest De La Ossa will continue as station manager of the New York outlets.

A successor to Mr. Shea in Cleveland will be designated shortly, according to Charles R. Denny, NBC vice president in charge of company-owned stations, who announced Mr. Shea's new role.

Officials said heads of the newly-separated TV units, not yet formally announced, would be as indicated earlier: Vice President Charles C. (Bud) Barry, who has been in charge of both radio and TV programs, will head TV programming; Vice President and Sales Director George Frey will head TV sales, and Advertising and Promotion Director Jacob A. Evans will head TV advertising and promotion.

William H. Fineshriber, Jr., who has been vice president and general manager of the radio-TV networks, is vice president in charge of the radio network while John K. Herbert, who has been vice president in charge of both networks, is vice president in charge of the television network. NBC's "service" departments are not being separated and will continue to service both radio and TV.

ABC Plans Area Network Of Nine Video Stations

A NINE-CITY regional TV network is being organized by ABC-TV in the western states and plans are to have it in operation by Oct. 1.

Robert E. Kintner, ABC president, has placed Donn B. Tatum, ABC-TV Western Division director of TV, in charge of the project. Besides owned and operated KECA-TV Hollywood and KGO-TV San Francisco, the regional network will include affiliate KFMB-TV San Diego and stations in Fresno, Bakersfield, Seattle, Portland, Salt Lake City and Denver.

Many factors, including rate structure, are yet to be worked out before the network starts, Mr. Tatum said. Eventual expansion of coverage to include TV stations in other western cities is planned.

ABC-TV will establish Hollywood and San Francisco sales offices for syndication of film properties.

KMMT (TV), KOIN-TV Join CBS-TV Affiliates List

ADDITION of KMMT (TV) Austin, Minn., and KOIN-TV Portland as affiliates of CBS-TV was announced Thursday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

KMMT (TV), which operates on Ch. 6, joined the network as a primary, non-interconnected affiliate on July 15. The station is owned and operated by the Minnesota-Iowa Television Co., with L. L. McCurnin as general manager.

KOIN-TV (Ch. 6) will join CBS-TV as a basic interconnected affiliate, effective Oct. 15. Owned and operated by the Mount Hood Radio & Television Broadcasting Corp., the station is directed by General Manager Howard Lane.

CBS Signs Red Skelton To Radio-TV Contract

AFTER several months of negotiations, CBS last week signed Red Skelton to a long-term exclusive contract covering both radio and television.

Although the money involved and terms of the agreement were not revealed, it was understood the contract favors live over film TV. The comedian had been a holdout because he wanted to do his TV shows on film.

Contract negotiations were handled by Howard S. Meighan, CBS Inc. vice president; J. L. Van Volkenburg, CBS-TV president; Harry Ackerman, CBS-TV West Coast vice president in charge of network programs; Bo Roos, Mr. Skelton's business manager, and Freeman Keyes, Chicago agency executive and packager of the *Red Skelton Show*.

AFTRA APPROVES 'ACTION' IN FIGHT

Petrillo's ban on dual AFM-AFTRA membership brings AFTRA approval of 'affirmative action' at its national convention in Hollywood, but nature of the 'action' is not explained.

AMERICAN Federation of Television & Radio Artists ended its national convention in Hollywood July 26 and authorized "affirmative action" by locals if AFTRA's jurisdictional fight with American Federation of Musicians is not settled peaceably. The nature of such "affirmative action" was not further defined.

AFTRA National Executive Secretary George Heller, at a news conference after the four-day convention, declined to elaborate on just what was meant by "affirmative action" in the dispute which followed AFM President James C. Petrillo's order to AFM members holding AFTRA cards to resign and stop paying dues to the talent union [B•T, July 13, 6]. He did hint, however, that some joint AFTRA-AFM members are ready to challenge Mr. Petrillo's edict.

Mr. Heller said AFTRA is seeking "amicable resolution of the conflict" with AFM.

Asked if he would try settlement by personal negotiation with the AFM president, Mr. Heller replied he was always ready to talk to Mr. Petrillo, but was not actively seeking such a meeting.

On another phase of inter-union relations, the convention delegates told AFTRA's national board to continue its cooperation policy with the International Brotherhood of Electrical Workers concerning dual-capacity workers (i.e., announcer-engineers, etc.).

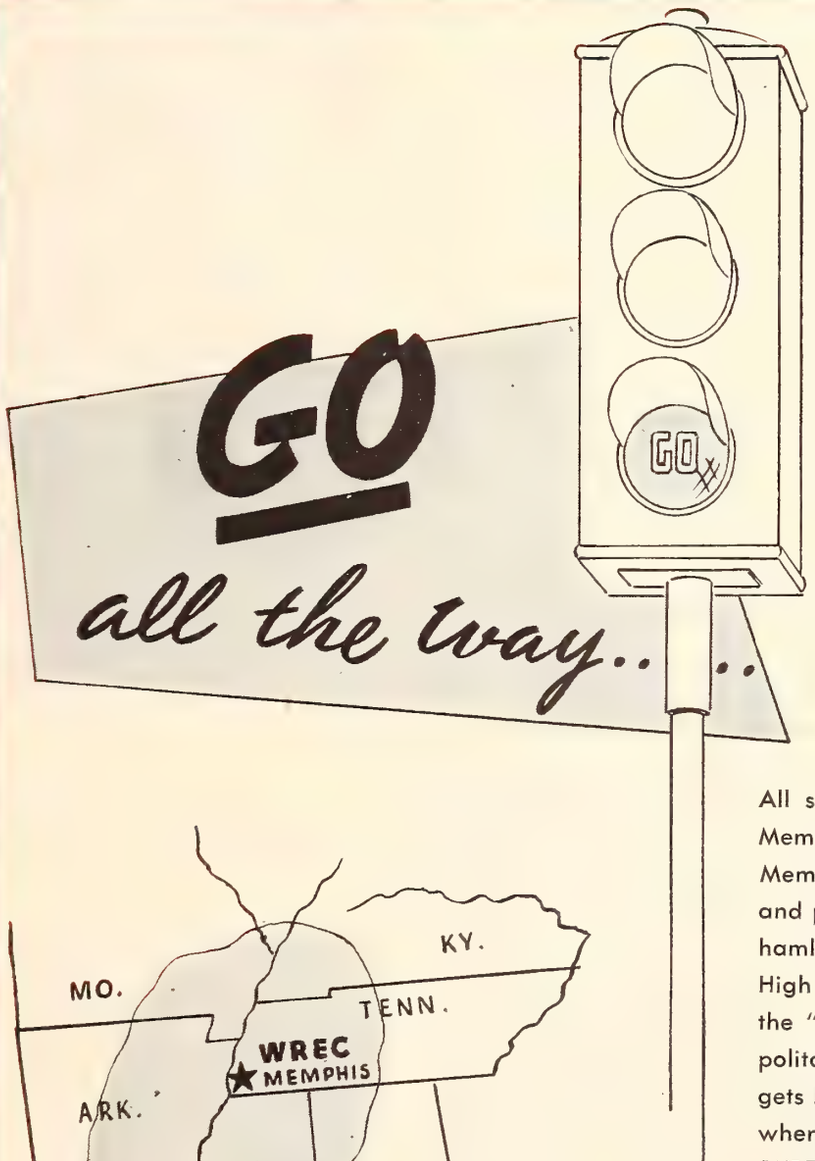
Committees were set up to study problems concerning transcription, including a new recording code. The Los Angeles local proposed a new recording fee schedule which would raise featured soloists to $50 a side and pay additional fees for subsequent 200,000-side sales units after the first 200,000.

At the news conference, Mr. Heller said earlier reports of possible merger between AFTRA and Screen Actors Guild were misinterpretations of his words. He said that while AFTRA, by cooperative agreement, represents SAG members in various cities, "We've got enough to do taking care of our present membership." He left the door open, however, by saying if "any other group" wants affiliation and comes to AFTRA with plans worked out "we'll certainly listen."

After a marathon seven-hour session, in which three Los Angeles local members, suspended for one year for failure to answer questions of a House Un-American Activities subcommittee [B•T, July 13, June 22], pleaded their case from the convention floor, the delegates overwhelmingly (151 to 16) voted to uphold the local's action. Mr. Heller said if the three, Libby Burke, Shimen Ruskin and Murry Wagner, were to answer the questions before the end of the year, their cases might be reconsidered.

Unanimously re-elected president of AFTRA was Alan Bunce, New York. Frank Nelson, Los Angeles, was elected first vice president. Don Hirsch, John Gannon, Vinton Hayworth, Janet Baumhover, Ernie Winstanley, and Bob Bruce also were elected vice presidents; Bruce Grant, recording secretary, and Conrad Nagel, treasurer.

features





All stops are out when you hit the Memphis Market via the WREC route. Memphis No. 1 Station has the power and prestige to cover every town and hamlet in this rich 76-county market. High quality programming appeals to the "Better Half" audience in metropolitan **and** rural areas. One schedule gets BOTH when you select the station where all your best customers meet. (WREC has the highest Standard Audit & Measurement Report and Hooper Rating of any Memphis Radio Station). The cost? 10% LESS, per thousand listeners, than in 1946.

WREC MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 870 National Press Bldg., Washington 4, D. C.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FIVE 50-KW TRANSMITTERS FOR ABC POWER BOOST

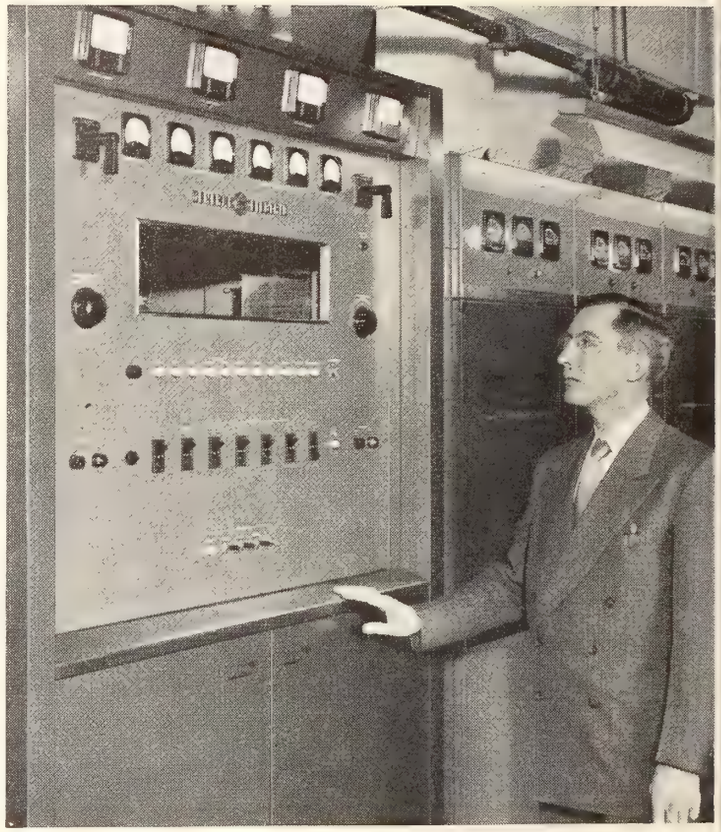
General Electric to Supply Amplifiers and Antennas for ABC's Power Boost to Maximum Allowed by FCC

The American Broadcasting Company will boost effective powers of its five television stations to the maximum allowed by the Federal Communications Commission, using equipment the General Electric Company will supply under a contract in excess of $1,000,000 announced recently.

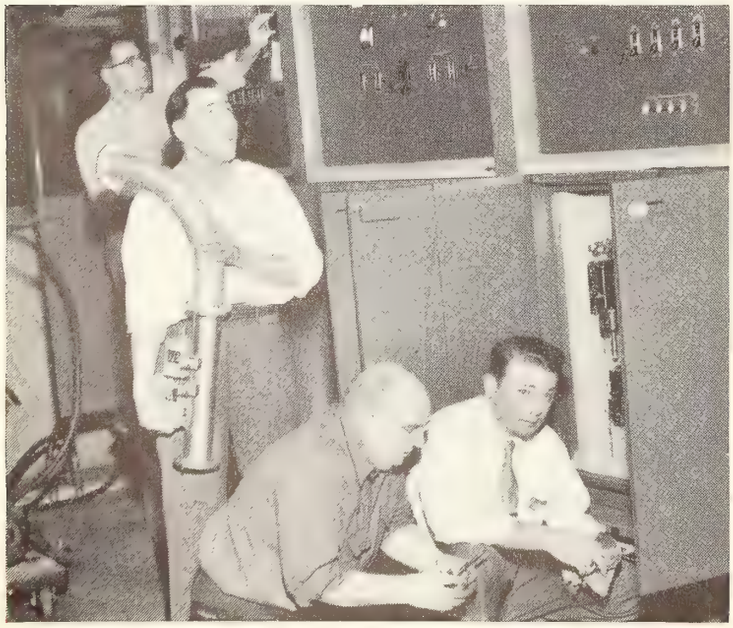
WABC-TV, ABC's New York key station, and KECA-TV, ABC's Los Angeles station, will increase their Effective Radiated Power to the maximum allowed by the FCC. The ABC stations in Chicago, Detroit and San Francisco will be authorized 316 kilowatts. The entire ABC power increase program will culminate early in 1955.

First step in the long-range campaign to extend the service of ABC's stations (already accomplished at WABC-TV and KECA-TV) will be the installation of G-E 20-kilowatt amplifiers in all five stations replacing their present 5-kilowatt units. Second step will be installation of new G-E antennas in four of the ABC stations. The WABC-TV antenna will not be exchanged, but will be modified.

The final step in the ABC "superpower" program will be installation of G-E's first 50-kilowatt amplifiers in all five stations. These units will produce the most powerful VHF transmitter built. They will be more than capable of providing maximum powers to be authorized by the FCC.



G. Edward Hamilton, Eastern Division Television Engineer for ABC, inspects the aural cubicle of a new General Electric 20-KW Amplifier.



ONE OF ABC's NEW G-E AMPLIFIERS GETS FINAL FACTORY TEST

G-E engineers are shown here at work on one of five new 20-kw high channel amplifiers earmarked for early delivery to owned and operated ABC-TV outlets. Each G-E unit is thoroughly tested prior to shipment. Pictured are (l. to r.) Stan Barkauskas, Eugene Haas, Wilford Smith and Project Foreman, Donald Reed.

N. Y. District Manager rates a "Magna Cum Laude" on ABC sale

Key General Electric figure in the ABC super power program is Charles J. Simon, New York City's district sales manager on broadcast equipment since 1951.



C. J. SIMON

Simon graduated Magna Cum Laude B.E.E. from Syracuse University nearly eleven years ago and, since then, has pursued a business career with equal distinction. Sales credit for equipping Studios 2 and 3 at ABC's New York Television Center plus complete studio and master audio control systems in New York, Chicago and Los Angeles ABC outlets also belongs to Mr. Simon.

In 1948, as Supervisor of Commercial Equipment Field Engineering, Simon was responsible for the installation and service of every General Electric FM, AM or TV station installed!

His background of essential military government work, radar, and extensive electronic field engineering ranks Charles J. Simon near the top of "best qualified men" to handle the multiple problems of TV station installations.

Mr. Simon maintains headquarters at Room 3103, General Electric Company, 570 Lexington Avenue, New York City.

GENERAL ELECTRIC

features

- **Box-office television -- where it stands, where it's going: A special B•T situation report. Page 82.**

- **Why you can't project ratings and circulation figures in the Nielsen Coverage Survey. Page 86.**

Television public service:

HOW TV KEEPS OHIOANS POSTED ON STATE AFFAIRS

AFTER 29 consecutive weekly telecasts, *Report From the State Capitol,* public service feature of WSPD-TV Toledo, has proven that television can be a potent educational force for state government, as well as national politics.

The Saturday telecasts, 12:30-12:45 p.m., have taken Toledo area viewers behind the scenes of their state government in action through unrehearsed and often controversial discussions with state legislators, high state government officials and department heads.

Until now, the workings of the Ohio General Assembly and the duties of state officers have been something of a mystery to the average citizens. Through television, a greater interest in state government and understanding of the problems, has been achieved, according to comments from viewers.

Republicans and Democrats

Report From the State Capitol was launched last Jan. 3, three days before the 100th Ohio General Assembly convened in Columbus. The broad panel includes five state representatives and two state senators from Lucas County, (five Republicans, two Democrats) two of whom appear weekly to explain legislation and to predict what will happen to bills of importance.

In addition, guests have included the state attorney general, secretary of state, lieutenant governor, state auditor, speaker of the House of Representatives, members of the Ohio Turnpike Commission, a member of the Ohio Un-American Activities Commission, two of Ohio's women legislators, the chairman of the Ohio Sesquicentennial Commission, the state highway department division engineer and many others.

The program originates in Toledo, which means the guests must make personal trips to Toledo on a Saturday morning. None have hesitated, even though most are pressed for time.

The success of the telecast is due to the fact that ambiguous questions are avoided. Instead, a direct and often pointed approach is utilized constantly, with no punches pulled. As a result, the viewers get a much clearer understanding of the subject. When legislators of different political parties are on the same program, they are "needled" into arguments. No holds are barred, except that of good taste, and technicians often are forced to hold up signs, "Don't pound the table!" when the debate rages hot and heavy.

Old Formula, New Application

There is nothing new about the formula. *Meet the Press* has used it for years. But it is an approach to discussing local and state problems, for which there appears to be a great nation-wide need in television scheduling. For example, with a state budget in Ohio of nearly a billion dollars, a frank and outright discussion of just where the money is coming from, where it's going, and how it is being wasted, if it is, can do more in one 15-minute segment than columns of itemized figures. *Report From the State Capitol* did that recently with two legislators agreeing that millions of dollars are being wasted in Ohio through "pork-barrelling" in which they admit participating because of lack of public opinion and information.

Before being invited on *Report From the State Capitol,* guests are being warned that the questions will seek out factual information and not provide a spring-board for personal propaganda. Of course it works, although to many participants it is a novel—and refreshing approach.

By Earl B. Abrams

WILL A BOX-OFFICE

"HELLO, I would like to see 'Moulin Rouge' this evening. Thank you."

The speaker then hangs up the telephone and settles back before his giant 27-inch TV screen (or maybe just his old 10-inch peephole). After being switched on, the screen is covered with a maze of squiggly lines. But, sure enough, in a moment, the lines clear and the world of Toulouse-Lautrec appears in the living room of Mr. and Mrs. America.

Thus, according to the promises of the promoters of subscription television, would TV set owners see productions and events that are too expensive for advertising sponsorship over "free TV"—first run movies, Broadway revues, high class drama, sports, opera, education.

According to every survey that has been made by subscription-TV enthusiasts, at least seven (or eight or nine) out of 10 people say they will gladly pay $1 (or more) to see in their homes on their TV receivers the Rose Bowl, the World Series, the Metropolitan Opera, a championship fight, Toscanini. . . .

Whether these surveys would pan out if subscription-TV were authorized, no one can say. Before a subscription service can be adopted, a lot of other questions need answering.

Chances are that some answers will be projected soon. The whole problem of box-office television is due for airing, either before the FCC or the Congress, perhaps before both.

Zenith Radio Corp., the Chicago radio-TV manufacturer whose name is almost synonymous with subscription-TV, last year asked the Federal Communications Commission to establish pay-TV on a commercial basis. Two weeks ago, Rep. Carl Hinshaw (R-Calif.) introduced a bill in Congress which would specify by law that subscription-TV (as well as theatre-TV) is a common carrier type of operation. This means that the FCC would be empowered to set rates, establish returns on invested capital, and in general deal with the pay-as-you-see principle in the same manner it treats the AT&T, Western Union and the overseas communication systems. In both instances, some sort of hearing will be held, and the answers to a lot of questions should be known.

The idea of paying for what comes over the air is not new. Most foreign broadcasting systems work on that principle—the listener or viewer pays a tax each year on his receiver. In the U. S., however, broadcasting grew as a free system; the only money the audience has to pay out is the cost of a radio receiver or a television set.

But, even here the idea of a home box-office has intrigued many. Before World War II, the idea of "pig squeal" radio had the backing of some on the fringes of broadcasting—notably William Benton and his Muzak Corp. Muzak supplies uninterrupted music *sans* commercials to public places (such as restaurants) over leased wires. The premise was that a substantial number of people would pay to receive this service in their homes. And, of course, that there were definite "high type" programs which many people would pay for—but which were not for regular broadcasting because they lacked the mass audience which attracts advertisers who pay the bills.

Technically, the idea was to introduce a harsh note into the broadcast so that only those equipped with a device to remove the "pig squeal" could enjoy the unmarred program. Subscribers would pay a monthly sum for this benefit. Non-subscribers would tune to the station and get only the cacaphony.

But the war came along, and new radio ideas were frozen. Meanwhile, the ex-advertising mogul became a U. S. Senator, found other interests (Encyclopaedia Britannica) and pay-as-you-listen radio seemed to be stillborn.

After World War II, television rushed upon the American scene and became the bright new world of broadcasting. Its growth was phenomenal, particularly in receiver sales. Today, in what is actually only five full production years, there are more than 25 million video receivers in the hands of the American public.

Yet, even with the steady climb of TV sales the proposal for a home box-office—this time applied to TV—has been renewed. The claim is made that TV can never attain commercial success unless the sponsored programs can be supplemented by subscription fees from TV set owners. More recently subscription-TV has been presented as the saving medium for sports, motion picture attendance, educational TV, and many other types of entertainment and education which—it has been claimed—are suffering from TV competition.

One of the first such voices was that of Comdr. Eugene F. McDonald. The irrepressible Comdr. McDonald, president of Zenith Radio Corp., began to boom subscripiton-TV in 1947. It got to the point where Zenith formally offered licenses to other manufacturers to put devices into their sets so they would be ready for subscription television as soon as it was authorized. Zenith said manufacturers wouldn't have to pay any royalties until its Phonevision system was authorized. But none of the major manufacturers bought the deal. Zenith even went further. It set up a station licensing and booking company to license transmitting equipment, arrange for fees, and to supply programs for its as yet unauthorized Phonevision system—and sold stock, initially only to Zenith officials. Television Entertainment Co. (TECO), the company formed for this purpose, went on the over-the-counter market in April 1950 at $10 per share, and according to the latest

PREDICTION that FCC approval of the principle of pay-as-you-see television will be forthcoming shortly, probably within a year, was made Tuesday by Millard C. Faught, economic consultant, speaking at a luncheon given by Zenith Radio Corp. to preview to New York newsmen a new 15-minute film presenting the story of "Phonevision," Zenith brand of home box-office TV.

Asked the basis of his statement, which he emphasized was a purely personal opinion, Dr. Faught said in authorizing subscription television FCC would be "cooperating with the inevitable."

He repeated the now familiar arguments that box-office TV would augment, not supplant, commercial telecasting; that the collection of fees from the viewers for programs not otherwise available because they are too expensive (sports events) or have too limited an audience (opera, ballet) to appeal to advertisers, would help both the TV broadcaster by increasing his income, and home viewers by giving them more kinds of TV programs to choose from.

Dr. Faught said that newspapers collect five cents from subscribers for each ten cents received from advertisers and estimated that TV broadcasters would receive an even greater share of their total revenue from viewers come the time when subscription-TV is added to the present commercial service. Phonevision, which no longer depends on telephone lines but includes alternate methods of unscrambling mixed-up sight-and-sound broadcasts in the homes of subscribers, or some other variety of pay-as-you-view TV, will make it economically feasible for stations to operate in markets too small to provide for profitable operation from advertising revenue alone, he declared.

BE ADDED TO TV?

reports is selling for $16-$18.

Phonevision, as it was first publicized, worked along these lines: A regular television station would send out a scrambled signal which would show up on all TV sets in its area as a mess of wriggly, out-of-focus lines. Subscribers would have a wire running between their telephones and their TV receivers and, should they desire the program, they would call up a special Phonevision operator and "order" it. A "decoding" signal would then be transmitted through the telephone line to the TV receiver and, presto, the picture would be clear.

The use of the telephone was considered the best means of transmitting the decoding signal and also for billing purposes. It was also emphasized that the use of the telephone for this purpose would have no effect on its ordinary use for communications.

No sooner had Zenith begun grinding the promotional gears than two other competing forms of subscription-TV hove into view. One was Subscriber-Vision, a product of Skiatron Electronics & Television Corp. The other was Telemeter, a product of the International Telemeter Corp., half-owned by Paramount Pictures.

Both used the same scrambled picture principle but had different ideas on how the subscriber was to pay. Skiatron, an offshoot of the British-American combine (now dissolved under a consent decree) formed to promote a TV system using no cathode ray tubes, proposes that subscribers order fee programs by using an IBM-type coded card to be sent through the mails or bought at the corner drug store or supermarket. Telemeter, tied in with movie interests, plugs that it is the only system where cash is paid in advance; it proposes a coin-box device attached to TV receivers—similar to the old-fashioned gas meter attachments.

Early in 1951 under the aegis of Zenith Radio Corp., which laid out $600,000 for the equipment, a 90-day test of 300 Chicago families was made. The Chicago guinea pigs were given a choice of 90 first run movies (but none made later than September 1948) at a charge of $1 per order. Some interesting results were developed, and although the definitive study made by the National Opinion Research Council of the U. of Chicago still has not been released, Zenith has made some results public.

It appears that the "average" family in the test saw 1.73 movies a week. This compares, said Zenith, with the national average of 0.47 movies per week.

One of the Zenith families chose 74 out of the 90 movies in the three months that the test ran, Zenith revealed. Another family ordered only twice during the 90 days.

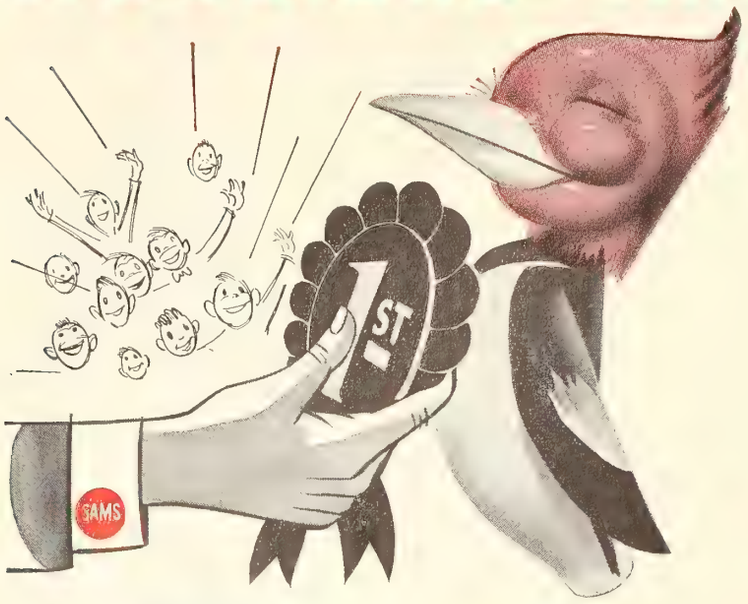
Many of the Chicago test families had never seen some of the 90 pictures which Zenith showed—even though they were all at least three years old. According to Zenith, 20% of the families, chosen so they would be properly proportioned economically, educationally, etc., had not seen all before. This would indicate, Zenith surmised, an untapped, re-run market which is not reached by downtown first runs, uptown first runs, second runs, neighborhoods and drive-ins.

What this home box office might add up to was calculated by Zenith—using its results on the Bing Crosby-Barry Fitzgerald "Welcome Stranger" picture. "Welcome Stranger" grossed $6.1 million in the several years of exhibition in theatres. Based on the percentage of the Phonevision test families who ordered it (180 out of the 300) "Welcome Stranger" could have grossed almost $3 million from the same proportion of the then 13 million TV set owners had it been shown nationally via pay-and-look video, Zenith said. This was based on the proposed economics that the producer of the program would get 50 cents, the station and Zenith splitting the other 50 cents.

In February 1952, Zenith petitioned the



WOODland! AM



WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

FCC to authorize Phonevision as a commercial broadcast service. Its document indicated that Zenith had given up the idea of using only telephone lines; it said that Phonevision could be used in conjunction with other means of decoding and billing.

Since then the petition has laid dormant at the FCC. When it might become live is conjectural. At the present, the Commission's entire efforts are being concentrated on TV application processing and the issue of color TV. However, for the first time in its 19-year history, the FCC has received a bonanza from Congress—$7.4 million for fiscal 1954, with $1 million earmarked for TV application processing. Some people consider the Zenith petition an application, and thus—with an increased staff—the Commission might very soon open up on the request for fee broadcasting.

The Commission's attitude toward subscription television has been indicated once. That was when Zenith originally asked for permission to hold the Chicago tests, and the FCC refused to give its permission without a hearing. In setting the demonstration application for hearing, the Commission asked Zenith to answer these questions: (1) Whether Phonevision should be classified as a common carrier or a broadcast service. (2) What Zenith's relationship to TECO is and what both their relationships would be to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

But beyond that there have been other questions raised. One of the foremost is whether subscription-TV will be a monopoly of one station in each city, or whether all TV stations may switch to a kind of closed circuit broadcast service at will.

Common Carrier

If Phonevision—or the other subscription-TV services—is classed as a common carrier service (and that seems to be the import of Rep. Hinshaw's bill) it would give the FCC regulatory powers over fees and rates. It also implies that pay-TV would have to use common carrier frequencies, although this point has not been clarified by Mr. Hinshaw.

This is hardly what subscription-TV proponents are seeking. Basic to their thinking is that the scrambled signals will be broadcast by an existing TV station (or stations) in the broadcast band receivable by all the 25 million receivers now in use—but in "jittered" form. By paying, through one of the various means offered, the viewer would then get his picture cleared up. Therefore the potential "box-office" for which Zenith and the others are spending so much promotional effort is the vast number of individual TV receiving sets. If, through legislation or otherwise, subscription-TV becomes a common carrier operation, each one of these sets would be an utter cipher in that scheme of things—unless converted. More obviously, a second set, tuned to the common carrier frequencies, would have to be purchased by viewers who want the promised "better" programs and are willing to pay for them.

It has been Zenith's consistent contention that pay-as-you-see television would be a supplementary service to commercial tele-

casting. Some proponents have suggested that a TV station would possibly broadcast to the general public in the morning and early afternoon, switch to subscription-TV for a matinee, return to general broadcasting for the remainder of the afternoon and early evening, and for the prime evening time, go back into fee-TV.

In fact this prospect has been touted more and more recently as the savior of uhf television. Since there is some thinking in advertising circles that TV may be economically possible in no more than the top 150 to 200 markets, subscription-TV protagonists have begun holding out pay-TV as the means by which stations in the smaller markets (and they are mostly uhf) might keep their books in black ink.

Generally speaking, broadcasters have been lukewarm to the idea. But they also have been Milquetoasts in their opposition. Perhaps the strongest dissent to pay-TV came from Brig. Gen. David Sarnoff, RCA-NBC chairman. Speaking at the 1953 NARTB convention in Los Angeles last April, Gen. Sarnoff flatly declared that pay-as-you-see television will never become a national service. He said it was the "negation" of the fundamental principle of American broadcasting—freedom to listen and freedom to see. He warned subscription-TV would invite more government regulation. He said it was conceivable that some local communities might have subscription-TV, but, he declared: "I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home."

Early this year, a vigorous objection to subscription-TV was entered by H. W. Slavick, general manager of the Scripps-Howard WMCT (TV) Memphis, and a member of the NARTB's committee on subscription-TV.

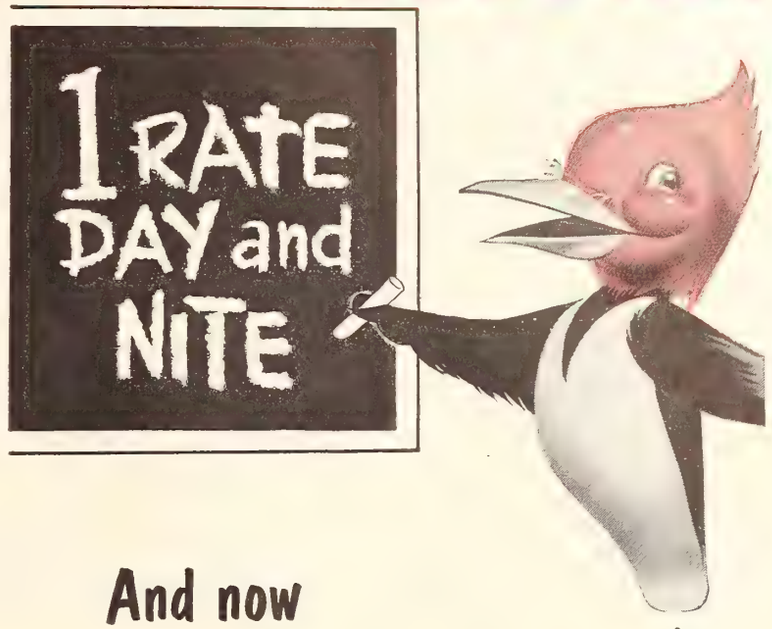
$7 Billion a Year

Mr. Slavick said it would be "disastrous" to the public to have subscription-TV. Supporters of subscription-TV "have propagandized to the effect that the television industry as it now is can't foot the bill, which is absurd. The scheme they propose would . . . cost the public about $7 billion a year." He also declared that the fee-TV idea is contrary to the concept that broadcast channels are a natural resource belonging to the people and to be used in the best interests of the public.

NARTB's committee also includes Paul Raibourn, KTLA (TV) Los Angeles, which is owned by Paramount Pictures, and Clair McCollough, of the Steinman stations in Pennsylvania. Mr. Raibourn, whose Paramount Pictures also has a half interest in International Telemeter Corp., is chairman. The committee has submitted one preliminary report to the TV Board of NARTB, but that was only a description of the various types of subscription-TV.

ABC President Robert E. Kintner made a less-than-optimistic estimate of subscription-TV when he was testifying during the FCC hearings on the ABC-United Paramount Theatres merger. On the assumption, he said then, that TV will become better and better he saw no need for pay-as-you-see TV. He also hazarded the guess that when people were willing to spend money to see

WOODland! AM



And now
the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

**Literally, an exception — Class B is from 11:30 PM to 7:00 AM.*

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

entertainment, they would not remain at home.

Privately, broadcasters have not been backward in their objections to the pay principle. Most agree with Gen. Sarnoff's premise that American broadcasting is based on the "free" principle. Others, thinking in operational terms, shudder at the problem of switching from "free" to pay TV during the course of a broadcast day. "How are you going to keep your audience?" is one question that is asked. One broadcaster said: "I'd sure hate to try to sell adjacencies for that kind of an operation."

That the subject of pay-TV is good for plenty of discussion has been amply demonstrated. Millard C. (Tex) Faught, New York economic consultant, has for months barnstormed the luncheon circuit in behalf of subscription TV. One of Mr. Faught's principal clients is Zenith. (For Mr. Faught's latest speech, see box, page 82.)

Zenith has an attractive 12-page booklet describing Phonevision, and also offers a 15-minute 16mm film on the subject for community or service groups, luncheon clubs, lodges, schools or churches—gratis.

The other subscription television companies have not been idle in the promotion sweepstakes. Skiatron, after almost two years of testing its coded-card system in conjunction with WOR-TV New York, ran a series of public, closed circuit demonstrations in New York during one week in June. In an announcement following the close of the demonstrations, Skiatron President Arthur Levey said that 93.6% of the audience indicated they were willing to pay a "nominal" fee for "outstanding TV programs not now otherwise available."

Skiatron Will File

Skiatron has said that it, too, will petition the FCC to authorize subscription TV.

Telemeter, the brainchild of two young men with famous Hollywood surnames—David Loew and Carl Leserman—has not yet gotten around to its public test of the coin-box method of pay-as-you-look video. It has an experimental authorization from the FCC to run such a test in Palm Springs, Calif., where it has established a community television service to feed the TV-starved desert resort inhabitants with all of Los Angeles' seven signals whose transmitters are atop Mt. Wilson, 90 miles from the resort town.

But Telemeter has not let the promotional guns remain silent, either. In two-color brochures it has plugged the benefits of subscription TV for movies, sports and the other activities.

Paul Raibourn, who is Mr. TV as far as Paramount Pictures is concerned, said more than two years ago that in his opinion "there will be some form of subscription TV in five years."

There are still three years before Mr. Raibourn's prediction runs out. Whether he will be proved right or wrong, the probability is that the destiny of subscription television will have been definitely settled before then. It will be known sooner than that whether box-office TV promises to become the panacea that its supporters claim it to be—or whether it is largely a dream produced by what is acknowledged to be a masterful campaign of promotion.

HOW TO MULTIPLY AN ERROR

SHORTLY after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked the researchers to explain to their subcribers exactly how their audience figures should and should not be used [B•T April 20]. The following statement on the propriety of projections is taken from the NCS Subscriber Manual which went into the mails last week.

By ARTHUR C. NIELSEN
President, A. C. Nielsen Co.

THE USER of local or spot broadcasting (radio or TV) usually faces a difficult problem in determining, for any given program or time period, the *total* number of homes reached in the *entire area* served by the station.

This basic problem exists primarily because, with a few exceptions*, local broadcast research is confined to an "inner area" (generally the *city* in which the station is located, or that city plus its suburbs), despite the fact that this "inner area" may contain only a *part* of the total homes reached by each program. The audience located in the "outer area"—often a substantial portion of the total—is ignored in the research procedure.

Failure to measure the "outer area" arises primarily from *economic* considerations. Personal or telephone calls would usually involve prohibitive cost if such areas were included. The *television* area alone typically contains 8,000 to 12,000 square miles, and the areas reached by the more powerful *radio* stations are very much larger—often totalling 50,000 to 100,000 square miles!

Hence the research user normally is obliged to work with a program rating which says, for example, that Program "X" was heard by 10 per cent of the homes *within the city limits* of Nashville. Since there are 51,400 homes in Nashville, the *measured* audience is 10% x 51,400 = 5,140 homes.

However, unless the sponsor's market is actually limited to the city of Nashville (which is seldom the case), it is vital to ascertain also the number of homes reached *beyond the city limits,* i.e., in the "outer area". Comparisons between stations, and between programs, are seldom meaningful unless the audience measurement includes either the *entire* "outer area" or that portion in which the sponsor distributes his goods—for one station may have little or no "outer area" audience while another may have a very large audience of this type.

And even when two programs *on the same station* are compared, the relative "inner area" audiences may not be significant because, due to differences in program appeal, time of day, competing programs or other factors, one program may reach a much larger "outer area" audience (relative to the "inner area" audience) than the other program.

In the absence of *facts* about the "outer area" audience, a great variety of *guesswork* has been used. One of the most common methods is to assume that the program reaches, in the "outer area", the same *percentage* of homes that it reaches in the "inner area". For example, if the "inner area" rating is 10 per cent, and there are 100,000 homes in the "inner area" and 150,000 homes in the "outer area", it is assumed that the program's total audience is:

Inner area:

100,000 homes x 10% = 10,000

Outer area:

150,000 homes x 10% = 15,000

Total:

250,000 homes x 10% = 25,000

In general, the use of this procedure is utterly indefensible, for it is obvious that as we move away from the station's home city and *toward other cities,* the stations in these other cities may acquire increasing shares of the listening; or if other cities are quite distant, and our station is the most powerful in its own city, its outer area rating (in per cent) may *increase* as we move far enough away from the home city to eliminate the less powerful competing stations.

Furthermore, the effect of *television* may undergo substantial changes as we move outward from the station's own city. Another variable is introduced by the fact that the "outer area" families usually have socio-economic characteristics and occupa-

* The exceptions are New York, Chicago, Pittsburgh, Cincinnati and Los Angeles—where Nielsen Audimeters measure listening, program by program, in the *entire area* served by each station.



NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS WKY!

THE 58 OKLAHOMA COUNTIES IN WKY's DAYTIME NCS COVERAGE AREA CONTAIN . . .

73% OF OKLAHOMA'S RETAIL SALES
71% OF OKLAHOMA'S FOOD STORE SALES
74% OF OKLAHOMA'S DRUG STORE SALES
74% OF OKLAHOMA'S AUTOMOTIVE SALES
88% OF OKLAHOMA'S GROSS FARM INCOME

Based on 1952 NCS Report and 1953 Sales Management Survey of Buying Power.

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS . . .

WKY



Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

tional habits quite different from those in the "inner area", and this often creates differences in program choices.

All competent research organizations understand these principles, and they ordinarily warn their customers that *ratings should not be projected beyond the measured area* (i.e., the "inner area", generally the city and, perhaps, its suburbs).

To date, with the exception of the cities mentioned in the footnote on page 86, no satisfactory solution has been developed to this fundamental and very serious problem of determining the *total* audience reached, by each local program, in the *entire* area served by the station. In view of the great importance of this problem, it would be logical to ask whether Nielsen Coverage Service might properly be used as a means of projecting "inner area" program ratings to the total area served by the station.

For example, if a program has an "inner area" rating of 10% of 100,000 homes (i.e., 10,000 homes) and if the station has a *total* NCS daily audience of 90,000 homes (in its entire area) and an NCS daily audience of 30,000 homes in its "inner area," would it be proper to assume that its total audience is

$$\frac{90{,}000}{30{,}000} \times 10{,}000 = 30{,}000 \text{ homes?}$$

A sound answer to this important question could be obtained only by a vast amount of meticulous and costly research based on the use of Audimeters. Pending completion of such research*, the only safe assumption—in our opinion—is that any procedure of the type set forth in the foregoing illustration would run afoul of serious problems somewhat analogous to those which have thwarted all other efforts to project city ratings to substantially larger areas. If a sound procedure should eventually be developed, we are rather confident that it will involve formulae far more complex than the one employed in the above illustration.

We cannot conscientiously recommend—at this time—that NCS be used, in any way, as a tool for the projection of local program ratings. Furthermore, it seems necessary to sound a warning against certain other erroneous uses of NCS data:

1. *Projection of local program ratings to areas having NCS station circulations above a specified level.* Whether this level be set at 30 per cent, 50 per cent or any other point, it is obvious that this procedure is merely a variation of the projection method (illustrated above) which we are not prepared to endorse.

2. *Application of a local program rating (in per cent) to the station's total NCS circulation.* Whether this circulation be monthly, weekly or daily, there is no justification or logic whatever in such a procedure.

3. *Application of a local "audience share" rating (in per cent) to either the NCS circulation of the station or the total radio homes in the area.* This procedure is wholly illogical and indefensible.

* The practicability of such a research program is by no means certain and, in any event, it seems likely to take a long time.

PROGRAMS & PROMOTION

'WONDERFUL CITY' PROMOTION

MUTUAL has released an attractive chartreuse and blue promotion piece for its program, *Wonderful City,* which opens out accordion-wise into eight panels. First two panels show Mutual's "Mr. Plus" conducting a sightseeing tour of New York. Other panels give information about the program: Its publicity; its "mayor," Harry Wismar; its staff of two singers and 18-man orchestra, and the "honor guests" who tell why they came to New York and who provide a climax for the program when they are given the "key to the city" in the form of the fulfillment of their purposes in coming to the city. The program is aired 10:35-11 a.m. Monday through Friday.

'TODAY'S' TOURNAMENT

NBC-TV's early-morning *Today* program today (Monday) is conducting "the First Annual *Today* Hole-in-One Tournament" at the Tam O'Shanter course in Chicago, with $25,000 offered to the golfer scoring a hole-in-one on the par three 16th hole, and $5,000 to be distributed among those coming closed to the pin. Plans called for the event to be telecast in six segments of the *Today* show.

'WHAM MARKET ANALYSIS'

AFTER several months of research, WHAM Rochester has published the "WHAM Market Analysis." The analysis covers western, southern and central New York state counties which comprise WHAM's primary area and gives a comprehensive report on the facts and potential of its market. The theme is "WHAM-LAND, A Billion Dollar Market Where People Have Money to Buy Anything You Sell."

'WISE' ADVERTISING

A NEW brochure entitled "We Would Like to Introduce Ourselves" has just been released by Wise Advertising Inc. The six-page booklet gives information about its personnel's background, experience and qualifications. The key of the book is . . . "if it produces results—its WISE Advertising."

PERSONALITY POSTCARDS

FOR eleven weeks WNAX Yankton, S. D. saluted a different person or group each week, telling listeners they could receive a free picture postcard of the "Personality of the Week" on request. The result, according to the station, was 31,462 requests, averaging 400 a day for 77 days from all parts of the WNAX area.

SYMPHONY PROMOTION

A CONTEST was launched July 22 by Washington, D. C., radio stations when 21 outlets began a large scale campaign to promote the Symphony Mystery Voice contest. Contestants will be asked to complete a statement which begins: "I like music because . . ." and mail it to the National Symphony Orchestra's sustaining fund. The contest will be run for eight weeks, during which time a mystery lady will give clues over the radio. Prizes include a grand piano, a mink stole, a Coldspot freezer and many others. Top award is a Cadillac sedan.

CONTEST FOR GROCERS

"GROCER of the Week" contest is being held by KSL-AM-TV Salt Lake City, to further merchandise grocery items now being advertised on the stations. The contest is open only to grocers, and winners will be picked on how many of the various KSL advertised items are stocked and how effectively these items are displayed and otherwise promoted. A "Grocer of the Week" sale will be held by winning grocers, allowing local brokers and distributors and the KSL merchandising co-ordinator to spotlight advertised items in his store. The sales will be highlighted by personal appearances of KSL talent.

WJR GUEST SHOW

A NEW variety show is being staged by WJR Detroit in a bid for further evening audience leadership. The new show, called *Guest House,* is heard Monday through Friday, with Bud Guest heading the production as m.c. He will be supported by the WJR orchestra, conducted by Max Leib, tenor Fred Kendall and others. The program will feature guest appearances of famous personalities from the entertainment world and interviews with people from all walks of life.

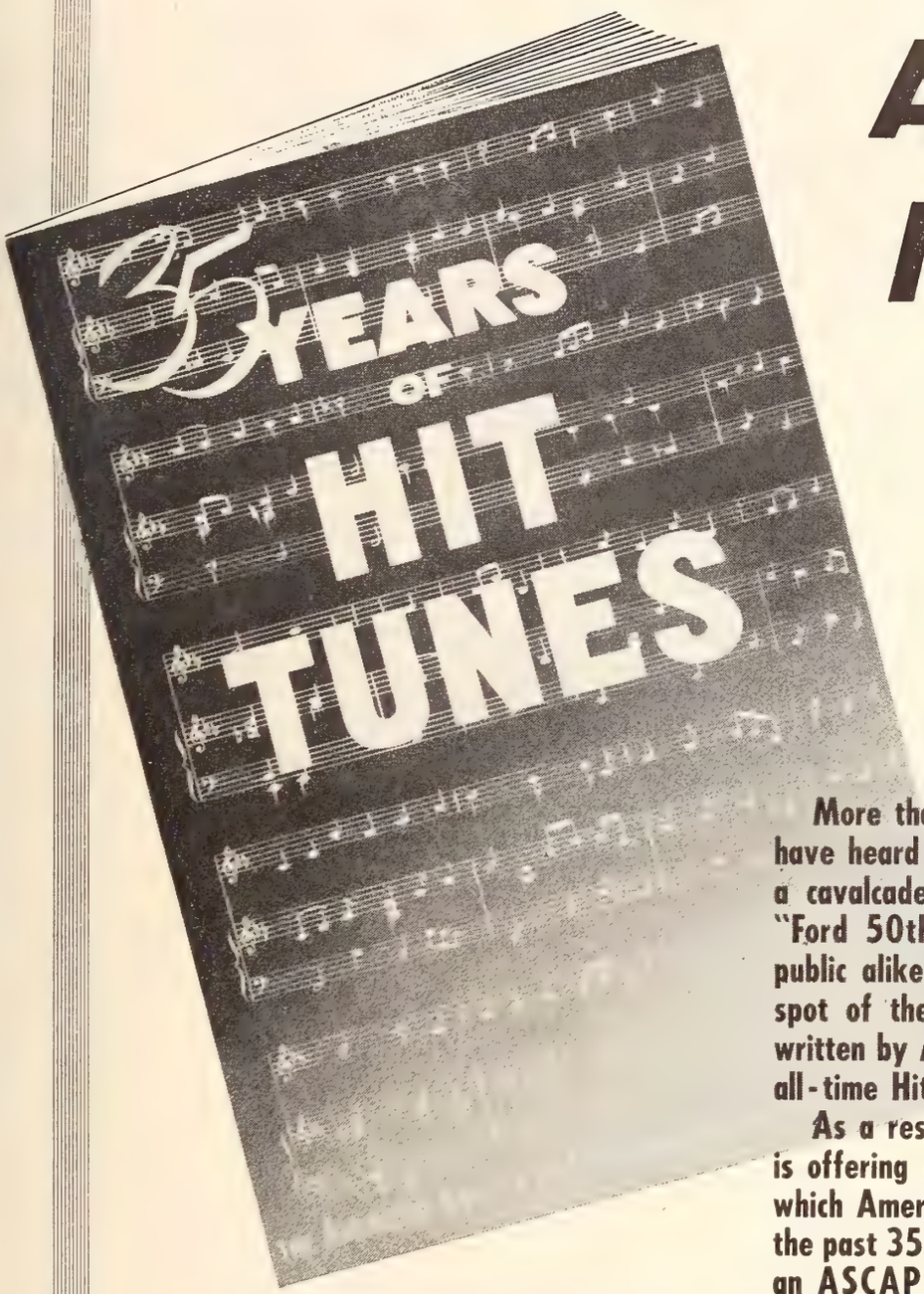
KOWL SURVEY

KOWL Santa Monica has compiled a comprehensive survey of the Negro market in the greater Los Angeles area. Available to advertisers and their agencies, the survey credits eight reputable sources for the information contained. It includes a breakdown of the economy and character of the Los Angeles area Negro population and also gives a plug for KOWL's disc m.c. Joe Adams.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

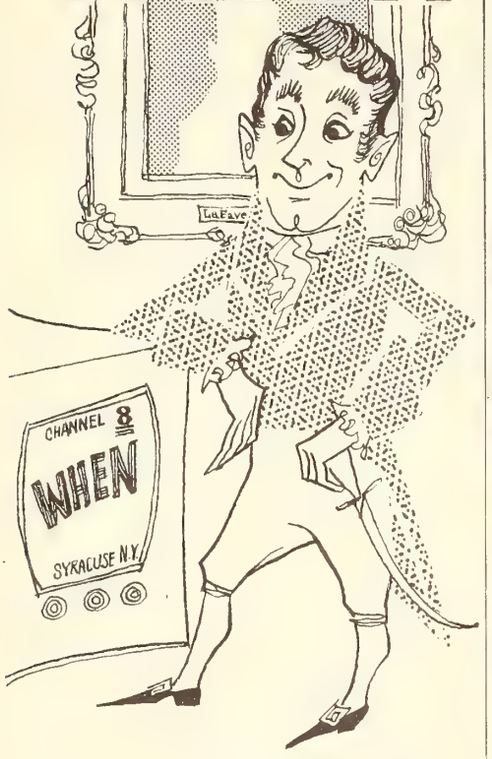
As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

EVEN LAFAYETTE
WATCHES
W·H·E·N



For information on world news and products, people in LaFayette watch WHEN and then shop the Syracuse Market.



LaFayette, N. Y., suburb of Syracuse, is just one of more than 255 communities on the rich 26-county market covered exclusively by WHEN. Ever increasing in importance, this market currently represents over 2¼ million people ready to buy your product. For testing or expanding sales volume, GET COMPLETE COVERAGE OF THIS IMPORTANT MARKET WITH ONE MEDIUM—WHEN

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

PEOPLE

Advertisers

Bradley P. Williams, sales promotion manager of Masonite Corp., Chicago, appointed general merchandise manager, with responsibility for company's advertising, sales promotion and publicity programs.

Donald W. McDonald, formerly supervisor of copy and research, Pan American World Airways, appointed assistant manager of public relations and advertising, Air France, N. Y.



Miss Segur

Teri Segur, assistant sales promotion manager of Masonite Corp., appointed assistant to president of H. M. Gross Co., Chicago.

Peter M. Soutter, account executive at Foote, Cone & Belding, to General Food's Associated Products Div. as product manager for Certo and Sure-Jell.

Harold T. Leiskau, assistant advertising manager of B. F. Goodrich Rubber Co. of Canada Ltd., appointed acting advertising manager.

Harold V. Glen, sales promotion manager of Marshall Field & Co., Chicago, named chairman of advertising and publishing section for Commerce Div. of 1953 Community Fund Campaign in Chicago.

James A. Reilly, 49, executive vice president and a director of Colgate-Pamolive-Peet Co., died July 24 following heart attack.

Agencies

Robert L. Foreman, vice president of BBDO, N. Y., appointed chairman of agency's TV-radio plans board, in addition to retaining responsibilities over BBDO's television department.

Champ C. Humphrey, vice president of Gardner Adv., N. Y. and St. Louis, elected to agency's board of directors. **Oscar D. Norling,** account executive on Nebraska Consolidated Mills account, elected vice president.

John T. Southwell, vice president in charge of radio and television for Hirsch & Rutledge, St. Louis, to Smith, Hagel & Snyder, N. Y., as vice president.

Frank Yahner, Young & Rubicam, N. Y., to Biow Co., effective immediately.



Mr. Yahner

Jacqueline M. Dodge, account executive, WDTV (TV) Pittsburgh, appointed account executive at Advertising Syndicate of America, Pittsburgh.

Egbert A. Cabble, market research analyst of Riverside Metal Co., appointed senior account executive of Robert E. Clarke & Assocs. Inc., Miami.

Elmer M. Borsuk, formerly with NBC, to Robert Knox Adv., N. Y.

Hugh Leland, radio-TV supervisor and account executive at Armour & Co., Chicago, to merchandising department of Lennen & Newell, N. Y.



JOB CHANGES at WSAZ-AM-TV Huntington, W. Va., involve Bos Johnson (l), WSAZ news editor, who became program director for the radio station when colleague Bert Shimp left that job to be production manager for WSAZ-TV.

Ray Baur and **Reginald Spurr,** media department, Young & Rubicam Inc., N. Y., transfer to Los Angeles office, as outdoor space buyer and media buyer, respectively. **Marion Clapp,** secretary to **Jack Smock,** L. A. office vice president and general manager, adds duties as administrative assistant.

Floyd W. Clark, programming and sales, WSGW Saginaw, Mich., appointed agency production manager of Davis-Daniels Adv. Inc., Detroit. June Livingston, publicity and continuity writer at WNYC New York, to agency as copy chief.

Norman Retchin, story editor, Screen Televideo Productions, Beverly Hills, to Dan B. Miner Co., L. A., as member of creative staff.

Stations

Nelson S. Rounsley, manager of WEEX-FM Easton, Pa., appointed business manager of WEEX-AM-FM and WGLV (TV) Easton. **Charles R. Thon,** chief engineer at WEEX, to WGLV in same capacity. Mr. Thon also named manager of operations for WEEX-AM-FM and WGLV. **William H. Blackton,** retail advertising dept. of *Eastern Express,* named regional sales and promotion manager for WGLV and **Alice O'Hare,** assistant to chief program coordinator of DuMont Network, to WGLV as program coordinator.

Fletcher Turner, WOR New York sales staff, named commercial sales manager of WRAL-FM Raleigh. **Herb Pearson,** WRAL sales manager, named manager for R&S Packing Co., Charlotte (meat processing company).

Don Balsamo, formerly with Wright-Campbell Agency and WIND Chicago, joins sales department of WBKB (TV) Chicago as account executive.

Lynn C. Thomas named general manager of KWRO Coquille, Ore., succeeding **George W. Stratton,** who has entered hospital at Salem for indefinite stay.

Byron Nelson, salesman for KYA San Francisco, to sales staff, KCBS same city.

Le Roy Stahl, sales representative for KFBB-TV Great Falls, Mont., named director of

TV. **W. C. Blanchette,** assistant manager of KFBB, named director of radio.

Ward Crowley, KGHL Billings, Mont., to KVTV (TV) Sioux City, Iowa, as salesman.

Jack Pollie, promotion manager of CKWS Kingston, named manager of CKGB Timmins, succeeding **Harvey Freeman,** new station supervisor of Northern Broadcasting Co. Ltd., Toronto.

Wm. C. Hankinson, program co-ordinator of CBC International Service, Montreal, named manager of CFPR Prince Rupert. **C. H. Insulander,** former manager of CFPR, becomes chief engineer.

Wally Getze, engineering supervisor, KLAC-TV Hollywood, named night operations manager.

Norman A. Gittleson, manager of TV operations, WJAR-TV Providence, R. I., presented citation by Bryant College Business Administration & Accounting Society in recognition of outstanding services performed as advisor to the society.

Fred L. Bernstein, general manager, WTTM Trenton, presented with special American Heritage Foundation Award by Gov. Alfred E. Driscoll for outstanding performance in 1952 national Register and Vote campaign.

Robert H. Forward, program manager, KTTV (TV) Hollywood, to KECA (TV) same city as program director.

Gene Dillon, sports editor of WCMW Canton, Ohio, adds duties as program director, succeeding **Fred Coukart. Denny Dever** becomes full-time staff announcer.

Ted Hardy, station continuity editor, KBTV (TV) Denver, appointed publicity and promotion manager. **Beverly Smith,** women's editor, KGNC Amarillo, Tex., to KBTV replacing Mr. Hardy.

Hugh O. Kerwin, advertising and sales promotion manager for Crosley Distributing Div., St. Louis, appointed advertising and sales promotion manager of WTVL (TV) St. Louis, Mo.

J. R. Troxel, formerly producer and production director of WTVJ (TV) Miami, to WITV (TV) that city, as operations manager.

Frank Ross to WBAY-AM-TV Green Bay, Wis., as radio-TV farm director.

George Harshberger, formerly co-owner of L. A. advertising agency, to KFWB Hollywood, as publicity director.

Don Norling and **Frank Richter** assigned to newsreel staff of WBBM-TV Chicago.

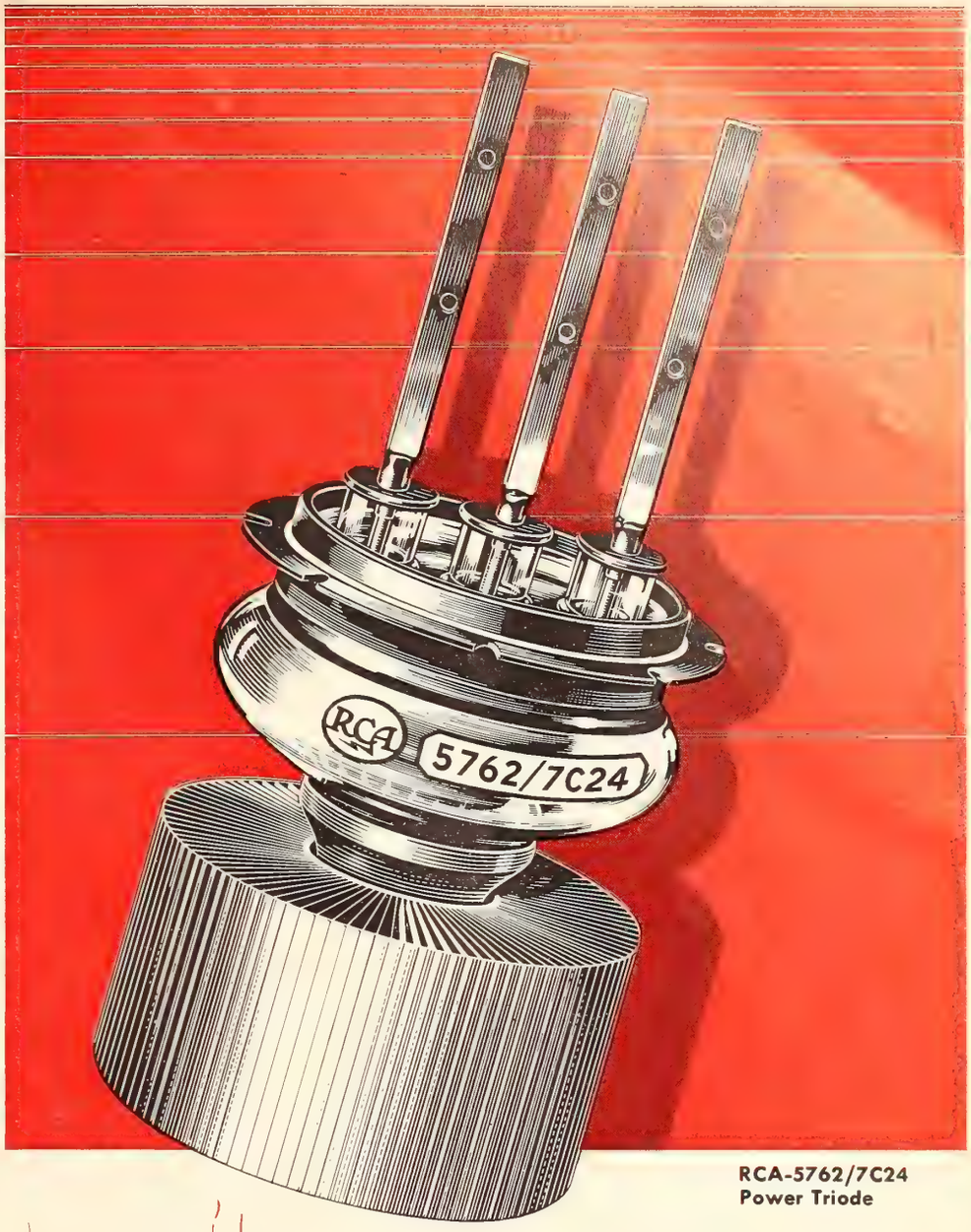
Harry Campbell, formerly farm director at WBBM Chicago, to WLS there as announcer and farm program staff member.

Bob Reynolds, formerly with KWLC Decorah, Iowa, to KYOR Blythe, Calif., as staff announncer.

Philip Landwehr, Monroe Greenthal Co., N. Y.,

His Own Sports Story

A HOLE IN ONE is every golfer's dream —especially if he has a professional interest in sports. Wayne Osborne of WOPA Oak Park, Ill., performed the feat July 12 on the seventh hole at Westward Ho on the outskirts of Chicago, driving the ball 140 yards. Mr. Osborne was doubly pleased—he's sports director at WOPA.



RCA-5762/7C24
Power Triode



Now "Double-Branded"

HERE'S GOOD NEWS for users of the RCA-7C24 and 5762. Now you can order one tube type, the double-branded 5762/7C24, for replacement use no matter what kind of transmitter service you operate . . . AM, FM, or TV.

The RCA-5762/7C24 supersedes and is directly interchangeable with the RCA-5762 and the RCA-7C24. All structural improvements that have been made in the two older types, are incorporated in the new double-branded tube.

Whether you are presently using the RCA-5762 or the 7C24, just call your local RCA Tube Distributor and ask for the RCA-5762/-7C24. You can depend on him for fast, efficient service on your broadcast tube requirements.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

advertising agency, to merchandising department of WWRL Woodside, L. I.

Fred Garst, graduate of Columbia Institute, Phila., to WAYB Waynesboro, Va. Other graduates and stations with which they are affiliated are: **Mike Peck** and **Tony Orlando,** WTOA Trenton, N. J.; **Alfred D'Angelus,** WDEL-TV Wilmington, Del.; **Al Carpenter,** WFIL-TV Philadelphia.

Reed E. Upton to announcing staff, WNOX Knoxville.

Joy Frizze appointed writer on KCBS San Francisco's *Jane Todd Show* replacing **Nancy Reinike,** who resigned to enter Hollywood radio field.

William States, TV director, Benton & Bowles, N. Y., to KTLA (TV) Hollywood as staff director.

Warren Dana to WDTV (TV) Pittsburgh, as director.

Jean Williams to continuity staff, KTBC-TV Austin.

Dr. E. W. Ziebarth, news analyst for WCCO Minneapolis-St. Paul, named dean of summer session of U. of Minnesota.

Francis Urry returns to staff of KDYL Salt Lake City.

Dick Wynne to KCBS San Francisco, announcing staff.

Al Endicott, disc jockey, to KGST Fresno.

Don Bernard, WIZE Springfield, Ohio, to WGAT Utica, N. Y., as disc jockey.

Bill Sea to apprentice staff at KCBS San Francisco.

Paul Bolton, news editor, KTBC-TV Austin, elected vice president of Travis County Citizens Safety Council.

Dick Haynes, disc m.c., KLAC Hollywood, assigned role in M-G-M feature film, "Tennessee Champ."

Bob Fairbanks, promotion writer, KCBS San Francisco, elected president of Junior Dept. of city's Advertising Club.

Howard Wormser, director of publicity, KTLA (TV) Hollywood, named public relations chairman, that city, for Los Angeles area Community Chest funds appeal.

Pete Peterson, farm editor, WNAX Yankton, S. D., appointed State Chairman of the Agricultural Committee of South Dakota Junior Chamber of Commerce.



NEW disc jockey for KQV Pittsburgh is Joe Deane (l), who signs with the station while James F. Murray (r), manager, and John Gibbs, program director, look on. Mr. Deane will handle two weekday programs for KQV beginning Aug. 31. He comes to Pittsburgh from WHEC Rochester, N. Y.



EDWARD LAMB Enterprises has acquired this twin-motored Aero-Commander amphibian for use in business activities. Standing beside the plane at Erie, Pa., airport are (l to r) Ken Weiderholdt, Lamb public relations director; Ben McLaughlin, general manager, WICU-TV Erie; Charles Kinney, general manager, WIKK Erie; Mr. Lamb, and Howard Parsons, general manager, *Erie Dispatch-Herald*.

Lo Rene Washburn, traffic staff, KVOO Tulsa, has won title of "Miss Tulsa" and "Miss Oklahoma."

Jack Kerrigan, program director, WHO Des Moines, elected president of Advertising Club of Des Moines.

Mrs. Harry R. Christopher, state president of Maryland Federation of Women's Clubs, to WAAM Baltimore on program advisory council.

Finis Bell, announcer, KGER Long Beach, and **Caroline McLaughlin,** secretary to **Jon W. Barkhurst,** ABC Radio Western Div. director of promotion-publicity, were married July 18.

Art Holbrook, station manager of WIBW-TV Topeka, Kan., and Genevieve Hargiss were married July 18.

Myron M. Zabner, announcer and disc jockey, WJNC Jacksonville, N. C., and Barbara C. Jackson were married July 28.

Dick Bingham, WBBM-AM-TV Chicago staff announcer, father of boy, Richard Van.

George Sanders, announcer, KPOL Los Angeles, father of girl, Susan Tracy, July 20.

Reed Browning, m.c. on KECA Los Angeles *Hits and Encores,* father of girl, Elizabeth, July 22.

Arthur Masthay, staff engineer, WMMW Meriden, Conn., father of girl, Joyce Elaine, July 22.

Networks

MacLean Chandler, manager of CBS-TV Spot Sales, Chicago, transferred to San Francisco in similar capacity.

James S. Troy, production supervisor, appointed network program supervisor at NBC Central Div.

William Perry Keats of New York law firm of Reed & Priest and one-time salesman for KSRO Santa Rosa, Calif., and **Raphael G. Scobey** of New York law firm of Davis & Gilbert, to ABC's legal staff. **Felix Kent** resigns as staff attorney for ABC-TV to join Lawler & Rockwood, New York law firm.

Henry R. Flynn, appointed general sales manager for CBS Radio Spot Sales, effective immediately [B•T, July 27].



Mr. Flynn

Frank Blair, NBC radio-TV commentator in Washington, named on-the-air news editor of NBC-TV's *Today* series. He succeeds **Merrill Mueller,** who is moving to new radio assignment in network's News & Special Events Dept.

Albert McCleery, NBC producer and director, named NBC-TV executive producer.

Mort Weinbach elevated to post of director of labor relations for ABC after serving as acting director since last November.

Sammy Ogg, child actor, currently in 20th-Century Fox film "Prince Valiant," signed by CBS-TV to star in new series, *The Shrimp,* starting in fall.

Bill Davenport and **Don Nelson** signed as writers on ABC-TV *Adventures of Ozzie & Harriet,* resuming Sept. 18. **John I. Greene** and **Jay Somers** signed for radio version. Assigned writers on both AM and TV versions are **Ben Gershmann, Dick Bensfield** and **Perry Grant.**

Richard Conte, radio-film actor, signed to star as roving freelance newspaperman in NBC's *Jeff Pilgrim* starting in fall.

William D. Shaw, general manager, Columbia Pacific Radio Network and KNX Hollywood, presented with award for network's support of Ground Observer Corps program, by Western Air Defense Command.

Tom Swafford, CBS Radio Spot Sales executive, S. F. and **Mildred Swafford,** former traffic manager for KGW-KEX Portland, parents of girl, Stepanie, July 8.

Paul Frees, actor featured on CBS Radio's

Gunsmoke and *December Bride*, father of boy, Frederic William, July 21.

Manufacturing

Robert P. Lamons appointed sales manager of Andrew Corp., Chicago. **Robert C. Bickel** succeeds Mr. Lamons as regional sales engineer, headquartering in Ridgewood, N. J. **J. F. Moynihan** named manager of Andrew California Corp., succeeding Mr. Bickel.



Mr. Lamons

George A. Hinckley, chief engineer for WLAW Boston, to Raytheon Mfg. Co., Waltham, Mass., as sales engineer.

Karl W. Jensen, vice president of Jensen Industries Inc., Chicago, elected chairman of Assn. of Electronic Parts & Equipment Mfrs., succeeding **Francis Florsheim,** Columbia Wire & Supply Co. **Theodore Rossman,** general manager of Pentron Corp., named vice chairman, succeeding Mr. Jensen.

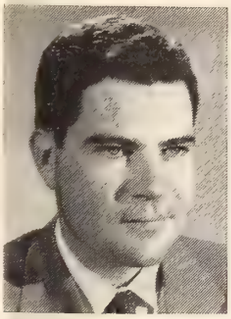
Carl Reinschild, senior account executive for Columbia Transcriptions Div. of Columbia Records Inc., named radio and television consultant to General Council of the Presbyterian Church in the U. S. A.

Personnel Relations

Erna Lazarus, Hollywood TV film writer, appointed to Screen Writers Guild board of directors.

Lou Smith appointed public relations director, Screen Directors Guild, Hollywood.

Robert Stark appointed to Screen Actors Guild board of directors replacing **Richard Carlson,** who has resigned. **Terry Moore** and **Hillary Brooke** named to serve on board as alternates for **Robert Keith** and **Glenn Ford,** respectively.



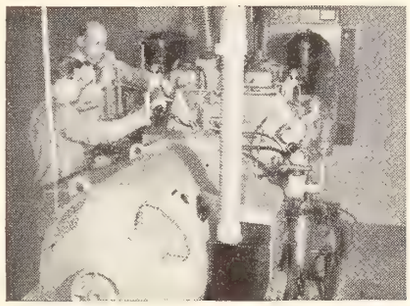
Mr. Meehan



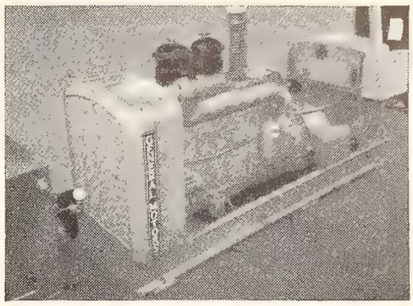
Mr. Tatarian

Edward J. Meehan Jr., who has rejoined the Broadcast Marketing Div. of RCA Victor as home office sales coordinator of AM and FM radio transmitters and broadcast audio equipment, and **Roger Tatarian,** newly-named general European news manager for United Press, were incorrectly pictured in B•T July 27, due to a transposition of the engravings.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

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OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

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—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

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NOTE TO SUBSCRIBERS: **Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.**

EDUCATION

TV EDUCATIONAL PROGRAMS ANALYZED

Office of Education surveys more than 250 series presented on commercial TV outlets during the 1952-53 school year.

OF THE more than 250 program series presented by educational institutions on commercial TV stations during the 1952-53 school year, nearly 43% constituted "public relations" ventures to "interpret" the school to the community.

This use of commercial TV facilities—offered free of charge by stations—is among the data contained in a survey of educational TV programs compiled by Gertrude G. Broderick, radio-TV education specialist for the Office of Education, U. S. Dept. of Health, Education and Welfare. Of 256 program series reported, 15 were "telecourses," some of which offer full college credit and others offering certification through extension divisions.

The report shows that in 32 states and the District of Columbia, programs are being offered in 76 cities over 90 stations and three networks. The series are being presented by two state departments of education, seven county school systems, 84 colleges and universities and 49 public and private school systems. Of the 256 program series, 64 are presented throughout the school year.

Public schools reported 37 direct teaching programs designed for in-school viewing while 30 such programs were reported by colleges and universities. A total 113 of the series are comprised of half-hour programs while 73 comprise quarter-hour shows, the report states.

The Office of Education study is based upon a survey of the 109 operating TV stations in the fall of 1952. The study concluded that "while no qualitative analysis of this cooperative effort is possible with the limited data available in this first survey, there is ample evidence, quantitatively, of a growing acceptance by educators of their responsibility to broaden the boundaries of knowledge for the greatest number through the use of this newest medium."

Educ. TV Meets Set In Illinois, Iowa

PLANS for two educational TV meetings—one a production workshop at the U. of Illinois in Urbana, the other a station management seminar at Iowa State College in Ames—were announced by the National Assn. of Educational Broadcasters last week.

The sessions, announced by Dr. Harry Skornia, NAEB executive director, will be held under grants offered by the Ford Foundation's Fund for Adult Education.

Production workshop is scheduled for Urbana Aug. 28-Sept. 18, with the university offering TV-motion picture facilities and staff. Attendance is limited to 30 persons from present or planned educational television outlets.

Richard B. Hull, manager of WOI-AM-TV Ames, will be in charge of the management seminar there, Aug. 30-Sept. 5. WOI-TV staff members will assist, with the same requirements governing attendance. Applications for both conferences are being accepted by Dr. Skornia at the U. of Illinois, with a deadline of Aug. 10.

INTERNATIONAL

European Farm Radio Directors Meet in London

FORTY-TWO representatives from 11 European countries met in London July 20-22 for the continent's first conference on farm radio.

The conference, held in BBC's "Broadcasting House," was arranged by the Food and Agriculture Organization of the United Nations. Delegates to the meeting were from Italy, France, Germany, Belgium, the Netherlands, Sweden, Denmark, Norway, Switzerland, Ireland and the United Kingdom.

EUROPE

Two U. S. representatives took part. They were Wallace Kadderly, former farm director of KGW Portland, Ore., and Layne Beaty, former farm editor of WBAP-AM-TV Fort Worth. Both are past presidents of the National Assn. of Radio Farm Directors in the U. S., and now are with Paris headquarters of the Mutual Security Agency.

Mr. Beaty has been named corresponding secretary for the group. No formal organization plans have been made, but a second meeting is planned for next year.

All-Canada Sets Up TV Representation Unit

A TV DIVISION has been established by All-Canada Radio Facilities Ltd. at Toronto and Montreal, with expansion later at Vancouver, Winnipeg and Calgary, where the firm has offices as representative of a large number of AM stations. The All-Canada TV Division will represent CHCH-TV Hamilton, CFPL-TV London, CKCK-TV Regina, CHSJ-TV St. John, CKSO-TV Sudbury, CJCB-TV Sydney and CKLW-TV Windsor-Detroit. Toronto offices are located at 129 Adelaide St. West, with Reo C. Thompson, formerly program manager of CFCF Montreal, as manager. Ross McCreath, from All-Canada's Toronto AM representative office, will be on the TV sales staff, and Dick Carson, from All-Canada's Calgary office, will direct TV film programming service. John Cameron, formerly with Trans-Canada Airlines, heads the Montreal office in the Windsor Hotel.

CANADA

Roy Thompson,

WITH 28 years . . .

RADIO experience and . . .

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ALTOONA's most community-conscious station . . .

. . . and from community service comes community interest in your product.

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ABC

FOR THE RECORD

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK** (TV) (22), 12/10/52-Late '53.
Los Angeles, **KETH** (TV) (*28), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **KBIC** (TV) (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53—Unknown.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU** (TV) (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52-August, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT** (TV) (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53—Aug. '53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-9/30/53.
Fort Myers, **WINK** (TV) (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-8/15/53—Young.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.



Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative

Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-8/15/53.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV** (TV) (47), 2/12/53-8/21/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO** (TV) (2), 5/14/53—Unknown.
Boise, **KTVI** (TV) (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO** (TV) (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-Aug. '53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP** (TV) (17), 11/20/52-8/10/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS** (TV) (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KTLV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD** (TV) (16), 2/18/53-8/22/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT** (TV) (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/1/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/1/53—CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/1/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-9/15/53—NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT** (TV) (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-8/15/53—ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill-Perna.

NEBRASKA

Kearney, **Bi-States Co.** (13), 7/22/53—Unknown.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/22/53—ABC, CBS, Weed TV.
Reno, **KZTV** (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **Mt. Washington TV Inc.** (8), 7/8/53—Aug., Sept. '54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53, ABC.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.

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Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-8/2/53—NBC, Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Fall '53, NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-8/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), Initial Decision 7/22/53.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-8/15/53—ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), 7/24/53-12/15/53—Cooke.
Hazelton, **WAZL-TV** ('63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton, **WTUV (TV)** (73), 8/14/52-8/2/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/15/53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), Initial Decision 7/15/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/16/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—August '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-8/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Marion, **WMEV-TV** (50), 4/2/53—Unknown, **Donald Cooke.**
Newport News, **WACH** (TV) (33), 2/5/53—Summer '53.
Norfolk, **WLOW-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Tacoma, **KMO-TV** (13), 12/10/52-8/1/53—Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.

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Three-Year TV License Proposal

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of Section 3.630 of the Commission's Rules relating to license periods of television broadcast stations. } DOCKET NO. 10597

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. Section 3.630 of the Commission's Rules presently provides that licenses for television broadcast stations will be issued for a normal license period of one year to expire in accordance with a schedule set forth therein.

3. The one-year license period for television broadcast stations was appropriate during the early formative period of the television broadcast service. At the present time, however, almost 500 television stations have been authorized, with more than 200 in operation. We are of the view that the development of a nation-wide television system will be facilitated by the extension of television licenses for a three-year period, the license period presently provided for both standard and FM broadcast stations. Such an increase, moreover, will reduce substantially the workload for both television licensees and the Commission. It will, in addition, ease the burden on those television licensees who are also licensees of standard and FM broadcast stations since the licenses of all such stations in the same geographical area will expire at the same date. We believe, therefore, that an increase in the license period for television broadcast stations will serve the public interest and will be conducive to the orderly dispatch of the Commission's business.

4. In view of the foregoing, it is proposed to amend Section 3.630 of the Rules to provide for a license period of three years to expire in accordance with the schedule contained in the proposed rule set out in the attached Appendix.

5. It should be noted that since Section 4.18 of the Rules provides that "Licenses for stations in the Auxiliary Broadcast Service will be issued for a period running concurrently with the licenses of the broadcast station with which such auxiliary stations are used," the adoption of the proposed rule will also have the effect of extending to a three-year period the license period for television STL stations, television inter-city relay stations, and television pick-up stations.

6. Authority for adoption of the proposed amendment is contained in Sections 4(i), 303 (r), 307(b), (d) and (e), and 308 (a) and (b) of the Communications Act of 1934, as amended.

7. Any interested party who is of the view that the proposed amendment should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission, on or before September 1, 1953, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments or briefs may be filed within 10 days from the last date for filing such original comments or briefs. The Commission will consider all such comments submitted prior to taking action on this matter; and if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or argument will be given.

8. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

FCC
T. J. Slowie
Secretary

Attachment:
Adopted: July 23, 1953
Released: July 24, 1953

APPENDIX

It is proposed to amend Section 3.630 to read as follows:

§ 3.630 *Normal license period.*—(a) All television broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., Eastern Standard Time, in accordance with the following schedule and at three-year intervals thereafter.[1]

(1) For stations located in Delaware and Pennsylvania, August 1, 1954.
(2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, October 1, 1954.
(3) For stations located in North Carolina, South Carolina, December 1, 1954.
(4) For stations located in Florida, Puerto Rico and Virgin Islands, February 1, 1955.
(5) For stations located in Alabama and Georgia, April 1, 1955.
(6) For stations located in Arkansas, Louisiana and Mississippi, June 1, 1955.
(7) For stations located in Tennessee, Kentucky and Indiana, August 1, 1955.
(8) For stations located in Ohio and Michigan, October 1, 1955.
(9) For stations located in Illinois and Wisconsin, December 1, 1955.
(10) For stations located in Iowa and Missouri, February 1, 1956.
(11) For stations located in Minnesota, North Dakota, South Dakota, Montana and Colorado, April 1, 1956.
(12) For stations located in Kansas, Oklahoma, Nebraska, June 1, 1956.
(13) For stations located in Texas, August 1, 1956.
(14) For stations located in Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1, 1956.
(15) For stations located in California, December 1, 1953.
(16) For stations located in Washington, Oregon, Alaska and Hawaii, February 1, 1954.
(17) For stations located in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, April 1, 1954.
(18) For stations located in New Jersey and New York, June 1, 1954.

DISSENTING OPINION OF COMMISSIONER HENNOCK

I am compelled to register my dissent to the institution of this proceeding, which looks toward the extension of the license period for television broadcasting stations from one year to three.

The Commission should as soon as possible engage in a factual study of television programming. If necessary thereafter, we should hold a conference with the industry, to be followed by open public hearings.

It seems to me vital that a matter of such importance should not be finally acted upon by the Commission except upon the basis of a complete factual record compiled at a public hearing. It is the public, not the broadcasters or the Commission, that is mainly affected by this proposal. The public should have the opportunity to understand the consequences that will flow from the institution of the proposed rule, and should be given the fullest opportunity to express its views with respect to the change. The industry will well understand the significance of this change. It is because I feel that it is important for the public to understand it as well that I am here setting forth my views in some detail.

The Notice of Proposed Rule Making states that the one-year license period for television broadcast stations "was appropriate during the early formative period of the television broadcast service." The majority of the Commission states that at the present time, however, we have authorized 500 television stations and more than 200 are in operation. This, I presume, is meant to imply that we are no longer in "the early formative period of the television broadcast service." However, in the very next sentence the Commission's Notice states "We are of the view that the *development* of a *nationwide* television system will be accelerated by the extension of television licenses for a three-year period" (emphasis mine).

I can only take this to mean that the Commission recognizes that the nationwide television system for which we made provision in our allocation table is still in process of development, and that the licensing of some 400 stations since the freeze and the entrance into operation of some 100 of these stations within the last year do not mean that television broadcasting, as it exists today, is anything like what we expect it will be in the near future. But, if that is the case, I cannot understand the Commission's rea-

[1] Renewals of licenses will be granted for the period specified in the rule: Provided, however, that if as a result of the transition form the present schedule to the proposed schedule the period for which a license is renewed is 6 months or less, the licensee may within the period of 60 days to 30 days before the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed; (2) a statement that no substantial changes have been made in its operation or in its plans for future operations since its last renewal application; or if changes have been made or proposed, a statement specifying such changes; and (3) a statement that the applicant waives any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise. Upon review of such statements, the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information, it may require the filing of renewal application (FCC Form 303).

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soning in suggesting that a one-year license period which is appropriate for the early formative period of television broadcasting has somehow become inappropriate during this period when growing pains are most likely to be felt.

I think it clear, in spite of the explanation that the proposed change in the rule is due to a change in circumstances, that it is the Commission's views, rather than the circumstances, which are undergoing change. And I think the reason for this change is fairly and honestly set forth in the remainder of paragraph 3 of the Commission's Notice. The extension of the license period, the Commission states, "will reduce substantially the workload for both television licensees and the Commission." I agree. The extension, the Commission states, "will, in addition, ease the burden on those television licensees who are also licensees of standard and FM broadcast stations since the licenses of all such stations in the same geographical area will expire at the same date." I agree with this also, although I was not aware that this "burden" weighed so heavily on the licensees in the light of the benefits conferred on them by renewal of their licenses. But I am in fundamental disagreement with the conclusion the Commission draws from these facts, that an increase in the license period for television broadcast stations will, therefore, "serve the public interest and will be conducive to the orderly dispatch of the Commission's business."

My disagreement stems from the majority's identification of the "public interest" with the convenience of broadcast licensees, rather than with higher public interest considerations. I would, of course, agree that there is no magic in a one-year license period, as such. And I would agree that the Commission has not in the last few years made adequate use of the one-year license period presently in force, to examine into the programming of television broadcast stations to determine whether they are or are not serving the public interest. But I should think that the solution for this deficiency is for the Commission to intensify and revitalize its renewal procedures, rather than to take the proposed action to relieve existing television stations of any necessity for accounting annually for their stewardship over these precious channels of mass communications.

Up until 1941, the licenses of standard broadcast stations were limited in duration to one year. This was fourteen years after the beginning of systematic radio regulation. There were almost 900 standard broadcast stations then on the air. And the Commission at that time concluded that "The broadcast industry has reached a point of maturity where it appears advisable to increase the license period of standard broadcast stations to two years."[1] In 1943, the license term was further extended to three years. But, even with this experience as regards the supervision of standard broadcast stations, the Commission's "Blue Book" three years later disclosed that much of standard broadcast programming was substantially inferior to what the public interest required.[2]

With regard to television broadcasting, it is now apparently being suggested that the industry has reached a stage of maturity that justifies regarding its present situation as being relatively stable. Such evidence as exists, it seems to me, indicates strongly that this judgment is premature. While about 1,800 channels have been assigned for commercial television, only 203 stations were actually engaged in broadcasting as of July 11, 1953. Of this number, none of the 95 post-freeze stations had been on the air for as much as one full year, on that date. In addition to these 203 stations, about 300 had received construction permits as of July 11, but had not yet commenced operation. And 1300 of the 1800 available commercial channels, or over two-thirds, have not been occupied in any way.

Moreover, circumstances have so operated that the Commission's energy in television matters has been channeled, to a very large degree, into the effort to grant construction permits and to get television on the air. The past year has seen changes in our procedures designed to facilitate the inauguration of television broadcasting throughout the country without delay. While I have not always agreed with the desirability of these changes, I think we have all been agreed as to their object. But their net effect has been that our scrutiny of the applicants themselves has often been hurried, and that our inspection of television programming has been negligible.

Such investigations as we have made in recent years have only confirmed that the programming of television broadcast stations leaves much to be desired in meeting public interest standards. The present proposal is not based on any current investigation of which I am aware. The inquiries of 1951 and 1952 lend it no support.

In January 1951 the Commission, in considering renewal of the licenses of some 44 television broadcast stations, was sufficiently disturbed by their program performances to announce publicly that:

". . . a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public."[3]

Approximately a year later, in 1952, the Commission once again reviewed the programming record of the existing television broadcast stations. I think it fair to say that this review did not show any substantial improvement. Accordingly, the Commission found it necessary to place a number of licensees on temporary licenses and only renewed their licenses upon receipt of assurances that the stations in fact had, or in the future would, improve their public service programming.

Has television programming improved since then, or since the making of the revealing studies by the National Association of Educational Broadcasters which were introduced as an exhibit in our recent allocation proceding? Frankly, I don't know. I do not have the benefit of any study as to how good television programming is on a nationwide basis, or how the individual stations throughout the United States are meeting their public service responsibility. If the Commission's present proposal had been based upon a proven record of marked improvement in television programming during the last year, then it would at least appear that the Commission considered it to be a recognition of achievement.

As long ago as 1947, when the head of a radio trade association attempted to argue to the Congress that the Commission, in determining whether a station was serving the public interest, should not or could not consider the station's programming, the late Senator White of Maine, principal author of the Radio Act of 1927, stated:

". . . it is pretty difficult for me to see how a regulatory body can say that a licensee is or is not rendering a public service if it may not take a look and take into account the character of the program being broadcast by that licensee.

"Why, it seems to me that the quality of the program and the character of the program is the outstanding factor in determining whether the station is performing a public service or is not." [Hearings on S. 1333 before a subcommittee of the Senate Committee on Interstate and Foreign Commerce, 80th Cong. 1st Sess., p. 123].

And this point of view expressed by Senator White was no heretical one. On the contrary, it was the point of view which had been expressed *and acted upon*, by both the Federal Communications Commission and its predecessor, the Federal Radio Commission, since the very beginning of effective radio regulaton in 1927. And it is a point of view which has been consistently and repeatedly affirmed by the courts of the United States.

The Communications Act contemplates that it is the responsibility of the broadcaster, and not of this Commission, to choose what programs shall be put on the air. It is well settled, however, that in exercising its licensing function the Commission must consider whether the applicant's proposed services (and past services to the extent they forecast the future) will be in the public interest.[4] The *Networks* case[5] makes this clear:

"The Act itself establishes that the Commission's powers are not limited to the engineering and technical aspects of regulation of radio communication. Yet we are asked to regard the Commission as a kind of traffic officer, policing the wave lengths to prevent stations from interfering with each other. But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. . . ."

I do not think it necessary to belabor this

[1] Supplementary Report on Chain Broadcasting, October 11, 1941, page 6.
[2] Public Service Responsibility of Broadcast Licensees (Blue Book), 1946.
[3] FCC 51-83, January 29, 1951.
[4] See Section 307 of the Act, as amended, 47 U.S.C. 307.
[5] *National Broadcasting Co.* v. *United States*, 319 U. S. 190.

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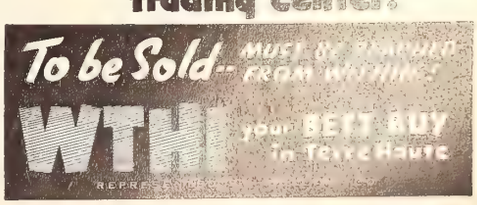
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point, but have set out a few of the other significant authorities below.[6]

A brief inquiry into the immediate effects of a one-year license period, as opposed to a three-year period, will show graphically the importance of retaining the shorter period for television broadcasting stations. The point of having a one-year period is to provide annually an occasion for the Commission to reassess a broadcaster's programming and compliance with technical standards. Because of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment that we should have made.

We have here a situation where the Commission has devoted relatively little attention to the programs offered by television broadcasters. Such time as the Commission has spent in evaluating program performance has indicated that that performance fell substantially short of being satisfactory. Now that the issue is presented, it seems to me that the Commission has a choice of two alternatives.

The alternative adopted by the majority—in the face of our determinations in 1951 and 1952 that television programming failed to meet reasonable standards of public service, in the face of the public announcement that our dissatisfaction with that programming was such that we felt that a public conference on the matter would have to be held, in the face of our failure so far to hold that conference or to take any further action whatsoever to review the present state of television programming—signals a lack of practical concern by the Commission with programming. It implies that the Commission no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every three years. This action, which is contradicted in every respect by such record as we do have before us, will be interpreted as an announcement that this Commission will in the future be even less actively interested in television programming than it has been in the past. If this is in fact our intention, I think we should proclaim it frankly so that the public as well as the industry will know what our decision means.

The other alternative, which I should choose, is to engage, as soon as is practicable, in a study and evaluation of television programming adequate to support intelligent and maturely considered action by this agency. If, after such study, we conclude that adequate programming standards are not being maintained, we can then call our conference and consider with the industry the factors involved in meeting such standards. In any event, before we take final action, the public should be kept informed and there should be open hearings to determine the course of action the Commission should follow.

[6] *Simmons* v. *F.C.C.*, 169 F. 2d 670, *cert. den.* 335 U. S. 846; *Trinity Methodist Church, South* v. *F.R.C.*, 62 F. 2d 850, *cert. den.* 284 U. S. 685; *Johnston Broadcasting Co.* v. *F.C.C.*, 175 F. 2d 351; *Easton Publishing Co.* v. *F.C.C.*, 175 F. 2d 344; *Kentucky Broadcasting Corp.* v. *F.C.C.*, 174 F. 2d 38; *Bay State Beacon* v. *F.C.C.*, 171 F. 2d 826; *KFKB Broadcasting Association* v. *F.R.C.*, 47 F. 2d 670; *In the Matter of Editorialization by Broadcast Licensees*, 1 (Part 2) R.R. 91:201; *Report on Chain Broadcasting*, FCC Order No. 37, Docket No. 5060, May 1941.

ACTIONS OF FCC

July 23 through July 29

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 15

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,467	2,450	146	251	84
FM	574	547	55	8	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	147	252	399[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	809	337	638	510	1,148[2]
Educational	48		25	23	48
Total	857	337	663	533	1,196[3]

[1] **Nine CPs (2 vhf, 7 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 413 already granted.**

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T, July 20].

New TV Stations . . .

ACTIONS BY FCC

Berkeley, Calif.—Bay Area Educational Television Association. Granted vhf Ch. 9* (186-192 mc); ERP 30.9 kw visual, 15.5 kw aural; antenna height above average terrain 510 ft., above ground 354 ft. Estimated construction cost $100,000, first year operating cost $110,000, revenue $110,000. Post Office address: Alameda County Court House, 1225 Fallon St., Oakland 7, Calif. Studio locations: Berkeley Community Theatre, Grove and Allston Way, Berkeley, and U. of California, Berkeley. Transmitter location: Mark Hopkins Hotel, Mason and California Streets, San Francisco. Geographic coordinates 37° 47′ 24″ N. Lat., 122° 24′ 40″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Chesley M. Walter, Oakland, Calif. Consulting engineer R. A. Isberg, Palo Alto, Calif. Applicant is non-profit corporation which has no stock issued and is composed of educators in the San Francisco Bay Area. Granted July 22.

Champaign-Urbana, Ill. — Champaign-Urbana TV Inc. Granted uhf Ch. 21 (512-518 mc); ERP 16.2 kw visual, 8.71 kw aural; antenna height above average terrain 740 ft., above ground 750 ft. Estimated construction cost $205,342, first year operating cost $150,000 revenue $150,000. Post office address 1775 Broadway, New York. Studio location to be determined. Transmitter location ¼ mi. E of Lake of Woods Road approx. 7 mi. NW of Champaign. Geographic coordinates 40° 11′ 45″ N. Lat., 88° 22′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer Wm. Albright, Urbana. Principals include President and Treasurer **Norman E. Blankman** (39%), realtor, New York; Secretary **Duncan M. Findlay** (17%), realtor, New York; Vice President **Alan Blankman** (17%), realtor, Baltimore; Vice President **Dallas W. Smythe** (4%), professor of economics, U. of Illinois, consultant, Lutheran Church, Missouri Synod, which is grantee uhf Ch. 30, Clayton, Mo., and **Herbert C. Rosenthal** (10%), Graphics Institute, New York. Granted July 22.

Jackson Miss. — Standard Life Bcstg. Co. (WSLI). Granted vhf Ch. 12 (240-210 mc); ERP 214 kw visual, 112 kw aural; antenna height above average terrain 700 ft., above ground 666 ft. Estimated construction cost $430,523, first year operating cost $215,640, revenue $226,850. Post Office address P. O. Box 1847, Jackson, Miss. Studio and transmitter location west of Robinson Road (extension), about 0.3 mi. north of Route 18, and 4.5 mi. WSW of center of Jackson (antenna of WJTV [TV] will be located at same site). Geographic coordinates 32° 17′ 02″ N. Lat., 90° 15′ 52.5″ W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Commercial Radio Equipment Washington. Principals include President **W. R. Newman** (.4%), Chairman of the Board **Charles H. Russell** (.4%), Treasurer-Manager **L. M. Sepaugh** (23.2%), Secretary **Stone M. Smith, T. B. Lanford** (22.8%); Standard Life Ins. Co. has 52.8% interest. Granted July 22.

Kearney, Neb. — Bi-States Co. Granted vhf Ch. 13 (210-216 mc); ERP 56.2 kw visual, 30.2 kw aural; antenna height above average terrain 550 ft., above ground 581 ft. Estimated construction cost $267,925, first year operating cost $110,000, revenue $160,000. Post office address c/o Harold J. Hamilton, 414-416 East Avenue, Holdrege, Neb. Studio and transmitter location E of Axtell on State Hwy. 44 about 0.7 mi. N of CB&Q RR. Geographic coordinates 40° 29′ 43″ N. Lat., 99° 05′ 01″ W. Long. Transmitter and antenna GE. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equip. Co., Washington. Principals include

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Exbrook 2-5672

general partners **F. Wayne Brewster** (40%), 50% owner The Brewster Hospital; **C. E. Freas Jr.** (12½%), clothing store owner, farming, real estate; **William S. Bivens** (2½%), physician; **Wilbert G. Huff** (10%), 77% owner The Holdrege Bottling Co., Holdrege, Neb.; **The Brewster Hospital Inc.** (20%); **Harold J. Hamilton** (5%), administrator at Brewster Hospital; **Willard F. Anderson** (10%), plumbing, heating. Granted July 22.

Oklahoma City, Okla.—Oklahoma Television Corp. Granted vhf Ch. 9 (186-192 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1530 ft., above ground 1585 ft. Estimated construction cost $2.2 million. Post Office address 2701 First National Bldg., Oklahoma City. Studio and Transmitter location Lincoln Blvd., Oklahoma City. Geographic coordinates 35° 35′ 00″ N. Lat., 97° 29′ 26″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dempsey & Koploviz, Washington. Consulting engineer George C. Davis, Washington. Grant was made possible after merger with competitive applicant KOMA (B•T, July 27). Ownership, as amended under the merger plan, includes: Board Chairman **John T. Griffin**, head of the Griffin family grocery interests in Oklahoma and Arkansas and 57% owner of KOMA Inc.; President **Roy J. Turner** (now 20% owner but will be 10% owner when KOMA Inc. assumes 50% ownership), ex-governor of Oklahoma and partner in Harper-Turner, oil firm; Executive Vice President **Edgar T. Bell** (holds 263 shares Class B non-voting stock); Vice President **Luther T. Dulaney** (now 30%, later 15%), managing partner in Luther T. Dulaney Co., Oklahoma distributor for RCA appliances and furniture manufacturer; Vice President **F. E. Harper** (now 20%, later 10%), oil business associate of Mr. Turner; Secretary **Henry S. Griffing** (now 30%, later 15% as trustee for Video Independent Theatres, beneficial owner), president and principal stockholder in Video Independent Theatres, operator of 192 theatres in 50 Oklahoma and Texas cities; Vice President **James C. Leake**, 2% owner of KOMA Inc., and Director **Marjorie Griffin Leake**, 40% owner of KOMA Inc. Granted July 22.

APPLICATIONS

Buffalo, N. Y.—Niagara Frontier Amusement Corp., vhf Ch. 2 (54-60 mc); ERP 50 kw visual, 50 kw aural; antenna height above average terrain 917 ft., above ground 959 ft. Estimated construction cost $599,882.88, first year operating cost $1,150,000, revenue $1,325,000. Post office address 70 Niagara St., Buffalo. Studio location 312 Pearl St. Transmitter location Staley Road. Geographic coordinates 43° 00′ 36″ N. Lat., 79° 00′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **George F. Goodyear** (15%), director of Marine Trust Co. of Western N. Y.; Vice President **Myron Kirk** (16%), vice president and 6% stockholder of Kudner Inc., advertising agency; Treasurer **Paul A. Schoellkopf, Jr.** (15%), director Marine Trust Co. of Western N. Y., real estate and investment broker; Secretary **Jacob Frederick Schoellkopf IV** (15%), investment banker, and ex-U. S. Sen. **Herbert R. O'Connor** (2%), stockholder in WCAO-AM-FM Baltimore, Md. Filed July 28.

New York, N. Y.—WHOV-TV Inc., uhf Ch. 31 (572-578 mc); ERP 226.05 kw visual, 113.03 kw aural; antenna height above average terrain 1269 ft., above ground 1283.775 ft. Estimated construction cost $286,774, first year operating cost $350,000, revenue $350,000. Post office address c/o Fortune Pope, 136 W. 52nd St., N.Y.C. Studio location, to be determined. Transmitter location 5th Ave. and 34th St., N.Y.C. Geographic coordinates 40° 44′ 55″ N. Lat., 73° 59′ 09″ W. Long. Transmitter and antenna RCA. Legal Counsel Cohn & Marks, Washington. Consulting engineer Glenn D. Gillett, Washington. Principals include President **Fortune Pope**, publisher Il Progresso Italo-American Publishing Co., insurance broker, construction supplier and president-treasurer Aircasters Advertising Co.; Vice President **Anthony Pope**; Secretary-Treasurer **Arnold B. Hartley**, vice president and 14.5% stockholder WOV New York; Executive Vice President **Ralph N. Weil**, vice president and 16.6% stockholder WOV New York. 50% is owned by Wodaam Corp. (WOV) New York and is voted by **Ralph Weil** and 50% is owned by Atlantic Bcstg. Co. (WHOM-AM-FM) New York and is voted by **Fortune Pope**. Filed July 28.

APPLICATIONS AMENDED

Canton, Ohio—Stark Telecasting Corp. amends application for new TV station on uhf Ch. 29 to change ERP from 177 kw visual, 95.3 kw aural to 224 kw visual and 118 kw aural; antenna height above average terrain from 632 ft. to 651 ft. Filed July 15.

Chattanooga, Tenn.—Southern TV Inc. seeks to amend application for new TV station on vhf Ch. 12 to change ERP from 120 kw visual, 60 kw aural to 111.8 kw visual and 55.9 kw aural; antenna height above average terrain from 1,000 ft. to 1,008 ft. Filed July 10.

Corpus Christi, Tex.—Superior TV Inc. amends application for new TV station on vhf Ch. 10 to delete A. A. Garrett as secretary; to change ERP from 222 kw visual, 111 kw aural to 316 kw visual and 189.8 kw aural; antenna height above average terrain from 516.4 ft. to 621 ft.; change studio location to 2722-2726 Agnes St., Corpus Christi. Filed June 23.

Joliet, Ill. — Joliet TV Inc. amends application for new TV station on uhf Ch. 48 to change ERP from 10.9 kw visual, 5.45 kw aural to 13.7 kw visual and 6.85 kw aural. Filed July 14.

Montgomery, Ala. — Montgomery Bcstg. Co. amends application for new TV station on vhf Ch. 12 to change antenna height above average terrain from 1,039 ft. to 1,029 ft.; change geographic coordinates to 32° 01′ 15″ N. Lat., 86° 20′ 56″ W. Long. Filed June 29.

Phoenix, Ariz.—Ralph A. Watkins and Edward Cooper d/b as Arizona TV Co. amend application for new TV station on vhf Ch. 3 to change name to Arizona TV Co.; antenna height above average terrain from 1,224 ft. to 1,637 ft.; transmitter location to Salt River Mt., 7.3 miles S of Phoenix. Filed July 14.

Shreveport, La.—Radio Station KRMD amends application for new TV station on vhf Ch. 12 to change studio location from Jefferson Hotel, 901 Louisiana Ave., to Linwood Ave. and 62d St., Shreveport. Filed July 8.

APPLICATIONS DISMISSED

Berkeley, Calif.—Pacifica Foundation (KPFA-FM) granted dismissal of bid for new TV station on uhf Ch. 44 at request of attorney. Dismissed July 10.

Brownsville, Tex.—Valley TV Inc. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Harlingen, Tex.—M. J. Reynold granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Weslaco, Tex.—The Rio Grand TV Corp. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed July 14.

Existing TV Stations . . .

ACTIONS BY FCC

KMMT (TV) Austin, Minn.—Minnesota-Iowa TV Co. granted STA to operate commercially on vhf Ch. 6 from July 22 to Nov. 25. Granted July 21; announced July 28.

WTVI (TV) Belleville, Ill. — Signal Hill Telecasting Corp. granted STA to operate commercially on uhf Ch. 54 from July 21 to Nov. 6. Granted July 21; announced July 28.

WSGN-TV Birmingham, Ala.—Jemison Bcstg. Co. granted modification of CP for uhf Ch. 42 to change ERP from 1,000 kw visual, 500 kw aural to 16.6 kw visual and 9.55 kw aural; antenna height above average terrain 600 ft.; change studio location to Protection Life Bldg., Birmingham. Granted July 22; announced July 28.

KFBB-TV Great Falls, Mont.—Buttery Broadcast Inc. granted modification of CP for vhf Ch. 5 to change ERP to 25.1 kw visual and 12.6 kw aural; antenna height above average terrain 240 ft.; change transmitter and studio location from 300 Central Ave., Great Falls, to 2 miles W of city limits on U. S. Hwy. 89-91, Great Falls. Granted July 21; announced July 28.

WGCM-FM Gulfport, Miss.—WGCM Bcstg. Co. granted CP to change ERP to 3 kw; antenna height above average terrain to 300 ft. Granted July 21; announced July 28.

KHQA-TV Hannibal, Mo. — Lee Bcstg. Inc. granted modification of CP for vhf Ch. 7 to change transmitter location to approximately 4.5 miles NE of Quincy, Ellington Twp., Ill.; studio location to College and Muir Sts., Hannibal; change ERP from 10.5 kw visual, 5.4 kw aural to 269 kw visual and 135 kw aural. Granted July 24; announced July 28.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted modification of CP for uhf Ch. 54 to change ERP to 20 kw visual and 10 kw aural; antenna height above average terrain 360 ft. Granted July 22; announced July 28.

WETV (TV) Macon, Ga. — Macon TV Co. granted STA to operate commercially on uhf Ch. 47 for the period ending Aug. 3. Granted July 23; announced July 28.

WACH (TV) Newport News, Va. — Eastern Bcstg. Corp. granted modification of CP for uhf Ch. 33 to change ERP to 20.9 kw visual and 10.5 kw aural. Granted July 22; announced July 28.

WGEM-TV Quincy, Ill. — Quincy Bcstg. Co. granted modification of CP for vhf Ch. 10 to change transmitter location to near Columbus Hwy., 0.7 miles W of Franklin School, Ellington Township, 4 miles NE of Quincy, Ill. Granted July 24; announced July 28.

KDYL-TV Salt Lake City, Utah — TLF Bcstg. Corp. granted modification of TV station license to change name to Intermountain Bcstg. & TV Corp. Granted July 24; announced July 28.

KDYL-TV Salt Lake City, Utah—TLF Bcstg. Corp. granted modification of license for vhf Ch. 4 to change ERP to 27.5 kw visual and 14.1 kw aural; antenna height above average terrain 3,080 ft. Granted July 22; announced July 28.

KEYT (TV) Santa Barbara, Calif.—Santa Barbara Bcstg. & TV Co. granted STA to operate commercially on vhf Ch. 3 from July 22 to Nov. 27. Granted July 21; announced July 28.

KMO-TV Tacoma, Wash.—KMO Inc. granted STA to operate commercially on vhf Ch. 13 from July 24 to Aug. 7. Granted July 21; announced July 28.

KETZ (TV) Tyler, Tex.—Jacob A. Newborn Jr. granted STA to operate commercially on uhf Ch. 19 from July 28, 1953, to Feb. 8, 1954. Granted July 21; announced July 28.

TV STATION DELETED

WROV-TV Roanoke, Va.—Radio Roanoke Inc. FCC granted request to cancel CP of operating station and deleted call letters and pending application for modification of CP. Deleted July 21; announced July 28.

APPLICATIONS

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP from 290 kw visual, 145 kw aural to 316 kw visual and 158 kw aural; change transmitter location to Rural Route No. 1, 5.7 miles E, 2.4 miles N of Tustin, Mich.; antenna height above average terrain 1648.4 ft. Filed July 8.

KTLV (TV) Des Moines, Iowa—Rib Mountain Radio Inc. seeks modification of CP for uhf Ch. 17 to change ERP from 180 kw visual, 98 kw aural to 163 kw visual and 88.04 kw aural; change studio and transmitter location to 2nd Ave. and Hobson Drive, Des Moines; antenna height above average terrain 475 ft. Filed July 14.

WFMY-TV Greensboro, N. C.—Greensboro News Co. granted modification of CP for vhf Ch. 2 to change transmiter and studio location from 212 North Davis St. to corner of Phillips and Summit Ave., Greensboro; antenna height above average terrain 720 ft. Granted July 22; announced July 28.

WSIL-TV Harrisburg, Ill.—Turner-Farrar Assn. seeks modification of CP for uhf Ch. 22 to change ERP from 10.5 kw visual, 5.5 kw aural to 14.12 kw visual and 7.06 kw aural; antenna height above average terrain 520 ft. Filed July 14.

WLOU-TV Louisville, Ky.—Robert W. Rounsaville seeks modification of CP for uhf Ch. 41 to change ERP from 240 kw visual, 125 kw aural to 197.576 kw visual and 102.354 kw aural; antenna

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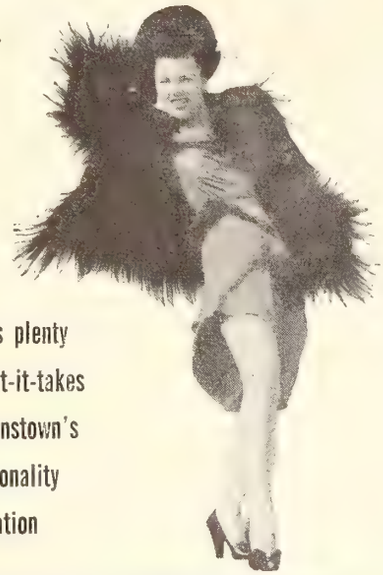
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height above average terrain 217.54 ft. Filed July 20.

WOKY-TV Milwaukee, Wis.—Bartell Broadcasters Inc. seeks modification of CP for uhf Ch. 19 to change ERP from 17.4 kw visual, 9.55 kw aural to 19.95 kw visual and 10 kw aural; change transmitter location to 716 N. 11th St., Tower Hotel Bldg. and change studio location to 714 W. Wisconsin Ave., Milwaukee. Filed July 16.

KGVO-TV Missoula, Mont.—Mosby's Inc. seeks modification fo CP for vhf Ch. 13 to change ERP from 11 kw visual, 5.6 kw aural to 27.2 kw visual and 13.6 kw aural; change transmitter location to 4 miles E of Evaro, Mont.; antenna height above average terrain 2011 ft. Filed July 20.

WCAU-TV Philadelphia, Pa.—WCAU Inc. seeks modification of CP for vhf Ch. 10 to change ERP from 25 kw visual, 14 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 632 ft. Filed July 20.

KDRO-TV Sedalia, Mo.—Milton J. Hinlein seeks modification of CP for vhf Ch. 6 to change ERP from 6.3 kw visual, 3.2 kw aural to 16.4 kw visual and 8.83 kw aural; antenna height above average terrain 357 ft. Filed July 9.

WICS (TV) Springfield, Ill.—Plains TV Corp. seeks modification of CP for uhf Ch. 20 to change studio location to 523 W. Capitol Ave.; transmitter location to 3000 W. 4th St., Springfield; change ERP from 18.2 kw visual, 10.2 kw aural to 17.4 kw visual and 9.3 kw aural; antenna height above average terrain 430 ft. Filed July 20.

New AM Stations . . .

APPLICATIONS

Church Hill, Tenn.—Twin Cities Bcstg. Co., 1260 kc, 1 kw daytime. Estimated construction cost $18,812.20, first year operating cost $41,500, revenue $62,738. Principals in partnership are **Harry J. Morgan** (50%), employe of WKXY Sarasota, Fla., and **Thales E. Wallace** (50%), 50% owner Wallace-Culbertson Firm, construction, Church Hill. Filed July 8.

Covington, Tenn.—Charles K. Sparks and R. William Hoffman d/b as Tipton County Bcstg. Co., 1250 kc, 1 kw daytime. Estimated construction cost $9,240, first year operating cost $25,800, revenue $31,500. Mr. Hoffman is radio engineer and announcer at WAVU Albertville and WFMH Cullman, Ala. Post office address R. William Hoffman, 206 Thomas St., Albertville. Filed July 9.

Franklin, Ky. — L. L. Valentine and H. H. Ogles d/b as Franklin Bcstg. Co., 1220 kc, 250 w daytime. Estimated construction cost $15,000, first year operating cost $24,000, revenue $25,000. Principals in partnership are **Lowell L. Valentine** (66⅔%), editor and 50% partner in the *Franklin Favorite*, and **Howard H. Ogles** (33⅓%), advertising manager and 50% partner in the *Franklin Favorite*. Filed July 13.

Lanett, Ala.—Greene Land & Cattle Co., 910 kc, 500 w daytime. Estimated construction cost $15,944.85, first year operating cost $55,000, revenue $65,000. Principals include President **Roy M. Greene** (50%), officer and minority stockholder WPNX Phenix City, Ala., and officer and majority stockholder WHWD Hollywood, Fla.; Vice President **Robert C. Greene** (20%), officer and minority stockholder WPNX; Secretary and Treasurer **Virgil R. Greene** (5%) and **Ellyann Greene Eason** (20%). Post office address P. O. Box 402, Phenix City, Ala.

Wetumpka, Ala.—Elmore Service Corp., 1570 kc, 250 w daytime. Estimated construction cost $8,500.40, first year operating cost $24,000, revenue $30,000. Principals include President **James L. Coley** (20%), president WRFS-AM-FM Alexander City, Ala., and vice president WRLD-AM-FM West Point, Ga.; **Julia C. Duncan** (20%), vice president WRFS and WRLD; Vice President **Charles H. Whatley** (10%), retail radio and TV dealer; Treasurer **James W. Whatley** (30%), general manager WRFS, and Secretary **Sim Wilbanks** (20%), attorney in Alexander City. Filed July 13.

APPLICATION AMENDED

Bayshore, N. Y. — Key Bcstg. System Inc. amends CP for new AM station on 1300 kc, 250 w daytime to change power to 1 kw; specify transmitter location as 500 ft. North of Sunrise Hwy., Bayshore, and specify studio location as 3rd Ave., Bayshore. Filed July 15.

Existing AM Stations . . .

KRDO Colorado Springs, Colo.—Pikes Peak Bcstg. Co. granted CP to change transmitter and studio location from 118 N. Cascade Ave. to 399 S. 8th St., Colorado Springs. Granted July 24; announced July 28.

ACTION BY FCC

APPLICATIONS

WINA Charlottesville, Va. — Charlottesville Bcstg. Corp. seeks CP to change from 1280 kc, 1 kw daytime to 1450 kc, 250 w unlimited. Filed July 14.

KXOC Chico, Calif.—KXOC Inc. seeks modification of CP to increase nighttime power from 5 kw to 10 kw. Filed July 7.

KELP El Paso, Tex. — Trinity Bcstg. Corp. seeks CP to change from 1 kw daytime to 500 w night directional and 1 kw day. Filed July 15.

KTHS Little Rock, Ark.—Radio Bcstg. Inc. seeks CP to replace permit which expired June 1. Filed July 7.

Raymonville, Tex.—Kelly Bell and J. C. Stallings d/b as Willacy Bcstg. Co. amend CP for new AM station to change name to Kelly Bell; to change from 1470 kc, 250 w daytime to 1490 kc, 250 w unlimited: change studio and transmitter location from Raymondville to Brownsville, Tex. Filed July 10.

WDON Wheaton, Md.—Everett L. Dillard tr/as Commercial Radio Equipment Co. seeks modification of CP to change from 1540 kc to 540 kc. Filed July 15.

New FM Stations . . .

ACTION BY FCC

Highland Park, Mich.—School Dist. of Highland Park granted CP for new FM station on Ch. 201 (88.1 mc) with ERP 10 w. Granted July 24; announced July 28.

APPLICATIONS

Louisville, Ky.—Board of Trustees, Louisville Free Public Library seek CP for new FM station on Ch. 220 (91.9 mc) with ERP 10 kw. Filed July 16.

Bay Shore, N. Y—Great Bay Bcstg. Co. requests CP for new FM station on Ch. 290 (105.9 mc) with ERP 20 kw. Filed July 14.

Existing FM Stations . . .

ACTIONS BY FCC

WSOK-FM Nashville, Tenn.—Nashville Bcstg. Co. granted modification of CP to change ERP to 3.1 kw. Granted July 24; announced July 28.

WTAD-FM Quincy, Ill.—Lee Bcstg. Inc. granted CP to change ERP to 27 kw; antenna height above average terrain 770 ft. Granted July 24; announced July 28.

FM STATION DELETED

WGTR (FM) Paxton, Mass.—General Teleradio Inc. granted request to cancel license and delete FM station. Deleted July 24; announced July 28.

WYSN (FM) New Castle, Ind.—New Castle-Henry Township. FCC deleted FM station for failure to complete construction. Action July 23; announced July 28.

Ownership Changes . . .

ACTIONS BY FCC

WRAY-TV Princeton, Ind.—M. R. Lankford d/b as Princeton Bcstg. Co. granted assignment of CP to Southern Indiana Tele-Casting Inc. No consideration. Transfer is for purpose of forming a corporation. Mr. Lankford will own 100% of the stock. Granted July 23; announced July 28.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. granted transfer of negative control by Kenyon Brown to E. H., John H. and Agnes D. Rowley through sale of 4,166-2/3 shares for $7,500. Transfer of control of licensee corporation results from transfer of control of Rowley-Brown Bcstg. Co. (KWFT-AM-FM-TV) Wichita Falls, Tex. and 50% owner of Little Rock Telecasters Inc. (KRTV) and permittee of TV station on uhf Ch. 17. Principals include **Kenyon Brown** (33-⅓%), formerly 50%, **E. H. Rowley** (16-⅔%), formerly 12½%, **J. H. Rowley** (33-⅓%), formerly 25% and **Agnes D. Rowley** (16-⅔%), formerly 12½%. Granted July 29; announced July 28.

KWFT-TV Wichita Falls, Tex.—Wichita Falls Tele. Inc. Same as above.

APPLICATIONS

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. seeks transfer of control to Lewis J. Ackers, Mrs. Sybil J. Ackers, Dale Ackers and Jack Andrews (100%) through sale of outstanding stock for $500,000. Jack Andrews and Dale Ackers are officers and stockholders of Abilene Bcstg. Co. Filed July 13.

WSKY Asheville, N. C.—Radio Asheville Inc. seeks involuntary acquisition of control by Mildred L. Bamford, individually and as executive of the Estate of Carl R. Bamford through transfer of 33⅓% interest. Filed July 13.

WBUT Butler, Pa.—Eagle Printing Co. requests assignment of license to J. Patrick Beacom for $21,161.38. Mr. Beacom is president and 98% stockowner of WVVW, WJPB-TV Fairmont and WETZ New Martinsville, W. Va., and president

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and 40% partner in J. Patrick Beacom & Assoc., applicant for uhf Ch. 22 in Clarksburg, W. Va. Filed July 16.

WTVQ (TV) Pittsburgh, Pa.—Golden Triangle TV Corp. requests voluntary transfer of control from Loren Berry and Ronald B. Woodyard to Edward Lamb through transfer of stock for $5,000. Mr. Lamb is president, treasurer and 70.8% stockholder and owns 2.2% as trustee for his son of WICU (TV) Erie, Pa.; president, treasurer, 48% stockholder and owns 29% as trustee for his son and daughter of Unity Corp. Inc. (WTOD, WTRT-FM) Toledo and applicant for new TV station on vhf Ch. 11 in Toledo; vice president, treasurer and 20% stockholder of Woodruff Inc., by initial decision granted uhf Ch. 30 in Portmouth; president, treasurer and 61.6% stockholder of WHOO Inc. (WHOO-AM-FM) Orlando, Fla., applicant for vhf Ch. 9 in Orlando; president, treasurer and owner of 26.1% stock as trustee for his son in Midwest TV Co., permittee of WMAC-TV Massillon, Ohio. Edward Lamb Enterprises owns 73.9% of this stock. Filed July 24.

WRIS Roanoke, Va.—Cy N. Bahakel seek voluntary assignment of license to Roanoke Independent Broadcasters in return for $19,700 of common stock. Mr. Bahakel will own 100% of the stock. Filed July 8.

KBON Omaha, Neb.—Inland Bcstg. Co. requests voluntary transfer of control to John K. and Nella Marie Morrison through retirement in Jan. 1950 of 60 shares of stock owned by Arthur Baldwin. Filed July 10.

KBON Omaha, Neb.—Inland Bcstg. Co. seeks voluntary relinquishment of control by John K. and Nella Marie Morrison through corporate reorganization. Company retires 260 shares of Arthur Baldwin for $31,200; 30 shares of William Baldwin for $3,600; 60 shares of Nella Marie Morrison for $7,200; 150 shares of John K. Morrison for $16,500. Mr. Morrison sells 50 shares to Paul R. Fry for $5,500. Filed July 10.

Hearing Cases . . .

FINAL DECISION

Harrisburg, Pa.—New TV, uhf Ch. 27. FCC announced decision granting application of Rossmoyne Corp. for CP for new TV station on uhf. Ch. 27 and denied the competitive application of Kendrick Bcstg. Co. (WHGB). Final decision July 24.

INITIAL DECISION

Allentown, Pa.—New TV, uhf Ch. 39. Examiner Benito Gaguine issued initial decision looking toward grant of application of Queen City TV Co. for a new TV station on uhf Ch. 39 with ERP 107 kw visual and 54 kw aural; antenna height above average terrain 350 ft. Initial decision July 23.

OTHER ACTIONS

TV Allocation—By report and order FCC finalized the rule-making proceedings issued April 23 in assigning vhf Ch. 5 to Weston, Va. This "drop-in" assignment changes certain offset carrier requirements in Washington, D. C., Gainesville, Fla., Raleigh, N. C. and Charleston S. C. Comr. Hennock concurred in part and dissented in part. Action July 22; announced July 23.

Denver, Colo.—New TV, vhf Ch. 4. FCC ordered the effectiveness of initial decision granting new TV station on vhf Ch. 4 to Metropolitan Tele. Co. (KOA) and denying competitive application of KMYR Bcstg. Co. (KMYR) be stayed pending review by the Commission. Action July 24; announced July 28.

Los Angeles, Calif.—New TV, uhf Ch. 34. FCC by memorandum opinion and order denied petition of Lawrence A. Harvey to dismiss competitive application of Spanish International TV Co. for new TV station on uhf Ch. 34. Action July 22; announced July 23.

Mobile, Ala.—New TV, vhf Ch. 5. By memorandum opinion and order, FCC (1) denied motion of The Mobile TV Corp. for amendment of the hearing designation order to delete the findings that WKRG-TV Inc. is legally qualified and for enlargement of the issues to make inquiry into a possible violation of the Commission's rules and policies of multiple ownership; (2) denied request of Broadcast Bureau Chief for enlargement of the issues to permit inquiry into the details concerning elimination of common ownership between WKRG-TV Inc. and the Mobile Press Register; and (3) granted motion of Mobile TV Corp. that the hearing order be amended to find it legally qualified and to delete issue No. 1 concerning its authority to construct, own and operate a TV station in Mobile, and granted its petition to dismiss its May 8 motion to amend and enlarge the hearing issues or for declaratory ruling. Mobile TV Corp. and WKRG-TV Inc. are in competition for new TV station on vhf Ch. 5 in Mobile. Action July 28.

Rochester, N. Y.—New TV, vhf Ch. 10. By memorandum opinion and order FCC (1) granted petition of April 28 by WHEC Inc. (WHEC) and Veterans Bcstg. Co. (WVET) for reconsideration of Commission action of April 1 in postponing the effective date of grants to them for new TV station to share time on vhf Ch. 10 in Rochester and designating them for hearing; (2) terminated the postponement of the grants and made them effective immediately; (3) denied motion by Federal Bcstg. System (WSAY) for consolidated hearing, and (4) dismissed the proceedings. Comr. Hennock dissented. Action July 27.

Sharon, Pa.—New TV, uhf Ch. 39. FCC dismissed as moot petition of Feb. 2 of Leonard J. Schafitz requesting immediate consideration of his application for new TV station on uhf Ch. 39 and dismissal of competitive application of Sharon Herald Bcstg. Co. Action July 22; announced July 23.

Hornell, N. Y.—New AM, 1420 kc. By memorandum opinion and order denied petition of Aug. 26, 1952 of W. H. Greenhow Co. (WWHG) seeking review of examiner's memorandum opinion and order of Aug. 22 denying WWHG request that the hearing record of the competitive applications for new AM station on 1420 kc be reopened for the introduction of additional evidence. Action July 24.

Albany and Schenectady, N. Y.—New TV stations, uhf Ch. 23 and 35. By memorandum opinion and order, FCC denied petition of July 10 of Western N. Y. Bcstg. Corp. (WABY) directed against Commission action of June 10 in granting applications of Patroon Bcstg. Co. for new TV station on uhf Ch. 23 at Albany and Van Curler Bcstg. Corp, for a new TV station on uhf Ch. 35 at Schenectady. Action July 22; announced July 23.

Routine Roundup . . .

July 23 Decisions

BY COMMISSION EN BANC

WKMI-TV Kalamazoo, Mich.—Howard D. Steere. Is being advised that application (BMPCT-1200) for extension of time to construct TV station to operate on Ch. 36 (BPCT-1382) cannot be granted on basis of present information.

WRAK-TV Williamsport, Pa.—WRAK Inc. Is being advised that application (BMPCT-1167) for extension of time to construct TV station to operate on Ch. 36 (BPCT-521) cannot be granted on basis of present information.

KTVR (TV) Galveston, Texas—Rudman Television Co. Is being advised that application (BMPCT-1186) for extension of time to construct TV station to operate on Ch. 41 (BPCT-1269) cannot be granted on basis of present information.

Denied Petition

WMT, WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. Denied petition requesting cancellation of call letters WMTV assigned to Bartelle Television Corp., Madison, Wis. (over 130 miles away). Commission doesn't see likelihood of confusion.

July 24 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KGAL Lebanon, Ore., Linn County Bcstg. Co.—Mod. CP (BP-8223), which authorized change in frequency, hours of operation and installation of DA-DN, for extension of completion date (BMP-6266).

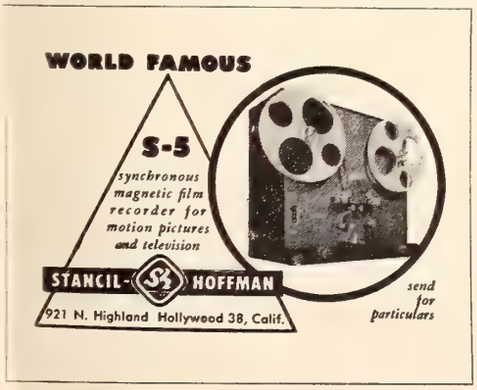
Renewal of License

Following stations request renewal of license: WABB Mobile, Ala., The Mobile Press Register Inc. (BR-2121); KYOS Merced, Calif. (BR-896); KDTH Dubuque, Iowa, Telegraph-Herald (BR-1125); WBNS Columbus, Ohio, Radiohio Inc. (BR-290); KWON Bartlesville, Okla., Bartlesville Bcstg. Co. (BR-1175); KCRC Enid, Okla., Enid Radiophone Co. (BR-465); KMUS Muskogee, Okla., The Eastern Oklahoma Bcstg. Corp. (BR-2047); KSPR Casper, Wyo., Donald Lewis Hathaway (BR-767).

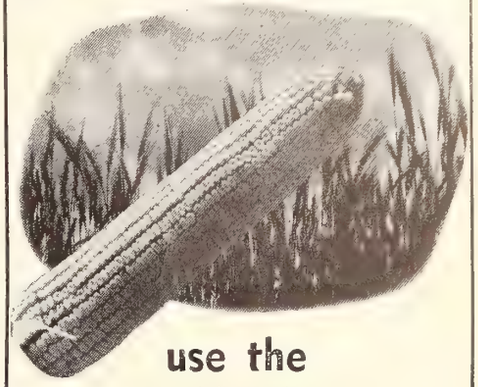
APPLICATION RETURNED

Renewal of License

WMBR Jacksonville, Fla., The Washington Post Co.—Returned application for renewal of broadcast license (BR-438).



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July 27 Applications

ACCEPTED FOR FILING

Remote Control Operation

WTUX Wilmington, Del., Port Frere Bcstg. Co.—Files application for remote control operation of trans. (BRC-128).

Renewal of License

Following stations request renewal of license:

KLPM Minot, N. D., Minot Bcstg. Co. (BR-765); WSPD Toledo, Ohio, Storer Bcstg. Co. (BR-303); KRBC Abilene, Tex., Reporter Bcstg. Co. (BR-895); KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co. (BRCT-92); WSPD-TV Toledo, Storer Bcstg. Co. (BRCT-47); WJQS Jackson, Miss., Mississippi Bcstg. Co. (BR-1891); WMBC Macon, Miss., Mississippi Bcstg. Co. (BR-1491); KOTY (FM) Tacoma, Wash., Tacoma School District No. 10 (BRED-31).

Extension of Completion Date

KFEQ-TV St. Joseph, Mo., KFEQ Inc.—Mod. CP (BPCT-425), as mod., which authorized new TV, for extension of completion date to 10-15-53 (BMPCT-1255).

WIMA-TV Lima, Ohio, Northwestern Ohio Bcstg. Corp.—Mod. CP (BPCT-738), as mod., which authorized new TV, for extension of completion date to 1-21-54 (BMPCT-1259).

WMAC-TV Toledo, Ohio, Midwest TV Co.—Mod. CP (BPCT-1010), as mod., which authorized new TV for extension of completion date (BMPCT-1256).

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Mod. CP (BPCT-896), as mod., which authorized new TV, for extension of completion date to 2-1-54 (BMPCT-1257).

KUSC-TV Los Angeles, U. of Southern Calif., Allan Hancock Foundation—Mod. CP (BPET-14), as mod., which authorized new educational TV, for extension of completion date to 1-28-54 (BMPET-12).

License for CP

WBBM-FM Chicago, Ill., CBS Inc.—License for CP (BPH-1840) which authorized changes in licensed station (BLH-907).

July 28 Decisions

BY BROADCAST BUREAU

Actions Taken July 24

Granted License

WBLE Batesville, Miss., Panola Bcstg. Co.—Granted license for AM; 1290 kc, 1 kw-D (BL-5061).

KVSA McGehee, Ark., Southeast Ark. Bcstrs. Inc.—Granted license for AM; 1220 kc, 1 kw-D (BL-5060).

Modification of CP

WILO Frankfort, Ind., Radio Frankfort—Granted mod. CP for approval of ant., trans. and studio location and change type trans. (BMP-6235).

WFAH Alliance, Ohio, The Review Pub. Co.—Granted mod. CP to change type trans.; conditions (BMP-6262).

WLBN Lebanon, Ky., Lebanon-Springfield Bcstg. Co.—Granted mod. CP for change in type trans. (BMP-6264); condition.

WANA Anniston, Ala., Anniston Radio Co.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.; condition (BMP-6154).

WDBF Delray Beach, Fla., Delray Bcstrs.—Granted mod. CP for approval of ant., trans. location and specify studio location; condition (BMP-6241).

KCHR Charleston, Mo., So. Missouri Bcstg. Co.—Granted mod. CP for approval of ant. and trans. location and change type trans. (BMP-6206).

Extension of Completion Date

Following were granted extension of completion dates as shown:

KFDX-TV Wichita Falls, Tex., to 10-17-53 (BMPCT-1250); WSPN Saratoga Springs, N. Y., to 11-15-53 (BMP-6261); WNRI Woonsocket, R. I., to 3-7-54 (BMP-6257).

Actions Taken July 23

Granted License

WBHP Huntsville, Ala., Wilton Harvey Pollard—Granted license covering change in trans., studio and type trans. (BL-5062).

WGBM Baltimore, Md., Balto. Bcstg. Corp.—Granted license for aux. trans. (BL-5063).

KMAK Fresno, Calif., The McMahan Co.—Granted license for AM; 1340 kc, 250 w-U (BL-5066).

Modification of CP

WTUP Tupelo, Miss., Lee Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans. (BMP-6247).

Granted Remote Operation

WIBB Macon, Ga., The Peach State Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-126).

WYVE Wytheville, Va., Wythe County Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-127).

Extension of Completion Date

Following were granted extension of completion dates as shown:

KNX-FM Los Angeles, to 2-15-54 (BMPH-4834); WMAR-TV Baltimore, to 12-7-53 (BMPCT-1247); WRAK-FM Williamsport, Pa., to 9-13-53 (BMPH-4833); WOI-FM Ames, Iowa, to 1-11-54 (BMPED-266); WHDF Houghton, Mich., to 8-15-53 (BMP-6253).

Actions Taken July 22

Granted CP

WFUL Fulton, Ky., Ken-Tenn Bcstg. Corp.—Granted CP to side mount FM ant. on AM tower (BP-8914).

Granted Authority

KELY Ely, Nev., White Pine Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-125).

Extension of Completion Date

Following were granted mod. CP's for extension of completion dates as shown:

WJTV Jackson, Miss., to 2-12-54 (BMPCT-1244); WARD-TV Johnstown, Pa., to 1-15-54 (BMPCT-1181); KIDO-TV Boise, Ida., to 2-23-54 (BMPCT-1245; WAZL-TV Hazleton, Pa., to 2-28-54 (BMPCT-1246).

Actions Taken July 21

Granted License

KNBR North Platte, Neb., John Townsend—Granted license for AM; 970 kc, 1 kw-D, DA-D (BL-4882).

Granted Authority

WEAU-FM Eau Claire, Wis., Central Bcstg. Co.—Granted authority to operate trans. by remote control (BRCH-40).

KOCA Kilgore, Tex., Radio Station KOCA Inc.—Granted authority to operate trans. by remote control (BRC-110).

Actions Taken July 20

Modification of CP

WAYZ Waynesboro, Pa., Richard Field Lewis Jr.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans.; condition (BMP-6219).

Extension of Completion Date

WBEN-TV & Aux. Buffalo, N. Y., WBEN Inc.—Granted extension of completion date to 2-12-54 (BMPCT-1239 & 1240).

July 28 Applications

ACCEPTED FOR FILING

License for CP

KGPH Flagstaff, Ariz., The Frontier Bcstg. Co. License for CP (BP-8040), which authorized change in frequency, change in power, installation of DA-N, installation of new trans. and make changes in ant. system (BL-5069).

Transmission Authority

John Henry Babcock, San Diego, Calif.—Authority to transmit programs to XEAC Tijuana, Mex., from 2566 Fifth Ave., San Diego. AMENDED to include XERB Rosarito Beach, Mex. (BFP-237 AMENDED).

Extension of Completion Date

KHTV (TV) Baton Rouge, La., Capital Television & Bcstg. Co.—Mod. CP (BPCT-1083), which authorized new TV, for extension of completion date to 2-17-54 (BMPCT-1258).

WITH-TV Baltimore, Md., WITH-TV Inc.—Mod. CP (BPCT-1338), which authorized new TV, for extension of completion date to 12-31-53 (BMPCT-1242).

WKTV (TV) Utica, N. Y., Copper City Bcstg. Corp.—Mod. CP (BPCT-1209), as mod., which authorized change in existing facilities for extension of completion date to 10-12-53 (BMPCT-1260).

July 29 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

KONG Visalia, Calif., Tulare County Bcstg. Co. (BR-1541); WRHC Jacksonville, Fla., Radio Sta-

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tion WRHC Inc. (BR-2506); KVNU Logan, Utah, Cache Valley Bcstg. Co. (BR-992).

Remote Control Operation

Following stations request 301-A, application for remote control operation:

WHOS-FM Decatur, Ala., North Alabama Bcstg. Co. (BRCH-42); WCNB-FM Connersville, Ind., (BRCH-43).

Extension of Completion Date

WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Service Inc.—Mod. CP (BPH-1806) which authorized new FM for extension of completion date (BMPH-4837).

WSLS-FM Roanoak, Va., Shenandoah Life Stations—Mod. CP (BPH-1800), which authorized changes in licensed stations, for extension of completion date (BMPH-4836).

WAVE-TV Louisville, Ky., WAVE Inc.—Mod. CP (BPCT-756), as mod., which authorized changes in existing station, for extension of completion date to 1-11-54 (BMPCT-1261).

KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co.—Mod. CP (BPCT-708), which authorized new TV, for extension of completion date to 10-23-53 (BMPCT-1266).

License for CP

KXLY Spokane, Wash., Symons Bcstg. Co.—License for CP (BPCT-972) which authorized new TV (BLCT-142).

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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Manager, strong on sales and programming. Small city, leading network station, only station in market. Prefer man between 30 and 40. Must have good character and personality. Please furnish full information in first letter to Box 371X, B•T.

Manager who is experienced in managing station doing all colored programming. Station reaching audience of over million colored. Eastern metropolitan market. Must be young, aggressive, with sales exprience. Give complete background and experience with photo in first letter. Reply Box 409X, B•T.

Salesmen

Space salesman for leading trade journal to cover midwestern territory with headquarters in Chicago. Must know radio-television field. Permanent position assured with good starting salary. No commission, but incentive bonuses; also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full details experience (need not be in publication field), past earnings and picture. Box 405X, B•T.

Good opportunity for livewire salesman with midwestern 10,000 watt, clear-channel, network station. Excellent market and ideal working conditions. There is no ceiling on your earnings, and you are assured of an adequate draw against commissions. Send full information concerning yourself—including a recent snapshot if available —to Box 373X, B•T.

This is a sincere offer to a good radio salesman who wants to improve his earnings. If your present sales record qualifies we will guarantee up to $5000 a year against a commission-bonus arrangement, which for the right man has much larger potential. You will be joining successful independent southern station in one of 10 fastest growing markets in America. Station appeals to mass audience and has proven programming pattern. Management has record of satisfied personnel. You must have successful sales record with present employer, preferably independent station. Write giving complete data, including references, billing, recent picture. All answers confidential. Box 385X, B•T.

Salesman. Aggressive man, looking for a good future in an excellent market. Guarantee with ten percent commission on sales. Box 407X, B•T.

Help Wanted—(Cont'd)

Salesman, capable of moving up to commercial manager by proving ability. Salary and commission. Excellent future for right man in east Texas number one market. TV applicant. KGKB, Tyler, Texas.

Wanted: Salesman. Excellent opportunity. One of the fastest growing small markets in Southern Tier. Full time ABC affiliate. Salary plus commissions. Write Gordon Jenkins, WCLI, Corning, New York.

Salesman—Must know selling. Television sales experience not necessary, but radio sales primary requirement. Send resume of background, plus small photo. List present and past earnings. We pay substantial salary plus commission. Air mail full information. James H. Ferguson, Jr., Sales Manager, Springfield Television Broadcasting Corporation, 61 Chestnut Street, Springfield 3, Massachusetts.

Space salesman for leading trade journal to cover southern territory with headquarters in Washington. Must know radio-television field. Permanent position assured with good starting salary. No commission, but incentive bonuses; also pension-retirement plan after five years. Other benefits. About half-time on road. Submit full details, experience (need not be in publication field), past earnings and picture. Box 404X, B•T.

Announcers

All-round experienced announcer. Send resumé. Texas network station. Box 182X, B•T.

Desire football announcer plus staff duties. Tell all. Experience required. Box 196X, B•T.

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Humorous DJ. Fast-paced ad-lib funny comments on records. Jive-talk, actor background, impersonations well-known voices, dialects. Opportunity Ohio station. Single. Box 234X, B•T.

Staff announcer for kilowatt independent, southwest. Experience not necessary, ability is. Pay above average. Box 260X, B•T.

Announcer-chief engineer wanted for Alabama station. Must be good announcer. State salary desired in letter. Box 280X, B•T.

Are you good enough for 50 kw? Midwest metropolitan indie has unusual opportunity for news and music man. Send details and audition to Box 313X, B•T.

Need combo man with emphasis announcing immediately. Offer paid vacation, insurance, hospitalization, pension. Send tape, resume, and starting salary. Box 344X, B•T.

Help Wanted—(Cont'd)

Hillbilly jockey. Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

Announcer. Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

Midwest station will have opening for play-by-play sportsman. Network station in medium sized market. Box 359X, B•T.

Network affiliate in major southwest city of 100,000 wants an experienced announcer with good commercial delivery. Send photo, work-history, salary requirements, first letter. Box 363X, B•T.

Experienced play-by-play man as sports director of the number one sports station in a prominent midwest market. Must have first phone. Other staff duties involved. $375 to start. Reply to Box 367X, B•T.

$85 to start for good morning man with ideas. Must be neat appearing and capable of doing interview and audience participation type of show. Midwest independent with insurance benefits and vacations. Send only picture and details with first letter. We'll call for audition. Box 382X, B•T.

Announcer-disc jockey with personality, record of proven performance to spark afternoon programming on independent station in a metropolitan market. Box 408X, B•T.

Announcer with good voice and some experience for Pennsylvania station. No tapes. Box 414X, B•T.

Experienced announcer for small town independent. Good living conditions. $62.50 per week. Send tape or disc to Manager KALT, Atlanta, Texas.

Good all-round experienced announcer. Heavy on news. Football play-by-play. Send audition tape and details. Auditions will be returned. George Marti, KCLE, Cleburne, Texas.

Immediate opening for good staff announcer. Call or write KCOM, Sioux City, Iowa.

Good staff announcer with some experience for 5 kw NBC affiliates in progressive central Kansas City. Send audition including news and commercial and letter with background, references, marital status, photo and salary requirements to Dick Painter, KVGB, Great Bend, Kansas.

Good, experienced staff announcer wanted by 5 kw CBS affiliate in New England with TV future. Send tape, photo and resume to Lou Rocke, WCAX, Burlington, Vermont.

WGTM. Regional 5000 watt CBS affiliate has staff vacancy for good well-rounded DJ to handle night shift. Wilson, N. C.

Have opening for staff announcer. Typing necessary. State expected salary first letter. Radio Station WRRF, Washington, North Carolina.

Marvelous opportunity for three topnotch announcers. $75 weekly base salary. No limit to earnings for right men. Definite opportunity for management positions. Two weeks vacation with pay, liberal sick leave. Send tapes (7½ feet per second) and resume to WTIM, Taylorville, Illinois.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer diligent and dependable. South Texas city. Box 201X, B•T.

Chief engineer-announcer. Rural eastern station near vacation area. State age, salary expected, and work for last 5 years. Box 322X, B•T.

Recruiting 1st class engineers for new four tower regional in midwest city of 500,000 to begin construction mid-Sept. Write for application. Box 335X, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Our chief engineer leaves soon to build our television station. Accepting replacement applications. Send complete resume and late snapshot to Box 378X, B•T.

50 kw upper midwest station in large metropolitan market needs experienced engineer with ticket. Send details of experience, education, age, etc., to Box 389X, B•T.

SALESMAN WANTED

To the man who has proven himself as a retail time salesman—has overcome all the sins common to personnel in the business—can finance himself to the job, we have a well paying position open. This is a tough, but saleable market. Apply to:—

John R. Livingston, **WPEO**
Peoria, Ill.

Help Wanted—(Cont'd)

Technical

Immediate opening for man with first class license. Contact Herb Nelson, KOKX, Keokuk, Iowa.

Transmitter engineer—no announcing. $1.25 per hour, time-and-a-half for overtime. Write or phone Don Morris, KRIS, Corpus Christi, Texas —4-6354.

Immediate opening. Operator, first class license, 5000 watt CBS. WGTM, Wilson, N. C.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Copywriter. Must be experienced, congenial, sober. Announcing ability desirable, but not necessary. Box 351X, B•T.

Assistant radio director-instructor wanted by one of the best known radio and theatre schools in the east. Man or woman with good general knowledge of radio broadcasting desired. State qualifications, experience, references and salary expected in first letter. Box 357X, B•T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience important. You will earn $3600 a year to start with annual bonus and periodic pay raises, air conditioned offices, health insurance and paid vacations. Write giving complete data and references and samples of your copy. All answers confidential. Box 384X, B•T.

Program director as soon as possible for 250 watt fulltime, doing regional business. Present program director moved to manager of a newly acquired property. It can happen to you if you are a worker. Address replies to Box 415X, B•T.

Have opening for experienced copywriter. 1000 watt, fulltime. Contact Herb Nelson, KOKX, Keokuk, Iowa.

Experienced radio newsman who can gather, write and air local newscast. Send tape and full details first letter. KSRV, Ontario, Oregon.

Need continuity writer at eastern Pennsylvania independent. Permanent position with growing company. Brand-new station, excellent working conditions, good opportunity for advancement. Will train right person. Rush full particulars, age, radio or advertising background, and salary requirements to Manager, WLSH, Lansford, Pa.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

TV personnel wanted. Engineers, girls for camera and production, salesmen—new UHF station south. Address Box 337X, B•T.

Announcers

Announcer with radio or TV background for established VHF television station, large market. Send resume and photo with first letter. Contact Box 321X, B•T.

Technical

New TV station needs technical directors, transmitter supervisor experienced TT5A, maintenance man, video control operators and other technical personnel. Include full details of background and experience. Box 276X, B•T.

Need operating engineers for new middlewest TV. Experience not necessary. College town. Box 416X, B•T.

Production-Programming, Others

Educational TV production center offers a limited number of opportunities for producer-directors. Candidates must have showmanship, television control room experience, plus sensitivity to important subject matter. Box 275X, B•T.

Situations Wanted

Managerial

Let's build bigger billing! Sales manager—for metropolitan market. Presently employed as station sales representative with outstanding sales record. For complete story, wire or write Box 264X, B•T.

Managerial position desired. 4½ years creative local and network production-direction. Married; community conscious, college degrees. Excellent references. Box 305X, B•T.

General manager, 19 years experience. Familiar all phases radio. Excellent references. Radio or TV. Box 336X, B•T.

Situations Wanted—(Cont'd.)

General manager with outstanding record wishes to locate in California, Colorado or adjacent state. Eight years newspaper, twelve years radio. Wife experienced in traffic and women's shows. Reliable, sober family man. Must move west immediately for family reasons. Box 368X, B•T.

Manager, with knowhow. Thoroughly experienced, completing 14 years radio. Successful. Civic-minded. Fine references. Box 380X, B•T.

Attorney with administrative ability, first class license, presently employed as Texas television executive. Box 413X, B•T.

Salesmen

TV-radio representative. National, local sales background plus agency. 6 years direct contact with managers and owners on market, sales analysis. Excellent references. Mid-thirties. Box 338X, B•T.

Salesman-announcer, in 100,000 metropolitan market. Would like to step up. Five years experience. Details return mail. Box 379X, B•T.

Announcers

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 243X, B•T.

Announcer. Light experience. Draft exempt. College graduate. Strong news, sports, DJ, commercials. Available Sept. 1. Box 283X, B•T.

Three years experience, seven years background, for Penna., Conn., Vt., and N. H. Top voice, good delivery. $65 plus & talent or higher base. All inquiries answered in person. Available Sept. 7th. Box 296X, B•T.

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Announcer. Light experience. News, sports, commercials, control board, baseball, football. Athletic background for play-by-play. Draft exempt. Dependable. Available. Travel. References, personals, tape. Box 341X, B•T.

Announcer. Young, for staff opening. Light experience. Reliable. Good potential. Strong news, commercials, sports, control board. Draft exempt. Travel. Resume, tape. Box 342X, B•T.

Announcer-engineer. First phone. Topnotch audio man. Accent on announcing, recording, remotes. Presently employed, but experience light. Prefer mid-Atlantic New England area. Box 343X, B•T.

White announcer who can sell Negro market. Sell, write, air jive snow. Seven years experience. Southeast only. $100 per week minimum. Box 350X, B•T.

Announcer, 26, single. Vet. 3 years experience. Specialize in news. No independents, please. Box 355X, B•T.

Quality and versatility my best references. Six years radio-television. Announcer-actor-singer. B.A. Desire TV future. Box 362X, B•T.

Experienced announcer desires to make a change. Good voice, commercial, news, DJ, personality, married, veteran. Box 370X, B•T.

Announcer-engineer. Copy, remotes, staff, DJ, first phone and repair equipment. 5 years with present net. References. Prefer outside continental U. S. Box 372X, B•T.

Situations Wanted—(Cont'd.)

Announcer-control board operator. Young, sober. Limited experience, third class ticket. Available permanent station staff—news, commercial spots, children's programs, smooth platter man. References, resume, tape. Box 375X, B•T.

Announcer-DJ. Thoroughly trained for all staff duties. Knows music. Can operate board. Strong on disc and interview shows. Photo-disc-resume on request. Box 376X, B•T.

Cheerful, witty morning man. Strong on news. Proven successful record. Seeks job in city of around 400,000. Tape, photo sent promptly. Box 381X, B•T.

Announcer, broadcasting school graduate, wants start in radio. Promotions and public relations experience. Can write. Familiar with control board. Box 394X, B•T.

Need an announcer-control board operator with extra talent? Young; limited experience. For news, commercials, DJ. Musical background; play accordian. Permanent situation. Resume, tape, references. Box 398X, B•T.

Announcer. Strong on play-by-play of all sports; disc jockey, news, interview shows. Hold Writers Guild card. Married, steady. Disc on request. Box 403X, B•T.

Trained announcer and script writer, college grad, wants position in N. J., N. Y., Penna. or Del. station. Box 410 X, B•T.

Announcer. Up-and-coming sportsman desires opportunity anywhere. Can deliver client and listener—getting sportscasts and play-by-play of all major sports. Will double as staff announcer. Box 419X, B•T.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Announcer, producer. Single, young, versatile. New York production experience. Strong news, DJ, special events, sports. Operate station board and remotes. Work anywhere. Allen Browne, 25 Old Colony Drive, Larchmont, N. Y.

Personable, young announcer. Experience: strong news, sports, commercials, DJ. Draft exempt. Steve Gary, 151-10 Jamaica Ave., Jamaica, N. Y.

Announcer. No experience, but willing to learn. Extensive knowledge of music, mostly hillbilly field. Good references. Available within two weeks. Reply to Robert Hanger, 1914 Tenth Avenue, Huntington, West Virginia.

First phone. No experience. Schooling includes TV, radio servicing. Morris Kohrn, % Richter, 934 Myrtle Ave., Brooklyn 6, N. Y.

Staff announcer. Experienced, versatile, reliable. Marty Ladd, 26-11 25th Street, Long Island City 2, New York.

College graduate, liberal arts, B. A. Degree. Age 25, married. July '53 graduate accredited broadcasting school. Trained in all phases of radio and TV. Strong commercial man, good sell on DJ, news, interview. Board work. 6 years MC and singing experience. 10 years experience band business; featured saxist with Tommy Dorsey and Ralph Martire orchestras. Ken Mann, 4734 Kimbark Avenue, Chicago, Illinois. Livingston 8-3077.

World's most widely traveled news analyst, 30, with clear, authoritative delivery seeks agency handling, or offers. Will handle disc show. Dishmon C. Mullins, Creekville, Kentucky.

Continued on next page

YOUR OPPORTUNITY

to get

EXPERIENCED RADIO PERSONNEL

Due to our leaving the air on August 1st, most of our staff will be at liberty through no fault of their own. This is your golden opportunity to acquire experienced radio personnel for your station.

Salesmen, Commercial Manager, Promotion Manager, Engineers/ Chief Engineer, Assistant Chief Engineer, Announcers and personalities.

Those interested in placing these thoroughly experienced people, please write

RADIO STATION WXKW, BOX 951, ALBANY, N. Y.

Situations Wanted—(Cont'd.)

Technical

First phone. Two years experience. Available September 1. Will consider any offer. Box 339X, B•T.

Technician with first phone license, radio manufacturing experience, desires position west or southwest. TV preferred. Box 345X, B•T.

Experienced engineer, all phases AM, wants change. 7 years experience; past five as chief engineer. Can announce. References on request. Box 349X, B•T.

Second phone. Some studio experience. Desires work—studio or transmitter. Box 356X, B•T.

First phone, limited experience. Seeking straight engineering position. Available, single. Box 365X, B•T.

First phone; combo, studio, transmitter. Combo preferred. Experience in recording. Box 388X, B•T.

Attention: Florida stations. Here's 13 years technical experience—broadcast, police, aircraft, chief to 5 kw. Can handle combination. Looking for permanent Florida job. Box 391X, B•T.

Assistant chief looking for square deal. 15 years radio. 8 years broadcasting, 250 to 5 kw. Experienced construction, directional arrays, maintenance, combo, etc. First phone, second telegraph, "A" amateur licenses. TV training; commercial photographer; veteran; married; sober; car. Answer airmail. Box 411X, B•T.

6 years broadcasting. VHF amateur. Desire position AM or TV. Box 417X, B•T.

Engineer, first class, experienced. Some announcing (optional); good maintenance. Available 10th. West or southwest. Walter Hoffman, Box 11, Hollywood, Calif.

Capable engineer-announcer. Experienced. Chet Strachocki, 737 11th St. N.W., Washington, D. C. Phone Metropolitan 8-5255.

Recently licensed first phone man desires work in Virginia or neighboring state. No broadcast experience. Jay Suter, Park View, Harrisonburg, Va.

Production-Programming, Others, etc.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 348X, B•T.

Western states. Available September. Woman's feature director, broadcaster, writer, public relations. Box 364X, B•T.

Family man, 30 years old. College grad with 6 years experience. 2 years announcer, 3 years program director, 1 year salesman. Like small market operation with future leading to manager. Available about Sept. 1. Box 366X, B•T.

Woman's director—can sell to local accounts, carry own show and handle public relations. Disc available. Negro. Box 377X, B•T.

Your girl Friday—all week long. Attractive. Can do airwork, write continuity, handle music library. Box 395X, B•T.

To some program director: Available—newscaster and commercial man. Have experience through Midwestern Broadcasting School. Box 396X, B•T.

Experienced continuity writer. Trained in announcing, controls. Excellent references. Arizona. Raymond Field, 1302 Pershing St., Eau Claire, Wisconsin.

Situations Wanted—(Cont'd.)

Television

Managerial

Managerial position desired by young man, age 35, married, with administrative and legal qualifications, first class license, many years background in radio and communications, presently employed in television. Box 142X, B•T.

Salesmen

Topflight advertising salesman. Energetic, personable. 4 years successful experience. Anxious to sell television. Missouri journalism. Veteran. Relocate. Box 399X, B•T.

Technical

Engineer, first phone, experienced all phases, draft exempt, desires position with TV applicant. West coast preferable. Box 406X, B•T.

Production-Programming, Others

Experienced television director-producer. Ten years radio, theater, news. NBC trained. Box 261X, B•T.

Producing hundred live shows weekly. Creative. Network, independent experience. Employed. Box 311X, B•T.

News man. Three years major radio network newscasting, writing, editing, commentary, production. Desire TV news. Box 383X, B•T.

Top graduate of Television Workshop of New York desires position in television station. Thoroughly trained in studio operations and film editing. Travel anywhere. Veteran. Single. Box 387X, B•T.

For Sale

Muzak franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 361X, B•T.

Stations

250 watt fulltime network. $60,000, terms. No competition. Other radio interests. Southwest. Box 340X, B•T.

West coast; 500 watt daytime. Indie. Exclusive. Only $8,000 down. Box 360X, B•T.

Equipment, etc.

Antennas for sale. Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TF-3B 3-bay super turnstile with pedestal mount tuned channel 3, but tunable to channel 2. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

Raytheon RA-250 250 watt transmitter. Altec 230-B console. Both brand new—never used—in original crates. $3600 for both. KDKD, Clinton, Missouri.

3 kw Westinghouse FM transmitter, complete, in perfect condition, for sale. Also Federal 8 bay square loop antenna (tuned to 102.9 mc). G.E. FM frequency & modulation monitor, and 200 feet of 3⅛" transmission line. We are inclined to accept the highest bid for all four items as located at our transmitter at KFOR-AM-TV, Lincoln, Nebraska.

2 Presto model 64-A 3 speed transcription turntables, never used. 1 Presto model TL-10 tape drive, used once. 1 Stancil-Hoffman minitape playback amplifier, used once. Contact Stan Whitman, Gen. Mgr., KNUJ, New Ulm, Minn.

RCA 250 watt transmitter. Now operating. 1st class condition. Available about Nov. 1. R. R. Cronise, Box 116, Albany, Oregon.

For Sale—(Cont'd.)

Collins FM transmitter with GE modulator monitor, tubes, etc. 250 watts—low hours. Perfect condition, now operating. Make offer. Box 140, Puritan Broadcast Service, Inc., 7 Willow Street, Lynn, Massachusetts.

Wanted to Buy

Stations

Local radio station. Must be bargain. Box 390X. B•T.

Financially responsible party is interested in buying 250 watt independent station in the midwest. Box 392X, B•T.

Equipment, etc.

250 watt standard make AM transmitter no more than 2 years old. Gene Tommerdahl, Chief Engineer, WNVA, Norton, Virginia.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

Wanted!

BETTER SALESMEN

(than we can afford)

But . . .

. . . if *you* need a *healthful* climate . . . high altitude, dry, very cool and most healthful for asthma and other respiratory ailments . . . the country's best climate, not to mention some of the best hunting, fishing and camping country anywhere . . . if you want any or all of that . . . maybe we can afford each other . . . at Raton and Las Vegas, New Mexico (not Nevada).

We need one station manager, one or two commercial managers and possibly additional salesmen. We can't start high, *but* the potential is here for those who can produce.

Above all, we want men who *need* our unexcelled high, dry, healthful climate.

Write:

Ernie Thwaites
KFUN
Box 710
Las Vegas, New Mexico

Announcers

D J

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

Production-Programming, Others

Most unusual opportunity in U. S. for TV COMMERCIAL WRITER to head department. Available in one or two months. Requirements: some experience, a lot of potential, ability and willingness to learn under expert supervision. Starting salary $5000. Potential to $7500 or higher. **This is a position, not a job!** Applicant should be capable of becoming supervisor of advertising and production phases of TV station operation. Receive full details by sending same to **Box 402X, B•T.**

CONFIDENTIAL

top notch radio-television time salesman available now.

Sold $150,000 local TV billing past six months. 30 new accounts local, regional, national direct and agency. Mature family man. Good personality. Financially sound. 12 years AM plus 4 years TV all departments. References. Now employed. Seeking permanent home with future potential commercial-station manager. Reasonable financial requirements. Prefer Eastern seaboard-New England. Available interviews that area. All replies in confidence to Box 418X, B•T.

Help Wanted—(Cont'd.)

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Television

Salesmen

TV SALES OPPORTUNITY IN FABULOUS SOUTHWEST

One of the Southwest's most aggressive and complete VHF operations is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Texas' 5th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unequalled climate. Do not apply unless you want to live in the sunny Southwest. Send application and recent photo.

Dick Watts, General Sales Manager, KROD-TV channel 4, El Paso, Texas

Situations Wanted

Announcers

ALL NIGHT

. . . OR ALL DAY

Record man available November first. No flap-jawed, in-love-with-his-own-voice label-reader, but mature, loyal, salesman with 15 years top all-night, special events, disc jockey and managerial experience. Earnings on present manager-record job over $11,000. Will start for less, but potential must be there. Interested in any size station, in or out of the country. Personal interview arranged. Save us both time if you do not have a top-notch organization that can stand investigation. I can. Write Box 401X, B•T.

Production-Programming, Others

Available September 1. News broadcaster-writer-special events man. Present position liquidated by organizational breakup. Education: M.A. Ten years experience, network and local. News reporting and analysis, commentaries, interviews, documentaries, sports play-by-play. Desire this type work only. Radio or TV. Highest references. Disc or tape, photo and full personal data on request. **Box 397X, B•T.**

Television

PRODUCTION MANAGER

I want a new job with a new TV station, 5 years of New York, television, legit shows, radio. Now employed with largest musical scenic construction firm in U.S. Full knowledge of scenery, special effects, staging and painting. Available two weeks notice. Box 393X, B•T.

APPLICATION RETURNED

Transfer of Control

WISR Butler, Pa., Butler Bcstg. Co.—Involuntary transfer of control of licensee corporation from Sara E. Rosenblum, deceased, to Abe H. Borisky and Union Trust Co. of Butler, co-executors.

July 29 Decisions

ACTIONS ON MOTIONS

By Examiner James D. Cunningham

Chief, Broadcast Bureau—Granted petition to accept late filing of notice of appearance re application of Eugene Television Inc., Eugene, Ore. (Docket 10571).

By Examiner Basil P. Cooper

South Bend Bcstg. Corp., South Bend, Ind., Michiana Telecasting Corp., Notre Dame, Ind.—Continued further hearing now scheduled for July 24 to date to be announced after Commission has opportunity to act on applicants' petitions to amend issues, etc. (Dockets 10534-35).

KTBS Inc., Shreveport, La., International Bcstg. Corp., Shreveport, La.—Scheduled further hearing re applications for new TV stations to be held Aug. 3, 1953, for further clarification of issues after submission by applicants on July 24, of detailed programming proposals (Docket 10476-77).

By Examiner Annie Neal Huntting

Southern Tele. Co. of Baton Rouge Inc., Baton Rouge, La.—Granted petitions only in so far as they seek authority to amend application for TV station (Docket 10551; BPCT-1673), to include certain exhibits; to change amount of existing and new capital and to change answer to Sec. III, item 4, as proposed by amendment of July 3, but not July 15; and that such petitions are denied in so far as they seek authority to amend application in other respects, without prejudice, however, to reconsideration upon the filing within 10 days of petition for reconsideration accompanied by affidavit or affidavits of a person or persons with knowledge of facts therein stated, setting forth information called for in statement setting forth information to be included in affidavits attached to order of this date. Further ordered that any opposition filed by Louisiana Tele. Bcstg. Corp. (Docket 10550), which is based on facts not included in affidavits or which questions accuracy of facts in affidavits (filed by Southern), shall be acompanied by affidavits of persons with knowledge of the facts therein stated which shall set forth the facts upon which it relies to show that good cause does not exist for granting aforesaid motions in respects indicated.

By Examiner Elizabeth C. Smith

Oregon Television Inc., Portland, Ore.—Granted petition to amend TV application (Docket 10246), to show changes resulting from death of Huntington Malarkey, stockholder and director; ordered record reopened and stipulation attached to petition entered into by and between counsel for applicants and for Broadcast Bureau, together with verified statement of executors under will of Malarkey, be received in evidence and made part of hearing record in this proceeding, and that record again be closed.

Oregon Television Inc., Columbia Empire Telecasters Inc., Northwest Tele. & Bcstg. Co., Portland, Ore. — Ordered transcript in proceeding (Dockets 10246, 10247, 10317) corrected in certain respects, effective July 31, 1953, unless opposition thereto is timely filed.

Employment Service

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective service to Employer and Employee

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

By Examiner Herbert Sharfman

Ordered continuance from Aug. 24 to Sept. 14, for initial taking of testimony re applications of Scripps-Howard Radio Inc., et al., applicants for Ch. 10 in Knoxville, Tenn. (Docket 10512 etc.).

By Examiner William G. Butts

Ordered pre-hearing conference to be held on July 30, 1953, on application of Orange Belt Telecasters, San Bernardino, Calif. (Docket 10579), for new TV station, for purpose of considering procedure to be followed in hearing; clarification of issues, etc.

By Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.—Granted petition to amend TV application to make certain changes in ant. gain and rated power (Docket 10517).

Queen City Tele. Co., Inc., Allentown, Pa.—Ordered correction to initial decision released on July 23 to show visual power as 288 kw, aural 144 kw and ant. height of 714 ft. (Docket 10494).

Queen City Tele. Co., Inc., Allentown, Pa.—Granted petition to amend application for TV station (Docket 10494), to supply further financial information.

Alabama Tele. Co., Montgomery, Ala.—Denied motion to amend TV application (Docket 10574) to revise Secs. 1 through V C revise engineering exhibit.

Upcoming Events

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.
Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.
Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.
Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.
Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.
Oct. 1-8: National Newspaper Week.
Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.
Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.
Oct. 18-24: United Nations Week.
Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.
Nov. 17-19: RTMA board meeting, Palmer House, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Streibert of USIA

IN SELECTING Ted Streibert as the new head of the newly-created U. S. Information Agency, President Eisenhower has moved briskly to retrieve for that battered service the prestige the overseas information service must have to be effective. It is his second wise appointment within the month to revitalize the operation, which becomes an independent establishment, responsible directly to the Chief Executive. The first was Leonard F. Erikson, vice president of McCann-Erickson Inc., as director of the Voice of America.

Both are men of stature, coming directly from the business world. Both came up through practical broadcasting—by the American Plan. This is recognition of the indisputable conclusion that the broadcast media are the most potent weapons in reaching the minds of men. They have been eminently successful in selling goods and ideas to America. They will use the same techniques in selling America to an oppressed world.

Ted Streibert was called back from a Government mission by the President. If he hadn't made that trip he probably couldn't have been sold as readily in accepting this call to high public office. But he had seen conditions in Europe at first hand. He knows the job that has to be done.

For two decades, Ted Streibert headed the WOR organization, part of the time doubling in brass as the chairman of Mutual. Before that he served on the faculty of Harvard's famed School of Business Research. He is a top administrator.

It's a tough job. It has been a thankless one for the men who preceded Ted Streibert. Doubtless much of the criticism of erstwhile propaganda activity has been justified. But we feel a sense of satisfaction about the new structure. Ted Streibert has a way of getting things done—well.

Box-Office TV Conundrum

THE PRESSURE now being applied to the campaign for subscription television virtually assures this question being brought to a head soon. It is a question that has not been considered seriously enough, primarily because of preoccupation with other things.

Telecasters will have to decide a lot of subsidiary questions first.

Would subscription television contradict the theory of U. S. broadcasting? Maybe yes; maybe no. As a practical fact radio and television have depended almost exclusively upon advertising for their support, but there is nothing in the law that limits their source of revenue to advertising alone.

Would subscription television endanger the freedom of the air? An argument to the contrary can be made in the example of newspapers and magazines which obtain their revenue from both advertising and circulation fees.

Would subscription programs dilute the effectiveness of television as an advertising medium? Is the public interest, convenience and necessity served if the audience must buy sets and then pay for individual programs? These are only some of the questions.

One sweeping answer has been proposed by Rep. Carl Hinshaw, who has introduced a bill that would classify subscription television as a common carrier and not a broadcasting service. If the bill became law the government could fix rates for such a service.

Some industry attorneys have questioned whether that would be a desirable end. If the government took a firmer grip on that part of the telecasting service which was hooked up to home box-offices, it might encourage it to similar encroachment in the entire telecasting service. There is a serious question as to whether the government should be allowed to do what until now it has never attempted—to limit the sources of revenue available to broadcasting.

Mr. Hinshaw has told B•T that he will insist on hearings on the question at the next session of Congress. In advance of that, it would be well for U. S. telecasters to get their thinking organized.



Drawn for BROADCASTING • TELECASTING by Sid Hix
"Processing this 3-D film is too much for me!"

'Miss Hennock Regrets . . .'

MAYBE you've wondered about those FCC actions which, with monotonous regularity, proclaim: "Commissioner Hennock dissenting." She is seldom joined by any of her colleagues. Most often she simply dissents. On more important cases, she waxes loquacious and issues a *formal* opinion.

Such was the case a week ago last Friday. The FCC majority, recognizing the burden of a one-year license in television, issued a rule-making notice (page-and-a-half long) proposing to extend licenses to the statutory three-year limit, to make them coincide with AM and FM. This is consistent with the administration effort to cut down paper-work for government and licensee alike. The Commission did this on its own motion.

But Madame Comr. Hennock, presumably sensing a golden opportunity to arouse do-gooders, blue-nosers and her beloved educational crusaders, blasted forth with a six-page opinion in which she, in effect, advocates a "Blue Book" on television. She lambasts her colleagues for ignoring the program aspects, and calls for a national conference and a public hearing. She wants licensees called to the carpet, hat in hand, every year, to render an accounting of their programming stewardship.

Where Madame Commissioner finds such authority in the statutes we do not know. The law specifically says that licenses may be issued for three years. That leaves it to the discretion of the Commission. A majority of the Commission has spoken. But Miss Hennock insists upon portraying her role of the "militant opposition."

This is not to argue that all television programming is optimum. But even if it were as bad as Comr. Hennock seems to think it is, it would still be none of the Commission's business. Congress admonished the FCC to keep hands off programs. It's a matter for the stations and their audiences. And the stations have put their best foot forward through the creation of the Code Review Board.

Miss Hennock probably has complained more than any other FCC member about the Commission's "work-load." She says in her latest diatribe that because "of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment [of programs] that we should have made." Then why the protest against reducing that load?

Miss Hennock, because her interests are centered on particular subjects, doesn't find it expedient to attend all FCC meetings. She has the worst attendance record on the Commission. She holds the modern record for dissents. With the three-year TV license, which we regard as just as inevitable as it is desirable, she indubitably will have more time to attend more meetings and write more dissents.

with every Survey

THE "PARADE" *Gets* LONGER AND LONGER





The parade of KMBC-KFRM personalities moving into the top ten most popular daytime shows in Kansas City gets longer with each new Pulse Survey.

The first Kansas City Pulse, (November-December 1952) revealed that KMBC News Director John Farmer, Farm Director Phil Evans and the Dinner Bell Roundup Gang rated in the "top ten." January-February Pulse added Marketcaster Bob Riley, and according to the March-April Pulse, KMBC's Sigma Delta Chi award-winning newsman, Bill Griffith, joined the parade.

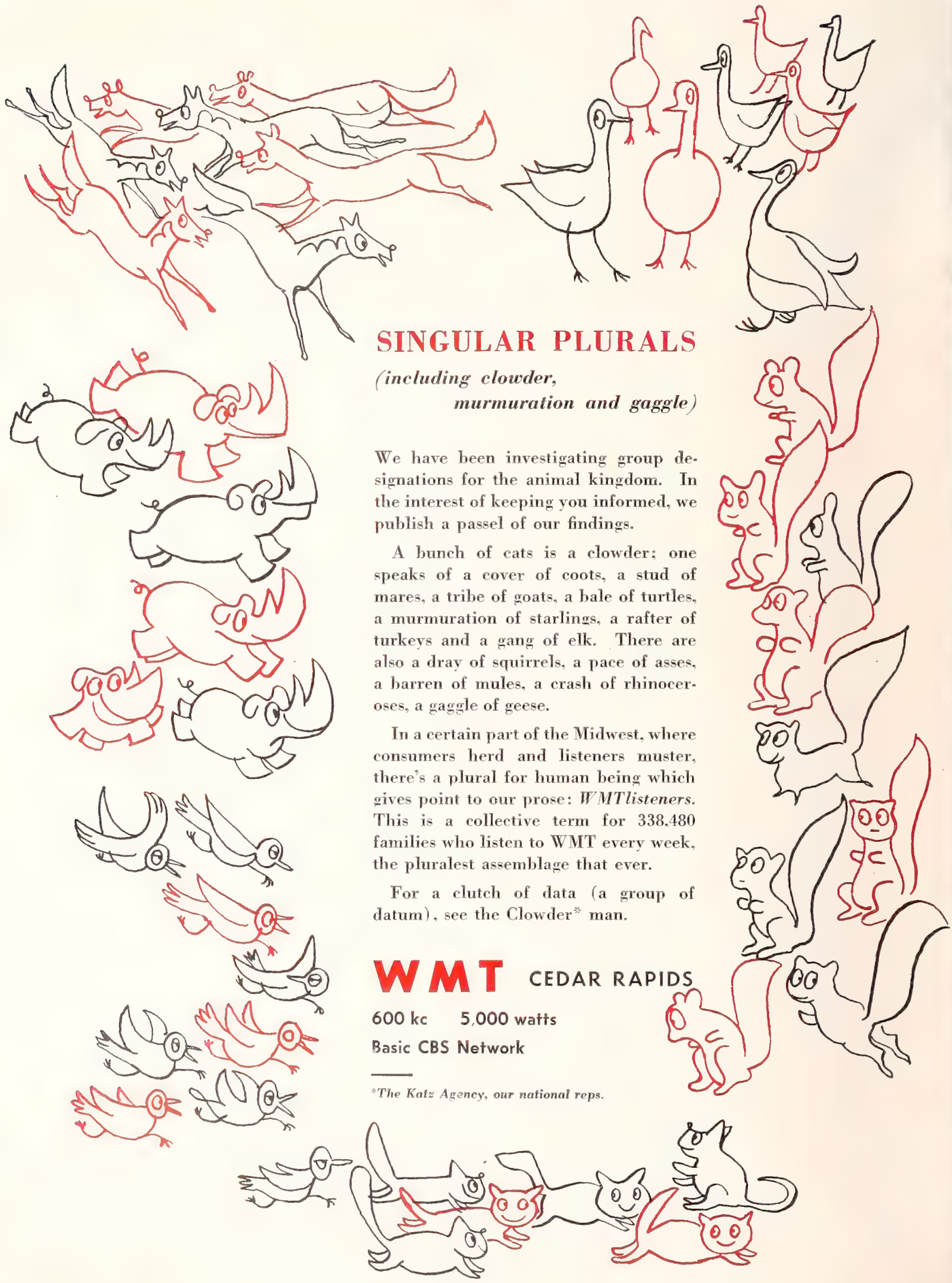
But, there's another parade to The KMBC-KFRM Team. It's the parade of wise advertisers who know the complete story of KMBC-KFRM superiority in the vast Kansas City Primary Trade Area. Write, wire or phone your nearest Free & Peters colonel or The KMBC-KFRM Team, Kansas City, today. Join the parade of advertisers who are selling their products to the people who hear about them on the radio station they listen to most . . .





the KMBC·KFRM Team

CBS RADIO FOR THE HEART OF AMERICA



SINGULAR PLURALS

(including clowder, murmuration and gaggle)

We have been investigating group designations for the animal kingdom. In the interest of keeping you informed, we publish a passel of our findings.

A bunch of cats is a clowder; one speaks of a cover of coots, a stud of mares, a tribe of goats, a bale of turtles, a murmuration of starlings, a rafter of turkeys and a gang of elk. There are also a dray of squirrels, a pace of asses, a barren of mules, a crash of rhinoceroses, a gaggle of geese.

In a certain part of the Midwest, where consumers herd and listeners muster, there's a plural for human being which gives point to our prose: *WMTlisteners.* This is a collective term for 338,480 families who listen to WMT every week, the pluralest assemblage that ever.

For a clutch of data (a group of datum), see the Clowder* man.

WMT CEDAR RAPIDS

600 kc 5,000 watts

Basic CBS Network

**The Katz Agency, our national reps.*

UGUST 10, 1953 35c PER COPY

BROADCASTING TELECASTING

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cription TV Rules
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hedules for Fall
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CC Takes Initial
tion on Color TV
Page 52

Blasts Networks,
Are Unimpressed
Page 62

TURE SECTION
Starts on Page 79

22ND year

THE NEWSWEEKLY OF RADIO AND TV

BALTIMORE
the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅓ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSEN SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

WLS

personalities build

LISTENER LOYALTY



WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JACK HOLDEN

Thousands write to him as if he were owner or manager of WLS . . . and justly, for WLS Senior Announcer Jack Holden has been on the station's announcing staff for 22 years. He has watched WLS grow from 5,000 to 50,000 watts . . . . seen the National Barn Dance mature from a studio show to a theater-packing radio-stage tradition. His voice has been beamed from an airplane and from boats . . . . from a World's Fair and from innumerable state and county events.

Probably no other Midwest radio voice and personality are as well-known and beloved as those of Holden. From years of network experience on the National Barn Dance and the Tom Mix Show, to daily announcing duties on several locally produced WLS shows, he has developed a tremendously loyal listener following . . . . which, after 22 years, has come to accept and believe the things he says—and the products he sells.

Whether it be an announcer or a musician—an agricultural expert or an educational director, WLS personalities have the confidence and loyalty of Midwest listeners. That's why they get results . . . . why they sell goods for WLS advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC · CBS · ABC · DuMont

Lancaster, Pa.

Steinman Station

Clair McCollough, President

actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL | AM TV FM

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

closed circuit®

COLGATE - PALMOLIVE - PEET's Halo permittees for extension of completion deadlines are being held up by FCC pending better explanation for the delays. If CP holders are really digging but just struck rock, FCC sources indicate they will have no trouble getting extension. But it's one period only for the permittee who leans on shovel too long too often.

★ ★ ★

ADDITION of Manny Sacks to NBC's top echelon as vice president and assistant to Gen. Sarnoff has given new vigor to reports, current in last few weeks, that he is being groomed for top-policy post at network. New president, it's expected, will be selected from outside, after first of year.

★ ★ ★

NASHVILLE CBS-TV affiliate will be WSIX-TV, Ch. 8, because of firm basic affiliation contract agreed upon prior to FCC action last week granting Ch. 5 application of WLAC Television Inc., through 50-50 merger worked out with WKDA ownership. WLAC is old-line CBS Radio affiliate while WSIX is ABC. Affiliation situation will be reviewed one year from Aug. 6, date on which CBS signed with WSIX-TV. This is consistent both with FCC affiliation regulations and CBS understanding with WSIX. Both stations expect to be on air within 90 days.

★ ★ ★

NOW it can be told. Preliminary activity which led up to FCC petition by group of four uhf TV grantees for authorization of subscription TV (see story on page 31) took months of work by Hugh N. Boyd, *New Brunswick* (N. J.) *Home News* general manager. Not only did he visit 20-odd station operators and permittees to discuss pay-as-you-see TV, but also he led delegation to see late Sen. Tobey and Sen. Johnson. It's understood they both promised to use their influence to get FCC to act promptly, although both disavowed any intention to go to bat in behalf of subscription TV. It is believed this Capitol Hill visit, reaching ears of Rep. Hinshaw (R-Calif.), prompted him suddenly to introduce bill to make subscription TV and theatre TV common carrier services.

★ ★ ★

COMPLAINT of Station Representatives Assn, through its counsel, James Lawrence Fly, former FCC chairman, protesting network representation of affiliates in national spot field, has been referred to staff for study and comment, particularly with regard to FCC jurisdiction. But new development involving Westinghouse TV station representation may take heat off issue. Reversing trend, Westinghouse is shifting WBZ-TV Boston and WPTZ (TV) Philadelphia from NBC Television Spot Sales to Free & Peters which represents its radio list. Staff, nevertheless, will submit comments in due course and cite whether network representation is becoming "trend."

COLGATE - PALMOLIVE - PEET's Halo shampoo which has been using network supplemented by small spot campaigns for past three years planning broad national spot announcement campaign in radio in more than 150 markets for 52 weeks, with varied frequencies. Sherman & Marquette, N. Y., is agency.

★ ★ ★

NOW THAT FCC has its all-time high budget of $7.4 million (with $1 million-plus earmarked for processing TV), there will be prompt appointments of new "examiner teams" to handle expedited hearings in comparative cases. FCC must select these examiners from either Civil Service eligible list or by transfer from other agencies of government. Both lists are being screened for qualified personnel.

★ ★ ★

DEMOCRATIC National Committee may alert local party members to keep tabs on GOP Congressmen TV programs which Rep. Samuel W. Yorty (D-Calif.) charges are part of Republican campaign to sell recent Air Force appropriations cuts to public (see story, page 54). Local members would demand equal time from station telecasting such program.

★ ★ ★

MORE EMPHASIS on broadcasting and broadcasting people in new U. S. Information Agency can be expected under direction of its new head, Theodore C. Streibert, former WOR-Mutual head, who took oath in President Eisenhower's office last Wednesday. Mr. Streibert, who becomes first information head under new "Sub-cabinet" setup, agreed to take assignment for one year. He'll probably return to radio-TV fold upon completion of his Washington tenure.

★ ★ ★

IMPORTANT decision which awaits newly-installed Director of U. S. Information Agency Theodore C. Streibert is how much money should Voice of America have to operate in fiscal 1954. Congress gave lump sum of $75 million to USIA. That figure must be broken down among USIA media divisions.

★ ★ ★

WORKSHOP and practical operation panels to feature upcoming NARTB district meetings, kicking off at Seattle Sept. 14. Association currently canvassing directors and stations on most-desired topics. Basic four-man NARTB team will make circuit, along with TV specialist to be designated by Television Board. Present policy of board confines high-level industry discussions to annual convention.

★ ★ ★

SOON to be revealed for first time is story of NARTB Television Code enforcement. Proposed draft of document, with detailed account of industry's voluntary effort to keep video ethics on above-reproach level, now ready for scrutiny by TV directors.

IN THIS ISSUE

LEAD STORY

Is pay-see TV the salvation of uhf stations? Four uhf grantees think so, and ask FCC to consider it soon. *Page 31.*

ADVERTISERS & AGENCIES

In a rush of fall activity 19 advertisers plan network or spot schedules. *Page 32.*

NETWORKS

CBS Inc. and subsidiaries had record net earnings of $4 million for the half-year. *Page 40.*

GOVERNMENT

FCC takes initial action on NTSC color TV standards in its Notice of Proposed Rule Making and calls for comments on the compatible system. *Page 52.*

Congress went home without getting a chance to act on South Dakota broadcaster Bob Dean's bid for FCC membership. Although "cleared" by the GOP National Committee and the Senate Commerce Committee, the green light didn't come from the White House. *Page 54.*

As far as the radio-TV field is concerned, it wasn't a "do-nothing" Congress the past session. Some highlights were on color and educational TV, baseball broadcasts, NARBA, a new Senate Commerce Committee chairman, McCarthy "recording" bill, radio-TV coverage of Congress, and box office TV. *Page 56.*

Ted Streibert takes over as head of the U. S. Information Agency. *Page 58.*

STATIONS

In a second move against the networks, Station Representatives Assn. declares NBC's "Tandem" and CBS' "Power" plans give the advertiser less for his money than do spots. *Page 62.*

Plough Inc. (WMPS Memphis) buys Marshall Field's WJJD Chicago for $900,000. *Page 68.*

Group headed by J. Elroy McCaw buys Crosley's WINS New York for $450,000 plus accounts receivable. *Page 70.*

FEATURES

Tips to the novice film buyer. *Page 82.*

Tips to the novice film producer. *Page 83.*

Editing feature film. *Page 88.*

Re-runs can be profitable. *Page 89.*

UPCOMING

Aug. 10-12: Radio Parts & Equipment Shows Board Meeting, Dixville Notch, N. H.

Aug. 29-21: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters Convention, Malaspino Hotel, Nanaimo.

(For other Upcomings, see page 125)

GOING FAST!

IN JUST 10 DAYS THESE FINE STATIONS SIGNED FOR THIS GREAT SHOW, *5 HOURS PER WEEK!*

BOSTON **WHDH** 50 K.W. - IND.	DETROIT **CKLW** 50 K.W. - MBS	ST. LOUIS **KSD** 5 K.W. - NBC
MEMPHIS **WMC** 5 K.W. - NBC	DAYTON **WING** 5 K.W. - ABC	MIAMI **WKAT** 5 K.W. - MBS
DALLAS-FT. WORTH **WFAA** 5 K.W. - ABC	HOUSTON **KXYL** 5 K.W. - ABC	BURLINGTON, VT. **WCAX** 5 K.W. - CBS

WNOW, York, Pennsylvania
1000 W. - IND

WLAK, Lakeland, Florida
1000 W. - NBC

WHYL, Carlisle, Penna.
1000 W. - IND

WHOS, Decatur, Alabama
1000 W. - IND

WIKC, Bogalusa, Louisiana
250 W. - NBC

WCSI, Columbus, Indiana
250 W. - IND

KCHA, Charles City, Iowa
250 W. - IND

WPLA, Plant City, Florida
250 W. - IND

WEVA, Emporia, Virginia
250 W. - IND

KJFI, Webster City, Iowa
250 W. - IND

WDOV, Dover, Delaware
1000 W. - IND

WTWN, St. Johnsbury, Vt.
250 W. - IND

KSIM, Sikeston, Missouri
250 W. - IND

KAYL, Storm Lake, Iowa
250 W. - IND

WKBZ, Muskegon, Michigan
1000 W. - ABC

KRDO, Colo. Springs, Colo.
250 W. - IND

KBLO, Hot Springs, Ark.
1000 W. - IND

KFJI, Klamath Falls, Ore.
5000 W. - MBS

WHOK, Lancaster, Ohio
500 W. - IND

WCRS, Greenwood, So. Car.
250 W. - NBC

WBRN, Big Rapids, Michigan
500 W. - IND

WHUN, Huntington, Penna.
250 W. - IND

WOBT, Rhinelander, Wisc.
250 W. - MBS

NEW CONTRACTS ARE POURING IN DAILY . . .
HURRY! HURRY! WRITE, WIRE OR PHONE TODAY!
YOUR MARKET MAY BE SOLD TOMORROW!

The progra



ning you need . . . . from ZIV!



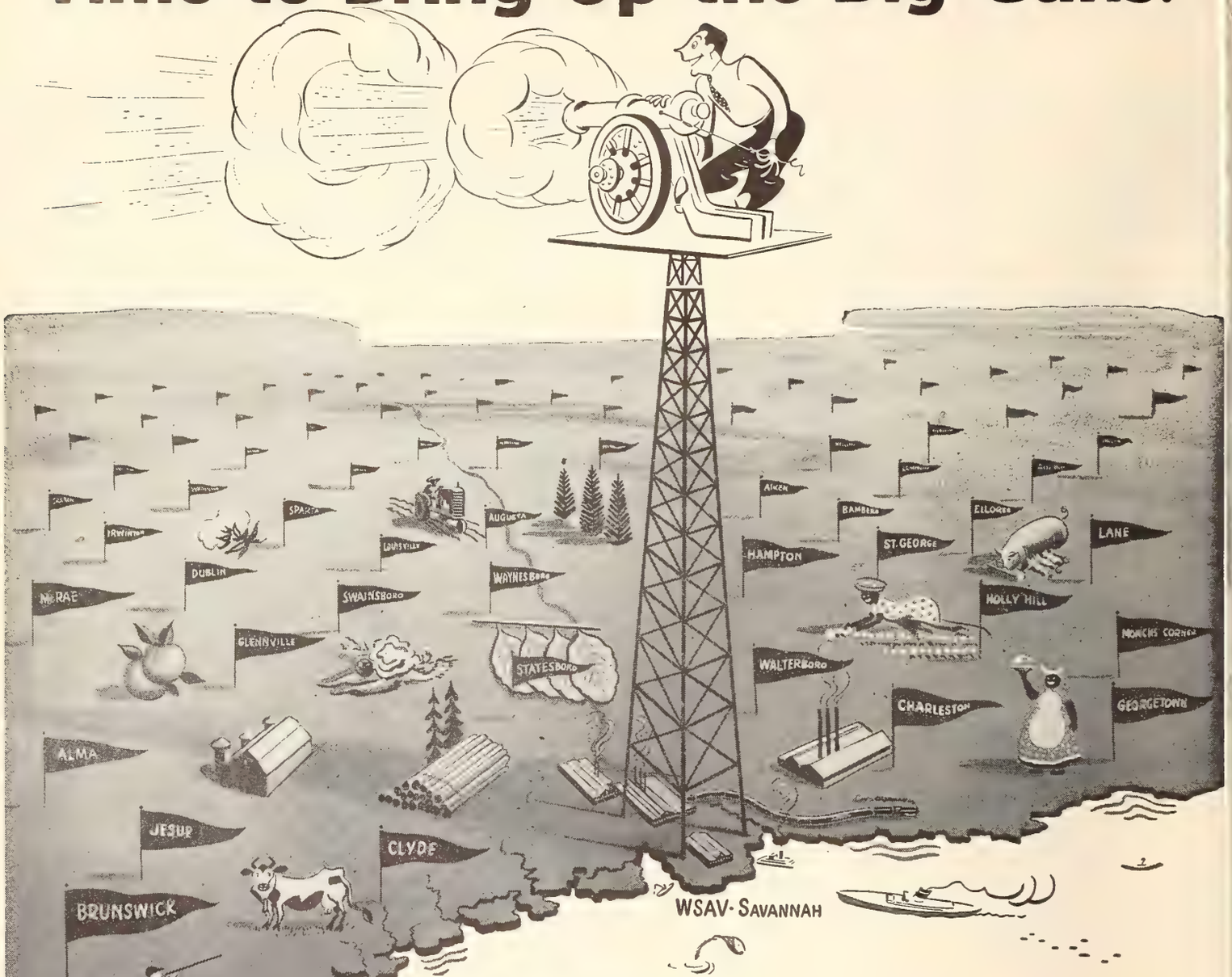
OUR of STARS"

RCHESTRAS AND SINGING STARS!

FULL OF ONE MINUTE SPOTS
AND CHAIN-BREAKS
THAT MEAN DOLLARS
POURING IN YOUR STATION!

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

Time to Bring Up the Big Guns!



This fall buying resistance isn't going to tumble to any pop gun strategy. If you want to sell, you'd better buy a big market and a big medium. . . .

For instance, the Savannah Seaboard Market . . . 79 rich counties in three states, better than half a billion in retail sales . . . For instance, WSAV at long-range 630 kc which booms out to more homes, more people than any other medium in the market.

Want proof? Ask any Blair man for a look at S.A.M. or the latest Pulse. WSAV can bulls-eye your sales story with the power and persuasion you need to sell the important Savannah Seaboard Market.



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Sacks Made NBC V.P., Will Assist Sarnoff

EMANUEL SACKS, now staff vice president of RCA, has been elected to serve also as staff vice president of NBC, Brig. Sen. David Sarnoff, board chairman of both RCA and NBC, was to announce today (Monday). Mr. Sacks also will continue his duties as vice president and general manager of RCA Victor record department.



Mr. Sacks

At N B C, Mr. Sacks will function as assistant to Gen. Sarnoff and also will assist various divisions of NBC in talent activities, as well as in other area.

Mr. Sacks joined RCA Feb. 1, 1950, as director of artists relations for RCA Victor Division and NBC. On Dec. 1 that year he was named staff vice president of RCA and on Jan. 5, 1953, he became general manager of RCA Victor record department.

Before coming to RCA, he had been for nearly 10 years with Columbia Records Inc., CBS subsidiary. He is credited in entertainment circles as largely responsible for persuading Jack Benny and other top talent to switch from NBC to CBS in late '40's. Earlier, he had been for seven years with Music Corp. of America.

This is latest and highest-level appointment in reorganization of NBC, which has seen resignation of President Frank White because of illness and return toward unintegrated operations of radio and television (see CLOSED CIRCUIT, page 9).

RETMA Urges Removal Of TV Receiver Tax

REMOVAL of the 10% excise tax on TV receivers urged Friday by Glen McDaniel, president of Radio-Electronics-Television Mfrs. Assn. in statement to House Ways & Means Committee, currently studying national tax structure. Industry is willing to give its fair share of revenue under manufacturers levy applying to all types of consumer products, he said. In addition he sought special consideration to exemption of color TV sets under traditional withholding of taxes temporarily from new products and industries.

Present TV set tax is "both inequitable and inexpedient," Mr. McDaniel told committee. He cited important industry contributions to national defense and said RETMA members object to "being singled out as one of a relatively small number of industries to bear sizeable excise burden." He asked how TV levy can be defended when there is no tax on ornamental lamps and decorative furniture, for example. He referred to difficulty and cost of administering TV tax.

Urging passage of bill (HR 6314) introduced by Rep. Richard M. Simpson (R-Pa.) to remove tax on parts and components of radio and TV sets other than tubes, Mr. McDaniel said, "Clearly, it is not the intent of Congress that consumers alter their purchasing habits or that the nation forego tax revenues because consumers do so. Would it not be both more equitable and more expedient to levy excises in a manner that permits of no escape and involves no discrimination—by placing a moderate tax on virtually all products?"

Theatre TV Gets Fight

PRESENTATION of Rocky Marciano-Roland La Starza heavyweight championship fight from New York's Polo Grounds Sept. 24 exclusively on closed-circuit theatre television announced by James D. Morris, president of International Boxing Club, and Nathan L. Halpern, president of Theatre Network Television. Neither home television nor radio will carry bout. Following areas will be blacked out for TNT's presentation: New York City metropolitan area, Boston, Brockton, Lynn, Providence and immediate vicinities.

Mr. Halpern told B•T Friday number of theatres carrying event will exceed 50 which presented Marciano-Walcott fight in September 1952. Admission price reportedly will be $2 to $3, depending on locality.

CBS-TV Adds 1, Drops 3

CBS-TV has signed basic affiliation contract with WHEC-TV—WVET-TV Rochester, N. Y., joint licensees for vhf Ch. 10 due on air about Dec. 1. Network also announced that, due to new affiliates and improved coverage, affiliation agreements with KPTV (TV) Portland, Ore., WDAF-TV Kansas City and KBTV (TV) Denver have been cancelled. Termination dates of these CBS-TV affiliations are Jan. 23, 1954, for KPTV, Aug. 2, 1953, for WDAF-TV and Nov. 1, 1953, for KBTV.

'RED' CHARGE ON KYA COSTS HEAVY DAMAGES

SLANDER damages of $55,125 against KYA San Francisco, H. G. Fernhead, station's general manager, and James Tarantino, KYA commentator and Hollywood gossip magazine publisher, awarded California school teacher late Thursday by San Francisco Superior Court jury. Fern Bruner, high school instructor in San Lorenzo, had asked $100,123 damages for defamation, claiming that she was not "reported commie or communist sympathizer" as alleged by Mr. Tarantino in radio program aired over KYA. Jury's verdict was $55,000 special punitive damages with KYA and Mr. Tarantino each paying $25,000, Mr. Fernhead paying $5,000, plus $123 for out of pocket costs and $2 other damages. Trial ran 18 days.

• BUSINESS BRIEFLY

SPOTS FOR 'DIGEST' • *Reader's Digest* through BBDO, N. Y., preparing spot announcement campaign to start in September using seven to ten days before publication date in about 20 markets. In addition television spot campaign also to be used with details still to be worked out.

RAILROADS NAME AGENCY • Eastern Railroad Presidents' Conference, N. Y., to Donahue & Coe Inc., N. Y. Account executive, Walter Weir, plans to use radio, newspaper and magazine advertising.

CHESTERFIELD ON MBS • Liggett & Myers Tobacco Co., N. Y. (Chesterfield cigarettes), to sponsor Perry Como three times weekly (7:45-8 p.m.) starting Aug. 31 on MBS. Contract, placed by Cunningham & Walsh, N. Y., is for 52 weeks.

PALL MALL EXPANDS • American Cigarette & Cigar Co., N. Y. (Pall Mall), increasing its radio spot announcement campaign in eight states starting late in August. Increased frequencies and new stations are being added. This is in addition to firm's network radio and television programs. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

RADIO SPOTS FOR COAL • For sixth consecutive year, Delaware, Lackawanna & Delaware Coal Co., N. Y. (Blue coal), is placing seasonal fall radio-only spot announcement campaign in 26 markets, starting late September for 13 weeks.

OXYDOL, DREFT BUY • Procter & Gamble Co., Cincinnati, through Dancer-Fitzgerald-Sample, N. Y., planning radio spot campaign for Oxydol and TV schedule for Dreft, effective mid-October.

DRENE CAMPAIGN • Procter & Gamble Co. preparing radio-TV spot announcement campaign for Drene in 30 markets, starting Sept. 7 for 52 weeks. Agency: Compton Adv., N. Y.

American Dairy on Radio-TV

AMERICAN DAIRY ASSN. will sponsor Bob Hope radio show on full NBC network Fridays, 8:30 p.m. EST, starting Sept. 25, and 15-minute Tuesday-Thursday segments of Bob Crosby TV program on CBS-TV (about 50 stations) 3:45 p.m. EST, starting Sept. 22, Lester J. Will, association's general manager, will announce today (Monday). Firm will advertise dairy products, with both shows originating on West Coast. Contracts placed through Campbell-Mithun Inc., Minneapolis-Chicago (see early story, page 33).

Foley Expands Into Film

GEORGE F. FOLEY announced Friday opening of Hollywood offices with Kinsley F. Horton, former Pacific Coast sales manager of CBS, as vice president in charge. It also was announced that company, which heretofore has specialized in production of radio and TV programs, has entered film syndication field, with Maurice E. McMurray, sales supervisor of Foley, as head of new unit.

75% of the time...San Antonio's KEYL TV Ch. 5 has the MOST audience*

CBS • ABC • DuMONT

*JUNE PULSE

- At night, from 6:00 to 11:00 P. M., KEYL ranks first in 88 quarter hours . . . to 51 for the second station.
- During the day, Monday through Friday, KEYL ranks first in 166 quarter hours . . . to 34 for the second station.
- During the day, Saturday and Sunday, KEYL ranks first in 39 quarter hours . . . to 4 for the second station.
- Throughout the day and night, including all time any station is on the air, KEYL ranks first in 326 quarter hours . . . to 98 for the second station.

A STORER STATION

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street . . .
or in Chicago, call Bob Wood, 230 North Michigan Avenue.
National Representatives - Katz Agency

at deadline

WNDR Asks FCC Delay License Renewal Hearing

WNDR Syracuse asked FCC Friday to postpone indefinitely hearing scheduled Sept. 9 on station's license renewal and transfer applications, pending Commission consideration of petition seeking renewal and transfer without hearing. FCC posed issues concerning discontinuance of WNDR-FM and Oct. 1948 contract for management and option to buy by group headed by Martin Karig, former principal owner of WWSC Glens Falls, N. Y. Karig group seeks to buy for $200,000.

WNDR regretted failure to formally surrender WNDR-FM after destruction of tower in 1950 hurricane, but denied allegations of illegal transfer of control to management group, pointing out October 1948 contract was filed with FCC along with all subsequent changes and relevent facts and no question has been raised until now. WNDR cited $400,000 loss of owners and ability of management group to put station on profitable basis with increase in local programming.

WNDR has law suit pending against Samuel Newhouse interests (WSYR-AM-FM-TV, *Syracuse Post Standard* and *Herald Journal*) charging conspiracy to put station out of business after refusing to sell to Mr. Newhouse at early date. Station told FCC its renewal hearing "has been unduly publicized by the Newhouse newspapers in Syracuse for the purpose of further embarrassing and damaging WNDR."

KWEM Turns In TV CP, Unable to Get Site

FAILURE to secure adequate TV site is reason given by KWEM-TV Memphis, Tenn., upon surrendering permit for uhf Ch. 48 to FCC Friday. KWEM Inc., which holds permit to move KWEM from West Memphis, Ark., to Memphis, Tenn., wanted to construct new facility housing both AM studios and TV transmitter-studios, but did not wish to delay AM improvement because of TV site problem.

Wilmington TV Sought

APPLICATION for new TV station on uhf Ch. 29 at Wilmington, N. C., filed with FCC Friday by Wilmington TV Corp., owned 25% each by O. C. Tucker and Glenn M. Tucker, real estate; A. L. Wheeler, Washington attorney, and Milton Hammer, TV producer of *Washington Spotlight*.

New AM for Oklahoma

FINAL decision granting new AM station at Anadarko, Okla., to J. D. Allen tr/as Caddo Bcstg. Co. announced by FCC Friday. Facilities approved are 500 w daytime on 1250 kc. Ruling denied competitive bid of Lawton-Ft. Sill Bcstg. Co. for 1 kw day, 500 w night on 1250 kc at Lawton, Okla.

WILS-TV Joins DuMont

WILS-TV Lansing, Mich., uhf Ch. 54, due on air Sept. 15, has signed affiliation contract with DuMont TV network as secondary outlet.

'BAIT' COMPLAINTS DROP

COMPLAINTS to FCC about radio-TV bait advertising of vacuum cleaners, sewing machines and similar products have fallen off markedly in past few months, Commission source acknowledged Friday. Drop was noted after story in May 4 B•T—which reported FCC and Federal Trade Commission concern over growing bait advertising problem—and after subsequent adoption by state broadcaster associations of anti-bait advertising resolutions.

FTC Hits Bait Ads For Hearing Aids

BAIT advertising of hearing aids is declared "unfair" in trade practice rules promulgated for hearing aid industry Friday by Federal Trade Commission which, along with FCC, also has indicated concern over bait ads on radio-TV for vacuum cleaners and sewing machines [B•T, May 4]. FTC already has cited several cleaner and sewing machine firms and FCC is studying consumer complaints about stations carrying such ads. New FTC rule for hearing aid industry provides:

Rule 3 (a) It is an unfair trade practice for any industry member to advertise a particular model or kind of hearing aid for sale when purchasers or prospective purchasers responding to such advertisement cannot purchase the advertised model or kind from the industry member and the purpose of the advertisement is to obtain prospects for the sale of a different model or kind of hearing aid than that advertised.

Wolverton Wants FCC To O. K. Color Sept. 8

HOPE that FCC will be able to wrap up compatible, NTSC color TV standards by Sept. 8—date Commission set as deadline for comments in its Notice of Proposed Rule Making (see story on page 52)—expressed Friday by Rep. Charles A. Wolverton (R-N. J.), chairman of House Commerce Committee which held hearings on multihued television last March-April. Expressing his "gratification" at FCC's step, Rep. Wolverton added he hopes "at that time [Sept. 8] the Commission will be able to dispense with further proceedings."

KCJB-TV Target Early '54

JOHN W. BOLER, president of KCJB-TV Minot, N. D., which was granted vhf Ch. 4 at Valley City, N. D., about 30 miles east of Jamestown (see story page 54), predicted Friday that target date will "be early 1954, dependent upon how much construction can be accomplished before snow flies." There have been no negotiations with networks, Mr. Boler said, "and I do not expect the question of affiliation will be settled before I go to New York in September." He "expects that station representative will be Weed Television."

KARM to Bolling

KARM Fresno, Calif., has appointed Bolling Co. as representative, effective Sept. 1, 1953.

PEOPLE

LESLIE HARRIS, former director of radio-TV, Colgate-Palmolive-Peet Co., to Bernard Schubert Productions, N. Y., in partnership capacity.

HOWARD KANY, director of news for CBS-TV in Washington, named temporary manager of CBS-TV news and CBS Newsfilm Dept. in New York. He fills vacancies caused by death of **EDWARD C. (Ned) BUDDY** and resignation of **FRANCIS N. (Fritz) LITTLEJOHN,** who joins ABC-TV Sept. 1 as director of news, special events and public affairs [B•T, Aug. 3].

DONALD A. DAVIS, vice president in charge of radio and television, Jaffe Agency, Hollywood talent firm, to Rockhill Productions, N. Y., radio and TV producing firm, as general sales manager in charge of creative development of properties. **TED HUDES,** independent radio-TV producer, to Rockhill as director of press and public relations.

JAMES S. MacVICKAR, account executive, Benton & Bowles, to Kenyon & Eckhardt, N. Y., as account executive.

BERT SOMSON, former sales director at United Film & Recording Studios, joins motion picture-TV division of Kling Studios Inc., Chicago, as account executive.

DuMont Reorganizes Advertising Set-Up

JACOB H. RUITER Jr., former technical advertising manager of Allen B. DuMont Labs, named manager of public relations Friday, in reorganization of DuMont advertising and public relations. Move eliminated DuMont advertising division, making product advertising responsibility of individual advertising managers of company's various divisions. Public relations, institutional advertising and coordination of technical advertising of several divisions will now be handled by public relations department.

NARTB Groups to Meet

THREE NARTB groups to hold meetings during September. Public Events Committee, which is looking into freedom of access to radio-TV coverage of legislative, civic and other events, meets Sept. 18-19 at Waldorf-Astoria, New York. Radio Standards of Practice Committee, engaged in revision of broadcast code, meets Sept. 20-21 at same site. NARTB TV Code Review Board planning Sept. 11-12 session.

Grant Agency Convenes

IMPACT of television in foreign countries explored by representatives of Grant Advertising Inc., convening in Chicago from branch offices throughout world. Representation includes 23 executives from foreign countries and eight from continental U. S. Agency organization, policy and progress reviewed. Convention continues through Aug. 14.

WKOL-TV Names Taylor

WKOL-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.

Colton Company Moves

LIONEL COLTON, N. Y., radio station representative, has moved to new offices in Hotel Shelton, Lexington Ave. at 49th St., New York 17. Telephone: Eldorado 5-7609.



It takes an old hand to have a



In radio programming, an old hand we are. For CBS Radio programs have won what almost amounts to permanent possession of Nielsen's top places.

And a green thumb we've got too. For many of the Top Ten winners have started their climb in a CBS Radio Studio. Like *Arthur Godfrey Time. Talent Scouts. Our Miss Brooks. Suspense. Yours Truly, Johnny Dollar.*

Now, CBS Radio has developed some of the most promising new properties in years. And we've planted them in our schedule this summer, so that by fall, you'll have gathered a big loyal bunch of followers. Pick the variety that goes with your budget:

THE JOHNNY MERCER SHOW *(Monday thru Friday evenings, 7:15 to 7:45 EDT)* Interviews, stories and music by a personality who knows—and has written—more songs than almost anybody around.

21ST PRECINCT *(Tuesday evenings, 9:30 to 10 EDT)* The daily drama—based on actual events—that unfolds before a precinct captain in a typical New York City station-house.

ROGERS OF THE GAZETTE *(Wednesday evenings, 9:30 to 10 EDT)* Will Rogers, Jr., leading the amusing and rewarding life of anyone who edits a small-town weekly.

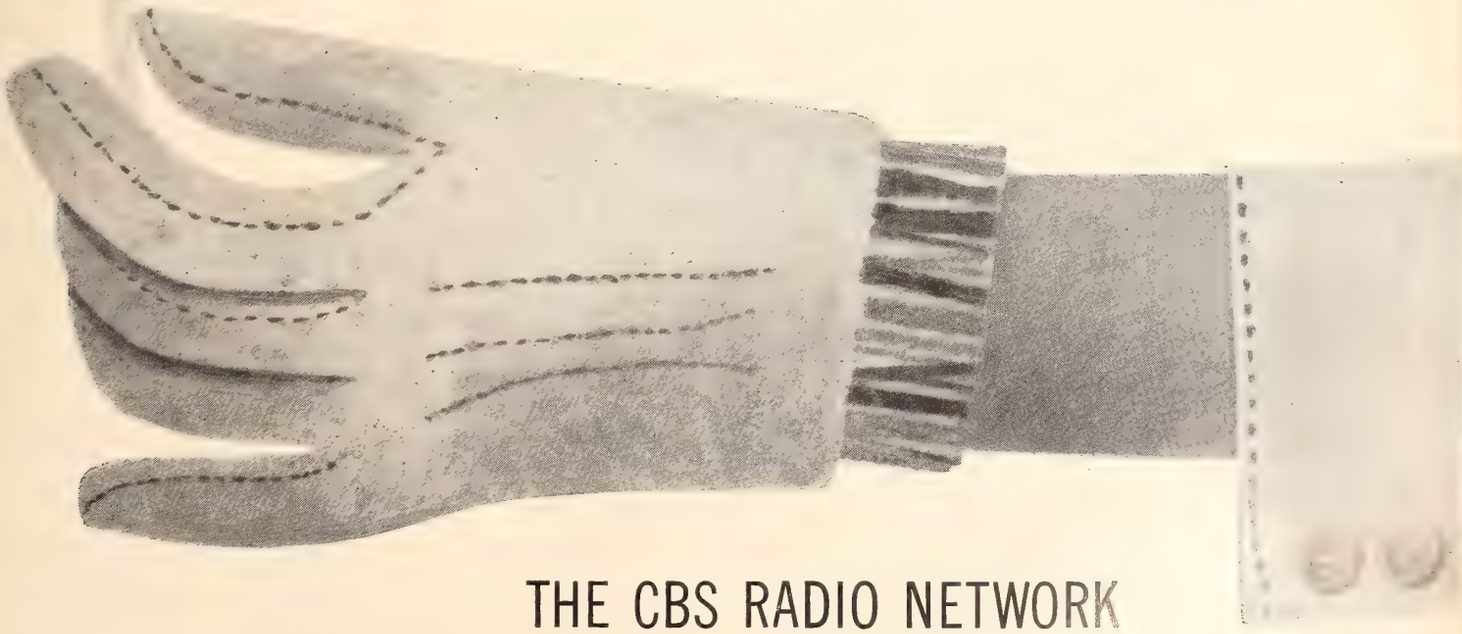
CRIME CLASSICS *(Monday evenings, 8 to 8:30 EDT)* Dramas in documentary style that reconstruct the most famous criminal stories of every land and of every time.

STAGE STRUCK *(Hour-length, scheduled for September)* The romance that is Theatre, told through interviews and biographies, re-enacted play scenes, and eavesdrop auditions.

You can listen to them grow... *where America listens most.*



green thumb



THE CBS RADIO NETWORK

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5



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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Things have changed in ARKANSAS, too!



From one-room schools to Fulbright scholars . . . from "one-crop" farms to a booming economy—Arkansas is getting its share of the South's new progress and wealth. One example: *Effective Buying Income per family is up 195.1% over ten years ago*!*

There's been a big change in Arkansas radio, too. You can now cover almost *all* the State with 50,000-watt KTHS from Little Rock—now CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS offers *primary* daytime coverage of more than a million people—secondary, interference-free daytime coverage of more than 3¼ million people, including practically all of Arkansas (and 387,409 radio homes in six adjacent states)!

Ask your Branham man for all the KTHS facts, *today.*

---

*Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS



It Takes Plenty

EVER WATCH TUGS pushing and pulling a huge liner into her dock? It takes enough tugs to do the right kind of a job.

Good representation requires enough salesmen in relation to the number of stations represented. This makes it possible for each station to get its full share of attention and not be lost in a long list crowd.

Our company has an extremely high ratio of manpower per station represented. Because of this we are able to concentrate our attention on the particular qualities, advantages and programs of each station — and then devote to each the necessary selling time to produce the maximum amount of business. Our stations are sold "individually." That is what we mean by "Personalized Representation." It takes plenty of manpower.

If you think this kind of concentrated effort would take you out of a crowd — ask us what we can do for you.



"Queen Elizabeth". Photograph courtesy of Cunard Steamship Co., Ltd. and Moran Towing and Transportation Co., Inc.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

A MARKET IS NO RICHER THAN ITS PEOPLE



The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 families in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write

WHAM for a copy of the new WHAM-land Market Analysis

50,000 watt—clear channel

WHAM

ROCHESTER RADIO CITY

The Stromberg Carlson Station

AM-FM ★ NBC Affiliate

Geo P. Hollingbery Co., Nat'l Rep

OOPS, IT'S DAISY

Network: NBC-TV.
Time: Wed., 8:30-9 p.m. EDT (Air Audition, 8/5).
Creator, Producer and Director: Frank Tashlin.
Writers: Robert Riley Crutcher and Frank Tashlin.
Stars: Helen Halpin and Mary Costa.

NBC-TV gave viewers a crack at picking their own television entertainment last Wednesday night when it requested comments on an air audition of *Oops, It's Daisy*, a new comedy series starring Helen Halpin and Mary Costa.

The pilot film of the new series filled the introductory bill nicely in giving viewers an idea of the sort of thing they may expect from *Oops, It's Daisy* should the show join the ranks of TV regulars. Those watching the Aug. 5 telecast met Pam, a charming, pretty and relatively sensible blond, and Daisy, her disenchanted, not-so-pretty, irrational roommate who has a facility for getting into comic situations which will provide the series with story material. Rover, their dog, filled the audience in on details about his apartment-mates by doubling as narrator on the initial telecast.

Supporting roles on the show are the girls' next-door neighbors, a patterned couple — he the traditionally henpecked husband and she the rolling-pin wielding type constantly threatening to return to mother. The first show concerned itself with the confusion that resulted when the dominating wife misunderstood a conversation between her husband and Daisy and concluded that her spouse was being led astray by that "weird girl in the next apartment."

The initial telecast was a well coordinated production. It was on film, a definite advantage in situation comedy where timing is all important. Both Miss Halpin and Miss Costa seem entirely capable of handling their roles well as do the supporting players.

The bothersome note in *Oops, It's Daisy* is its obvious resemblance to an already established series of the same type, *My Friend Irma*. The situation on the new series' first telecast was not as funny as some that have been seen on *My Friend, Irma*, nor were the characters as broad. The feeling that it all had happened before was very definitely there.

Pam is a modified version of the Jane Stacy role in the *Irma* series. There is not as much comedy in the characterization as there is in Jane's. But she lives and must cope with an Irma-type and hence a parallel between the two can be drawn. Daisy bears a greater resemblance to a rational human being than Irma does. Her intellectual shortcomings are not as exaggerated and therefore she is not as funny. But she and Irma have a common trait. Through no apparent fault of their own, both Irma and Daisy are always in the midst of situations that are all the more amusing for their attempts to solve them.

★ ★ ★

THE REVLON MIRROR

Network: NBC-TV.
Time: Tues., 8-8:30 p.m. EDT.
Play Reviewed 8/4: "White Night."
Star: Joan McCracken.
Director: Daniel Petrie.
Producers: Dorothy Mathews and Donald Davis.
Sponsor: Revlon.

A MIXED-up little opus titled "White Night" was the Aug. 4 offering on *The Revlon Mirror*, a weekly summer drama series on NBC-TV. T scriptwriters *will* persist in avoiding dramat simplicity like the Bubonic Plague. Despite tl obvious limitations that a half hour progra such as this one presents, too often the ma behind the pen complicates his story line thoroughly that the outcome really tells r story at all. In fact it more closely resembles scanty outline for a three-hour TV play such things were in existence. Dabbling wit plots, sub-plots and more sub-plots in a 3 minute framework is the shortest possible rou to a TV dead-end.

So it was with "White Night." The play wa adapted from James Ramsey Ullman's book short stories called "The Island of the Blu Macaws." Basically the plot dealt with th shattered romance of a young dancer. It wa related by a cab driver who had picked u her and her amour one snowy evening. E route, the relationship was terminated by th young man, who also happened to be the youn lady's dancing partner. Frustrations were gene ally complicated because in addition to th emotional problems that his exodus had create the girl was also out of a job. The cabbie, wh had no small share of difficulties himself, gav out with some folksy encouragement that h felt set the girl on the right road again. Flash backs were used to incorporate incidents in th past that had a bearing on the present as i affected both cab driver, his momentary dance friend, and their respective headaches.

Dancer Plays Dancer

Joan McCracken, a dancer by profession played the young dancer in "White Night." Bu the casting director should have had a bette reason than that for assigning the part to her Miss McCracken has had a fair amount o success in musical theatre in the past few years She dances very well but she is not an actress Warren Stevens who portrayed the hackie gave an equally unmotivated performance.

Admittedly they were working with a poo script. It is a stiff assignment for any actor to make lifeless dialogue believable. This was the problem that confronted both Miss McCracken and Mr. Stevens. Conviction was entirely lacking in their attempts to solve it.

Direction was no help to the story nor to the actors involved. It plodded along at a slow pace in spite of the material that was to be covered in a short time. Most of the play was set in the interior of a cab, an economical move to be sure, but hardly one which leaves room for any imaginative staging.

Revlon, the cosmetic firm which sponsors the show, is showing the "bop" influence in its commercials, a definite departure for a firm whose sales messages are usually of a more sophisticated nature. Revlon's new lipstick and nail polish bearing the timely title "Crazy Pink," were plugged with proper vocal inflections by Robin Chandler.

★ ★ ★

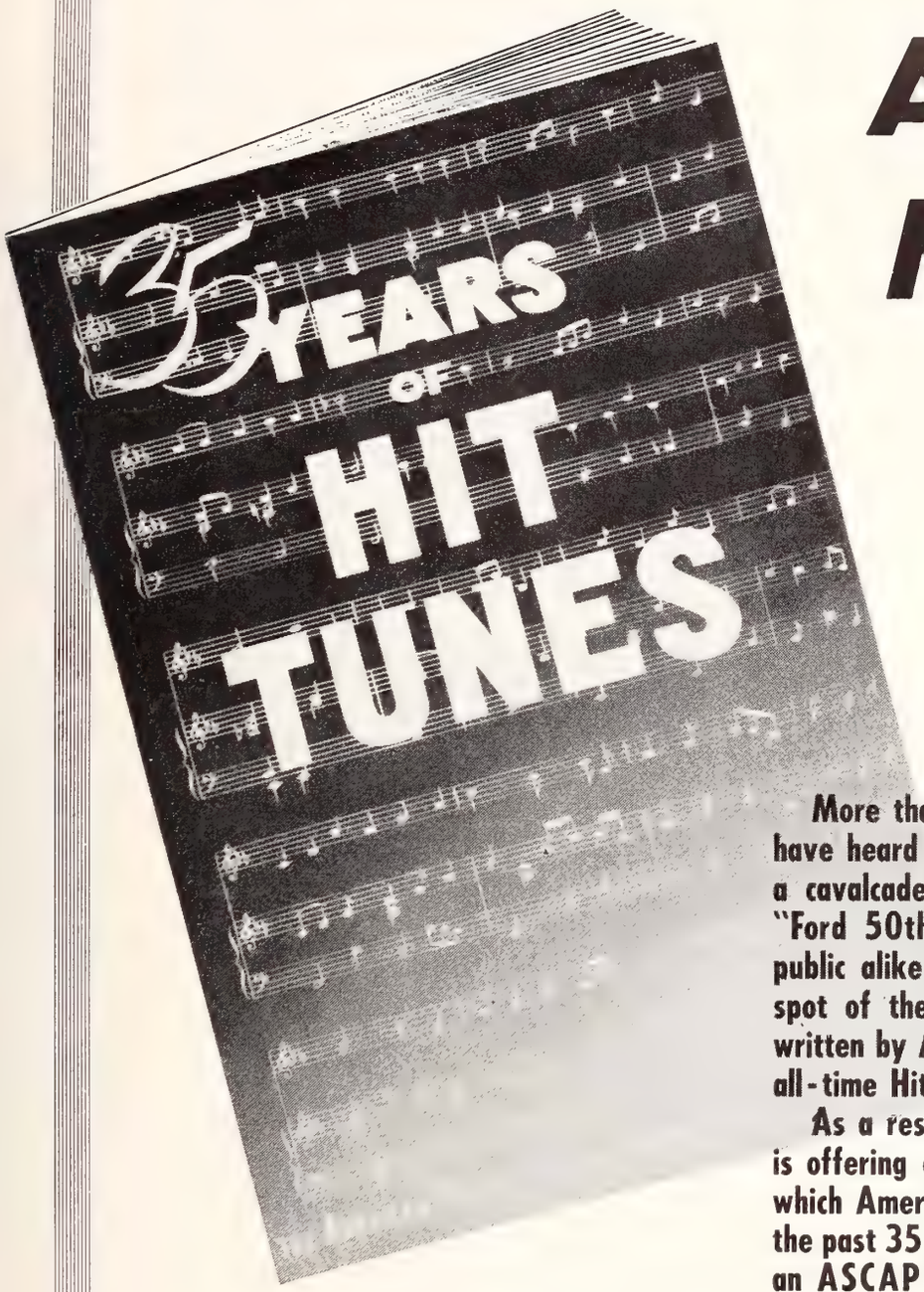
BOOKS

RADIO-TELEVISION BIBLIOGRAPHY, edited by Burton Paulu. National Assn. of Educational Broadcasters, Urbana, Ill. 129 pp.

THIS study is a revision of a previous NAEB bibliography published in 1950, and, according to its editor, lists most of the books and articles on non-technical radio and television subjects published between January 1, 1949, and June 30, 1952. Mr. Paulu is vice president of the NAEB and manager of KUOM Minneapolis, U. of Minnesota station.

THE AMERICAN PUBLIC CHOOSES

ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.



High-gain VHF antenna

—with a 50-kw rating!

It delivers up to 316 kw ERP— with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

It provides null fill-in

With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system

Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system, enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*



This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

RCA 50-kw Superturnstiles to fit your need

Sections	Channel	Type No.
12	2 and 3	TF-12AL
12	4 to 6	TF-12AM
12	7 to 13	TF-12AH
6	2 and 3	TF-6AL
6	4 to 6	TF-6BM

Specially matched Styroflex line

No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position —even when line is coiled.

Complete VHF Antenna Accessories

RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

Remember

RCA makes five different types of high-gain 50-kw antennas for VHF. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—*tailored specifically for your VHF channel, power, and service area.* Play it safe. Let your RCA Broadcast Sales Representative help plan your TV antenna system.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

OPEN MIKE

Also Bullish About B•T

EDITOR:

McCann-Erickson ought to pay display rates for the beautiful presentation of our story on radio ["Why McCann-Erickson Is Bullish About Radio," B•T, July 27] . . . I only hope that our enthusiasm as publicly expressed in your fine publication helps to stir up even more business for radio whose rumored demise has, in the words of Mark Twain, been grossly exaggerated.

Hendrik Booraem Jr.
Vice President
McCann-Erickson
New York

Feeding and Footage

EDITOR:

Are reprints available of the following two articles in your July 13 issue?

"The Care and Feeding of TV Film Unions."
"Stock Footage. How to Use It."

If so, we would like to have 20 copies of each . . .

Ken Pottle
Knox Reeves Advertising
Minneapolis

War or Peace

EDITOR:

Why plug the movies? In glancing over the article of July 20 by Mr. Willard E. Walbridge in your publication, I found myself a little nonplussed and a bit perturbed. O.K. I am on the opposite side of the fence. I am a plug man . . . I know that motion pictures are buying a good deal of time in Los Angeles on television. If a war were to start between motion pictures and television at the present time it would gain nothing but trouble and any thinking person knows this.

So movies got panicky and now movies see the light . . . Movies are better than ever and the truth is television has made them so. The first steps are being taken now in the cooperation of television and movies. If Mr. Walbridge's suggestions were really taken at their face value, this steady cooperation, which is just coming after five years, would be set back another five years . . .

The plug goes both ways. You know every time you see a TV screen in a motion picture set, it is a plug for TV . . . Movies are now preparing to open up their vaults and give the television industry the movies they have been asking for all of these five long years . . . If television decides to wage war on movies, then the movies, being proud, will have to retaliate by taking all revenue and cooperation from television . . .

Barry Leon Brussel
Publicity Creations
Los Angeles

Longest Marathon?

EDITOR:

I want to stake a claim on the world's record for a marathon. I noticed in the July 20 issue of B•T that WBRW Welch, W. Va., claims 85 hours as a world's record for a marathon.

I can more than double that. I often wondered why very little publicity, if any, got back to the States about this anyway. Up until the middle of March, this year, I was the station manager of Gypsy (that's the station's call name) of the American Forces Korea Network, serving the fighting forces in Korea.

Here's the background on the show. The network, nine stations in all, decided to run a marathon to collect money for the March of Dimes. This money was collected from the guys who were fighting and dying over there. For us at Gypsy, the marathon started at 6 a.m. Saturday, Jan. 17, 1953. We ran one continuous marathon until 10 p.m. Sunday, Jan. 25, 1953. With a little figuring, you can see that this was a total of 208 hours of nothing but records played for the price of donation to the March of Dimes. We at Gypsy collected a total of $14,880. . . .

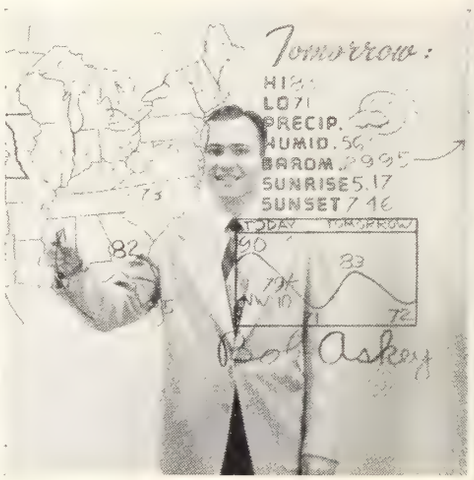
Jim Graves
WRBL Columbus, Ga.

Through the Looking-Glass

EDITOR:

We read with interest the story about weather on video [B•T, July 20] and [KOTV (TV)] Tulsa's transparent map.

KFRO-TV, on the air since May 31, uses a plate-glass four square feet in area, and our weatherman does it the hard way. He writes backwards. We feel that our map has an advantage over Tulsa's backward scanned map: the weatherman may hold sponsors' printed signs—and the lettering is correct for the viewer.



We understand there are other transparent weather maps. Is this true?

Bon Spearman
Sales Promotion Manager
KFOR-AM-TV
Lincoln, Neb.

The Roanoke Story

EDITOR:

In my opinion you did an outstanding job of factual reporting on the Roanoke uhf-vhf situation [B•T, July 13].

I appreciate your complete understanding of our attitude and the fact that you made such a valued effort to get truly factual information.

James H. Moore
Exec. Vice Pres.
WSLS-AM-FM-TV
Roanoke, Va.

Yag's Bag

EDITOR:

Perhaps the "Rhombic Record" (OPEN MIKE, July 20) won't look so good compared to the record of my Yag's antenna. I've verified 25 stations and have seen over 40 . . .

William Moser
National Radio Club
Uniontown, Pa.



LET'S FIGHT...

Let's fight for markets; for sales; for product identification! Let's forget those years when a salesman's duties were to take orders, and to file his expense account before the Friday deadline . . . settle down to a struggle to win the public's acclaim — sales for your products. You'll need a competitive force to send those sales-graphs up these days. Aggressive, *independent* salesmen that have won through in the face of adversity before — hold their position on merit alone.

There's just such a force waiting for your, "Okay men, let's go to work!" . . . America's leading ***INDEPENDENT RADIO STATIONS!***

THESE ARE THE LEADING FIGHTERS IN THEIR MARKETS . . .

KLAN — Seattle, Washington
KFMJ — Tulsa, Oklahoma
WACE — Springfield, Mass.
KSON — San Diego, California
WCUE — Akron, Ohio
WIKY — Evansville, Indiana
WKDA — Nashville, Tennessee
KXL — Portland, Oregon
WMIN — St. Paul, Minnesota
KYA — San Francisco, California
KSTN — Stockton, California
WNEB — Worcester, Mass.
CKY — Winnipeg, Manitoba, Canada
KNUZ — Houston, Texas
KMYR — Denver, Colorado
WXLW — Indianapolis, Indiana
WKYW — Louisville, Kentucky
WBOK — New Orleans, La.
KITE — San Antonio, Texas
KREM — Spokane, Washington
WOLF — Syracuse, New York
KEAR — San Mateo, California
WAVZ — New Haven, Conn.
WDOK — Cleveland, Ohio
WCOP — Boston, Mass.
KCBC — Des Moines, Iowa
WJXN — Jackson, Mississippi
WMIL — Milwaukee, Wisconsin
KOWH — Omaha, Nebraska
KSTL — St. Louis, Missouri
CKNW — Vancouver, B. C., Canada
KBYE — Oklahoma City, Okla.
KWBB — Wichita, Kansas

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS



NOW SERVING OVER
217,900* TV HOMES
IN OKLAHOMA!

*June 1, 1953

WKY-TV
Channel 4
OKLAHOMA CITY

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

our respects

to WARD LOUIS QUAAL



WHEN the 1935 Northern Michigan oratorical contest for high school students was settled, the winner was a junior in the Ishpeming school, Ward Quaal. That competition convinced the school's drama and voice teacher his pupil should use his talent professionally. The pupil has just been elected vice president and assistant general manager of Crosley Broadcasting Corp.

Ward Quaal went to Marquette, 15 miles away, and got a job at WDMJ during his senior year. This satisfied his youthful yearning for voice experience and provided $17.50 a week toward a college education. He rose at 4:30 every morning to handle a milk route, attended classes all day and then drove the family car to Marquette where he announced until 11 p.m.—quite a schedule for a 17-year-old youth (he was born April 7, 1919).

Aided by an occasional transcribed half-hour show and some standby time, he managed to supplement his midnight-4:30 slumber period with studio catnaps. After graduation he continued his milk route and announcing until U. of Michigan classes started in September.

The first thing Freshman Quaal did at the university was land a job at WJR Detroit where he soon was handling a number of commercial and sustaining shows, moderating a youth forum and announcing sports. On the side he fed microphones at the old WJLB Detroit and WCAR Pontiac, still finding ample time to get his AB in radio-speech and economics with non-credit law courses for good measure, and to serve as a part-time instructor.

During Easter vacation in 1941 he auditioned with a dozen others for a job at WGN Chicago. He went to work June 9, getting a short leave to take part in commencement exercises June 23. At WGN he handled special events, sports and general announcing, all the while working slowly toward the business side.

In 1943 he received a call from Uncle Sam and reported to the Navy as an ensign assigned to Atlantic fleet communications. Before the end of the war he was in charge of a large Navy radio installation at Norfolk, Va.

During his war service he had courted Dorothy Jane Graham, an Ohio girl who had been chosen "Queen of Air Hostesses" flying into Washington. As soon as his tour at sea ended he married Miss Graham.

Back at WGN in 1945 he was named special assistant to Frank P. Schreiber, station manager, completing a long-planned transition to the business side of radio. Here he was deep in the special problems of clear-channel radio stations as well as the newer trials of TV as WGN added a visual operation in 1948. He built several new programs for clear-channel stations, took part in Clear Channel Broadcasting Service activities and helped build a strong WGN farm department. He took law courses at Northwestern U. at night.

When Victor A. Sholis left the directorship of CCBS in 1949 to manage the WHAS operations in Louisville, Mr. Quaal was the logical successor. Soon he was directing CCBS from Washington headquarters. In this role he was closely associated with the late Louis G. Caldwell, counsel for CCBS, and joined the ranks of industry admirers who knew and appreciated the genius of this radio pioneer. With Mr. Caldwell literally day and night—for a considerable period he lived in the Caldwell home, a gathering place for broadcasters—he acquired a general knowledge of administrative law.

At CCBS Mr. Quaal attended the 1949 NARBA sessions at Montreal and the 1950 sessions at Havana and Washington, acquiring close familiarity with international broadcasting. He expanded CCBS engineering and program service to member stations and covered the 1952 political conventions.

Following outbreak of the war he was appointed by President Truman to the President's Broadcast Advisory Council. He served as a member of the Citizens Committee on the Hoover Report assigned to the agricultural committee task force.

Just a year ago, when Dwight Martin left the Crosley radio organization to join the General Tire radio-TV interests, Mr. Quaal was named as his successor. Headquartering at Cincinnati, he has been active in direction of the entire group of Crosley radio, TV and international shortwave stations.

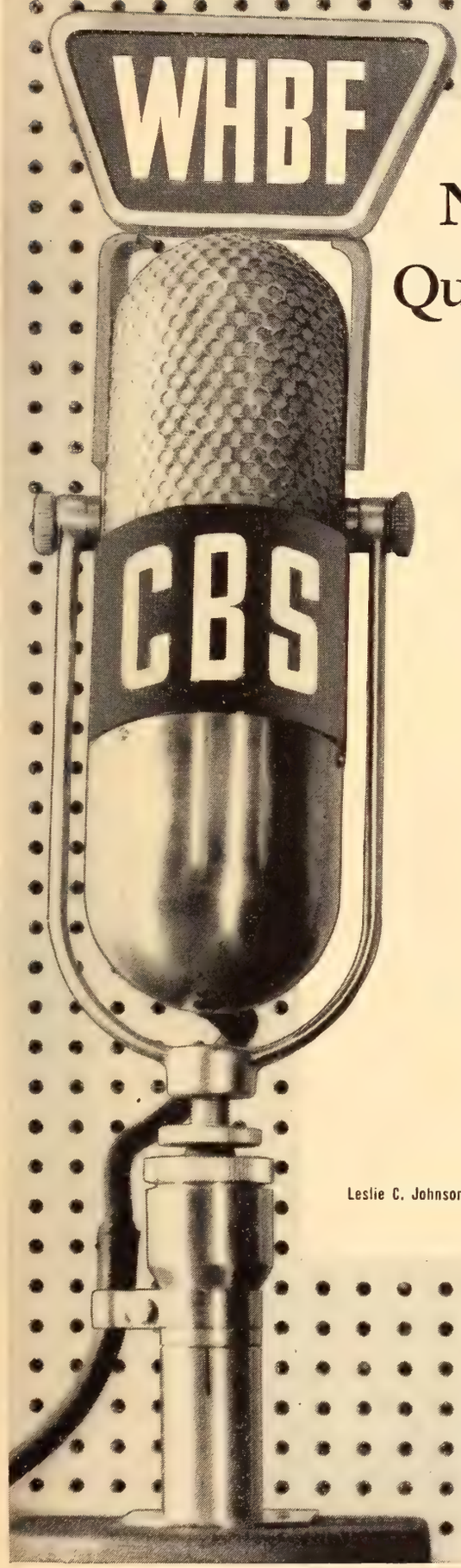
Promotion of Mr. Quaal to the post of vice president and assistant general manager of the Crosley group was announced July 15 by James D. Shouse, board chairman, and Robert E. Dunville, president [B•T, July 20].

In his year at Cincinnati Mr. Quaal has become active in community affairs, including University Club, Cincinnati Executives Assn., Cincinnati Country Club and Cuvier Press Club.

The Quaals have a 5-year-old boy, Graham. At his suburban home he finds an outlet for two hobbies, landscape gardening and photography.

A firm believer in radio, Mr. Quaal believes the medium's impact on rural and smalltown America has never been greater. He summarizes his views this way:

"Advertisers realize now that they can get more out of their dollars through radio than through any other medium. When the radio industry truly appreciates its greatness and begins to scrap the false rating formulas which precipitated the downfall of network radio and hurt all broadcasters, we will be on a much stronger footing for the future.



Now the Strongest Quad-City Radio Team WHBF and CBS

On July 1st, WHBF, the Quad-Cities' *favorite*, joined CBS the nation's *favorite* in a radio affiliation which augurs well for radio listeners in the Quad-City metropolitan area of a quarter million people.

Thus WHBF radio (5 KW full time on 1270 kc) now 28 years old in the service of the Quad-Cities, *marches on* in its steady growth . . . and *strengthens* its position to provide this area with the finest in radio programming and service.

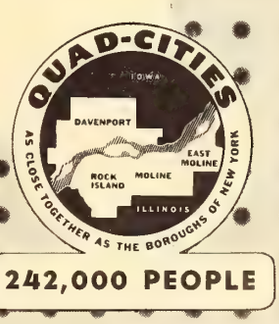
WHBF began operations in 1925 as a 100-watter. Present ownership took over in 1932. The station then had a staff of six people. Today, WHBF serves this area with AM and FM radio plus television on Channel 4. With a staff of 75 people the station is located in its own building . . . enjoys a *fine reputation* as a community service institution . . . and is one of the Quad-Cities *respected* business organizations. This reputation extends into the industry field as well.

Advertisers, local and national, know WHBF as a stable operation with *sound, honest* and *constructive* policies—reflecting the good business philosophy of its affiliate, the 102-year-old Rock Island Argus.

So today, *more than ever*, WHBF radio is a necessary 'must' on the list of many aggressive advertisers who sell *profitably* to the 242,200 people of the Quad-Cities . . . and to the additional thousands in the trading area adjacent to this *important* midwest market.

Avery-Knodel, Representatives

Leslie C. Johnson—V.P. and Gen. Mgr.—Telco Bldg., Rock Island, Ill.



242,000 PEOPLE

AND SO, Tomorrow





An armistice has been signed in Korea for which we are all duly grateful . . . let's hope this becomes an augury of permanent peace.

Many differences in editorial opinion have been expressed about what has been a grim guerilla action, but regardless of divergent views, out of the war itself one phase emerges sharp and clear . . . it is that despite the limitations placed upon air power in Korea it was proved again that air supremacy and its importance to the cause of freedom are inestimable.

Of our various fighting planes as such, it may be simply acknowledged that our aircraft industry as a whole has produced aircraft to the various needs of combat which have well and effectively done the job for which they were designed.

On the job itself, the men who commanded the Air Force and the pilots who flew the Republic F-84 Thunderjet have told us that the F-84 in fact and deed, firmly established its right to the name by which it became affectionately known—the workhorse of the air.

The fighter-bomber's role as an interdictor did as much as any other single weapon to keep the Chinese hordes off the back of our ground troops. No single vehicle of defense played a more effective part in throttling enemy supply lines at the source. The Thunderjet slugged it out at hilltop level, completed its manifold missions and brought its pilots home, though often incredibly mauled itself. General Curtis E. LeMay, Commanding General of the Strategic Air Command, comments that "without the F-84 the history of our effort in Korea might have been different."

This belief is further stressed by Lt. General Frank F. Everest, a former Commander of the 5th Air Force, who affirms the tactical value of Republic Thunderjets with the simple exposition that "the F-84 which comprised 40% of the fighter-bomber strength in Korea, was responsible for 60% of the damage inflicted on the enemy."

No amplification is needed beyond the authenticated box score compiled from official statistics of the United States Air Force.

BOX SCORE (Destroyed and Damaged)★

200,807 BUILDINGS	4,846 GUN POSITIONS
2,317 VEHICLES	167 TANKS
10,673 RAIL CUTS	259 LOCOMOTIVES
3,996 RAIL CARS	588 BRIDGES

221,798 FLIGHT HOURS

★ Official Statistics, U. S. Air Force, as of June 1, 1953

And so what lies ahead? Out of Korea we have again learned the lesson that air power is peace power and the airplane has again demonstrated that air supremacy is a vital factor in the economy of those who would remain free.

Presently more than four thousand F-84 Thunderjets have been delivered and are in operation with our U. S. Air Force squadrons abroad and at home . . . more than a thousand of them in the squadrons of our allies in nine countries of the North Atlantic Treaty Organization.

The newest member in this dynasty of rugged fighter fame . . . the new **F-84F THUNDERSTREAK** . . . is now coming off the line and will be delivered to these allied forces in increasing numbers. The Thunderstreak's longer range, greater fire power and faster speeds will offer added assistance in the preservation of peace the world around.

REPUBLIC AVIATION

FARMINGDALE, LONG ISLAND, N. Y.

Makers of the Mighty Thunderbolt · Thunderjet · Thunderstreak · XF-91

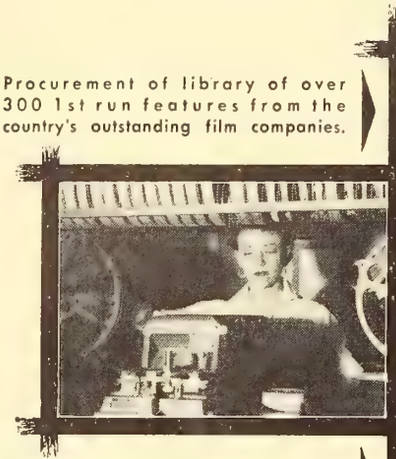
wbns-tv launches all-out promotion campaign for Central Ohio's only 1st RUN FILM THEATRE...

Full station and media support back up the hard-hitting promotion on WBNS-TV's now bigger and better *Armchair Theatre*.

This is your opportunity to reach a new and larger audience of potential buyers with spots on Armchair Theatre where commercials are integrated within 1st run film showings, Monday through Friday at 11:00 and Sunday at 10:30. These top-feature films with stars galore guarantee Armchair Theatre continued top ratings.

1st RUN FEATURES SUPPORTED BY FULL PROMOTION AND **WBNS-TV** SERVICE FACILITIES INCLUDING:

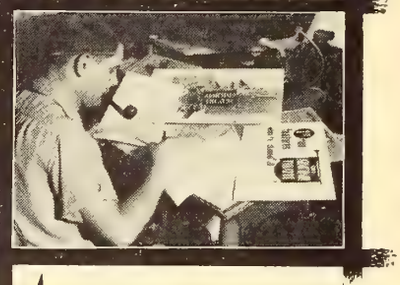
Procurement of library of over 300 1st run features from the country's outstanding film companies.

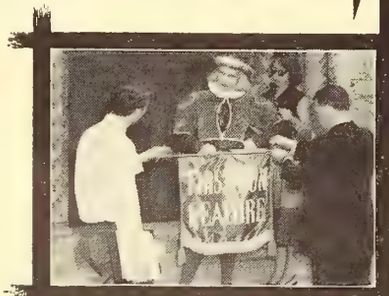




Carefully screened by WBNS-TV experts.

Backed up by complete station and media support.





Introduced by tailor-made film opening made at WBNS-TV. The same production facilities are at your disposal for your Spot commercials.

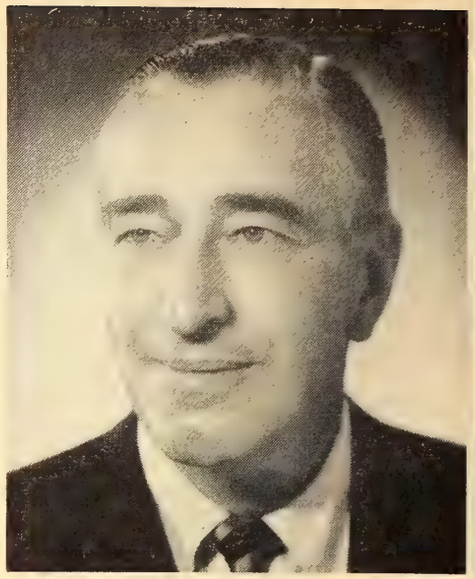
and hosted by Bill Nuzum who integrates your commercial message within these 1st run films.



Central Ohio's Most Honored Station
Nation's No. 1 Test Market

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK ● Affiliated with Columbus Dispatch and WBNS-AM ● General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV



Virgil Reiter Jr.

on all accounts

"RADIO is still the No. 1 medium on a cost-per-thousand basis and anyone who has a stake in radio and is willing to be realistic about it, while adjusting himself to changing conditions, will be in business as long as he wants."

The spokesman was Virgil Reiter Jr., MBS midwest sales manager for the past year and a half.

Mr. Reiter came to the radio industry when station representatives were a figment of the medium's imagination—so far back, in fact, that at least one firm was known as a brokerage organization. That would be Scott Howe Bowen, which sold programs and time along about 1931.

Today, Mr. Reiter rides herd on MBS' midwest sales branch, which turns out a substantial volume of business for the affiliates it serves.

A native of Hammond, Ind., where he was born on Oct. 24, 1900, young Virgil attended Hammond High School, and served with the *Hammond Times* as a reporter on his vacation. He spent a year at Northwestern Military & Naval Academy and attended the U. of Michigan from 1920-24 where he majored in journalism.

In 1925 Mr. Reiter joined Buick Motor Co., Flint, Mich., in public relations. He then handled publicity copy and advertising for Nash Motors at Green, Fulton & Cunningham Inc. agency.

Mr. Reiter entered radio in 1931 with Scott Howe Bowen, working in the Detroit and Chicago offices. He then formed a small company that represented WLW Cincinnati, WCAU Philadelphia and other stations. He moved to New York in 1937 as vice president in charge of sales for Trans-American Broadcasting & Television Corp., returning to Chicago in the late thirties to re-establish the representative firm.

In April, 1950, Mr. Reiter joined MBS' Central Div. as an account executive. Since then he has been responsible for bringing in such clients as Kellogg Co., Deepfreeze Appliance (Div. of General Motors), Murine Co., Lanolin Plus and numerous others.

Mr. Reiter probably sold one of the first transcription series ever made, *Chevrolet Chronicles*, in 1932. It was carried on about 200 stations over the country.

One of Mr. Reiter's hobbies is water. He is president of the board of trustees of the water department of Hammond, which recently launched a $2.5 million expansion program. He likes to fish in northern Wisconsin and plays golf at Woodward Country Club.

Mr. Reiter married the former Elizabeth Brace. They have one daughter, Sarah, 18. He is a member of Beta Theta Phi.



Things look good on WCBS-TV

Look at the air lines. (Pan American World Airways, for one—now in its second year on Channel 2.)

Only on TV, of all media, can you put your prospect in the passenger's seat . . . show him with an actual flight the luxury, convenience and low cost of going by air . . . bring to life vacationlands only hours away.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market . . . the most quarter-hour wins . . . the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time . . .

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, July 1958


40 Million Bushels of Wheat
going to Market in
Paul Bunyan
Land!
Experts estimate that—this fall—at least 40 million bushels of hard Spring Wheat will bulge the elevators and terminal storage facilities of Paul Bunyan Land. That's millions in cash and plenty of feed for the poultry and livestock! Marketing your product to this rich, responsive farm and city populace is made so much easier and economical by WCCO! In the 109 counties of Paul Bunyan land—82 hear WCCO radio more than any other station: and in the 59 counties around the metropolitan centers WCCO-TV can deliver a picture message to 52 percent of the 750,000 homes.
WCCO is the one-station buy in a land of giant earnings!
MINNEAPOLIS • ST. PAUL
WCCO
CBS
RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4

BROADCASTING TELECASTING

August 10, 1953 Vol. 45, No. 6

'WE NEED SUSCRIPTION TV,' FOUR UHF GRANTEES TELL FCC

The quartet, all in markets with heavy vhf coverage, petitions the Commission for early action on the pay-see idea. They cite chapter and verse to show that without some sort of revenue-getting service uhf will be in dire straits. The four: WDHN (TV) New Brunswick, WIP-TV Philadelphia, WELI-TV New Haven, and Stamford-Norwalk TV Corp.

CALL for authorization of subscription-television—as the only means of putting uhf TV on a sound economic basis—was sounded last week by a group of four uhf grantees.

The group, all under the guns of either New York's seven or Philadelphia's three vhf stations, implied that unless some means of revenue (such as box-office television) was available to them they would have to give up their construction permits.

Filing a formal petition for early FCC action on subscription TV were:

WDHN (TV) New Brunswick, N. J. (*New Brunswick Home News*), which received an FCC grant for Ch. 47 last April 2; WIP-TV Philadelphia, which received a Ch. 29 grant in November 1952; WELI-TV New Haven, Conn., which was issued a CP for Ch. 59 last June 24, and Stamford-Norwalk Television Corp., Stamford, Conn. (comprising local residents), which got a Ch. 27 grant last May 27.

None of these stations is yet on the air.

Emphasized in the 14-page petition is the thought that pay-as-you-look TV would be supplemental to regular telecasting, not a service replacing free-TV. Stressed is the low rate of vhf conversions to uhf by set owners, and the uncertainty of network affiliations for uhf stations in markets "covered" by nearby vhf stations.

Subscription Bill

The petition was filed within a month following a bill (HR 6431) by Rep. Carl Hinshaw (R-Calif.) which would amend the Communications Act to define subscription television and theatre TV as common carrier operations [B•T, Aug. 3, July 27].

A petition by Zenith Radio Corp. asking that subscription TV be authorized as a commercial service has been pending before the FCC since early 1952. Zenith took up the cudgels for a home TV box office beginning in 1947 and has advocated its Phonevision system continuously since then. Also in the field with pay-TV systems are Skiatron Electronics & Television Corp. and International Telemeter Corp. The latter is 50% owned by Paramount Pictures Inc.

All the systems operate on the principle of a distorted signal being broadcast to all home receivers. When a viewer wishes to see the program, he must pay a fee so that a rectifying signal will clear up the scrambled picture on his kinescope. It is in the means of paying, and of sending the missing piece of the video signal, that the three so-far publicized systems differ.

Zenith originally contemplated using the telephone for ordering, transmitting the key signal element and for billing, but now has declared that its Phonevision system can use various means to accomplish the same result. Skiatron, which calls its system Subscriber-Vision, contemplates using a coded card similar to those used in IBM machines. Telemeter envisions the use of a coin box attached to each receiver to collect the fee and to unscramble the television picture. [For a report on subscription television, see *Will A Box-Office Be Added to TV?*, B•T, Aug. 3.]

Surveys Cited

In last week's petition, the four uhf stations referred to the activities of Zenith, Skiatron and Telemeter. They also called attention to the results of surveys made by these advocates, as well as by Woodbury College and Purdue U., which indicate a public acceptance for subscription television. Surveys by both colleges reportedly were underwritten by Zenith. As further evidence of the potential for pay-TV, the uhf stations attached a statement by Walter O'Malley, president of the Brooklyn Dodgers; Branch Rickey, vice president and general manager of the Pittsburgh Pirates; the 1952 TV Committee report of the National Collegiate Athletic Assn., and from other groups.

As a measure of the hard row which they alleged all uhf stations must face, the petition cited the surveys on uhf conversion in markets with vhf receivers made by the American Research Bureau. These show that where a number of "good" vhf signals are received, the public's conversion to uhf in order to receive a local uhf station generally is low [B•T, July 13].

How the petitioners feel about their economic future was exemplified in these words:

> Petitioners feel that action in this matter should be taken by the Commission at an early date. They are all grantees of construction permits for UHF commercial television broadcast stations, each of whom is of the opinion that an extremely serious economic problem faces many existing and prospective UHF broadcasters in areas currently receiving television service from VHF stations, which seriously threatens the future developemnt of the UHF band in the television broadcast service. This problem is not only a matter of concern to petitioners as individual prospective UHF broadcasters, but should be of grave concern to the Commission since it raises a substantial question as to whether a fully competitive nationwide television system utilizing the UHF spectrum, as envisaged by the Commission in its Final Television Allocations Report, can be achieved in the absence of a satisfactory solution to the problem. Petitioners believe, for reasons outlined below, after very careful study of the problem, that the only solution thereto lies in the new sources of programs and revenues which would be available through Subscription Television.

Calling attention to the fact that as of July 1 all but five of the 41 operating uhf stations were within reception range of a vhf station, the petitioners continued:

> Thus, since a large majority of UHF channel assignments have been made to cities and communities surrounding principal metropolitan areas now served by VHF stations, existing and prospective operators of UHF stations are confronted with an extremely difficult problem of stimulating conversion by the public of VHF receivers for UHF reception. The problem is most acute, and the surveys clearly bear this out, where network television service is available via VHF. In these cases, conversion to UHF is almost negligible. The situation is aggravated by the fact that network television service is available to television set owners in almost all major metropolitan areas precluding in many cases the possibility of a UHF television station in such areas obtaining a network affiliation. Outside the metropolitan areas, because of the high power currently available to VHF station operators in the metropolitan areas, and the resulting extended coverage of such stations, many UHF stations in the fringe areas also find it impossible to obtain network affiliations.

Referring to what they claim is the reluctance of television receiver owners to pay $50 to $75 for conversion in most areas serviced by vhf, the four uhf grantees further added:

> Thus, it is clear that UHF broadcasters in areas served by VHF stations are at a substantial competitive disadvantage, which threatens to relegate UHF broadcasting to areas where no other television service is available. This clearly is not consistent with the objectives of the Commission in the Sixth Report and Order to provide for a nationwide competitive television service.

In stressing the uncertainties prevailing re-

What They Found

LAST May, the *New Brunswick Home News* had Advertest Research Corp. do a survey in its market to determine how many of the vhf set owners there would convert to uhf when the newspaper-owned WDHN (TV) went on the air on Ch. 47. The results from interviews with 211 TV families:

- Would convert—22.3%.
- Would not convert—38.4%.
- Undecided—39.3%.

When informed of the possibilities of subscription TV, this is how the families reacted:

- Would convert—28.9%.
- Would not convert—29.9%.
- Undecided—41.2%.

Popularity of paid-TV programs ranked in this manner, with average prices interviewees said they would be willing to pay: Stage shows, $1.38; Radio City-type stage shows, $1.26; first run movies, $.86; football games, $1.25; opera, $1.77.

garding uhf's future, the petitioners listed the recent CPs relinquished by uhf stations WROV-TV Roanoke, Va., Ch. 27; WWOD-TV Lynchburg, Va., Ch. 16; WHHH-TV Warren, Ohio, Ch. 67, and KTVW (TV) Wichita Falls, Tex., Ch. 22.

Not mentioned were four previously turned-in uhf grants—by KRIO-TV McAllen, Tex., Ch. 20; KCTV (TV) Austin, Tex., Ch. 18; KTVA (TV) Austin, Tex., Ch. 24, and Jacob A. Newborn Jr., Gadsden, Ala., Ch. 27. [For a report on the WROV-TV situation, see *What Happened in Roanoke,* B•T, July 13.]

Of the total of 10 CPs which have been returned to the FCC since the Commission began issuing post-freeze grants, only two have involved vhf frequencies. These were KGKL-TV San Angelo, Tex., Ch. 3, and Permian Basin Television Co., Midland, Tex., Ch. 2.

In a reference to the ARB reports on uhf conversion which show that where uhf stations offer "high quality programming" the rate of conversions to uhf are high, the petitioners claimed that they are "confident that this needed programming and revenues could be achieved through the medium of Subscription or "pay-as-you-see Television."

Anticipating objections that fee-TV is against the "American concept of broadcasting," the uhf stations stated that they did not believe that this would constitute a drastic revision of American broadcasting. Pay-TV is considered an "adjunct" of regular telecasting, they pointed out. They also said that they would advocate a "limited or regulated" amount of subscription telecasting by any one station in any one community "to preserve a balance between 'free' television and pay-TV. Subscription TV would be available to all stations.

Sufficient revenues would be obtained from subscription TV, the petitioners stated, to permit a greater degree of cooperation between television stations and educational institutions resulting in more educational programming. They also said it would bring to the public programs "not ordinarily readily available"—such as first-run movies legitimate stage shows, opera, concerts, sporting events, etc.

No specific system was advocated by the four uhf stations; that would be left to the FCC to determine.

Fear FM Fate

Implied in the petition is the uhf grantees' fear that uhf may turn out to be another FM blind alley. Many FM stations have failed because of the public's apathy to the post-war aural broadcast service.

Of those FM stations which have been able to keep their heads above water, many used various "specialized" broadcasting services to stay out of the red. For some time, the FCC carried on an investigation of these types of broadcasting, looking toward a general hearing on the propriety of such transmissions. This was dropped when the Commission decided that these services were not too widespread, and in many cases were the only means whereby FM stations remained on the air.

Sparking the organization of the four uhf stations was Hugh Boyd of the *New Brunswick Home News,* which at one time operated an FM station. Also identified with the group is Will Baltin, former executive director of Television Broadcasters Assn. and sales executive of Columbia Pictures' Screen Gems Inc., who is TV consultant to the *Home News.* The petition was filed with the FCC by Washington counsel Welch, Mott & Morgan, for WDHN; Dow, Lohnes & Albertson, for WELI-TV New Haven and WIP-TV Philadelphia, and Brown, Lund & Fitzgerald, for Stamford-Norwalk Television Corp.

19 ADVERTISERS FIGURE IN BURST OF ACTIVITY

Extraordinarily heavy fall activity marks week, with business divided equally between network and spots. S.O.S. Co. is expected to sign with new NBC-TV lineup of daytime shows.

AT LEAST 19 national advertisers figured in a wave of extraordinarily heavy fall activity last week, with the business action divided almost equally between network and spots and with three of the sponsors switching agency affiliations.

Included in the week's surge of business was the expected signing by S.O.S. Co., Chicago, for the first purchase of time on the new NBC-TV lineup of daytime shows.

Other advertisers in network negotiations were American Tobacco Co., Sherwin-Williams Paint Co., American Cigar & Cigarette Co., Spiedel Co., Anheuser-Busch, Pontiac Cars, Seeman Brothers, Gemex Watch Bands, and Saran Wrapping Co. Sponsors engaged in spot projects included Fanny Farmer Candy, Norwich Co. (Pepto-Bismol), Vick Chemical, Betty Crocker Cake Mix, Ocean Spray Cranberry, and Crosley TV sets. Three advertisers who changed agencies were Howard Clothes, Joe Lowe Corp. and Nolde Nylon Hosiery.

With its anticipated twice-a-week sponsorship of *Hawkins Falls* on NBC-TV, the S.O.S. Co., Chicago, through McCann-Erickson, San Francisco, will be the first advertiser to contract for the bracket of four daytime shows recently inaugurated by the network. Other sponsors are expected to follow shortly, however.

American Tobacco Co. (Lucky Strike cigarettes) and Spiedel Co. (watchbands), will alternate sponsorship of the *Danny Thomas Show,* Tuesdays 9-9:30 p.m. on ABC-TV. BBDO, New York, and SSC&B, New York, are agencies.

American Cigar & Cigarette Co. (Pall Mall cigarettes) and Sherwin-Williams Co., (paints) are expected to alternate sponsorship of the *Ray Bolger Show* Tuesdays, 8:30-9 p.m. on ABC-TV. SSC&B, New York, and Fuller & Smith & Ross, New York, are the agencies.

Anheuser-Busch, Inc., St. Louis, effective Sept. 14 will sponsor *Sports Today With Bill Stern,* a quarter-hour strip, Monday though Friday, 6:30-6:45 p.m. on ABC radio.

The contract for 52 non-cancellable weeks, was negotiated with D'Arcy Agency, St. Louis. The venture marks the first network radio advertising ever undertaken by the company which will promote its Budweiser beer on the program. Mr. Stern, it was understood, received a waiver from his talent contract with NBC to air the program on ABC.

Seeman Brothers (Airwick, Nylast), New York, will sponsor *I'll Buy That* effective Sept. 29, Tuesdays and Thursdays, 2-2:15 p.m. on CBS-TV. William Weintraub Co., New York, is the agency.

Pontiac cars, Detroit, through McManus, John & Adams, New York, has signed a firm contract for a quarter-hour sports program entitled *Pontiac Scoreboard* following the NCAA games, Saturdays, on NBC-TV. The program will be seen on about 60 stations with Russ Hodges and Dick Kazmaier as commentators. In addition the automobile has bought *Garroway at Large* and currently is negotiating with NBC-TV for a time segment. The Monday 9-9:30 p.m. time opposite *I Love Lucy* was offered to Pontiac, but the agency, it was learned, considered the time unsatisfactory.



A TOAST at opening of Dr. Pepper Co.'s new bottling plant is offered by guests Nicholas Pagliara, national sales manager, WIL St. Louis, and Mrs. Pagliara. Joining them are Robert Rautenberg (l), plant manager, and Robert Conybearer, Dr. Pepper assistant general sales manager.

Gemex Co. (watch bands), Union City N. J., through BBDO, New York, has signed as alternate sponsor for the *George Jessel Show* with B&B Pens, starting Sept. 6, Sunday 6.30-7 p.m. on ABC-TV.

Saran Wrapping Co., through McManus, John & Adams, New York, currently is buying a local television show in Chicago and is looking to the fall to expand into a daytime television network show.

Fanny Farmer Shops (candy) through Wyatt & Schuebel, New York, television and radio consultant for Charles L. Rumrill Agency, Rochester, is preparing a radio-television campaign in 17 major cities to start late fall. The schedule will embrace markets in which the firm's shops are located.

Schick Electric Shavers will replace its *Crime Syndicate* program on CBS-TV, Tuesday, 9-9:30 p.m. with *This Is Show Business,* the program formerly sponsored by American Tobacco Co. In addition to that network program Schick will continue to sponsor for the

second successive year, the *Jackie Gleason Show* also on CBS-TV, Saturdays. The program will resume on Sept. 19. The Kudner Agency, New York, is the agency.

Norwich Pharmacal Co. (Pepto Bismul), Norwich, N. Y., is preparing a 26-week radio spot announcement campaign to start at the end of September in 60 markets plus the Keystone Network. Benton & Bowles, N. Y., is the agency.

Vick Chemical Co., New York, through BBDO, New York, will place a television spot announcement campaign in major markets for 20 to 26 weeks starting in September for its Vaporub and Vatronal.

Betty Crocker Cake Mix, starting late August, will complement its network sponsorship with a ten second station identification schedule in 20 markets. Contract for 52 weeks is being placed by BBDO, New York.

Crosley Campaign

Crosley television sets through BBDO, New York, is using 75 radio markets for a spot campaign starting early in September.

Ocean Spray Cranberry Sauce is preparing a radio and television campaign starting in early fall in a number of markets for 52 weeks. BBDO, New York, is the agency.

Howard Clothes, New York, manufacturer and retailer of men's and boys' clothes, named Peck Adv., New York, to handle its radio and television campaign. A radio spot campaign is in preparation to start this fall in major eastern cities. Dowd, Redfield & Johnstone, New York, had handled the firm for the past year. Prior to that Peck Adv. has serviced the account.

Joe Lowe Corp., New York, maker of Popsicles, a stick confection, and Frozen Waffles, has appointed Paris & Peart Adv., New York, to handle its advertising. The company usually uses an eight-week summer saturation spot announcement campaign. Blaine-Thompson, New York, had been the agency for the past six years.

Nolde Westminster Ltd., makers of Nolde Nylons and Westminster Hosiery, has appointed Joseph Katz Co., New York and Baltimore, to handle its advertising.

American Dairy Assn. Plans Network Radio, TV

AMERICAN Dairy Assn., which annually spends more than $1 million in the printed media, last week was reported about to take its first major plunge into network radio and television.

Working through its agency, Campbell-Mithun Inc., Chicago, ADA was understood to have completed arrangements to sponsor Bob Crosby's upcoming TV show on CBS-TV beginning this fall.

Meanwhile, discussions were underway late last week for ADA's purchase of Bob Hope's Wednesday NBC radio segment, which this past season has been sponsored by General Foods.

The association, which comprises about four million members, is said to be concerned about a drop in purchase of dairy products and feels a consumer selling job is strongly indicated.

General Mills' Sales High

GENERAL MILLS Inc., Minneapolis, reported an all-time high for sales of $483,067,000 and net earnings of $11,468,171 for the year ending May 31. Figures were revealed in the 25th annual report of the firm, one of network radio's top 10 advertisers.



SHAWNEE Milling Co. has signed to carry *Shawnee Serenaders* for five quarter-hours weekly on WKY Oklahoma City. Talking strategy are (2d and 3d from l) Victor L. Jorns, Shawnee Co. sales manager, and Norman Hall, Erwin, Wasey & Co., agency on account, and Serenaders Kenny and Lucille Driver (l) and Louise and Harold Daniels (r).

Burnett Co., 18 Years Old, Reviews Growth in Ad

MARKING its 18th anniversary, Leo Burnett Co., Chicago, last Wednesday took a full-page ad in the *Chicago Tribune* to review its growth and report that "something rather dramatic has been happening in Chicago advertising."

The ad, titled "Never Look Back (Something Might Be Gaining on You)," took the occasion "to break this rule . . . just once." It claims that at Leo Burnett and other agencies there is a "forward surge that makes Chicago advertising a force to be reckoned with . . . a vital, broad-shouldered, imaginative force. . . ."

The agency noted its growth from an eight-man shop in 1935 to a 460-man office in 1953 and its avowed purpose to add "a new dimension in advertising."

Nineteen employes were initiated into the agency's five year club at a luncheon last Wednesday. The club numbers some 100 employes of Leo Burnett. The luncheon was held in connection with the 18th anniversary celebration.

'Minute Maid' Upheld

RIGHTS of the Minute Maid Corp., New York, to its registered trade mark, "Minute Maid," was upheld by Judge John W. Holland of the U. S. District Court for the Southern District of Florida, Miami, Ted Bates & Co., agency for Minute Maid, reported last week. He found use of the name "Minute Maid," for frozen meat products distributed by Pure Foods Inc., Miami, violates rights of the Minute Maid Corp.

Admiral Sponsors Gridcast

ADMIRAL CORP., Chicago, will sponsor for second straight year the 20th annual football game between the all-star college team and the Detroit Lions, champion professional team, in Chicago, over Mutual this Friday, starting at 9:30 p.m., EDT. Agency is Erwin, Wasey & Co., N. Y.

TIDE WATER OIL SETS GRID SLATE

TIDE WATER Associated Oil Co., Western Division, last week revealed its plans for broadcasts of 20 top intersectional football games on the ABC and Mutual-Don Lee Broadcasting System regional networks and presentation of half-hour weekly film showings of *1953 Pacific Coast Conference Highlights* on seven television stations.

Harold R. Deal, Tide Water advertising and sales promotion manager, who made the announcement, said the present Tide Water sportcast plan calls for a total of 70 broadcasts. His firm this year begins its 28th straight year of presenting major college athletic events on the West Coast, he said.



Mr. Deal

Mr. Deal, who supervises all Tide Water broadcast and telecast activities in the West, also said he would select a number of independent radio outlets to carry the games, in addition to the networks. Anticipated coverage for the *Flying A Sportcasts* include Washington, Oregon, Idaho and California, plus Arizona, the Rocky Mountain area and Alaska and Hawaii.

Sportsvision Inc., film producer, will film 30-minute highlights from top Pacific Coast Conference games weekly for 13 weeks starting Sept. 13 and ending Dec. 10. Stations named to show the film series are KGO-TV San Francisco, KHJ-TV Los Angeles, KFMB-TV San Diego, KING-TV Seattle, KHQ-TV Spokane, KPTV (TV) Portland and KGMB-TV Honolulu.

The college football broadcasts will be heard on Friday evenings and Saturday afternoons and evenings. The broadcasts begin Sept. 18 and end Nov. 28.

Mr. Deal said Tide Water, following its policy for a minimum of commercials, will use only five and a half minutes of commercial continuity for each game.

Along with its slogan, "On the highway, on the air, play ball with Associated." Tide Water in extensive tie-in promotion will distribute "more than a half-million copies" of West Coast college football schedules and 200,000 TV schedule cards, put posters in service station windows advertising broadcasts, distribute book matches, have the firm's sportcasters filling speaking engagements, use direct mail advertising and furnish public address and timing equipment in "many major western stadiums."

AMOCO Signs for RRN Games

AMERICAN OIL Co. has signed the 13-station Rural Network in New York State for broadcasts of the 13 Washington Redskins professional football games this fall, H. S. Brown, RRN sales manager, disclosed last Wednesday. He reported that the Sunday afternoon series would start Sept. 13, and is a repeat of the series aired by AMOCO over RRN last year. Agency for AMOCO is the Joseph Katz Co., Baltimore. Avery-Knodel Inc. represents RRN.

Gardner to Absorb Brown; Radio Productions Continues

BROWN BROTHERS Advertising Co., St. Louis, will be absorbed by the Gardner Advertising Co., New York and St. Louis, while Brown Radio Productions Inc. will remain in business, Elmer G. Marshutz, Gardner president, announced last Wednesday.

Mr. Marshutz said S. W. Brown Jr., president of the firm which has been placing radio advertising for the Ralston Purina Co.'s livestock and poultry chows, will join Gardner as radio-TV account executive on the Purina Chows account. It is expected that the transfer of radio-TV billings to Gardner will be made Oct. 1, Mr. Marshultz predicted.

Brown Radio Productions will remain in business as radio-TV program package producers. Charles H. Brown is president.

Pennsylvania Turnpike Buys Time on WCMB

THE Pennsylvania Turnpike Commission has purchased radio time on WCMB Harrisburg, Pa., to broadcast safety announcements and road condition bulletins to users of the Turnpike.

The contract provides for five announcements daily for 52 weeks. WCMB, which broadcasts continuously, is said to cover most of the Turnpike's 327 miles during the early morning hours when other stations are off the air. Turnpike Commission Chairman Thomas J. Evans describes the idea as "an indispensable factor to driver safety," of "tremendous aid" to patrons of the highway system.

Pillsbury Earnings Rise 30%

PILLSBURY MILLS Inc., Minneapolis enjoyed a 30% increase in earnings, increased sales and better earnings per share, even with additional shares issued during the year, according to the company's 84th annual report released Tuesday. During the crop year the company earned $4,184,042 on a sales volume of $336,028,784, which compared to earnings of $3,209,893 last year on sales volume of $314,907,587, the report indicated.

Edwin Bird Wilson Dies

EDWIN BIRD WILSON, 75, board chairman of Edwin Bird Wilson Inc., New York advertising agency, died Aug. 2 of a heart disease. He established his agency in 1916 and was president until 1946. Surviving are his wife, Mrs. Elizabeth Wilson, and three daughters.

NEW BUSINESS

SPOTS

Canadian National Exhibition, Toronto, has placed spot announcements on a number of Canadian and American AM and TV stations, and 25-minute film on a number of American TV stations during August. Agency is Harry E. Foster Adv. Ltd., Toronto.

Glamorene Inc. (Glamorene carpet cleaner), through Ruthrauff & Ryan, N. Y., due to begin putting together radio spot announcement campagin about end of August, for start sometime in September.

Chunky Chocolate Corp., N. Y., has signed to sponsor half-hour *Abbott & Costello* filmed show on seven eastern stations on Saturday, 6-7 p.m., starting Oct. 3 through next June. Agency: Peck Adv., N. Y.

Maine Sardine Industry has set 26-week schedule of one-minute local live radio announcements in 45 markets, and using Spanish language in Texas area, as part of largest campaign yet undertaken by the sardine packers to promote a season's catch. Agency: BBDO, N. Y.

NETWORK

Toni Co., Chicago, will sponsor Tues. and Thurs. portion of *Bride and Groom* (CBS-TV, Mon.-Fri., 12 noon-1 p.m. EDT), starting tomorrow (Tues.). **General Mills** sponsors show on other days. Agency for Toni is Leo Burnett Co., Chicago, and for General Mills, Knox Reeves Adv., Minneapolis.

Scott Paper Co., Chester, Pa., will sponsor *My Little Margie* on NBC-TV, Wednesday, 8:30-9 p.m. EDT, starting Sept. 2. Agency: J. Walter Thompson Co., N. Y.

American Cigar & Cigarette Co., N. Y. (Pall Mall cigarettes) will sponsor *Big Story* on NBC radio, Wed., 9:30-10 p.m. EST, starting Sept. 23. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble is adding WVEC-TV Hampton, Va., to lineup for five NBC-TV shows, network reported, asserting that with this booking virtually all of NBC-TV's fall programs are set to appear on its new facilities in Norfolk area.

Hazel Bishop Inc., N. Y. (lipstick), signs to sponsor Peter Potter's *Juke Box Jury* on ABC-TV for 52 weeks, Sun., 9:30-10 p.m. EST, starting Oct. 4. Agency: Raymond Spector Co., N. Y.

Landers, Frary & Clark (Universal Electric appliances), New Britain, Conn., will sponsor Wednesday, 3:30-3:45 p.m. EST portion of *Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m.) for 10 weeks starting Oct. 14. **Simoniz Co.,** Chicago, sponsoring Thursday, 3:45-4 p.m., segment of same show for 39 weeks starting Sept. 24. Agency for Landers, Frary & Clark is Goold & Tierney, N. Y., and for Simoniz Co., Sullivan, Stauffer, Colwell & Bayles, N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), moving its *Man Against Crime* show from CBS-TV (Fri., 8:30-9 p.m. EDT) to NBC-TV (Sun., 10:30-11 p.m. EDT) starting Oct. 11. On CBS-TV Reynolds will sponsor *Topper* on Friday (8:30-9 p.m. EST), starting Oct. 9. William Esty Co., N. Y., is agency.

General Motors Corp., Chevrolet Motors Div., Detroit, sponsored finish in final race of Soap Box Derby in Akron, Sunday, Aug. 9, over NBC radio, 4:30-4:45 p.m. EDT. Agency: Campbell-Ewald, Detroit.

Healing Waters Inc. to sponsor Rev. Oral Roberts, Evangelist, in weekly series over 236 stations of ABC radio network (Sun., 3-3:30 p.m. EST), starting Oct. 4. Agency: White Adv., Tulsa.

Mutual Benefit Health & Accident Assn., Omaha, Neb., is sponsoring first 15-minute segment of daytime Arthur Godfrey show, CBS Radio and CBS-TV, Mon.-Fri. Agency: Bozell & Jacobs Inc., Omaha. **F. C. Miller** is account executive.

Longines-Wittnauer Watch Co., N. Y., will sponsor *The Choraliers* over CBS Radio, Tues. and Thurs., 7:30-7:45 p.m. EST, starting Sept. 29, and *The Symphonette* over same radio network on Sun., 2-2:30 p.m. EST, starting Sept. 27. Agency: Victor A. Bennett Inc., N. Y.

Cameo Curtains Inc., N. Y., will sponsor scenes from major Hollywood studio films in five-minute segments over NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m.) on local basis in 22 markets, starting in late August. Agency: Product Service Inc., N. Y.

P. Lorillard Co., N. Y., will switch its program, *Two for the Money,* starring Herb Shriner from NBC-TV (Tues., 10-10:30 p.m. EDT) to CBS-TV (Sat., 9-9:30 p.m. EDT), starting this Saturday (Aug. 15). Agency: Lennen & Newell, N. Y.

Standard Packaging Corp. buys 13 participations, one per week, on NBC-TV *Today* starting Oct. 8. Agency: C. Wendel Muench Co., Chicago. **Consolidated Cosmetics** renews for four weeks two participations per week on same program effective Aug. 3. Agency: BBDO, Chicago. **North American Airlines** renews two five-minute news spots on NBC-TV *Today* for one week starting Aug. 3.

Sealy Mattresses, L. A., renews Tues. and Thurs. 5:30-5:45 p.m. sponsorship of six-weekly Carroll Alcott *The World Today* on 9 CPRN stations for 52 weeks starting Aug. 11. Agency is Alvin Wilder Adv., L. A.

Reynolds Metals Co., Louisville, will sponsor coverage of Hambletonian, harness racing classic, from Goshen, N. Y., over CBS Radio on Aug. 12, 5:30-5:45 p.m. EDT. Agency is Buchanan & Co., N. Y.

Thor Corp., Chicago, is renewing *Quick as a Flash* (currently on summer hiatus) over ABC-TV on alternate Thursdays, 10:30-11 p.m. EDT, starting Sept. 10. Agency is Henri, Hurst & McDonald, Chicago.

Coleman Co., Wichita, Kan. (oil, gas and heating appliances), signed as first participating sponsor on NBC radio's Tandem Plan programs, starting week of Sept. 14. Sponsorship covers *Barrie Craig, Confidential Investigator* (Tues., 8:30-9 p.m. EDT), *The Eddie Cantor Show* (Thurs.) and *The Six Shooter* (Sun., 9:30-10 p.m. EDT). Agency is N. W. Ayer & Son, N. Y.

AGENCY APPOINTMENTS

The Joe Lowe Corp., N. Y. (Popsickle stick confections, donut flour and equipment, Cottage Frozen Waffles and baking and ice cream supplies), appoints Paris & Peart Adv., N. Y., for all divisions and subsidiaries.

Sterling Insurance Co., Chicago, appoints Schoenfeld, Huber & Green Ltd. to handle its advertising. Radio and television will be used.

Rexall Drug Co., manufacturer of Bisma-Rex powder and tablets and other pharmacueticals, including new multiple vitamin, appoints McCann-Erickson Adv. Ltd., London, England, to handle its advertising.

Cudahy Packing Co., Toronto (Old Dutch cleanser) appoints Young & Rubicam Ltd., Toronto, to handle all advertising.

ROACH TO MAKE THREE-YEAR TV SERIES

Hollywood TV film producer Hal Roach Jr. will produce for Motion Pictures for Television Inc. 39 half-hour shows a year at a cost of $45,000 each of a video version of 'Duffy's Tavern.' Transaction, involving $5,265,000, is described as 'one of biggest' in history of American TV.

IN A $5,265,000 transaction announced last week, Hal Roach Jr., Hollywood television film producer for Motion Pictures for Television Inc., will produce over a three-year period a series of 117 half-hour shows featuring a video version of *Duffy's Tavern* with Ed Gardner as star.

Matthew Fox, board chairman of Motion Pictures for Television, said the deal includes production of 39 shows a year at a cost of $45,000 each, made at Hal Roach Studios both in Eastman color and in black-and-white. He said the film version of *Duffy's Tavern* will be sold only on a local and regional market basis, as part of his firm's "new and revolutionary policy for *major* television properties."

First in September

The first film, with Mr. Gardner and *Duffy's Tavern* making their debut on television, will go before the cameras the first week in September, the MPTV board chairman said. He described the transaction as "one of the biggest in the history of American television."

Mr. Fox said the MPTV-Roach deal is the forerunner of a new plan whereby MPTV's focus of TV sales and advertising will be shifted from a national sales basis to "syndication sales," under which his firm's major properties will be made available for purchase by local advertisers.

"As part of our plan, the local and regional advertisers will be able to identify his product with a widely-renowned television character, with continuity over the years."

Mr. Fox said MPTV will finance the film deal completely and will own the negatives in association with Messrs. Gardner and Roach. MPTV also will handle all sales and distribution for *Duffy's Tavern* under a new sales setup within the organization, he said.

Distribution Head Expected

He said MPTV expects "almost immediately" to complete negotiations with "a leading network executive" who will join MPTV to head the new "direct-station-sales" distribution system for specially-produced TV films, all to be of a "stature and potential comparable to Ed Gardner's *Duffy's Tavern*." He said the executive's name will be announced "in a few days."

Mr. Fox said his organization expects to announce shortly "a minimum of four—possibly six" TV film programs to be sold under the same setup and policy as *Duffy's*. He said nine new distribution-sales exchanges will be established in the near future to augment present MPTV exchanges in New York, Boston, Detroit, Chicago, Dallas and Los Angeles.

The present MPTV sales organization now handling its library of theatrical motion picture features, westerns and serials, headed by E. H. Ezzes, will continue without change, Mr. Fox said.

'Liberace' TV Film Liked By Finance, Food Firms

FINANCE and food seem to go well with piano music, firms in those fields accounting for more than three-fourths of the sponsors of *Liberace*, half-hour musical TV film program, according to Guild Films Co., producer and distributor of the program.

Of the 75 markets in which the series has been sold in less than six months, 31 *Liberace* sponsors are financial institutions and 28 food merchandisers. Other sponsors include department and drug stores, automobile companies and makers of home products, such as mattresses and sewing machines.

Three new stations were added last week: WSYR-TV Syracuse, where *Liberace* will be sponsored by Ontario Biscuit Co.; KBEX-TV Medford, Ore., with U. S. National Bank of Oregon as sponsor, and KETX-TV Tyler, Tex., which says it will announce its sponsor shortly.

Townley Charges Plagiarism

PLAGIARISM suit for $25,000 has been filed in Los Angeles Superior Court against writer-director William Asher, writer Robert Hill, producer Rene Williams, TeeVee Co., firm president Gifford Phillips and KMTR Radio Corp., owner of KLAC-TV Hollywood, by writer Jack Townley. He charges that on three occasions between 1939 and 1946 he submitted a script titled "Women Are Poison" to Mr. Asher and that his material was the basis of a TV film, "Sweet Little Dame," produced and shown on TV by the defendants.

TV Film Helps Nassers Wipe Out $1.3 Million Debt

CREDITING their financial rescue chiefly to the impetus in TV film production during the past few years, James and George Nasser, owners of General Service Studios, Hollywood, have made final payment of $124,805 on a $1,300,000 debt to the Bank of America.

James Nasser said that the rental business to outside producers largely is responsible for the upturn in their financial affairs. As a result several improvements already are under way to meet TV production demands. The pair recently spent $50,000 to renovate Stage 5 for filming of ABC-TV *Adventures of Ozzie and Harriet*. They also will convert an old prop department into the lot's tenth stage.

The Nasser brothers in July 1950 filed for reorganization of their various corporations under provision of the Federal Bankruptcy Act. They still owe $1 million to other creditors to be repaid under a five-year plan approved by U. S. referee-in-bankruptcy Benno M. Brink last January.

Hecht Sues for $125,000

DAMAGE suit for $125,000 was filed Aug. 3 in Los Angeles Superior Court against Frank Wisbar Productions by actor Ted Hecht. Mr. Hecht claims he was hired last October to enact a speaking role in "Top Kick," a TV film in NBC-TV's *Fireside Theatre* series, and that, although he is not a stunt man, he was pulled from a jeep and beaten by a fellow actor in the course of the role. Charging producer Frank Wisbar with negligence, he seeks compensation for medical expenses for back, neck and shoulder injuries and loss of earning power.

NBC Film Div. Offers Features For Local and Regional Sale

Plan involves 26 new feature films. Stations would be supplied films each month.

A PLAN to sell 26 new, full-length feature films to local stations and to local and regional advertisers is to be announced today (Monday) by Robert W. Sarnoff, vice president in charge of the NBC Film Div.

Unique aspect of the plan, it was said, includes a delivery arrangement whereby a station can be assured of a supply of films each month. It provides for a stipulated time allowed to play off a specified number of runs, with six films delivered the first month, and four a month for the following five months.

Under the plan the right to play these films will date from the time of availability of the films. It was said that films available in October 1953 may be played off until the end of September 1954.

The films include "No Orchids for Miss Blandish," with Jane La Rue and Linden Travers; "The Glass Mountain," with Valentina Cortesa; "Folly To Be Wise," with Alastair Sim and "Who Goes There?" with Valerie Hobson.

Voglin Files for Bankruptcy

VOGLIN Corp., Hollywood TV film production firm headed by Jack Voglin, has filed a voluntary petition in bankruptcy. Liabilities are listed at $21,575 and assets at $26,274. The case, represented by Harrison Dunham, was referred to bankruptcy referee Hugh Dickson.

Film Sales

Consolidated Television Sales, New York, reports that its "Station Starter Plan" has been sold to **KHTV (TV)** Baton Rouge, La.; **KAFY-TV** Bakersfield, Calif.; **KLIX-TV** Twin Falls, Idaho; **KWIK-TV** Pocatello, Idaho; **KMBY-TV** Monterey, Calif; **WCOG-TV** Greensboro, N. C.; **WILS-TV** Lansing, Mich.; **KMBC-TV** Kansas City, and **KOAT-TV** Albuquerque.

Consolidated's *All American Game of the Week* has been purchased by **KTTS-TV** Springfield, Mo.; **WDTV (TV)** Pittsburgh; **WHIO-TV** Dayton; **KEVT (TV)** Santa Barbara, Calif.; **WFTV (TV)** Duluth; **KSWO-TV** Lawton, Okla.; **KHQ-TV** Spokane, and **KMBY-TV.**

Another Consolidated program, *Ringside With Rasslers,* has been bought by **WEEK-TV** Peoria and **KHQ-TV,** the film company said.

•

NBC Film Division said last week that it has sold *Dangerous Assignment* to **KFXD-TV** Wichita Falls, bringing the total number of markets in which the program has been sold to 118. Other new sales were said to have brought the total number of markets on *Hopalong Cassidy* to 117 and *The Cop* to 27.

•

Screen Gems Inc., New York, reports that its half-hour, TV filmed program, *Your All-Star Theatre,* has been sold in 37 markets with latest sales to **KNBH-TV** Los Angeles, **KRON-TV** San Francisco, **WENS (TV)** Pittsburgh, **CBFT (TV)** Montreal and **CBOT (TV)** Ottawa.

•

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

The Seven-Up Co., St. Louis, Mo., eight 20-second films through **J. Walter Thomp-**

son Co. **Pfaff Sewing Machine Co.,** Chicago, one 26-second film through **Bozell & Jacobs Inc. Detroit Michigan Stove Co.** (Detroit Jewel Range and Garland Range), Detroit, four 46-second films.

•

Jerry Fairbanks Productions, Hollywood, filmed 10 one-minute spot commercials in Detroit factory of **Chrysler Motors Corp.** for the firm's 1954 line. Agency is **McCann-Erickson Inc.,** Hollywood.

Distribution

Guild Films Co., New York, has signed to handle distribution of *Jungle Macabre,* 15-minute series of 39 episodes on wild animal life. The filmed series was produced by **Radio & Television Packagers,** New York, in cooperation with the **American Museum of Natural History.**

•

Sterling Television Co. is distributing a catalogue titled "Sterling Serenade" which consists of hundreds of three-minute musical film strips, including numbers from Adrian Rollini, Bruno Walter, Ruggiero Ricci, and excerpts from well-known operas and symphonies.

Availabilities

The pilot film of *Marge & Jeff,* series which has been presented "live" on **WPTZ (TV)** Philadelphia, has been made by **DuMont Television Network,** and is being shown to advertising agencies for proposed sponsorship as a five-a-week strip on DuMont. The series is directed by **Leonard Valenta** and produced by **Ernest Walling.**

•

Ray Bolger's half-hour pilot film completed July 29 by **Desilu Productions,** Hollywood, is being shown by **ABC-TV** executives to New York agencies. **Bill Archer** directed with **Jerry Bresler** producing.

Production

Denmac Productions, Hollywood, headed by Dennis Day, has started filming at General Service Studios 39 half-hour segments of NBC-TV's *Dennis Day Show,* which returns to the network Oct. 2. Mr. Day starts his 18th year on CBS' *Jack Benny Show* Sept. 9.

•

Gordon-Harris Productions, Beverly Hills, Calif., has started filming *Jr. Cooks' Club,* a quarter-hour children's cooking show, in color. **Pat Gallagher** is featured in the title role. **Burt I. Harris** and **Bert I. Gordon** are co-producers. National distribution is planned.

•

John W. Loveton Radio & Television Productions, having closed its New York offices, now headquartered at 9100 Sunset Blvd., Hollywood, starts filming today (Monday) at Goldwyn Studios a 26 half-hour CBS-TV *Topper* series. **Leo G. Carroll, Bob Sterling** and **Anne Jeffries** co-star. **R. J. Reynolds Tobacco Co.** will sponsor the series starting in October. Agency is **William Esty Co.,** N. Y.

•

Joan Davis Enterprises, following summer vacation layoff, on Friday (Aug. 14) resumes filming of NBC-TV's *I Married Joan* at General Services Studios, Hollywood, with **P. J. Wolfson** producing. **John Rich,** formerly director on NBC-TV *Dennis Day Show,* has been signed in similar capacity on *I Married Joan.* Major Appliance Div. of **General Electric** sponsors the *Joan Davis* series, resuming on NBC-TV, Oct. 14.

Random Shots

Negotiations toward putting *Merry Mailman,* children's TV show now on WOR-TV New York, on film for national TV distribution are being inaugurated by **Sandy Howard,** producer-director of the juvenile program, Mr. Howard said last week. The program, starring **Ray Heatherton,** has a number of merchandising tie-ins, including "Merry Mailman Wonder Books," published by Grossett & Dunlop, which, Mr. Howard claimed, would be enhanced by the national distribution of the program which General Teleradio, licensee of WOR-TV, has under long term contract.

•

WCBS-TV New York announced last week it has purchased seven Hollywood feature films from **Comet Television Pictures,** distribution company, for exclusive first-run television showings in the New York area, starting in October.

The films are *Champagne for Caesar,* with **Ronald Coleman, Celeste Holm** and **Vincent Price;** *D.O.A.,* with **Edmund O'Brien, Pamela Britton** and **Luther Adler;** *Second Woman,* with **Robert Young** and **Betsy Drake;** *Quicksand,* with **Mickey Rooney;** *My Dear Secretary,* with **Kirk Douglas** and **Larraine Day;** *Impact,* with **Brian Donlevy** and **Ella Raines,** and *The Big Wheel,* with **Mickey Rooney** and **Thomas Mitchell.**

•

Harry Volk Jr. Art Studios, Atlantic City, N. J., will begin a television art service early in September, **Harry Volk Jr.,** president, said last week. The new art will include flip cards and opaques, Mr. Volk disclosed, and he said the service will issue releases each month on an exclusive basis.

•

Station Films Inc., film buying service for a group of TV stations represented by **The Katz Agency** [B•T, June 22], moved over the weekend into its new offices at 30 Rockefeller Plaza, New York. Telephone: Circle 7-1279. **Robert H. Salk,** former TV program manager of Katz, is president of SFI. **Gloria Wilson** is assistant to the president.

Film People

Norman Colbert, for the fourth consecutive year, was signed by **Filmcraft Productions,** Hollywood, as supervising editor of **Groucho Marx's** *You Bet Your Life* series on NBC-TV. **Bob Dwan** and **Bernie Smith** direct the show which resumes filming Aug. 19.

•

Bill Newton, formerly with Filmack Studios, Chicago, joins motion picture-television division of **Kling Studios Inc.,** same city, as account executive.

•

Paul A. Fralic, assistant comptroller, Columbia Pictures Corp., Hollywood, joins **Color Corp. of America** as treasurer on Sept. 1.

•

Edward Grossman appointed controller of **Guild Films Co.,** producer and distributor of TV film programs. **Jane Kaye** named New York office manager.

•

John A. Miller, formerly account executive with CBS Chicago and TV writer-producer at Henri, Hurst & McDonald, same city, has joined **Herbert S. Laufman & Co.,** TV production firm, as executive producer.

•

Bob Peterson has been appointed publicity director of **Kling Studios Inc.,** Chicago.

AP RADIO GROUPS MEET TOMORROW

Improving the radio wire of Associated Press will be the major topic under consideration by the news report and programming committees, made up of representatives of member AP stations, when they meet tomorrow in New York.

MEETINGS of the news report and programming committees of the Associated Press general radio membership group have been called for tomorrow (Tuesday) and Wednesday at the AP offices in New York to discuss and propose means of improving the radio wire.

The news report committee, which will meet tomorrow, consists of Jack Kreuger, news director of WTMJ Milwaukee, chairman; James A. Byron, WBAP Fort Worth; Maynard Dillaber, WMVA Martinsville, Va.; Robert Grant, KRNR Roseburg, Ore.; Ralph Knox, WHEC Rochester; Paul W. White, KFMB San Diego, and Jack White, WJR Detroit.

Program Committee

The programming committee which will convene Wednesday is headed by Daniel W. Kops, executive vice president and general manager of WAVZ New Haven. Its members are: Richard Mason, WPTF Raleigh; Lester Lindow, WFDF Flint; Donald D. Davis, WHB Kansas City; Howard Pill, WFSA Montgomery; Charles Crabtree, KWIK Pocatello, and H Quentin Cox, KGW Portland. Attending the sessions also will be Les Mawhinney, news director of KHJ Hollywood and chairman of the general membership group.

Spearman & Roberson Adds Frank Fletcher

FRANK U. FLETCHER, Washington radio attorney, on Sept. 1 joins the radio law firm of Spearman & Roberson as a member of the firm. Other active members are Frank Roberson, John C. Spearman and Russell Rowell.



Mr. Fletcher

Mr. Fletcher served on the FCC law staff after graduation from Wake Forest in 1932 with an LL.B. degree. He has been in radio law since leaving FCC and is a former co-owner of WARL Arlington, Va. He served two terms on the NARTB board and drafted revised by-laws for inclusion of TV stations in the association. During World War II he served three years in the Army Ordnance legal department.

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER...
MORNING—AFTERNOON—EVENING

51.1%	49.8%	36.9%
AUDIENCE SHARE	AUDIENCE SHARE	AUDIENCE SHARE

C. E. Hooper Audience Index, Des Moines—June 1953

KRNT
THE REGISTER AND TRIBUNE STATION
DES MOINES RADIO

Represented by KATZ

NBC IS AMERICA

1. NETWORK COVERAGE
2. HOME DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE DELIVERED
6. COST PER 1000

NO. 1 NETWORK

6

NBC delivers the lowest cost-per-thousand homes in network television

The best way to determine the true value-received in television advertising is to measure cost against the number of homes reached by the actual advertising messages.

Using this stringent test, NBC is by far the most economical television network for the advertiser.

Here's how the networks compare in economy:

AVERAGE COST PER THOUSAND PER EVENING COMMERCIAL MINUTE
(Nielsen Television Index, January-April, 1953, Averages)

NBC	NETWORK #2	NETWORK #3	NETWORK #4
$2.92	$3.30	$4.03	$3.93

Note that in the evening, NBC's average saving for the advertiser is 38¢ per thousand homes—a 13% average advantage over the next economical network for the four month period. Actually NBC's advantage grew during this period . . . from 7% in January to 19% in April.

The *most* viewers for the *least* cost . . . surely this is an outstanding reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

Mendelson, Kempner Leave Ullman Firm

ROBERT P. MENDELSON, vice president, and Marvin A. Kempner, executive vice president of Richard H. Ullman Inc., Buffalo, last week announced their resignations and the sale of their interests in the company for an undisclosed sum. They have not announced their future plans.

IHPA May Face Suit By 'This Is It' Firm

INDIANA Hotel Protective Assn. of Indianapolis may face court action as a result of "warning" notices concerning "not sufficient funds" checks that it has sent out against Independent Radio & Television Productions Inc. of Des Moines, it was learned last week.

Take Matter To Court

Clifford L. Bates, proprietor of the firm, said he will take the matter to court. Independent operates a merchandising project called "This Is It," eliciting the cooperation of radio stations [B•T, July 13].

Universal Broadcasting Two Separate Systems

UNIVERSAL Broadcasting System, New York, providing taped news and special events features to some 50 stations, has expressed fear of confusion between itself and a new organization of the same name in Boston [B•T, July 20]. Lincoln A. Mayo, general manager of UBS in New York, said: "We wish to make it clear that there is no connection whatsoever between our company and the Boston organization." His company has maintained headquarters at 17 E. 48th St., New York, since 1950. Mr. Mayo said.

KBS Adds 7 Affiliates

ADDITION of seven affiliates during July was announced last Tuesday by Keystone Broadcasting System. New stations, which bring the KBS list to 675, are: KFMA Davenport, Iowa; KREH Oakdale, La.; KOKO Warrensburg, Mo.; WJNC Jacksonville, N. C.; WLSE Wallace, N. C.; WKXV Knoxville, Tenn., and KPUY Puyallup, Wash.

Ascap's Tune Listing

A LISTING of songs written by Ascap members has been published by that organization for complimentary distribution. Titled "35 Years of Hit Tunes," the booklet is designed to serve as a reference source for radio and television broadcasters, agencies, theatre exhibitors and entertainers.

'Super Circus' Records

MERCURY Records has signed a two-year contract with Television Merchandising Inc. for a series of records featuring ABC-TV's *Super Circus* cast. First four records already have been cut. TMI is the merchandising organization for the program.

CBS NET EARNINGS HIT $4 MILLION

Net earnings of CBS Inc. and its subsidiaries reach all-time high for the half-year, 40% above last year, stockholders hear. Sales of radio-TV time and subsidiaries' products total $151 million, a 30% jump over last year and also a record.

CBS Inc. in the first six months of this year had the largest net earnings in its history, $4,003,377, topping by 40% the net of $2,851,415 for the first half of 1952, President Frank Stanton announced Wednesday at the company's board of directors meeting. Net per share for the half was $1.71 compared to $1.22 for the same period a year ago.

Sales for first six months, including sales of Columbia records and phonographs, CBS-Hytron radio and TV tubes and CBS-Columbia radio and video receivers, as well as radio and TV time, totaled $151,253,680, also an all-time high, 30% ahead of the $116,543,660 sales total for the first six months of 1952. Earnings before federal taxes were $11,473,377, compared with $7,151,415 in the first half of last year.

The board declared a cash dividend of 40 cents a share on Class A and Class B stock, payable Sept. 4 to stockholders of record at the close of business Aug. 31.

COLUMBIA BROADCASTING SYSTEM, INC.
AND DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Six Months Ended July 4, 1953 (26 Weeks)		June 28, 1952 (26 Weeks)	
GROSS INCOME (Note 1)		$151,253,680		$116,543,660
Less—Discounts, commissions and returns		36,463,439		24,878,603
		114,790,241		91,665,057
Deduct:				
Operating expenses and cost of goods sold (Note 1)	$83,742,203		$68,986,068	
Selling, general and administrative expenses	17,556,636		14,386,093	
Provision for depreciation and amortization of leasehold improvements	1,726,003		1,217,382	
		103,024,842		84,589,543
		11,765,399		7,075,514
Miscellaneous income, less miscellaneous deductions		292,022		75,901
Income before federal taxes on income		11,473,377		7,151,415
Provision for federal taxes on income:				
Income tax	$ 6,490,000		$ 4,270,000	
Excess profits tax	980,000		30,000	
		7,470,000		4,300,000
NET INCOME FOR PERIOD		$ 4,003,377		$ 2,851,415
Earnings per Share		$1.71		$1.22

Notes:
1. Late in 1952 the Company discontinued the practice of netting related operating expenses against certain talent revenues. Accordingly, the amounts of "gross income" and "operating expenses and costs of goods sold" have each been increased $10,949,162 over the amounts previously reported for the six months ended June 28, 1952, in order to reflect these amounts on the new basis. This change in accounting treatment does not affect net income.
2. The 1953 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 5, 1953

SAMUEL R. DEAN,
Treasurer

ABC Adds One Radio, Three Video Outlets

THREE new television stations and a radio station have joined the ABC television and radio networks as affiliates, Alfred R. Beckman, national director of the ABC station relations departments, announced Thursday. New TV affiliates are: KOAT-TV Albuquerque, N. M. (Ch. 7), owned and operated by Alvarado Bcstg. Co. with Philip Hoffman as general manager, effective Oct. 1; WHEC-TV and WVET-TV Rochester (both sharing Ch. 10) owned and operated respectively by WHEC Inc. with Glover Delaney as general manager and Veterans Bcstg. Co. with Erbin F. Lyke as general manager, effective Dec. 1; KOMU-TV Columbia, Mo. (Ch. 8) owned and operated by the curators of the U. of Missouri with George J. Kapel as station manager.

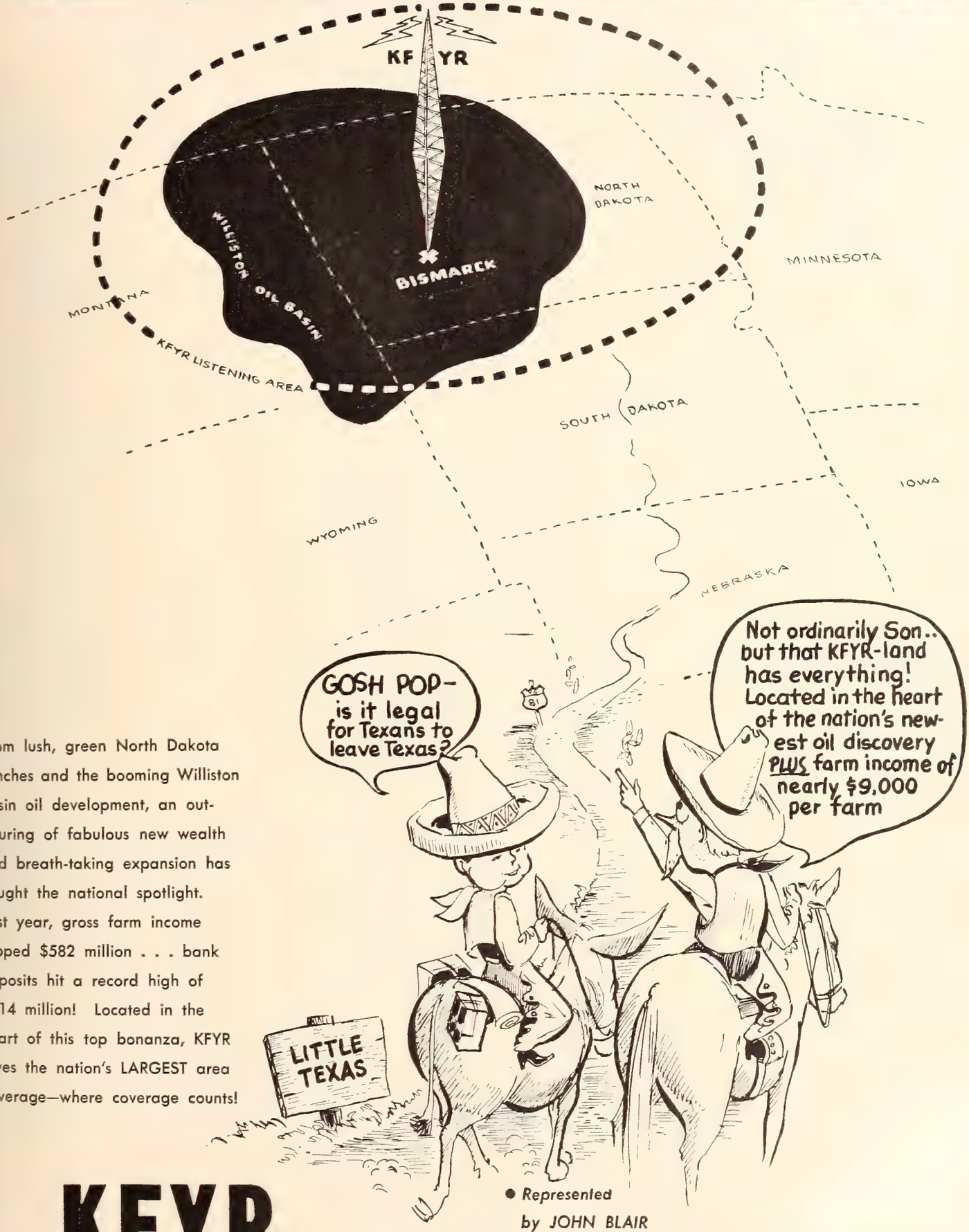
The new radio affiliate, replacing WARC in Rochester, is WVET, starting Oct. 1. The station, which operates with 5 kw on 1280 kc, is owned and operated by Veterans Bcstg. Co., with Erbin F. Lyke as general manager.

CBS TV Spot Sales Cites Growth of Daytime Video

BEANSTALK growth of daytime spot TV is stressed in "Plus 51," presentation released today (Monday) by CBS Television Spot Sales, which reports a daytime audience of more than 13 million viewers each week on the 10 stations it represents.

The presentation reports that the average daytime quarter-hour now delivers more than three times the number of viewers it did two years ago, basing the figure on nine TV stations which have been on the air from May 1951 through May 1953. During this same two-year period, the average station break cost per thousand on these stations has dropped to one-half its previous figure, the presentation states. Other comparative data show that these stations include 78% more TV families in their combined areas than they did two years ago, totaling over ten million, and that they are programming 33% more day-hours.

KFYR of the DAKOTAS



From lush, green North Dakota ranches and the booming Williston Basin oil development, an outpouring of fabulous new wealth and breath-taking expansion has caught the national spotlight. Last year, gross farm income topped $582 million . . . bank deposits hit a record high of $614 million! Located in the heart of this top bonanza, KFYR gives the nation's LARGEST area coverage—where coverage counts!

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

• *Represented by JOHN BLAIR*



WKNA-TV, new uhf Ch. 49 outlet at Charleston, W. Va., is set to become an ABC-TV affiliate Sept. 1 as station president Joe L. Smith Jr. (l) signs contract before Ernest Lee Jahncke Jr., vice president and assistant to president of ABC-TV.

NBC-TV Leads Networks In Los Angeles Originations

NBC-TV leads present network live originations from the Los Angeles area with 7 hours weekly from new Burbank studios and Hollywood, compared with CBS-TV's 3¾ hours and ABC-TV's one hour weekly from their Hollywood studios.

Bulk of NBC-TV programming comes from Burbank TV Center, with five-weekly half hour *Glamor Girl* and *Ladies Choice* programs, and weekly 1½ hour *Saturday Night Review,* featuring Hoagy Carmichael. Weekly half hour *Place the Face* (Toni Co.) is televised from El Capitan Theatre in Hollywood.

CBS-TV's Originations

CBS-TV originates five-weekly half hour Art Linkletter's *House Party,* weekly half hour *Meet Millie* and *Pantomime Quiz* (Baker's Chocolate) programs, and alternating weekly half hour *Follow the Leader* from CBS Television City.

Weekly half hour *You Asked for It* (Skippy Peanut Butter) and *Space Patrol* (Ralston-Purina) programs originate from ABC-TV's Hollywood studio.

'Gaslight' Suit Postponed By Mutual Agreement

HEARINGS on a copyright infringement and unfair competition suit by Loew's Inc. and playwright Patrick Hamilton against Jack Benny, CBS and American Tobacco Co. have been postponed until Sept. 21 by mutual agreement on both sides.

Use of Satire Version

The hearings, scheduled for July 27, concerned the defendants' use of a satire version of the M-G-M feature picture "Gaslight" on radio and TV.

The additional time was asked to permit both sides to get together on a stipulation of facts to present to the court.

Bishop Sheen TV Show Now on 100 DTN Outlets

BISHOP Fulton J. Sheen's *Life Is Worth Living* series was credited last week by the DuMont Television Network with being the first regular weekly program in television history to pass the 100-station mark.

According to DuMont's director of station relations, Elmore B. Lyford, the sponsor of the show, Admiral Corp., confirmed Thursday that WJAR-TV Providence became the 100th station in a projected 132-station hookup. The program will be presented on DuMont on Tuesday, 8-8:30 p.m., EST, starting Oct. 13.

KVOE to Drop MBS-Don Lee

KVOE Santa Ana, Calif., one of the original affiliates of Don Lee Broadcasting System and Mutual, "after some eight months of careful evaluation" will sever that association upon expiration of the present contract on Oct. 15. With no plans for a new network affiliation, owner-general manager Ernest L. Spencer says it is for the best interest of the station and Orange County, which it serves, to operate as an independent.



SIGNING NBC affiliation contract for WSAP Portsmouth, Va. [B•T, Aug. 3], is Charles J. Duke (c), president of Portsmouth Radio Corp., WSAP licensee. Witnesses are Carl J. Burkland (l), WSAP executive vice president and general manager, and Thomas E. Knode, NBC manager of station relations. Signing occurred in New York. WSAP goes NBC Sept. 19 when WTAR Norfolk switches to CBS Radio.

Stevenson Speech Coverage

ARRANGEMENTS are underway for national radio-TV network coverage of Adlai Stevenson's formal address at a Democratic Party rally in Chicago's Civic Opera House Sept. 15, Hy Raskin, vice chairman of the Democratic National Committee, has reported.

The Democrats have a "definite commitment" from NBC-TV and are awaiting word on other possibilities . . . an ABC simulcast, an NBC radio delayed broadcast, and coverage by three other radio networks, he reported.

CBS-TV, NBC-TV to Carry UN

COVERAGE of the sessions of the UN General Assembly in New York will be carried on CBS-TV and NBC-TV daily from 4:30-5 p. m., EDT, starting Aug. 17. WABC-TV New York will present UN meetings each day from 11 a. m.-1 p. m. and 3-6 p. m. EDT.

NBC Says Outlets Answer Bid for Program Material

America is not 'a suburb of New York,' says NBC radio's Vice President Ted Cott in asking affiliates for local material and personalities they think would be good 'network.'

NBC's invitation to its radio affiliates to submit to the network any program or personalities they consider worthy of a "network niche" evoked a prompt and enthusiastic response, NBC reported last week.

More than a score of nominations came in within 48 hours after a wire was sent by Ted Cott, operating vice president of NBC's radio network, asking NBC stations to help their network obtain the kind of programming that will place it in "first program position in radio."

'As Big as America'

"We know our audience is as big and varied as America," Mr. Cott wrote in part, "and in making our program plans we are operating on the conviction that America is neither geographically nor creatively a suburb of New York. We want to cover every possible source of new programming and we are sure that there are many valuable types of programs and personalities on our affiliated stations throughout the country which could be developed for network use."

NBC Chicago Sales Rise

BILLINGS of NBC Chicago o&o radio-TV outlets have risen substantially for the first six months of 1953 over a similar period last year, according to Harry C. Kopf, network vice president and general manager of WMAQ and WNBQ (TV) Chicago. Spot sales are up 8% and local time sales up 35% at the TV outlet. At WMAQ spot sales have jumped 33% and local time sales 57%, it was reported. In actual billings (dollarwise), combined increase for WNBQ was 15% and for WMAQ 40%.



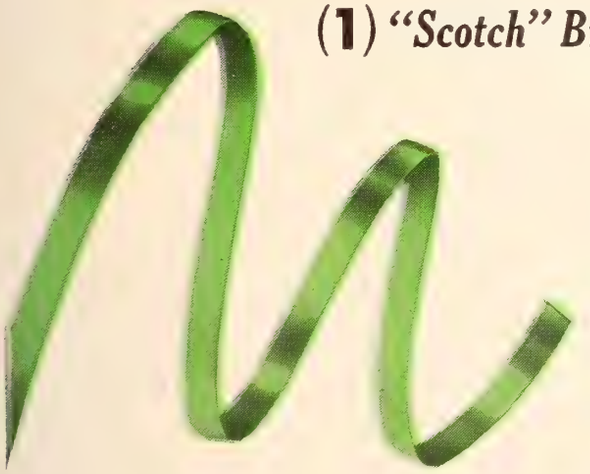
SIGNING of affiliation contract between ABC-TV and WMIN-TV Minneapolis preceded these smiles of Ernest Lee Jahncke (l), ABC vice president in charge of station relations, and Larry Bentson, WMIN-TV president. The station will share time and affiliation with WTCN-TV there on vhf Ch. 11 [AT DEADLINE, July 27].

REG. U.S. PAT. OFF.

SCOTCH BRAND

gives you 2 new recording firsts!

(1) "Scotch" Brand 120A "High-Output" Magnetic Tape



NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

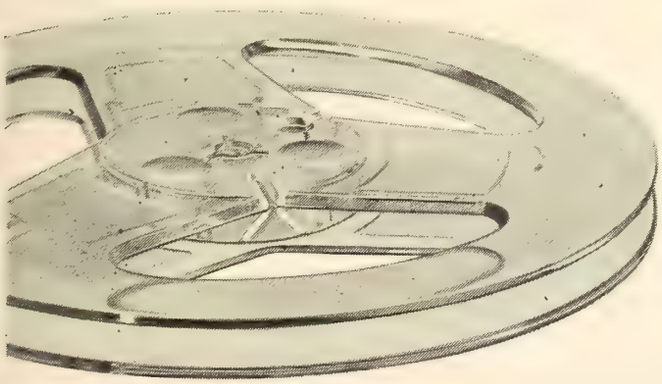
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!

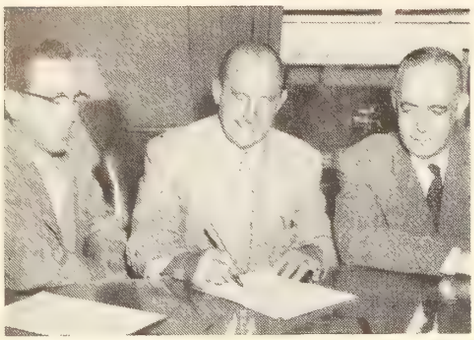


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A NEW TWIST in radio discussion programs is acquired for Mutual network by Program Vice President Herbert Rice (c), who signs an agreement for *FF State of the Nation*. The programs will be presented by Facts Forum, an organization of lawyers, students and church groups, and each will feature a governor, an outspoken critic of the governor's administration, and two top newspapermen of the state. Facts Forum President Robert Dedman (l), Dallas attorney, and Bert Hauser, MBS vice president and director of cooperative programs, flank Mr. Rice at the signing. The program will begin tomorrow (Tuesday).

CBS Names Samuels, Reitzel For Coast TV, Radio Sales

IN A realignment of West Coast radio and television sales operations, CBS Radio and CBS-TV last week announced appointments of Frank Samuels as Pacific Coast sales manager for television and Bok Reitzel in the same capacity for radio.

They will assume duties formerly handled by Kingsley Horton, who headed both radio and television sales activities for CBS on the West Coast. Mr. Kingsley has resigned from CBS, with which he has been associated since 1936, to join George F. Foley Inc., New York, radio and TV film production firm, in an executive capacity.

The appointments of Messrs. Samuels and Reitzel will take effect Sept. 1. They will make their headquarters in Hollywood. Mr. Samuels, who recently resigned from the William Morris Agency, served previously as a vice president of ABC. Mr. Reitzel, who has been stationed in New York since January as eastern sales representative for the Columbia Pacific Radio Network, came to CBS in 1949 as a salesman for KCBS San Francisco after two years with KSMO San Mateo, Calif.

BROADCASTERS RUSH POW RELEASE NEWS

RADIO and television networks and stations across the country last week provided fast-breaking coverage of the release of UN prisoners in Korea, starting shortly after 8 p. m. EDT, Tuesday, and continuing throughout the week.

Names of liberated soldiers were flashed on television screens and broadcast on radio throughout the week, as soon as they were received, with programs interrupted by special bulletins.

Radio and television networks and stations arranged for special programs for name listings and for interviews from Korea and with friends and relatives of freed soldiers in the U. S.

Beats Are Claimed

CBS-TV and ABC-AM-TV claimed the distinction of flashing the first name at 8:18 p. m., EDT. Other networks and stations reported they carried the names shortly afterward.

An early report by WBZ Boston described the station's interviews with families of released prisoners from New England, along with regular coverage of U. S. prisoners freed. Newsman Ken Mayer recorded a telephone conversation with the family of the first New England prisoner released, the station said.

WBZ carried NBC coverage of the event in Korea and the station carried a special broadcast at 9:45 p. m. Tuesday, rounding up all facts available about the POWs.

Big Client List for 'Today' Promised by NBC-TV

NBC-TV claimed last week that its *Today* program (Mon.-Fri., 7-9 a.m., EDT) will enter the fall sales season with the largest client list of any program in the history of television.

According to George Frey, NBC-TV vice president in charge of network sales, a total of 723 segments out of an available 1,408 on *Today* have been sold for the last four months of 1953. He said these orders represent an average gross volume of $2,169,000, without including business expected during the holiday season.



NAUTICAL commuters are these three DuMont TV Network executives and their agency mate. They all have homes on Long Island, and find this jointly-owned speedboat beats taking the train. At the wheel is Ted Bergmann, general manager of the network, who pilots John H. Bachem (aft), DuMont national sales manager; James W. McGlone Jr. (standing) of Fried, Reiss, McGlone agency, and William M. Koblenzer, DuMont account executive.

RADIO-TV SET MANUFACTURE UP

A new record was set for radio and TV set production the first half of 1953, according to RETMA. There were 7,266,542 radio sets and 3,834,236 TV sets made in the 26 week period.

RADIO and TV set production for the first six months of 1953 each ran well ahead of the same 1952 period, with TV output setting a new record, according to Radio-Electronics-Television Mfrs. Assn.

Manufacturers turned out 7,266,542 radio sets during the first 26 weeks of 1953 compared to 5,456,035 in the same 1952 period. TV output totaled 3,834,236 sets this year compared to 2,318,235 sets in the first half of last year. The previous high record for the January-June period was in 1951 when 3,457,519 sets were turned out.

June Output High

June radio output totaled 1,163,831 sets compared to 986,603 a year ago. June TV output was 524,479 sets compared to 361,152 a year ago.

Output of radios with FM circuits totaled 49,875 sets in June. Another 1,384 TV sets had FM tuning facilities.

Radio and TV set production figures for the first six months of 1953 follow:

	TV	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 weeks)	524,479	287,724	239,189
TOTAL	3,834,236	2,059,618	1,004,059

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
June (5 weeks)	505,774	131,144	1,163,831
TOTAL	3,079,341	1,123,524	7,266,542

Witty Reports Children Read More Before TV

PARENTS and teachers are seeking ways of influencing children in their selection of better TV programs and to relate televiewing to sounder reading habits, Dr. Paul Witty, professor of education at Northwestern U., stated last week.

Dr. Witty's comments were contained in a supplemental report on his fourth annual study of television. Last month he reported that pupils, teachers and parents were spending more time watching TV in 1953 than in 1950 [B•T, July 20].

'Great Potentialities'

Thirty-eight per cent of parents and 34% of teachers claim children in elementary schools read less than before the advent of television, according to Dr. Witty. They suggested more education programs to stimulate and encourage reading and telecasts of more children's programs at favorable evening hours. But, says Dr. Witty, "parents and teachers are less critical of TV now than in earlier studies. And many more cite its great potentialities in educating children."

THE SCORE
on Radio Listening in FORT SMITH

Shopping Center of Western Arkansas

SUMMARY OF SURVEY
CONLAN RADIO REPORT

	TOTAL MORNING	TOTAL AFTERNOON	TOTAL EVENING
• KFPW CBS Radio	44.1	37.4	33.3
• ABC Station	27.5	26.5	25.8
• MUTUAL Station	22.3	25.4	28.8

KFPW

Leads ALL the Way . .
DAY and NIGHT!

- MOST LISTENERS
- MOST PROGRAM SPONSORS
- MOST RESULTS



• FORT SMITH, SHOPPING CENTER OF WESTERN ARKANSAS

AFFILIATED with KTUL, Tulsa, Okla. – KOMA, Oklahoma City

JOHN ESAU
Vice President-General Manager

★

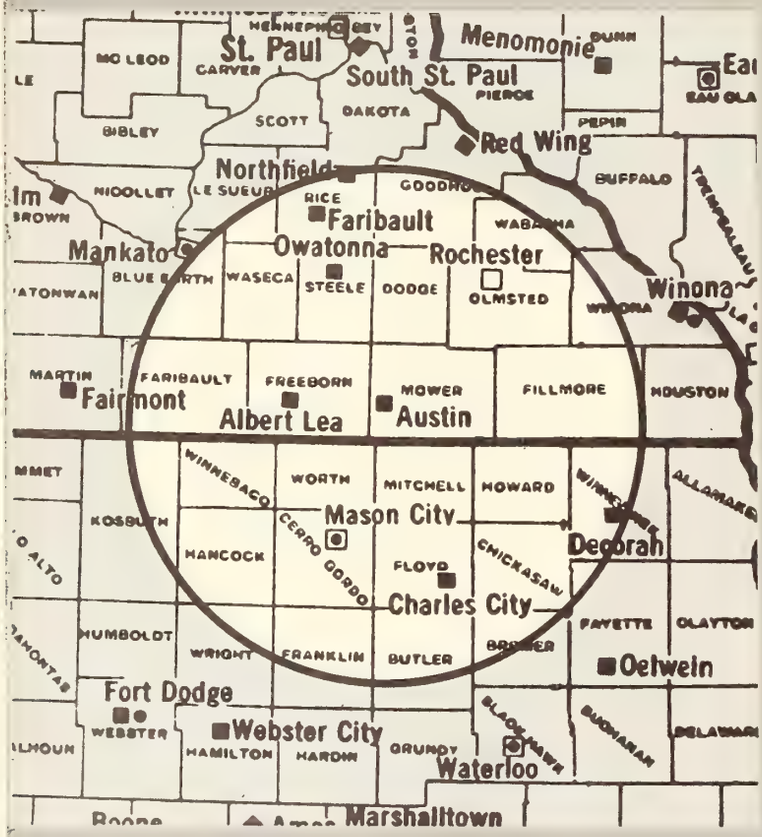
AVERY-KNODEL, Inc.
National Representative

IT'S TIME . . . TO TALK TO

John E. Pearson Television Inc.

KMMT *Television* AUSTIN, MINNESOTA
CBS • ABC • DuMONT

TELEVISION SERVICE for SOUTHERN MINNESOTA and NORTH IOWA



A call to John E. Pearson gives you this sales area where more than 400,000 buyers live and spend more than $380 million annually. Agricultural income alone is over $300 million.

For the most part, no other TV station reaches this area. No other television station so sells it like KMMT, Austin.

For television sales in Southern Minnesota and Northern Iowa, talk to John E. Pearson.

KMMT TELEVISION SERVES AND SELLS

MINNESOTA COUNTIES

Freeborn, Mower, Fillmore, Faribault, Waseca, Steele, Dodge, Olmsted, Goodhue, Rice, Blue Earth, LeSueur, Wabasha and Winona.

IOWA COUNTIES

Winnebago, Worth, Mitchell, Howard, Floyd, Cerro Gordo, Chickasaw, and Hancock.

KMMT TELEVISION

AUSTIN, MINNESOTA
Channel 6
L. L. McCurnin, *Manager*

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

NATIONAL TV SALES

TELESTATUS®

Weekly TV Set Summary— Aug. 10, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed here. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	11,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	465,884	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV	23,500	.....
	KONA	22,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,570,000	.....
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	15,500
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	65,000
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	53,114	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Duluth	WFTV	.....	23,070
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	38,500	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	521,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	190,196	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,945
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	
Schenectady	WRGB	273,700	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	172,374	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	772,577	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	29,956	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....

Station

KRVD

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

287,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4

The BRANHAM Company

$'s Go Further, Do More, on WLW radio

. . . because of the promotion, exploitation and merchandising by WLW's client service department




Give Your RADIO PERSONNEL *Professional* TV TRAINING!

The transition from radio to television is a great deal simpler and smoother if your personnel problems are solved. One method is to train your present radio staff now for future television duty.

To meet the growing need for television manpower, Southeastern has devised a professional TV PRODUCTION COURSE of only six weeks' duration. It is taught by television career men in a fully-equipped, modern TV Studio, and involves practical working experience on a regular telecasting schedule. Upon graduation, the student is thoroughly qualified to handle TV production.

Southeastern also offers a professional six-week course in TV Engineering, which includes complete maintenance instruction and practice. Write for the full story today . . . . and solve your personnel problems of tomorrow!

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE
2317 12th Ave., So.
NASHVILLE, TENNESSEE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	31,636
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	683,000	.....
	WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	31,500
Greenville	WGVL	.....	.....
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	119,265	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	27,402	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	287,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Longview	KTVE	.....	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	150,937	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	121,559	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	175,010	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	271,000	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KMO-TV, KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	202,437	.....
WISCONSIN			
Green Bay	WBAY-TV	54,616	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 215*
Total Cities with Stations on Air 150*
Total Sets in Use 26,165,941

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

'Lucy,' 'Racket Squad' Lead Nielsen TV List

CBS-TV's *I Love Lucy* and its summer replacement, *Racket Squad*, took top positions in the Nielsen-Ratings for television programs for the two weeks ending July 11. Complete listings follow:

NATIONAL NIELSEN-RATINGS
Top Television Programs
Nielsen-Rating

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	10,794
2	Racket Squad (CBS) (Philip Morris & Co., Ltd.)	9,184
3	Dragnet (NBC)	8,212
4	Robt. Montgomery Presents (NBC) (Johnson, S. C., & Son)	7,714
5	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	7,591
6	Pabst Blue Ribbon Bouts (CBS)	7,547
7	Westinghouse Theatre (CBS)	7,394
8	Ford Theatre (NBC)	7,053
9	Best of Groucho (NBC)	6,827
10	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	6,670

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	45.9
2	Racket Squad (CBS) (Philip Morris & Co., Ltd.)	40.9
3	Dragnet (NBC)	37.4
4	Westinghouse Theatre (CBS)	36.5
5	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	34.4
6	Pabst Blue Ribbon Bouts (CBS)	33.1
7	Ford Theatre (NBC)	33.0
8	Robt. Montgomery Presents (NBC) (Johnson, S. C., & Son)	32.6
9	What's My Line (CBS)	32.0
10	Arthur Godfrey's Scouts (CBS)	31.4

Copyright 1953 by A. C. Nielsen Co.

No Hiatus Here

TV VIEWING drops off in summertime? At least two New York television stations have come up with figures to show the opposite. WCBS-TV quoted American Research Bureau figures as showing that the station's average daytime quarter-hour rating went from 4.2 for the November-April period to 4.3 for May through July. Considering the interim increase in set ownership, this gain was calculated to mean more than 10% increase in daytime viewers per quarter-hour. WABC-TV, meanwhile, cited Telepulse figures to show its evening *7:15 News Final* show's share of audience went from 8.5% in April to a new high of 10.9% in July, representing a 28% increase in audience share.

'Lucy' Tops 'Hooperade' In Five of Six Markets

CBS-TV's *I Love Lucy* was the top TV program in five of the six cities in the "Hooperade of TV Stars" for the June 26-July 2 period, according to an announcement last week by C. E. Hooper Inc. The ratings showed CBS-TV's *Arthur Godfrey's Talent Scouts* in first place in the sixth city, Boston, with *I Love Lucy* third. "Hooperade" covers the cities of New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

1ST

In this 5-Station Market,

WSYR is FIRST

Any way you look at it

PULSE OF SYRACUSE
April, 1953

72 15-Min. Periods, 6 a.m. to Midnight
WSYR FIRST . . . in 50 periods
WSYR SECOND in 22/72 periods
(that's all there is)

NIELSEN 1952

WSYR FIRST
by 47% to 212%

SAMS 1952

WSYR FIRST
by 29.8% to 239%

WSYRACUSE
570 KC

NBC Affiliate • Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York

NEED MEDIA FACTS, PORTER SAYS

Ben Sanders, KICD Spencer, elected president of Iowa group which opposed continued commercial operation of WOI-TV Ames after other facilities become available.

ADVERTISERS and media must develop improved ways of providing the facts needed by those who spend advertising dollars, Arthur A. Porter, vice president of Leo Burnett Co., Chicago agency, told the Iowa Broadcasters Assn. at its July 31 meeting in Des Moines.

The association heard several speakers and elected these officers: Ben Sanders, KICD Spencer, president; Ken Gordon, KDTH Dubuque, vice president; W. W. Woods, WHO Des Moines, secretary-treasurer; Herbert Ohrt, KGLO Mason City, director. Ed Breen, KVFD Fort Dodge, past president, continues on the IBA board.

A statement was adopted voicing unalterable opposition "to the continuance of WOI-TV as a commercial station after other facilities become available." IBA adopted a resolution calling for resistance to attempts by networks or any other sources "to cut rates in any form whatsoever, or to lower the standards of broadcasting."

Mr. Porter said radio has lost 46% of its share of the national advertising dollar since 1945 and is below its 1935 position. "Back in 1935," he said, "radio was getting 23% of the national advertising market, in 1945 37%, but by 1952 the percentage had fallen back to 20%." He added that magazines have dropped about 22% since 1945 and newspapers, while better off today than in 1945, have lost 34% of their market compared to 1935.

Referring to the practice of translating program audience into the commercial audience, Mr. Porter cited figures supplied by national magazines on the percentage of people who read a specific ad in a particular issue. He said, "This is the point that must eventually be reached in broadcasting—not how many people we reach with a program but how many people we reach with a commercial, and what it really costs to get our message across."

Ralph Hardy, NARTB vice president, said that practically all the sources that plague broadcasters—legislative or public relations—could become the industry's best friends. "Most of our problems from a Washington angle arise from lack of understanding of our problems and needs," he said. He suggested the Johnson baseball bill, sidetracked by Congress, is important because it is the first legislative attempt to deal with the problem of TV competition. The bill is being closely watched by many other industries that feel the influence of TV, he added.



WDAY
(FARGO, N. D.)

IS ONE OF THE NATION'S
MOST POPULAR STATIONS!

Last year, WDAY was swamped with 145,659 letters and postcards from its listeners! This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY—an average of slightly over 399 letters per day, including Sundays and holidays!



NBC • 5000 WATTS • 970 KILOCYCLES

FREE & PETERS, INC., Exclusive National Representatives

REC-NE Elects Masse

C. HERBERT MASSE, WBZ-TV Boston sales manager, has been elected president of the Radio Executives Club of New England for the 1953 - '54 season. Other officers elected are: Paul H. Provandie, Hoag & Provandie Inc., first vice president; Emmett J. Heerdt Jr., WEEI Boston, treasurer, and Robert C. Foster, Robert C. Foster Inc., secretary. Committee chairmen named by Mr. Masse are: Harry Wheeler, WVDA Boston, rules and constitution; Tom Meehan, WBZ, Christmas party; Rudolph Bruce, N. E. Coke Co., membership; Marie H. Houlahan, WEEI, publicity, and George Perkins, WHDH Boston, break-up party.



Mr. Masse

'Direct Mail Capital'

FOR the 36th convention of the Direct Mail Advertising Assn. Sept. 30-Oct. 2 at the Hotel Statler in Detroit, that city has been proclaimed the "Direct Mail Capital of the World" by Mayor A. E. Cobo. Some 1,000 direct mail advertising men from the U. S. and Canada will attend, according to William Power, advertising manager of Chrysler Division of General Motors Corp., convention chairman.

SRA Meet in Chicago

STATION Representatives Assn. will hold a series of clinics in Chicago, probably this fall, similar to those being held now in New York with advertisers and agencies. Plans were discussed at luncheon given July 30 for Reg Rollinson, SRA director of advertiser relations. He spoke informally at Chicago session attended by personnel from 16 station representative firms.

Muter Again Heads RETMA Awards Unit

LESLIE F. MUTER, The Muter Co., Chicago, has been reappointed chairman of the Annual Awards Committee of the Radio-Electronics-Television Manufacturers Assn. by Board Chairman Robert C. Sprague. The committee nominates the person or company which in its opinion has made the greatest contribution to the radio-electronics-television industry. The RETMA Medal of Honor was first presented in 1952, to RCA's Brig. Gen. David Sarnoff, and in 1953 to GE's Dr. W. R. G. Baker. In addition to Mr. Muter, members of the RETMA awards committee are Robert C. Sprague, board chairman; Glen McDaniel, president; Robert S. Alexander, Set Div.; R. E. Carlson, Tube Div.; R. G. Zender, Parts Div., H. J. Hoffman, Technical Products Div.; Sidney Harman, Amplifier & Sound Equipment Div. Also members of the committee are the following past presidents of RETMA: Max Balcom, Sylvania; Paul V. Galvin, Motorola; A. D. Plamondon Jr., formerly Indiana Steel; H. B. Richmond, General Radio.

Calif. Radiomen Demand Hearst Name 'Communists'

DEMAND for identity of local radio commentators allegedly disseminating communist propaganda, as charged in a recent *Los Angeles Herald-Express* editorial, has been made by the Radio & Television News Club of Southern California to publisher David Hearst.

No Identity

Frank Burke Jr., president of the Southern California Broadcasters Assn. and general manager of KFVD Los Angeles, made a similar written request to Mr. Hearst following publication of the July 16 editorial which did not identify the commentators or stations involved.

George Martin Jr., president of the news club, pointed out that the editorial's tenor cast "reflection upon radio and television news men in the area" and that the "unfairness of such a situation is obvious."

RETMA Committeemen

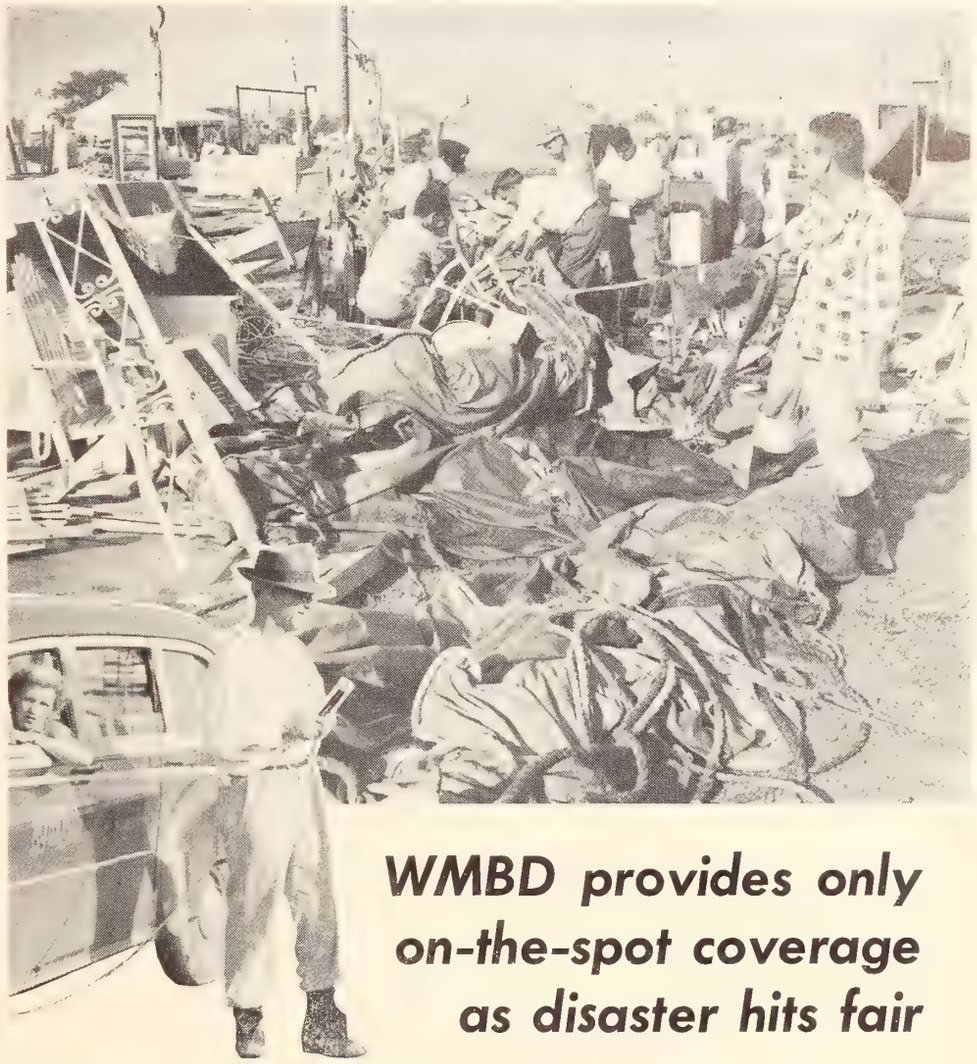
THREE committee chairmen were named last week by Robert C. Sprague, chairman of the board of Radio-Electronics-Television Mfrs. Assn. Paul V. Galvin, Motorola Inc., was reappointed chairman of the committee surveying subscription TV, focusing on possible affects on the telecasting of sports, theatrical presentations and other events.

H. A. Pope, National Union Radio Corp., was named chairman of the credit committee. Glen McDaniel, RETMA general counsel, was reappointed chairman of the legal committee.

RETMA Reports Tube Sales

FACTORY sales of cathode-ray and receiving tubes in the first six months of 1953 were valued at over a quarter-billion dollars, according to Radio-Electronics-Television Mfrs. Assn. June sales exceeded $47 million. Factories sold 5,197,071 cathode-ray tubes the first half of the year. Receiving tube sales totaled 243,160,348 units.

Obviously OUTSTANDING . . .



WMBD provides only on-the-spot coverage as disaster hits fair

WMBD was the *only* Peoria radio station to provide timely coverage at the scene of the Heart of Illinois Fair which was severely damaged by a storm with hurricane force winds which roared out of the night on July 4th.

WMBD's News Director, Brooks Watson, arrived on the scene at 5:00 A.M. Broadcasting under emergency power, he gave listeners on-the-spot coverage . . . describing the damage and the efforts of the workers to get the Fair back in shape.

Then on the evening of July 5th, another storm hit Peoria. Once again, WMBD was the only station to serve the area by staying on the air all night, broadcasting storm conditions and highway information, calling auxiliary police and performing other much needed services.

This type of exclusive on-the-spot public service reporting is another reason why listeners turn first to WMBD . . . Peoriarea's favorite radio station.

To *sell* the Heart of Illinois *buy* WMBD.

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

COLOR TV GAINS MOMENTUM: FCC CALLS FOR COMMENTS

Commission issues its Notice of Proposed Rule Making following the petitions for approval of the NTSC standards. Six firms have asked that the system be approved, and CBS has won permission to colorcast on an experimental basis for three months beginning Sept. 10.

FCC ISSUED its expected notice of proposed rule making on color television Friday and called for comments by Sept. 8 on the proposed National Television System Committee's compatible color specifications, with counter comments due 15 days thereafter.

In response to requests for a waiver of the provision requiring a Washington demonstration before the FCC would consider new standards for color TV—included in its June 1950 order establishing the CBS-sponsored field sequential system—the Commission said that no Washington demonstration would be necessary at this time. "The Commission will determine at a later date whether during the course of the proceeding a signal on the air in Washington will be required," the FCC notice said.

The Commission's unanimous order also said that in subsequent notices it would specify the time and nature of demonstrations and tests and "such other proceedings as may be necessary." Unless controversy develops, it is believed that the Commission is hopeful that the proceedings can be covered largely by written documents.

Action At Second Meet

The Commission's action was taken after a half-day discussion with the staff last Thursday. This was the second meeting on the subject of color TV in which the Commission has engaged since RCA-NBC filed the first petition asking for commercial authorization of the NTSC standards last June [B•T, June 29]. Since then, five other petitions favoring this step have been filed—by NTSC, GE, Philco, Sylvania, and Motorola. (Hazeltine filed a letter supporting the NTSC brief last week.)

Also supporting the NTSC standards is CBS, which last week received FCC approval to begin network colorcasting with the compatible standards during regular program hours —but only for sustaining programs. The CBS authorization gave the network permission to start on an experimental basis Sept. 10.

The Commission related the history of the proceedings leading to the adoption of the non-compatible field sequential system in 1950, and referred to the statement then that if a compatible system had been shown to be feasible it would have preferred it. The Commission also said it had been kept advised of the progress of the NTSC's work in developing a compatible color system. The NTSC, composed of technicians from leading radio-TV and electronics manufacturers, under the sponsorship of the Radio-Electronics-Television Manufacturers Assn., was formed in 1950 for the specific purpose of developing a compatible color system.

Although the Commission made no direct reference to the admissions of some petitioners that they cannot now meet the criterion which requires a new color system to permit the sale of receivers at a price available to the mass of the American public, it did note that "petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings."

Hazeltine's letter stated that it is "satisfied . . . that the basic principles upon which the NTSC proposal is built and the engineering work by which those principles have been applied to the construction of a complete color TV signal specification, are sound." It said it would file comments on the NTSC proposal at the proper time.

The FCC's authorization to CBS to begin network color broadcasts over the "lines" of AT&T was for a three-month period, to end Dec. 10. The Commission's order said that CBS proposes to study the technical problems involved in color broadcasts and to determine the character of reception on conventional monochrome television receivers. The Commission warned that its grant to CBS should not be construed as approval of the NTSC standards.

Full text of FCC's Notice of Proposed Rule Making on color TV (Mimeo No. 93247) will be reprinted in FOR THE RECORD *in next week's* BROADCASTING • TELECASTING.

From manufacturers came two estimates last week of color TV's future.

William J. Halligan, president of the Hallicrafters Co., predicted FCC approval for the compatible NTSC standards around the first of the year, estimated 50,000 color sets in 1954, with 14-in. sets costing from $900 t $1,000. Color TV will really hit its stride i 1956, Mr. Halligan figured, bringing "a bon anza period that will last for ten years." Mr Halligan said the first color picture tube would cost $200 or more, with the sets re quiring 36 to 40 receiving tubes. In showin a Hallicrafters' laboratory color TV model Mr. Halligan said it contained 41 receivin tubes, an RCA metal picture tri-colored tub and cost the company "I guess" about $400 000. Mr. Halligan made his remarks at a dealer convention in Chicago's Drake Hote last week.

Color TV will progress slowly at the outset become quite important from a sales stand point in 1956 or 1957, Paul V. Galvin, presi dent of Motorola Inc., Chicago, said last Tues day.

Galvin Predicts

In a statement prepared for B•T in connec tion with Motorola's petition to the FCC or colorcasting, Mr. Galvin predicted that until the medium does develop sufficiently "black and white receivers will continue to represent substantial volume and profit."

"For one thing it will resolve quickly any mystery or confusion remaining in the public mind about the developmental status of color television," Mr. Galvin stated. "Even more important it will act as a spur to competitive activity leading toward the time when a color receiver can eventually be produced to fit within the budget range of the typical American home."

The Motorola president expects initial deliveries of color sets sometime next year with output limited by supply of available tubes. He said size of the initial picture will be "somewhat smaller than the black and white we are used to and the price will be three to four times higher than a comparable black and white receiver."

Motorola hopes to reap a "reasonable percentage" of the early market for color video, he added.

COURT OF APPEALS UPHOLDS ALLOCATIONS

Decision is the first to back up FCC's TV allocations table. Court turns down Peoples Broadcasting's appeal in WGAL-TV channel switch.

FCC has the right to establish a nationwide TV allocations plan, the U. S. Court of Appeals in Washington ruled last week. This is the first court decision upholding legality of the Commission's table of allocations for TV, under attack in various court appeals.

The Finding

A three-judge court found that: "The purposes of the creation of the Commission, as expressed by Congress, and the mandates pursuant to the purposes, enumerated at great length in the statute, furnish ample support for this action."

The Court of Appeals decision came in the Lancaster, Pa., case, where Peoples Broadcasting Co. (WLAN-AM-FM) had appealed from an FCC ruling permitting WGAL-TV to move from Ch. 4 to Ch. 8 temporarily pending a hearing on Peoples' application for Ch. 8 [B•T, Dec. 22, 1952].

The court upheld the FCC action in authorizing temporary operation of WGAL-TV on Ch. 8 as "a practical solution of a problem which involved the public interest in the continuity and quality of television service."

Peoples' claimed that the Commission's move jeopardized its comparative hearing rights. The hearing, before FCC Examiner J. D. Bond, was completed in June and the parties are awaiting an initial decision from Mr. Bond.

In making its ruling, the Court referred to a point made in the revised Sec. 309(c)—the "protest" provision—which provides that an automatic stay is made mandatory except when an existing service is involved. Thus, said the court, WGAL-TV must be considered an existing licensee, even though it had to move from Ch. 4 to Ch. 8 under the FCC's revised table of allocations. The Commission substituted Ch. 8 for Ch. 4 in its end-of-the-freeze order because of interference with Ch. 4 stations in New York and Washington [B•T, April 14, 1952].

Peoples' Argument

Peoples' argument that the Commission could not modify a license without an application from the licensee was denied by the court. The judges held that Sec. 316(a) permits the FCC to modify a license without an application. WGAL-TV's change from Ch. 4 to Ch. 8 was made upon a show cause order by the FCC.

The unanimous opinion was signed by Circuit Judges E. Barrett Prettyman, James M. Proctor and David L. Bazelon. Appeals, questioning the legality of the Commission's table of allocations, are on file with the U. S. Court of Appeals from Hearst Corp. (Milwaukee), and Logansport (Ind.) Broadcasting Corp.



"more comment than any other advertising"

Over a year ago, Haymarket Mills of Nashville started a small announcement schedule over WSM-TV to sell their stone ground Haymarket Corn Meal. Since then, the schedule has been increased several times through Buntin-Smith and Associates. Here, in the words of an official at Haymarket Mills, are the reasons for the increases:

"... these announcements have provoked more comments from dealers and consumers than any other advertising we have used. Our jingle is a familiar tune throughout this area. It is for these reasons that our television schedule has been increased from time to time. WSM-TV now receives more of our annual advertising budget than any other medium."

If you want to grind out a similar success story for your product, better put WSM-TV to work for you. Irving Waugh or any Petry Man can give you, show you, many success stories to match this one.

Channel 4

WSM-TV

Nashville

'PAPER WORK' DELAYED DEAN CHOICE

Although both the GOP Natoinal Committee and the Senate Commerce Committee let the word out that South Dakota broadcaster Bob Dean was 'cleared' for appointment to FCC, the nomination didn't arrive from the White House before Congress closed down. His case is reported still strong.

COMPLETION of "paper work" was assigned as the reason for the delay in the appointment of Robert J. Dean, South Dakota broadcaster, to the FCC last week, after semi-official word had gone out from the Republican National Committee and the Senate Interstate & Foreign Commerce Committee that his name had been "cleared" by the White House.

Mr. Dean left Washington by car last Sunday with Senator Francis Case of South Dakota, his chief sponsor, confident that his appointment, on an interim basis, would be forthcoming. He said he was returning to Rapid City, S. D., prepared to sell his 55% interest in KOTA to his principal associates, and ready himself for his FCC service in Washington. Mr. Dean momentarily has expected his appointment for the Commissionership vacated by Paul A. Walker, Democrat, last June 30.

There were desultory reports of other "candidates" for the Commissionership, but in responsible quarters it was conceded last week, as it had been the week before, that Mr. Dean has had no serious competition since Charles H. Garland, KOOL Phoenix, had been offered the secretaryship of the FCC as an alternative, and promptly rejected it [B•T, Aug. 3]. Mr. Dean's appointment would give the FCC four Republican members for the first time since its creation in 1934.

Word Was Out

Prior to the adjournment of Congress on Saturday, Aug. 1, word had gone out that Mr. Dean's nomination had been transmitted to the Senate, with hope of confirmation prior to the session's end. Sen. John Bricker, new chairman of the Commerce Committee, had scheduled hearings on the nomination of former Rep. John W. Gwynne of Iowa, for the Federal Trade Commission, and also advised Mr. Dean that the committee was prepared to hear him, if the nomination were transmitted from the White House. That did not happen, however, and no reason is given beyond the statement that the name had been "cleared" but that the President had not signed the necessary papers.

Such stalwarts as Sen. Edwin C. Johnson, as well as Mr. Bricker, had stated openly that Mr. Dean would be nominated and confirmed prior to adjournment. The Republican Committee, in fact, authorized the statement that Mr. Dean's nomination would be forthcoming. This was broadcast throughout the broadcast fraternity.

In some quarters, it was hazarded that the liaison between the GOP headquarters and the White House had become "unglued" and that while Chairman Leonard W. Hall had approved the Dean appointment, it had collided with opposition within the White House secretariat. There was no confirmation of this. At the White House, it was stated simply that the President had been preoccupied with important matters which consumed all of his time and that nothing yet had been done on the FCC vacancy.

Last Friday, as the White House staff prepared to move with the President to summer quarters in Denver, the word was that Mr. Dean's nomination was imminent. But there was the report, too, that if another formidable candidate, with strong backing, appeared in the picture, the whole matter might be reopened.

Meanwhile, the supporters of Mr. Garland hadn't officially given up the ghost, despite reports the Arizona broadcaster had "withdrawn." This was denied in his behalf, although there was no outward optimism about his appointment.

Mr. Dean has agreed to accept the FCC Commissionership on an interim basis. That means he would serve without pay until the next session of Congress, which would be called upon to enact special legislation to reimburse him for back pay, on the basis of the $15,000 annual stipend.

The nomination, for the full seven-year term, then would have to be made by the President. The "without pay" requirement stems from the fact that the vacancy existed for more than 30 days, while Congress was in session, and that the President could have made an appointment during that period with the consent or the rejection of the Senate.

Democrat Says TV Film Sells GOP AF Viewpoint

THE DEMOCRATIC National Committee has been handed a political problem which involves equal time from stations, a problem that continally has vexed the broadcaster.

The current situation involves the charge by Rep. Samuel W. Yorty (D-Calif.) that Republican Congressmen are preparing an "insidiously clever" TV program to "try to sell the American people a bill of goods." The "goods," according to Rep. Yorty, are the Air Force cuts pressed by the Administration in Congress this year.

Equal Time Demanded

Rep. Yorty asserted, "I believe that every TV station which donates time for exhibition of the Republican TV film should donate equal time to the Democrats to give the people our version of the need for adequate American air power."

The Congressman, who backed up his accusation with what he claimed to be an actual script, said the film is being financed by the Republican Party and produced under the direction of GOP policy leaders in Congress.

Rep. Yorty said the GOP has called upon "advertising agency methods" to sell its Air Force program. "I view with great concern the fact that such sales techniques, perhaps justifiable in the commercial field, are now being skillfully adapted to politics, not to enlighten the people with facts, but rather to distort the facts."

He added, "I am sure no one can object to use of professional advice to make political radio and TV programs interesting—to give them good continuity and timing. But this is not the same as employing devious and deceptive techniques to create erroneous impressions."

Report to People

PRESIDENT Eisenhower again gave aural broadcasting exclusive right to a major report to the people when he was heard on all four radio networks Thursday, 9:30-10 p.m. Newsreel TV excerpts were permitted at conclusion of the radio talk. Last June 3 he made a simulcast report to the people, using TV staging devices to hold a discussion with four Cabinet members [B•T, June 8].

NASHVILLE WINS THIRD VHF OUTLET

FOR the second week in a row, Nashville acquired another vhf TV station as FCC on Wednesday authorized vhf Ch. 5 to WLAC there upon withdrawal of the competitive application of WKDA Nashville. WKDA acquires option for 50% interest in the TV venture.

A fortnight ago, the second vhf station was approved for Nashville as FCC granted Ch. 8 to WSIX after the dismissal of the mutually exclusive bid of WMAK there. WMAK holds option for 25% interest in the TV outlet. [B•T, Aug. 3].

Nashville has one pre-freeze operating station, WSM-TV, on vhf Ch. 4. The only other vhf assignment there is reserved educational Ch. 2, for which an application is pending by the Nashville Educational Television Foundation [B•T, June 15]. Both uhf Chs. 30 and 36 are unsought.

In its only other new TV station grant last week, FCC authorized vhf Ch. 4 at Valley City, N. D., to North Dakota Broadcasting Co., a John W. Boler interest and licensee of KCJB Minot and KSJB Jamestown, N. D.

The Nashville Ch. 5 grant specifically is for nearby Old Hickory, Tenn. The assignment was removed from the principal city to correct an allocation error. The station, however, will serve the entire Nashville market area.

FCC made the Ch. 5 grant to Life & Casualty Insurance Co. of Tennessee, WLAC licensee, "without prejudice to any action the Commission may take on any future application to effectuate the agreement made Aug. 4, 1953, with Capitol Broadcasting Co., which withdrew its competing application." The licensee of WKDA, Capitol is a partnership of A. G. Beaman and T. B. Baker Jr.

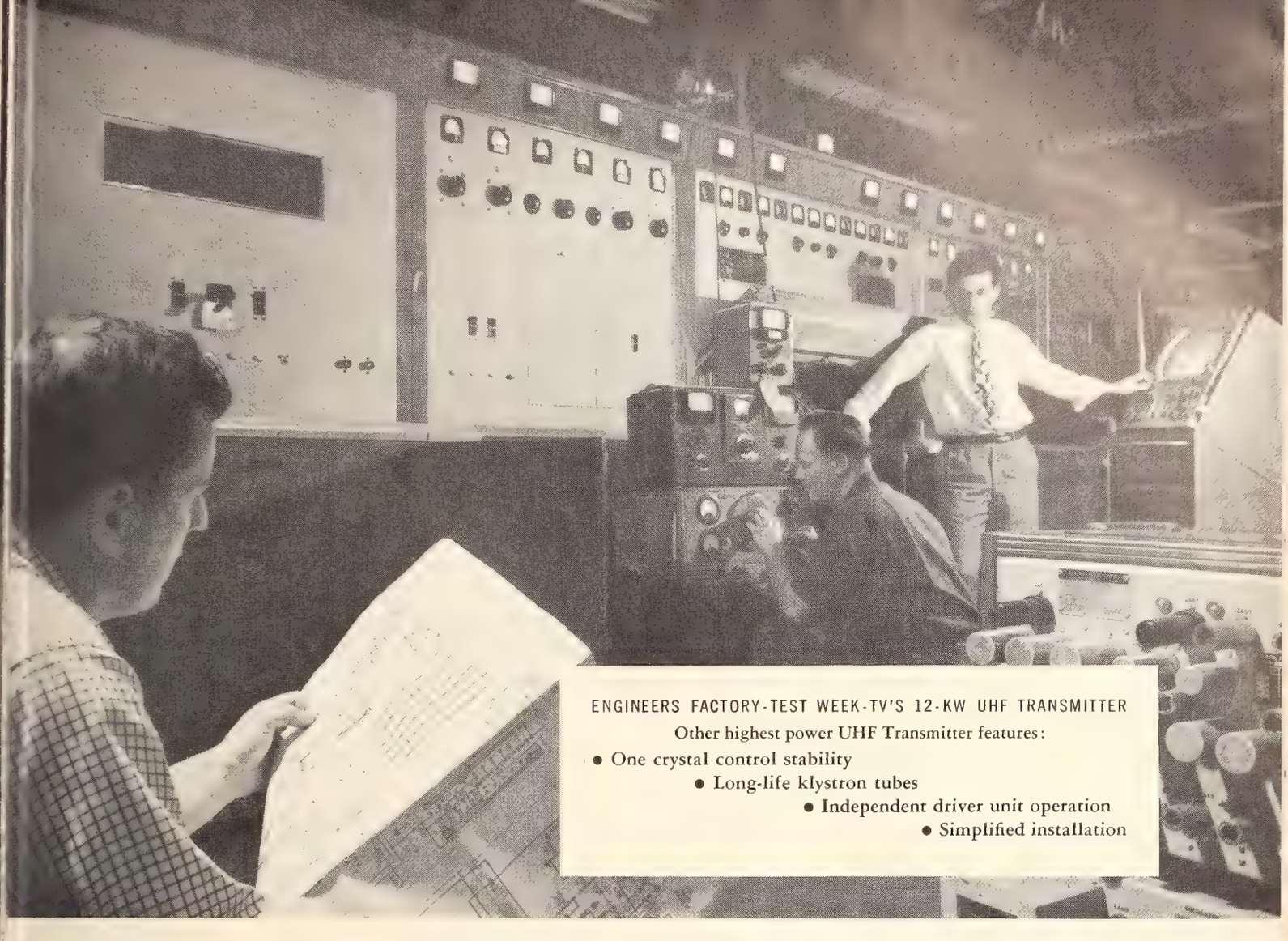
Under the proposal, Life & Casualty will form a new corporation to be known as WLAC-TV Inc. Its capitalization will consist of 2,000 shares of stock, $100 par. Messrs. Beaman and Baker are given the option for 18 months to purchase one-half of the WLAC-TV Inc. stock at par value. Life & Casualty will hold the remaining 50%.

The agreement further provides that Life & Casualty will nominate the chairman of the board, president and vice president of WLAC-TV Inc. while Mr. Beaman would be secretary-treasurer and Mr. Baker executive vice president and general manager of the TV station. Mr. Baker is general manager of WKDA, which would be disposed of in the event the option is exercised.

Details of the grants follow:

Valley City, N. D.—North Dakota Bcstg. Co. (KSJB Jamestown, KCJB Minot) granted vhf Ch. 4; effective radiated power 10.7 kw visual and 5.37 kw aural; antenna height above average terrain 660 ft.

Old Hickory (Nashville), Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC) granted vhf Ch. 5; ERP 100 kw visual and 50.1 kw aural; antenna height above average terrain 930 ft.



ENGINEERS FACTORY-TEST WEEK-TV'S 12-KW UHF TRANSMITTER

Other highest power UHF Transmitter features:

- One crystal control stability
- Long-life klystron tubes
- Independent driver unit operation
- Simplified installation

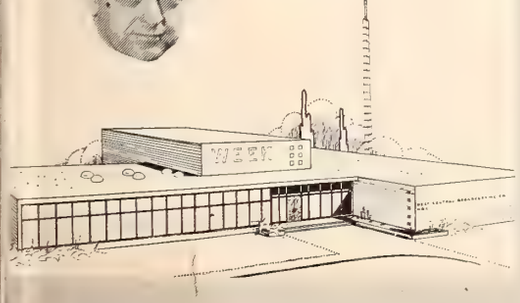
G-E 12-KW UHF TRANSMITTER BOOSTS WEEK-TV COVERAGE . . .

Reliability... Power!

"We picked G-E not only for maximum UHF signal strength, but with first-hand knowledge of outstanding General Electric equipment performance."



WAYNE LOVELY
Chief Engineer
WEEK-TV, Peoria, Ill.



TODAY, with a factory tested G-E 12-KW UHF Transmitter, "more than a million viewers can enjoy WEEK-TV programs." Station WEEK-TV, Peoria, Ill., set a pattern for other mid-west stations immediately after it opened. Operating with an interim General Electric 100-watt transmitter, WEEK-TV's effective signal strength reached 50 miles! Now—with the new, highest powered 12-KW UHF Transmitter, station officials are even more proud of their success in outlying fringe areas... and even more confident of G-E equipment performance! *General Electric Company, Section 283-10, Electronics Park, Syracuse, New York.*

Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

COMMITTEE PROBES OF RADIO-TV FIELD HIGHLIGHT 83D CONGRESS' FIRST SESSION

Congress was active in committee probing and questioning of a number of broadcast matters. More action is expected next January in the second session. Important bills pend in committees.

IT WAS not a "do-nothing" Congress in radio-TV affairs.

The first session of the 83d Congress, which ended last Monday, touched upon a host of broadcast matters, ranging far and wide and affecting both radio and television with equal force.

Most of the work—the questioning and the probing—was done in committee. Actual legislation passed on radio and television was nearly nil; Congress' influence affecting the industry was very great. The influence apparently will be even greater next year. There are a number of topics in the field which will be carried over to the second session that begins Jan. 6, 1954.

In brief, the highlights of the first session were as follows:

• TELEVISION—The Congress, through its Senate and House Interstate & Foreign Commerce Committees, threw the spotlight first on color television, next on educational video and with gusto on the FCC's TV application processing line.

• BASEBALL—The Senate was the scene of Sen. Edwin C. Johnson's strong but temporarily unsuccessful bid to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park.

• RADIO TREATY—The North American Regional Broadcasting Agreement (NARBA) apportioning the AM spectrum among the countries of the North American hemisphere (excluding Mexico and Haiti) failed to clear the Senate. A detailed hearing was held last month on the treaty, which has been awaiting ratification since 1951 [B•T, July 13].

• COMMITTEE CHAIRMANSHIP—In the last days of the session, Sen. Charles W. Tobey (R-N. H.), who was chairman of the Senate Interstate & Foreign Commerce Committee since the Republicans assumed control of the Congress in January, died after suffering a heart attack. He was succeeded by Sen. John W. Bricker (R-Ohio), an educational TV advocate.

• GOVERNMENT REORGANIZATION—Congress went along with President Eisenhower's reorganization of the overseas information program. Voice of America is part of the new U. S. Information Agency. Congress also approved the creation of a new Hoover Commission to study the functions of government agencies.

• McCARTHY BILL—Sen. Joseph R. McCarthy (R-Wis.), in a bill now lodged in the Senate Commerce Committee, proposed that radio and TV stations record or film everything placed on the air.

• RADIO-TV COVERAGE—The first session of the 83d Congress saw the microphone and the television camera re-emerge as instruments used in the coverage of congressional committees. Temporary set-back was suffered by the media during the 82d Congress.

• FOUNDATION PROBE—The House in the last hours before adjournment okayed $50,000 for a special committee to investigate tax-exempt foundations. Committee work must be concluded by the end of next year. Rep. Carroll Reece (R-Tenn.) heads the group.

Sure to make the headlines in the radio-TV field next year are FCC's rate of progress in television—the Congress, prodded by Sen. Johnson (D-Colo.), earmarked $1,018,496 to be applied to the Commission's TV application processing in fiscal 1954; baseball broadcast coverage—Sen. Johnson can be expected to introduce a new bill [B•T, July 20]; NARBA's fate in the Senate; what to do about the McCarthy bill and the following important topics:

• BOX OFFICE TV — Where do subscription TV and theatre TV fit in the broadcast industry? Are they part of broadcasting as defined in the Communications Act, or should the act be amended so as to speak clearly on the subject? Rep. Carl Hinshaw (R-Calif.) already has let it be known he will press for a House Commerce Committee hearing on his HR 6431 which would redefine the term broadcasting so as to make box office TV a common carrier [B•T, Aug. 3, July 27].

• WOLVERTON BILL—Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, introduced a measure on the very last day of the session (last Monday). The bill (HR 6819) would set up a "Telecommunications Policy Committee." Its powers would be far reaching and would affect the allocation of the whole spectrum to users (see story this section).

'Dry' Forces

It is presumed there will be a new drive by the "dry" forces to push through legislation which would bar "liquor" advertising from the airwaves (see editorial, page 126). Procedure in the past has been for spokesmen to ask amendment of the proposal to include all alcoholic beverage advertising on radio and television. Next step would be to knock such advertising out of all media.

Sentiment prevails for amendment of Sec. 309 (c) of the Communications Act which permits protests against FCC grants on grounds of purposed injury. Rep. William L. Springer (R-Ill.) had been considering introduction of such a bill in the House [CLOSED CIRCUIT, July 27].

Also expected to come up during the second session are various amendments to the Communications Act which were left unanswered when the 82d Congress enacted into law the McFarland bill.

These are Sec. 315 of the Act (political libel); a requirement that a successful TV applicant purchase equipment from the unsuccessful applicant; the giving of authority to FCC to suspend station licenses and impose fines for violations of the Act; the prohibiting from practicing before FCC for one year of any Commissioner who resigns before his term expires; and a ban on so-called newspaper discrimination by FCC [CLOSED CIRCUIT, Aug. 3].

Here is both a thumbnail sketch of actions in Congress and status of pending legislation of interest to the radio-TV industry:

The Senate confirmed the nomination of Theodore C. Streibert as Director of the U. S. Information Agency. Also confirmed: Former Rep. John W. Gwynne (R-Iowa) to the Federal Trade Commission; Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission.

Congress approved the President's reorganization of the U. S. information program which Mr. Streibert now heads.

RCA showed its compatible color TV system to the Senate Commerce Committee in mid-June and to the House Commerce Committee earlier in the spring. That was before the color system was submitted to FCC for approval.

The House Appropriations Committee struck out an Administration request for $40,000 to operate the uhf educational television channel reserved in the District of Columbia.

Status of bills:

• HR 6431. To make subscription TV a common carrier. Rep. Carl Hinshaw (R-Calif.). Before House Interstate & Commerce Committee.

• HR 6819. To set up a Telecommunications Policy Committee. Rep. Charles W. Wolverton (R-N.J.). Before House Commerce Committee.

• S 2125. To make FCC require recordings and films of all that goes on radio and TV. Sen. Joseph R. McCarthy (R-Wis.). Before Senate Interstate & Commerce Committee.

• S 1396. To authorize adoption of rule 1 (d) respecting broadcasting or telecasting of professional baseball games. Approved by Senate Commerce Committee. No Senate action. Companion bills in House rest with Interstate & Foreign Commerce Committee there.

• S J Res 96. To set up Commission on Governmental Use of International Telecommunications (dealing with overseas communications in connection with U. S. information program). Reported by Senate Foreign Relations Committee. Passed Senate. Reported by House Foreign Affairs Committee. No House action.

• HR 5638. Claim by William L. Gleeson for compensation for losses claimed when he began construction of TV station that would have been on vhf Ch. 1. Rep. George P. Miller (D-Calif.) directed findings of fact from U. S. Court of Claims. [B•T, July 27].

• HR 6339. Special tax consideration to TV program producers under Excess Profits Act. Rep. Thomas B. Curtis (R-Mo.). Before House Ways & Means Committee [B•T, July 27].

• HR 6012. To provide a "civil remedy" for violations of Sec. 506 of Communications Act (designed to permit organizations to air in court their grievances with rulings of American Federation of Musicians). Rep. G. A. Dondero (R-Mich.). Before House Commerce Committee.

• HR 4458, 4557, 4559. Routine FCC bills passed by House. Reported by Senate Commerce Committee. Awaits Senate clearance. Respectively they would extend time FCC has to act on a protest from 15 to 30 days; would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and would reduce penalty provisions for violating Communications Act from felony to misdemeanor.

• S 2538. Sen. Hubert H. Humphrey (D-Minn.) To create a commission to study campaign expenditures (including costs of radio and TV to politics). Before Senate Rules Committee.

• S 2081. Sen. Thomas C. Hennings Jr. (D-Mo.). To regulate primaries and political party conventions and to revise upward the limit on campaign spending listing radio-TV time purchases. Senate Rules Committee.

• S Res 101. Sen. George A. Smathers (D-Fla.) Urges Senate Commerce Committee to investigate FCC's procedures in TV processing. Before Senate Commerce Committee.

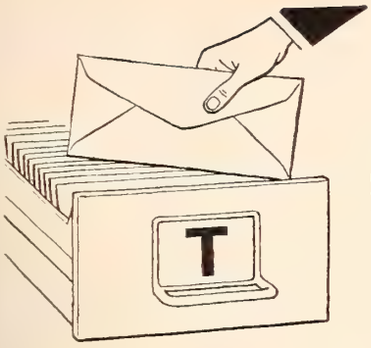
• H Res 177. To amend House Rule 34 (to permit radio-TV coverage of House proceedings) Rep. John Jarman (D-Okla.). Before House Rules Committee.

• HR 2109. To permit radio-TV coverage of House proceedings, also would set up rules of procedure in committees. Rep. Jacob K. Javits (R-N. Y.). Before House Rules Committee.

• H Res 86. Would order House Judiciary Committee to study rights of witnesses before committees and would permit the ban of microphones and cameras if witness requests them to be off.

Ike Kills Movie Bill

LEGISLATION (HR 157) to repeal the 20% tax on movie theatre tickets, sent to the White House July 24 [B•T, July 27], was disapproved Thursday by President Eisenhower. The action amounts to a "pocket veto" since Congress is not in session. The President said, "It is unfair to single out one industry for relief at this time." He added that the government would have lost $100 to $120 million annually under the bill.



LIVE ITEMS FROM OUR MORGUE

TRUCKS...

the "Customer of Customers" in American Business!

ANNUAL NEW TRUCK AND TRAILER PRODUCTION REQUIRES—

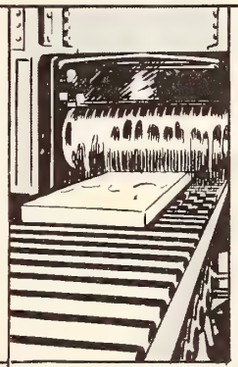
STEEL

1,732,000 tons of steel each year. This is as much as the annual capacity of one of America's largest steel plants.



ALUMINUM

15,180,000 pounds of aluminum. Enough to give a new pan to every family in the United States.



RUBBER

109,000 tons of rubber. Enough to make every man in the U.S. a new raincoat, hat and overshoes.





LUMBER

118,300,000 board feet of lumber each year. Enough to build a boardwalk six feet wide from New York to Los Angeles.



GLASS

24,000,000 square feet of glass. Enough to enclose all major league ball parks to the height of the Washington monument.



COTTON

95,000 bales of cotton each year. Enough to make a new dress for every housewife in the U.S.

Total annual purchases over $6,000,000,000



Each year since the war the trucking industry has purchased about 1 million new trucks, 60 thousand new trailers, 11 million replacement tires, 11 billion gallons of motor fuel, and 600 thousand quarts of oil and 9 million gallons of anti-freeze and $800,000,000 worth of parts and accessories. This makes it one of the biggest customers American business has for raw materials and finished products from every state.

In addition, the industry supports 31,149 retail truck dealers, 48,155 retail car and truck dealers and more than 72 thousand independent repair shops.

Walker F. Carey

President, American Trucking Associations

AMERICAN TRUCKING ASSNS. INC.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.

STREIBERT TAKES OVER AS USIA HEAD

Former MBS chairman is sworn in Wednesday to direct the new U. S. Information Agency.

THE important job of telling the world about the U. S., its policies and its objectives is in the hands of an experienced broadcaster, Theodore C. Streibert, former MBS chairman of the board [B•T, Aug. 3].

Last Wednesday Mr. Streibert took his oath as director of the new U. S. Information Agency, an independent office responsible to the President through the National Security Council. The oath was administered in the presence of President Eisenhower and high government officials by Frank R. Sanderson, administrative officer of the White House.

After the swearing-in ceremony, at which Mrs. Streibert was a witness, the President told Mr. Streibert now that he was head of a bureau he was a real bureaucrat.

"I'm on the squad," Mr. Streibert replied. "We've had a scrimmage. I hope I make your team."

Another prominent figure in the media world, Leonard F. Erikson, had been sworn in July 27 as a director of Voice of America, which operates within USIA. Mr. Erikson is a former vice president and director of McCann-Erickson, New York agency.

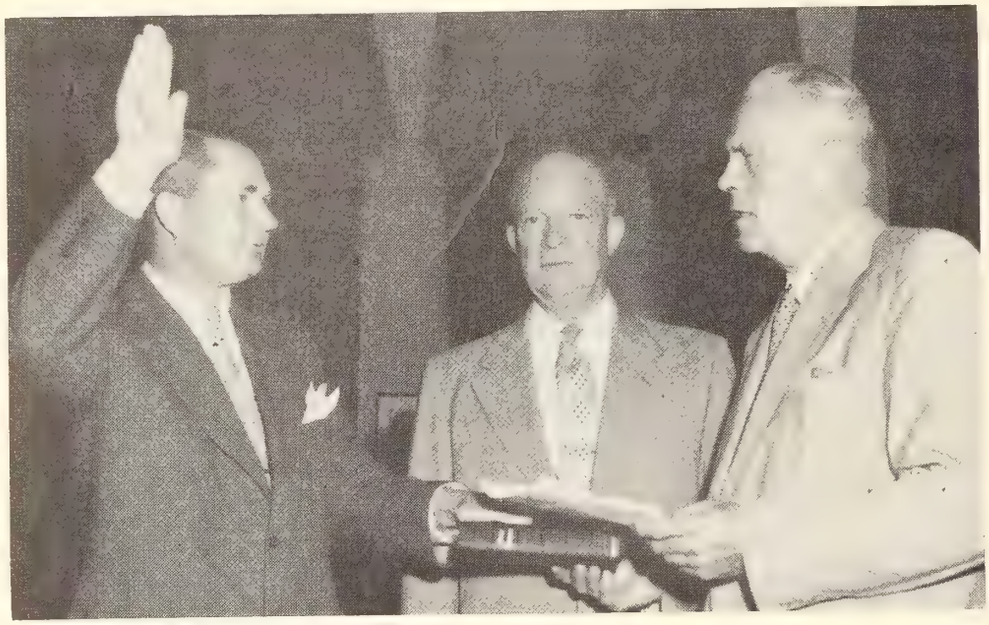
Mr. Streibert, who was appointed for an indefinite term, was confirmed by the Senate last Monday, the last day of the session.

As head of the new agency, Mr. Streibert will draw a salary of $17,500 a year.

Mr. Streibert was armed by the Congress with unusual authority over the hiring and firing for the USIA. In the approved appropriation, which gives the agency $75 million for fiscal 1954, Mr. Streibert was given the power to Jan. 1, 1954, to terminate the employment of anybody within the organization if he holds a civil service classification above GS-7 ($4,205 to $4,955 per year) and if he does not hold veterans preference.

Under the reorganization, Voice of America will move its headquarters from New York City to Washington by June 30, 1954. This will bring Mr. Erikson to the Nation's Capital.

Mr. Streibert for the time being has his Washington office at 1778 Pennsylvania Ave.



THEODORE C. STREIBERT takes the oath to become director of the new U. S. Information Agency. The oath was administered in the presence of President Eisenhower by Frank R. Sanders, White House administrative officer.

BILL WOULD SET UP SPECTRUM-USE UNIT

Rep. Wolverton's bill would create a government coordinating committee to dole out spectrum space to commercial, military and other users.

A BILL which would set up a governmen coordinating committee in charge of dolin out spectrum space for commercial, militar and other users was introduced in the Hous last Monday.

Rep. Charles W. Wolverton (R-N. J.), chair man of the House Interstate & Foreign Com merce Committee, proposed the measure (HR 6819). It was dropped in the hopper on th last day of Congress, signifying that it is on of the subjects the committee would like t take up in the second session next year.

The group would be called a "Telecommuni cations Policy Committee." The committe would "coordinate the development of tele communication policies and standards an formulate plans and policies with respect t the best possible utilization of the radio spec trum and communications media in promotin the interests of the United States."

There are now two units which handle th problem of spectrum use. FCC handles space for commercial use while the Interdepartmen Radio Advisory Committee (IRAC) suggest overall policy. When Haraden Pratt was Tele communications Advisor to the President (his office was abolished recently), he reported o policy with the advice of IRAC members.

The FCC, the State Dept. and military serv ices maintain representatives on IRAC.

Under the Wolverton bill, participatin agencies on the committee would be the FCC State Dept., Defense Dept. and Commerce Dept The Bureau of the Budget would participate but would not have a vote. The Presiden could add any U. S. agency he felt had a interest.

The committee would recommend to the agencies involved and to the President policies and programs as deemed in the public interest It also could recommend Congressional legislation to carry out its findings.

Personnel and advisory units, as well as authorization for appropriations, are provided.

It was understood impetus for the new House measure was the Senate resolution which would have set up a telecommunications commission. Idea of that resolution was to promote study of comunications, particularly TV in conjunction with the U. S. propaganda services.

But language of the resolution (S J Res 96) was broad and a feeling by Sen. Edwin C. Johnson (D-Colo.) that it would bring still another group into the sphere of domestic communications led the Senator to amend the resolution in the Senate, stripping away many of its powers [CLOSED CIRCUIT, Aug. 3]. The Senate-passed resolution, approved by the House Foreign Affairs Committee, did not clear the House.

Reasoning behind the sponsorship of the bill is that it would make a single group, through statutory authority, responsible for allocation of frequencies domestically and set a concrete policy for spectrum dealings with foreign countries.

Some Capitol Hill people feel spectrum space is being wasted. They argue the reservation and allocation of frequencies between the various government agencies could be made efficiently if one group is given full authority.

KDIA Auburn Deleted by FCC; Renewal Hearing Cancelled

KDIA Auburn, Calif., 250 w fulltime local outlet on 1490 kc, was deleted by FCC last Wednesday "effective immediately" for failure to prosecute its license renewal application in hearing status before the Commission on charges of violating provisions of the Communications Act and the Commission's rules.

FCC's hearing notice to Charles E. Halstead tr/as Diamond H Ranch Broadcasters, former KDIA licensee, specified issues concerning paid political broadcasts "by individuals who were not identified over the station's facilities and were unknown to the licensee," rebroadcasting of other stations' programs, maintenance of program and operating logs, maintenance of antenna tower and filing of annual ownership and financial reports. Hearing scheduled Aug. 13 at Auburn was cancelled.

Hearings Scheduled Sept. 4

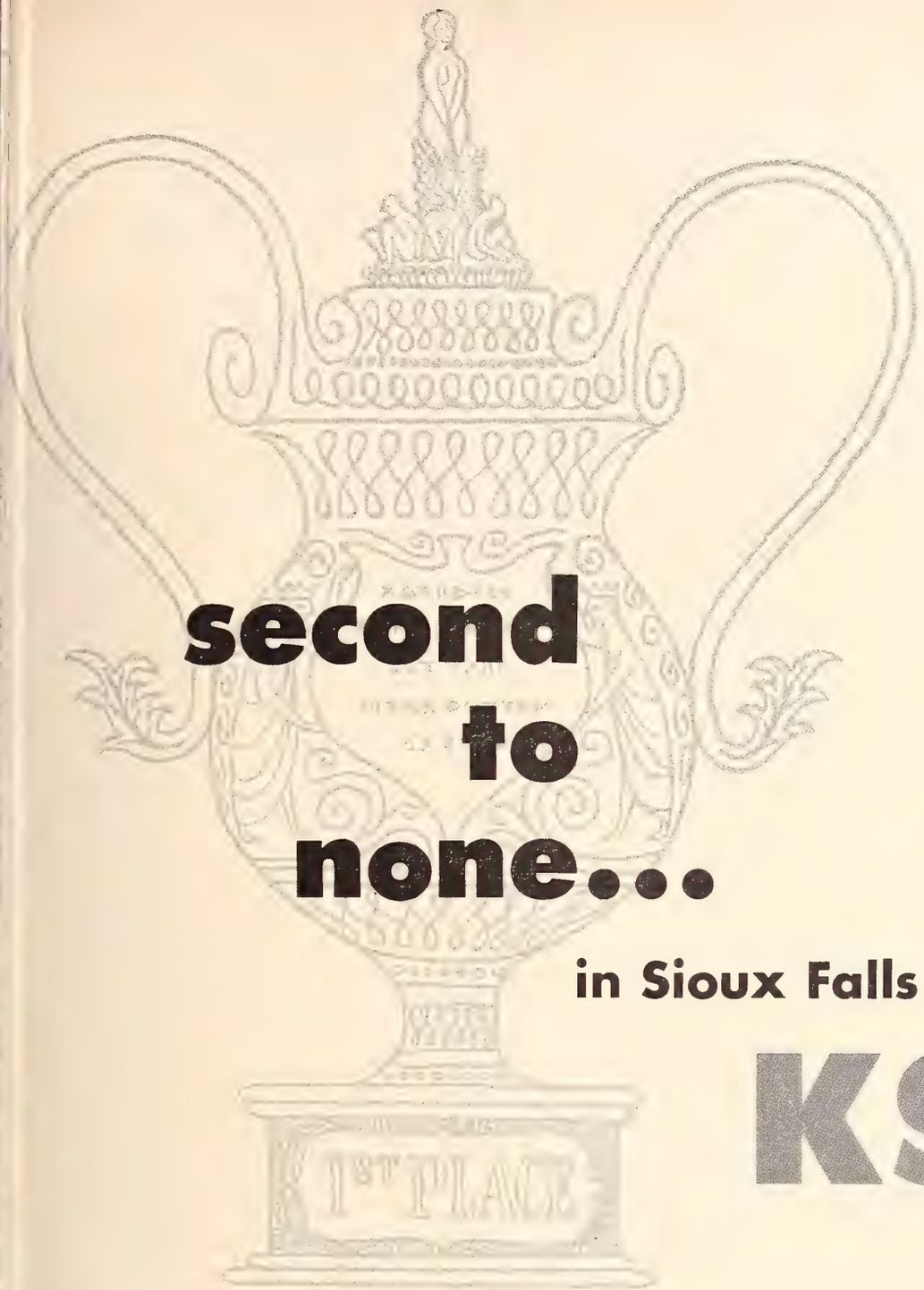
HEARINGS were scheduled by FCC last week for Sept. 4 in Washington on the following TV applications:

Wilmington, Del.—New TV, uhf Ch. 83. Independence Bcstg. Co. (WHAT Philadelphia) and Delaware Bcstg. Co. (WILM).

Saginaw, Mich.—New TV, uhf Ch. 51. Tri-City TV Corp. and Booth Radio & TV Stations Inc. (WSGW).

KXLY-TV Power Bid Denied

PETITION of KXLY-TV Spokane, Wash., for greater than maximum power was turned down by FCC last week. The vhf Ch. 4 station atop 6,000 ft. Mt. Spokane asked waiver of the Commission's rules to allow fullest use of the facility to serve wide and sparsely settled areas in the state [B•T, June 29]. KXLY-TV sought to boost ERP from present 48 kw to 146 kw.



second to none...

in Sioux Falls

KSOO

Nearly *twice* the coverage of the next best station.

Yes, Nielsen shows that KSOO covers 57 counties in the rich South Dakota area, while the 2nd station in Sioux Falls reaches only 29 counties . . . just about *half* the coverage of KSOO!

In radio homes covered, it comes out about the same way. KSOO blankets 97,790 radio homes, while station No. 2 reaches just under 53,000.

Sioux Falls is an increasingly important market by every measure . . . agricultural progress, industrial expansion, family income, product distribution. And, Nielsen leaves little doubt that for *complete* radio coverage, KSOO is the *only* choice.

KSOO SIOUX FALLS, SOUTH DAKOTA

1140 ON THE DIAL | 10,000 WATTS DAY | 5,000 WATTS NIGHT

ASK YOUR **AVERY-KNODEL** MAN

Post Office Begins Probe Of Per-Men Radio-TV Pitch

Los Angeles mail order agency, which has been engaged in radio and TV pitch deals, comes under scrutiny of Post Office Inspector French there. Findings are to be turned over to U. S. Attorney's office.

WITH hundreds of complaints registered because of non-delivery of merchandise and failure to send refunds, U. S. Post Office Inspector A. E. French is investigating radio and television pitch deals of Per-Men Advertising Inc., Los Angeles mail order agency.

Findings will be turned over to the office of Laughlin E. Waters, U. S. Attorney for the Southern California district, for consideration of future action.

Time For Pitch Items

Buying six five-minute periods a day on stations at the half-hour rate, the company has been using the time for low-priced pitch items. Latest is a "Perfume Chest" of eight vials said to contain name brands for $1 plus 25 cents for handling. A money-back guarantee is included. Buyers are promised two extra vials for quick response, with limit of three chests to a customer.

Another recent pitch covered five "miracle towels" for $1 plus 25 cents for handling, with an additional five towels for quick action. A third is Lanolin X, also $1 plus 25 cents for handling, with a bottle of shampoo for good measure.

Last spring the firm offered 18 latex balloons for $1 plus mailing [B•T, June 1]. Per-Men has widely circularized stations, making many deals, although station representatives in Los Angeles did not lend their approval to the account.

Royaltel Bid Now Unopposed

HONOLULU vhf Ch. 2 application of Royaltel became unopposed in hearing status before FCC last week upon withdrawal of the competitive application of KULA there. Motions Comr. E. M. Webster approved KULA's dismissal because the station has been purchased for $300,000 by KJBS San Francisco and American Broadcasting Stations Inc. [B•T, June 29]. ABSI is permittee of vhf Ch. 4 at Honolulu and owner of WMT-AM-TV Cedar Rapids, Iowa. Royaltel is owned equally by Herman B. Rosen, Louis P. Rosen, Ralph Davis and Helen Speck, all of Royal Amusements Ltd., movie distributor and exhibitor.

Court Denies CBS Appeal

THE U. S. Court of Appeals in Washington last week denied a CBS request to force the FCC to revoke program test authorizations for KBIG Avalon, Calif. The case came before the court after the Commission, in response to a CBS petition, set for hearing KBIG's application for a license for its grant on 740 kc with 10 kw daytime. [B•T, June 15]. CBS alleged the Avalon station, owned by John Poole, interfered with its KCBS San Francisco, also on 740 kc.

TV First on Agenda

STARTING with its next regular meeting, FCC this Wednesday puts television broadcast actions at the top of its agenda, according to a public notice issued by the Commission last week. For some months TV has alternated with common carrier cases for the first order of consideration and in the past the Commission by custom frequently has handled common carrier matters before those of broadcasting. From Aug. 12 on, FCC said, the order of the agenda will be: (1) TV broadcast; (2) aural (AM and FM) broadcast; (3) broadcast renewal; (4) broadcast transfer; (5) common carrier; (6) safety and special radio services; (7) general; (8) rule making, general policy matters etc.; (9) classified; (10) executive; (11) hearing.

Paul Miles Becomes Hyde's Engineering Aide

APPOINTMENT of Paul D. Miles as engineering assistant to FCC Chairman Rosel H. Hyde was announced by the Commission Tuesday. Mr. Miles rejoins FCC after five years' absence during which he has served as a member of the International Frequency Registration Board of the International Telecommunication Union, with headquarters at Geneva, Switzerland.

Mr. Miles was chief of the FCC Engineering Dept.'s Frequency Allocation Service from November 1945 to December 1947.

A native of Fairmount, Ill., where he was born in 1905, Mr. Miles graduated from the U. S. Naval Academy in 1927. As an ensign, his initial duty was as signal officer and assistant communications officer on the *U. S. S. Cincinnati.* He resigned from the Navy in late 1929 to become traffic engineer and head of the central frequency bureau of Mackay Radio & Telegraph Co. at New York.

Corpus Christi Grant Made; Pontiac AM Is Delayed

NEW AM station on 1150 kc with 1 kw daytime, directional, was granted by FCC last week to International Radio Co. for Corpus Christi, Tex., while another previous grant was set for hearing.

The Commission postponed the effective date of its new station grant at Pontiac, Mich., to James Gerity Jr. for 500 w full time on 1460 kc and set the case for hearing upon the interference complaint of WKMF Flint, Mich. WKMF was made party.

Other AM Actions

In other AM actions, KIVY Crockett, Tex., was granted change from 250 w daytime on 1570 kc to 500 w daytime on 1290 kc while WWPA Williamsport, Pa., was granted change from 250 w full time on 1340 kc to 1 kw night, 5 kw day on 1330 kc, directional day and night.

The Commission denied the protest of WLEX Lexington, Ky., against the grant to WEKY Richmond, Ky., for 1 kw daytime on 1420 kc.

KFSB Asks FCC Hearing On KOAM-TV Assignment

KFSB Joplin, Mo., vhf Ch. 12 applicant, petitioned FCC last week to designate for hearing the application of KOAM-TV Pittsburg, Kan. for assignment of its permit to Mid-Continent Telecasting Inc. KFSB charges KOAM-TV will become a Joplin station, which it claims would circumvent the Commission's allocation plan.

The Commission has allocated Ch. 12 and uhf Ch. 34 to Joplin, Mo., and vhf Ch. 7 and uhf Ch. 38 to Pittsburg, Kan., about 25 miles from Joplin.

KFSB contends that shortly before the FCC granted KOAM-TV a modification of its CP to move its main studio location to its transmitter location some 13 miles from Pittsburg the owners of KOAM-TV "caused to be organized a new corporation, called Mid-Continent Telecasting Inc."

The petition notes that "the Pittsburg Broadcasting Co., permittee of KOAM-TV, will own ⅔ of the stock of the new corporation and that The Joplin Globe Publishing Co., will own the other ⅓." The Joplin Globe Publishing Co. is owner of the only two daily local newspapers in Joplin, *The Joplin Globe* and *News Herald.*

KFSB contends that the *Joplin Globe,* in an article, prematurely reported the intended merger with KOAM-TV and indicated that the TV station will operate business offices and studio at the *Joplin Globe* building in Joplin.

"The obvious reason for the merger," the petition asserts, "is that the parties wanted a Joplin station with Joplin parties which would bring together for competitive purposes 'the leading daily newspapers of the district and the area's most powerful AM radio station [KOAM]'."

WSAY's 309 (c) Protest Denied by Commission

SHARE-TIME grants on vhf Ch. 10 at Rochester, N. Y., to WHEC and WVET there have been reinstated to full force by FCC in adopting an opinion which denied the Sec. 309 (c) economic protest of WSAY Rochester, owned by Gordon Brown. FCC ruled that Mr. Brown's protest was not specific in its allegations of injury, hence did not entitle him to hearing.

The Ch. 10 share-time grants were made effective "immediately" as the Commission terminated the proceeding ordered April 1 upon the complaint of Mr. Brown [B•T, April 6]. Mr. Brown had contended that the unexpected amendment of the competitive WHEC and WVET applications, to specify sharing of time, prevented his filing of a third competing bid in behalf of WSAY. The WSAY application, he claimed, would have been preferred in such a hearing because of WHEC's "secondary" position to the Gannett publishing interests and because of WVET's "commercial policies."

In declaring WSAY not a "party in interest," FCC's opinion explained that "Sec. 309(c) is primarily designed to call to the Commission's attention facts which may indicate that an uncontested grant was made *contrary to the public interest,* not to recall an uncontested grant and subject it to a comparative hearing in order to find the better of a number of prospective licensees."

SMILIN' ERNIE LINDELL,

the man with the 10 gallon smile



Smilin' Ernie Lindell and his troupe are now bringing a bit of country life to listeners in the 17th State* with RADIO RANCH, presented over WGY Monday through Friday from 1:05 to 2:00 p. m. and on Saturday at 10:00 p. m.

Ernie, Candy, his wife and partner, and the troupe play and sing country songs and ballads. All the troupe are fine musicians who play several instruments and have over 1000 pieces of music at their fingertips. In addition to music, the program includes interesting bits of local news and one or two minutes of devotional verse. Currently, Ernie and the troupe are playing in theaters and drive-ins in WGY land, and averaging over 2000 attendance each night.

RADIO RANCH is a program that has already shown its popularity in WGY land, a listening area that is more populous than 32 of the 48 states. "I want you to know," writes one listener from Richmondville, "I think your western show is one of the best to ever hit the air." Use the friendly convincing approach of Ernie Lindell and his troupe to put across your selling message to listeners in the 17th State.



*The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

The Capital of the 17th State

Represented Nationally by Henry I. Christal,
New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

Justice Dept. Quiet On Contract Probe

THE Dept. of Justice had "no comment" last week on its investigation of whether a clause in the standard contract form endorsed by AAAA and NARTB constitutes "collusion" [CLOSED CIRCUIT, Aug. 3].

Under question by the Justice Dept. was whether guaranteed rates, as provided in Part 5 of the contract form, might be in violation of antitrust laws. Extent of the Justice Dept. check, which covered "all stations" in Washington, was unknown, and a spokesman declined to elaborate until and if formal charges are brought. He said most of such complaints, however, arise from outside the Justice Dept.

The AAAA-NARTB form's Part 5 has a "most favored nation clause" whereby the medium agrees to give the advertiser the best rate afforded any other account for "like broadcasts." The contract form originally was agreed to in 1946 by AAAA and NARTB, and is not mandatory, but recommended only. A similar contract for television, approved by AAAA and NARTB last year, provides for substantially the same rate agreement, but the terms are somewhat more defined.

Hurry Up For TV

WARNING that the public and Congress are in a hurry for TV and it's up to the FCC to expedite grants—even though some legal rights of applicants may be stepped on in the process—was sounded by new FCC Comr. John C. Doerfer last week. He spoke at a luncheon given for FCC Chmn. Rosel H. Hyde and Mr. Doerfer by the Federal Communications Bar Assn. at Washington's Willard Hotel last Tuesday.

Mr. Hyde made what was considered a plea for a letup in the number of legal pleadings filed with the Commission, all of which, he said, detracted from the staff's time in processing applications. Both Mr. Doerfer and Mr. Hyde made these points in remarks to 125 FCBA members. FCBA's luncheon committee was headed by Thomas W. Wilson, Dow, Lohnes & Albertson. FCBA president is Fred Albertson of the same firm.

FCC Drops Illinois Case

HEARING on the move of the transmitter site of vhf Ch. 3 WCIA (TV) Champaign, Ill., instituted by FCC upon the protest of uhf Ch. 17 WTVP (TV) Decatur, Ill., was vacated by the Commission last week and the proceeding dropped as WCIA gave up plans to move. The disputed site was several miles closer to Decatur. WTVP agreed to drop its protest as WCIA offered to retain its present location but use a higher antenna [B•T, July 27]. WTVP alleged in its protest that it lost CBS affiliation because the WCIA move enabled the Ch. 3 station to cover Decatur with a "principal city" signal.

NBC 'TANDEM,' CBS 'POWER' ENGAGE SRA IN FIREFIGHT

Station Representatives Assn. declares an advertiser can get more value by buying spots than it can by taking either of the network's plans. NBC's research men are quick to voice their disagreement.

STATION Representatives Assn., which last month asked the FCC to reopen its investigation of the station representation activities of the national networks [B•T, July 27], launched another attack against the networks last week.

This time SRA's targets were the Power Plan of CBS Radio and the Tandem Plan of NBC radio, which SRA claims cost the advertiser more than spot announcements on the same stations. Further, SRA asserts, "buying the announcements individually could give him far better audience ratings." These claims were immediately disputed by NBC's research department; CBS Radio research executives were not immediately available for comment.

Under the CBS Power Plan, SRA stated, "the advertiser is paying approximately $14,000 per week (on a 52-week basis), whereas he could buy spot announcements on the same stations in Class A time for less than $12,500 a week." NBC's Tandem Plan, SRA asserted, has a cost of "approximately $15,000 per week (on a 52-week basis), whereas three Class A one-minute announcements on exactly the same stations could be bought for less than $12,000 per week."

NBC disputes those figures, pointing out that its Tandem Plan for 1953-54 is priced at $13,000 a week ($2,000 less than last year's plan on which SRA comparisons were based). On a 52-week basis, which offers the advertiser a 10% reduction in time charges, NBC calculated the Tandem Plan cost (time and talent) at $11,425 per week. On a less than 52-week basis, the $13,000 overall Tandem Plan cost includes time charges of $9,922 (63% of the Class A half-hour rate), NBC said.

NBC's Tandem Plan for the coming season gets under way Sept. 13. It will include *Six Shooter*, a western series starring James Stewart, broadcast Sunday, 9:30-10 p.m.; *Barrie Craig*, with Bill Gargan playing the title role, Tuesday, 8:30-9 p.m., and the *Eddie Cantor Show*, which is described as "a pleasant blend of music, comedy, information and nostalgia," Thursday, 9:30-10 p.m.

Package is offered to advertisers on the basis of a one-minute commercial and an opening and closing billboard on each program. NBC pointed out these billboards are network plusses not accounted for in SRA's comparison of the Tandem Plan with three one-minute announcements. Coleman Stove Co. is the first sponsor to buy into the upcoming series.

Comparison With Spot

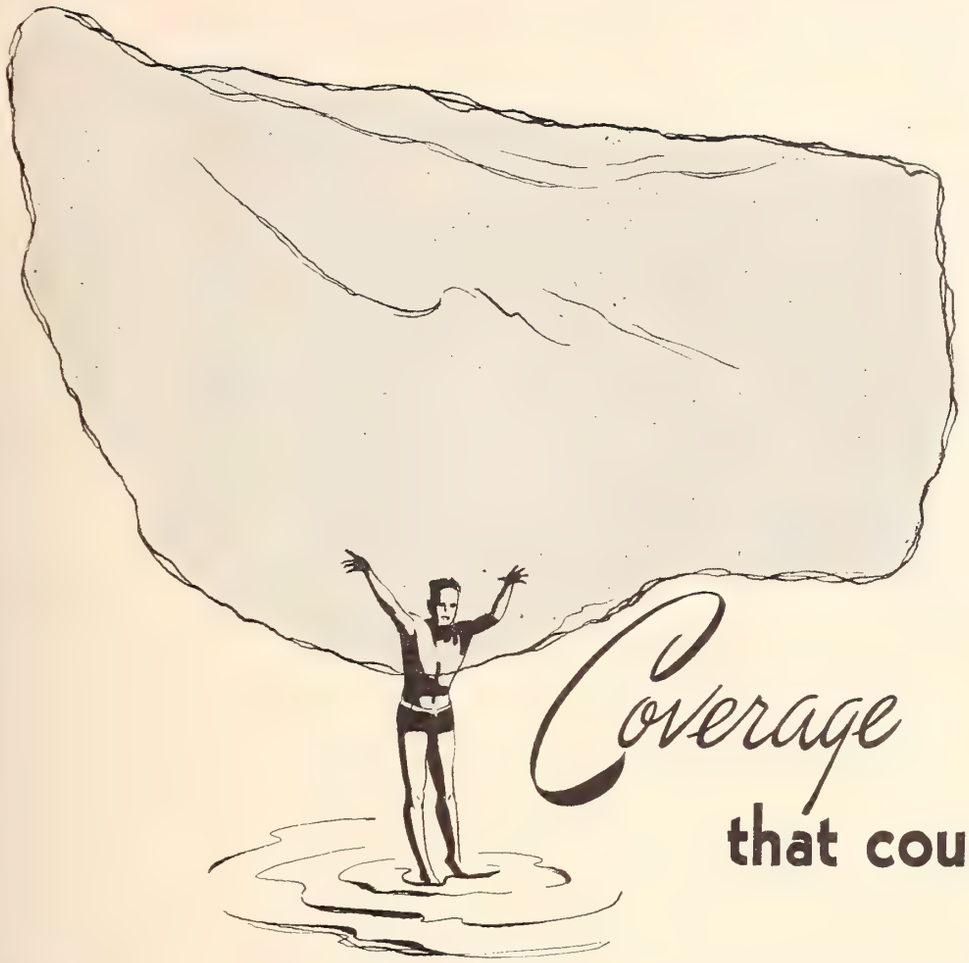
Even "more striking" than the comparison of Tandem and Power Plans with announcements placed on the same stations "is the comparison with purchases on a spot basis," SRA declared. Listing the nation's first 15 markets, SRA compared the cost, market by market, of these two plans with that of spot buys in the same markets, showing that for slightly less than the Power Plan and slightly more than the cost of the Tandem Plan an advertiser can get 188 spot announcements, compared to the 45 delivered by either the NBC or the CBS plan in the 15 markets. These spot announcements, which are all now available, SRA stated, have an "average weekly cumulative rating per market 100% higher than on either the Power Plan or the Tandem Plan."

SRA's tabulation for the 15 markets shows the CBS Power Plan costing $3,745.04 overall and delivering an average weekly cumulative rating of 16.1. The 15-market cost of NBC's Tandem Plan adds up to $3,383.43 and is credited with delivering an average weekly cumulative rating of 16.0. Spot radio costs for the same markets total $3,543.90 and deliver an average weekly cumulative rating of 32.5, SRA figures show.

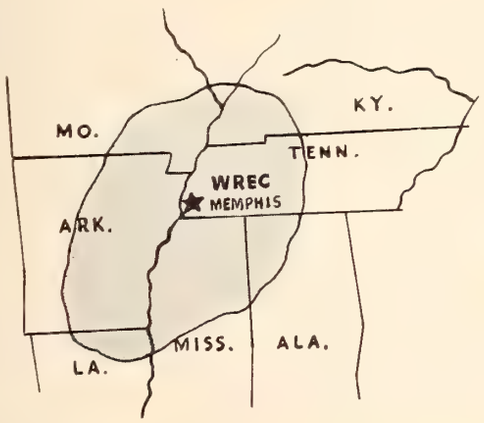
These calculations were vigorously protested by NBC statisticians, who said that as com-



RETURNING from Washington with details of FCC's grant of vhf Ch. 9 at Oklahoma City to Oklahoma TV Corp. following merger with KOMA [B•T, July 27], new Ch. 9 KWTV (TV) General Manager Edgar T. Bell (r) is welcomed by (l to r) Charles Guthrie of Video Independent Theatres, which is KWTV stockholder; John Griffin, head of family grocery interests, chief owner of KOMA and board chairman of KWTV; James C. Leake, Griffin Grocery Co. and part owner KOMA, and ex-Gov. Roy J. Turner, president of KWTV.



Coverage that counts . . . .



As Hawaiian net fishermen know, it's the greatest coverage of the right spot that brings in the biggest haul. And, when you select WREC to cover the $2 Billion Memphis Market, your net profits go up because ONE schedule gets both the Rural and Metropolitan listeners. The latest Standard Audit and Measurement Report and Hooper Ratings will show you why WREC holds the greatest audience and completely covers the 78-county area. Ask your Katz man.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

WCKY COVERS THE SOUTH

LARGEST AUDIENCE

Larger Than Ever

1952 Nielsen	1949 BMB
1,193,920 Families	923,850 Families

29% INCREASE

CONSISTENT LISTENING

Greater Than Any Station In The South

Average Nightly Audience
823,530 Families

LOWEST COST

No Station Compares

6.1c per Thousand Families

SALES RESULTS

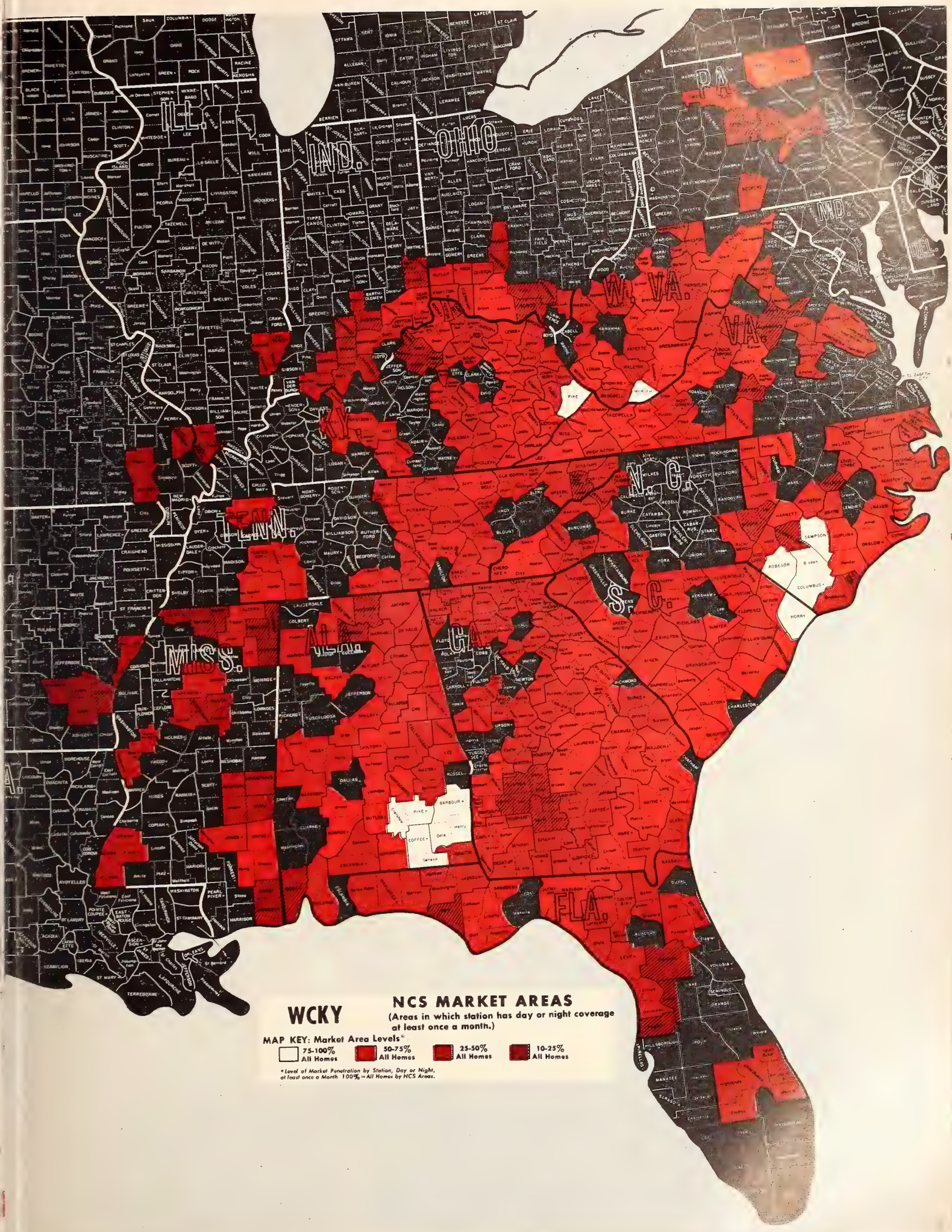
22% Increase In Mail

1st 6 months '53 vs. 1st 6 months '52

The Sellingest Station In the Nation

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York Cit
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND OF SELLING POWER


WCKY
NCS MARKET AREAS
(Areas in which station has day or night coverage at least once a month.)
MAP KEY: Market Area Levels*
75-100% All Homes
50-75% All Homes
25-50% All Homes
10-25% All Homes
* Level of Market Penetration by Station, Day or Night, at least once a Month 100% = All Homes by NCS Areas.
ILL.
IND.
OHIO
PA.
MD.
DEL.
W. VA.
VA.
KY.
TENN.
N. C.
S. C.
MISS.
ALA.
GA.
FLA.

monly used the term "cumulative" applies to unduplicated audience, whereas SRA has obtained its "cumulative ratings" by adding those of all three announcements for the week together. SRA admitted that "total weekly impressions" might have been a better term, but indicated the feeling that this was arguing over semantics rather than the facts.

NBC also disputed some of the rates quoted, such as that for Buffalo, which show the advertiser getting 26 spots at a cost of $182, pointing out that an examination of the latest issue of *Radio Rates and Data* shows announcements at $7 each in Buffalo available only in the midnight-to-dawn time period. SRA showed B•T an offer made by a major Buffalo station of the $7 rate for a package of 26 announcements a week at various times throughout the broadcast day. This package rate has been announced to all buyers, SRA said, although it is not included in the station's listing in the RRD directory.

Notes Program Charges

Another point raised by NBC was that the SRA figures for spot announcements are for announcements only and that as the network plans include charges for programs in which the announcements are broadcast, so the spot announcement costs should be based on rates for participating programs offered by stations instead of straight announcement rates. SRA said that some, although not all of the rates quoted, were for commercials within participating programs.

The extra value of programs over spots was stressed by NBC, with the question asked, "What would happen to radio if only spots were sold and no programs?" SRA did not dispute this matter, but said that it did not arise in the comparison of listeners-per-dollar provided by the network plans versus announcements bought on a spot basis.

Concerning the audience for its own Tandem Plan, NBC reported that from January to April 1953 the three Tandem shows had an average weekly Nielsen Rating of 12.2, meaning, the network said, that "an average of 5,473,000 different homes heard a Tandem broadcast each week." As the average was 1.3 Tandem episodes per home, "the total number of home impressions made by Tandem each week was 7,115,000."

$1.45 Per Thousand

Comparing the audience for the three minutes of commercial time and the six billboards each Tandem advertiser receives—not with spot radio but with noters of advertisements in leading magazines—NBC concluded that Tandem this fall will deliver listeners to its participating advertisers at $1.45 per thousand, compared to $4.03 for a thousand noters of a half-page black and white and one color ad in *Life*, $2.60 for a thousand noters of a full bleed page in black and white in *Look*, $4.25 per thousand noters of a half-page four-color ad in the *Saturday Evening Post*, and $3.70 per thousand noters of a half-page black and white ad in *This Week*.

With its only requirement that the minimum buy be $13,000 for one participation in each show for one full week, NBC pointed out that its Tandem Plan can be adapted to the needs of seasonal advertisers as well as year-round clients. The merchandising value of the program's star is another plus value cited by NBC. The network's spokesmen pointed out that spots cannot be merchandised as programs can.

Free & Peters Signs WRS' WBZ-TV, WPTZ (TV)

F & P, already representing Westinghouse Radio Stations' five AM outlets, adds WRS' WBZ-TV Boston and WPTZ (TV) Philadelphia. The move is part of new sales plans, says WRS President E. V. Huggins.

FREE & PETERS, station representative firm representing the five radio stations of Westinghouse Radio Stations Inc., has been named to represent the two WRS video stations, WBZ-TV Boston and WPTZ (TV) Philadelphia, according to WRS President E. V. Huggins.

The move is another step in effecting new sales plans that are being put into operation, Mr. Huggins said (see story), the company having set up a new midwestern sales office in Chicago.

Free & Peters has represented the radio stations (WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, Ore.) since 1947. Heretofore NBC Spot Sales had handled both the WBZ-TV and WPTZ (TV) representation.

Mr. Huggins noted that WBZ-TV has completed its step-up to high power and WPTZ is in the process of installing a new amplifier and six-bay antenna. Other improvements include a new 50 kw transmitter at WOWO.

"Intensification of sales and informational services and expansion of activities in other departments have called for more streamlining in all of our operations. Concentration of all spot sales efforts in one organization will make for more efficient operation, creating a direct route for expediting the great mass of daily interchange of information relating to both AM and TV operations," Mr. Huggins stated.

WRS Leadership Cited

"In our long years of experience we believe Westinghouse has been in the forefront—indeed often set the pattern—in providing advertisers and agencies with constantly improved broadcast services, and in now combining spot sales operations for all seven stations within the Free & Peters organization, who have offices in seven cities, we are following plans designed to help us maintain our position."

While no statement was made as to the amount of billing involved on national spot for the two TV stations, it is understood that it approximates $4 million annually. Free & Peters, as a result, acquires representation of vhf stations in 10 top markets.

The Westinghouse action was hailed as a confidence vote in independent representation. It was emphasized in behalf of Free & Peters that no concessions were involved on compensation.

Free & Peters recently lost representation of KSD St. Louis to NBC Spot Sales on both radio and television.

KXA Adds 10-Seconds

KXA Seattle has added a ten-second classification to its rate card, pricing these announcements at 50% of the 30-second rate which ranges from $5 to $7.

WBZ SEPARATES RADIO, TV UNITS

WESTINGHOUSE Radio Stations Inc. operations in New England will be separated into two organizations, WBZ-TV and WBZ-AM-FM, effective Aug. 17, according to E. V. Huggins, WRS president. WBZ was founded in 1921 and WBZ-TV is in its sixth year. Both are located in the new Westinghouse Radio and Television Center on Soldiers Field Rd. in Boston.

Paul E. Mills, sales head at WOWO Fort Wayne, has been transferred to WBZ-AM-FM as manager. W. C. Swartley will continue as manager of WBZ-TV. Various operating departments will be separated into integral units relating to either radio or television wherever practical, Mr. Huggins said.

Mr. Mills joined Westinghouse in 1936 and has been WOWO sales manager for 11 years. Mr. Swartley has been with Westinghouse since



Mr. Swartley



Mr. Mills

1930 and has headed the New England broadcast activities since early 1946 after his return from war service.

Mr. Huggins announced appointment of George D. Tons, for nine years sales head at KDKA Pittsburgh, as midwestern sales manager for the Westinghouse group. He moves to Chicago Sept. 1 and will be located at 230 N. Michigan Ave. in the Free & Peters office.



Mr. Tons

John G. Stilli Jr., who started at KYW Philadelphia and for four years has been sales promotion head at the WRS Boston station, becomes sales manager of KDKA.

Mr. Huggins said transfer of Mr. Tons enables the company to keep pace with increasing sales activities by expediting interchange of information and sales services through its representatives to midwestern agencies and advertisers. Mr. Tons is well-known in the midwest and at one time was district manager for Andrew Jergens and Cudahy Packing Co. He joined Westinghouse in 1944. He reports to Eldon Campbell, WRS general sales manager.

Mr. Stilli joined Westinghouse in 1947 after four years at WLW Cincinnati and has had freelance experience. He moves to his new post Sept. 1.



"YOUR ESSO REPORTER"

.. pumped to Pittsburgh steadily for 18 years on

KDKA

Season after season, Esso Marketers have proved the sales-productive value of **spot radio.** And nowhere have they used spot radio more consistently than in the great Pittsburgh market-area.. on KDKA.

Esso's preference for KDKA is matched by listeners' preference, as indicated in a recent survey by Guide-Post Continuous Consumer Panel. Asked which **one** station they preferred, Allegheny County families answered as follows:

KDKA	Station B	Station C	Station D	Station E
36%	22%	19%	16%	6%

And.. KDKA leadership becomes even more pronounced in other counties throughout the tri-state area covered.

So whether you base your choice on the action of veteran time-buyers or on up-to-the-minute listenership statistics.. your **first** choice in the Pittsburgh area is KDKA, the nation's **first** station. For details, check KDKA or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA

WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales.

KDKA

PITTSBURGH

50,000 WATTS

NBC AFFILIATE

PLOUGH INC. BUYS WJJD FOR $900,000

Marshall Field sells the Chicago limited-operation station which has averaged net profit of more than $250,000 for the past five years. Field retains WFMF (FM).

WJJD Chicago, 50-kw independent which during the past five years has averaged an annual net profit in excess of $250,000 before federal taxes, was sold by the Marshall Field interests last Wednesday for $900,000 cash to Plough Broadcasting Co., new subsidiary of drug manufacturer Plough Inc., parent firm of WMPS Memphis. The transaction is subject to FCC approval.

WJJD is a limited time station, operating directional on 1160 kc, Class I-A clear channel of KSL Salt Lake City. WJJD was established in 1934.

The sale was negotiated by Marshall Field Sr., president, and Carl J. Weitzel, executive vice president, of Field Enterprises Inc., the sole owner of WJJD Inc., station licensee, and Abe Plough, president of Plough Inc., and Harold R. Krelstein, president of WMPS Inc., subsidiary of Plough Inc. and WMPS licensee. Both buyer and seller were represented by the Washington law firm of Dow, Lohnes & Albertson.

WFMF (FM) Chicago, WJJD Inc.'s separately programmed FM outlet, concurrently is being transferred to WFMF Inc., a new subsidiary of Field Enterprises, and will continue to operate from its transmitter atop the Carbide & Carbon Bldg. The FM station remains the last broadcast interest of Marshall Field, department store executive, publisher of the *Chicago Sun-Times* and principal stockholder in Field Enterprises. At one time, he also operated WSAI Cincinnati, KJR Seattle and KOIN Portland.

Mr. Field purchased WJJD for $700,000 in 1944 from Ralph L. Atlass, Leslie Atlass, P. K. Wrigley and A. M. Linick. Ralph Atlass and Mr. Wrigley are principals in WIND Chicago. FCC's duopoly rule required separation of the stations in the early 1940s.

In selling WJJD, Mr. Field said the reputation of Plough Inc. and its "progressive record in the broadcasting field in Memphis . . . convinces us that WJJD will be in the hands of capable and experienced people."

Mr. Field reportedly had turned down two previous offers to purchase WJJD.

Mr. Plough said, "We are very pleased to extend our radio subsidiary operations by the inclusion of this 50-kw station in Chicago. Our board of directors feels this to be a sound investment and that it represents another step forward in the diversification of our company's capital investments and sources of income."

Mr. Plough affirmed that "it is our plan to retain the present management and other personnel of WJJD, as we feel they have proven their constructive ability. We are keenly aware of the obligations of the management of a radio station to the general public, and, as we feel that we have done with WMPS in Memphis, it will be one of our chief aims to continue and even to expand the public service features and accomplishments of WJJD in the public interest."

WJJD is managed by Fred Harm, who has been associated with the operation since 1936.

Mr. Plough explained the purchase of WJJD "in no way diminishes our interest in television, our company having every confidence in the future of both radio and television." WMPS is applicant for vhf Ch. 3 in contest with WREC Memphis.

The ownership of WJJD, Mr. Plough continued, "will doubtless also prove of far reaching benefits to Plough Inc. as it relates to the distribution of its products." The firm makes St. Joseph Aspirin and other products.

In the drug business for 45 years, Plough Inc. has spent some $45 million in advertising, chiefly in newspapers but also extensively in radio and TV. Last year it was reported the firm used 166 radio stations, 34 TV outlets, 10 magazines and 681 newspapers.

Officers in Plough Inc., besides President Plough, include Secretary-Treasurer Charles A. Harrelson and Vice Presidents Harry B. Solmson, Ramon R. Diaz, John C. Dillon and Harold R. Krelstein. There are more than 4,000 stockholders in the firm, which reported total assets and liabilities of more than $11.3 million for all its subsidiaries. Net worth of $5.7 million was reported.

Plough Broadcasting Co. officers include Mr. Plough as president; Mr. Krelstein, executive vice president; Mr. Solmson, vice president, and Mr. Harrelson, secretary-treasurer.

WJJD Inc. reported total assets and liabilities of $615,000 with the depreciated or net book value of fixed assets listed at about $170,000, excluding the book value of WFMF of $28,500.

WJJD Inc.'s current assets totaled $236,000, including $150,000 cash. Current liabilities were $133,400. Earned surplus of nearly $332,000 was listed.

WJJD maintains 6,000 sq. ft. of space for its offices and studios in the Carbide & Carbon Bldg. at 230 N. Michigan Ave. with transmitter and towers on a 49-acre tract owned by the station about 20 miles northwest of the Loop.

Woodruff Takes F&P Post

FRANK WOODRUFF, account executive with Dancer - Fitzgerald - Sample, New York advertising agency, has joined Free & Peters, stations representation organization, also of New York. In his new position at Free & Peters, Mr. Woodruff will be the representative firm's director of radio and director of promotion and research.



Mr. Woodruff

WGN-TV Previews Films, Offers Merchandising Plan

ADVERTISER and agency representatives July 29 attended a special preview of 28 film packages in the audience studio of WGN-TV Chicago. The programs will be available for local sponsorship this fall.

At the same time the station announced "Operation Impact," a merchandising plan designed for advertisers. WGN-TV offers a major display in 300 A & P stores in the area for a period of one week—every four weeks—and gives advertisers 900 displays in leading grocery stores over a 13-week period. A similar plan will be made available shortly involving 160 Jewell Food Stores.

WGN-TV lists five programs among its availabilities.

GE SHIPS TV GEAR FOR 11 STATIONS

NINE television stations—four of which are on the air—were shipped GE transmitters or amplifiers during the past fortnight. A company spokesman said four amplifiers, ranging in power from 12 to 35 kw, were sent out by GE, and one 5 kw and four 100 w uhf transmitters were shipped. Three antennas also were shipped to uhf grantees during the two-week period, GE reported.

Stations to receive 35 kw amplifiers are WMBR-TV Jacksonville, vhf Ch. 4, and KEYL-TV San Antonio, vhf Ch. 5, both pre-freeze outlets.

WBKB (TV) Chicago, vhf Ch. 7, also a pre-freeze station, was shipped a 20 kw amplifier.

WEEU-TV Reading, uhf Ch. 33, which began April 9, was sent a 12 kw amplifier which will increase effective radiated power to about 170 kw.

The 5 kw transmitter was sent to KGBS-TV Harlingen, Tex., vhf Ch. 4, which plans a Sept. 27 commencement.

Hundred-watt uhf transmitters went to WIFE (TV) Dayton, Ch. 22; WKLO-TV Louisville, Ch. 21; WPFA (TV) Pensacola, Ch. 15, and KBMT (TV) Beaumont, Tex., Ch. 31.

WPFA, WENS (TV) Pittsburgh, Ch. 16, and KETX (TV) Tyler, Tex., Ch. 19, were shipped uhf antennas, GE said.

KPRC-TV Loses No Air Time In Power Boost, Gear Move

KPRC-TV Houston moved its transmitter to the station's new studio a mile away between sign-off at midnight Aug. 2 and sign-on again at 9:27 the following (Sunday) morning, later in the day (at 4:30 p.m.) tying into its new tower for its increase from 65 kw to 100 kw.

The switch was carried off with not a moment's loss of scheduled air time, according to Jack Harris, vice president of the Houston Post Co. in charge of KPRC-AM-FM-TV. Paul Huhndorff, chief engineer, and a crew of 31 men moved the 5-kw GE TT6A transmitter, the console and water-cooling equipment.

Present at ceremonies marking the increase to 100 kw was former Gov. William P. Hobby, Houston Post Co. president, who faded in the stronger signal and said: "Television is young and vigorous and its future is almost limitless. KPRC-TV will continue to help set the pace for television in the great Southwest."

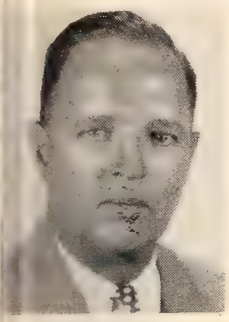
Mr. Harris said work began on the station's new plant almost a year before. He said messages began coming in minutes after the power boost reporting improved reception. KPRC-TV's new tower, he said, is 686 feet above ground and 749 feet above sea level.

F. H. MacQuarrie Dies

FUNERAL services were to be held Saturday for Frank Haven MacQuarrie, 59, producer-writer for *Noah Webster Says* on KTTV (TV) Los Angeles, who died last Tuesday after a heart attack. Formerly in vaudeville, he joined NBC radio in 1935 as producer-m.c. on *Marriage Club* and later *Noah Webster Says,* which he left eight weeks ago to concentrate on the video version. Surviving are his wife, Gladys, a son, Ronald, and a daughter, Pattie Lou.

Roger Baker Appointed WBES-TV General Manager

ROGER M. BAKER has been appointed general manager of WBES-TV Buffalo, new uhf Ch. 59 grantee, Charles R. Diebold, station president, announced last Wednesday.



Mr. Baker

Mr. Baker, until accepting the WBES-TV post, had been vice president and general manager of WKBW Buffalo. He began his radio career with Buffalo Broadcasting Corp., then went to WLW Cincinnati, and later, to KOB Albuquerque. He returned to Buffalo in 1948 when he joined WKBW as the station's commercial manager.

WBES-TV now is remodeling the penthouse on the roof of Buffalo's Lafayette Hotel. The station may start in September.

WKEY, WDVA Install Remote Control Sets

TWO Virginia stations last week announced they are operating with remote control transmitting equipment. WKEY Covington and WDVA Danville both are using equipment made by Rust Industrial Co., Manchester, N. H.

Earl M. Key, owner and operator of WKEY, said he is "very much pleased" with the equipment, which was installed by E. G. Hemenway, station technical advisor and chief engineer. The 250 kw WKEY, on 1340 kc, is put on the air from the downtown studio control room at 6 a.m. and remains on until 11:30 p.m. The announcer-operator handles the controls which operate the transmitter a mile and a half away.

Emerson J. Pryor, vice president-general manager of WDVA, says tests of the WDVA remote control equipment were successful. The announcer puts the 5 kw day, 1 kw night station on the air at 5 a.m. from the studio, located five miles from the transmitter. The equipment at WDVA was installed by engineers Howard Clendenen, J. T. Burgess and Hoye Church under supervision of John R. Buffington, Rust engineer.

Stephen Rintoul Named WPTR General Manager

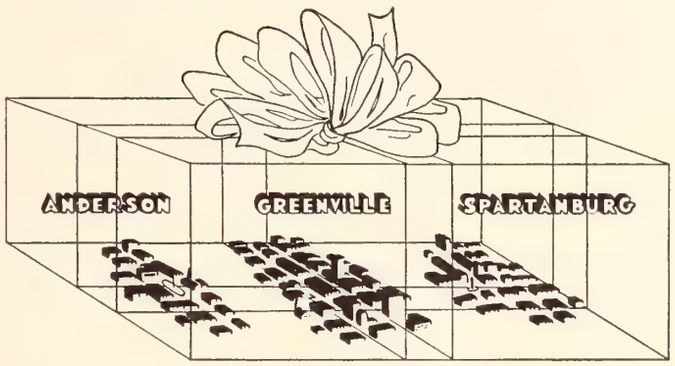
STEPHEN B. RINTOUL, former president and general manager of WXKW Albany, which ceased operation July 31, has been named general manager of WPTR Albany, while other WXKW personnel also switch to WPTR. They are: George Wetmore, director of operations; Walter J. Maxwell, promotion manager; Mrs. Florence Clow, bookkeeper, and disc jockeys Bill Hickok and Jack Bennett.

The physical assets of WXKW were purchased for $300,000 several weeks ago by WPTR, WTRY Troy and Van Curler Broadcasting Corp. in a three-way agreement to facilitate the Ch. 23 grant to WPTR and the grant of Ch. 35 at Schenectady to Van Curler [B•T, June 15]. WTRY dropped its competitive Ch. 23 bid and obtained 50% interest in Van Curler. Champlain Valley Broadcasting Corp., permittee of WXKW, gave up its competitive Ch. 35 bid at Schenectady.

Wrap Up
a
BILLION-DOLLAR MARKET
through
WGVL
Channel 23 . . . Greenville, S. C.

ABC • NBC • DUMONT

The only TV Station in the prosperous PIEDMONT AREA of South Carolina.



MARKET DATA
50-mile Radius of Greenville

1952:	Population	940,000
	Effective Buying Income	$1,111,000,000
	Retail Sales	$ 707,000,000

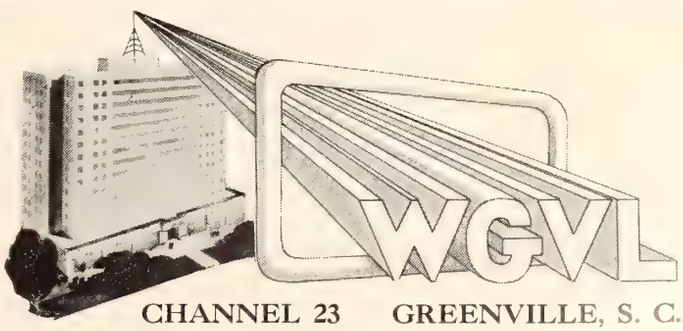
★

GREENVILLE: First Market in South Carolina

The Greenville, S. C. Metropolitan Area . . . ranks 103rd in Population and 76th in Manufacturing Employees among America's 168 "Standard Metropolitan Areas".

Population (U.S. Census, 1950)	168,152
Employment (S. C. Emp. Sec. Comm., 1951)	45,056
Retail Sales (Sales Management, 1952)	$167,610,000
Covered Wages (S. C. Emp. Sec. Comm., 1951)	$121,840,536
Autos & Trucks (S. C. Highway Dept., 1951)	52,400
Building Permits (Fed. Res. Bank, 1951)	$ 9,772,985
Manufacturing Plants	203
Value of Manufactured Products (S. C. Labor Dept., 1951)	$326,952,524

Note: Greenville leads all South Carolina markets in all of the above.



CHANNEL 23 GREENVILLE, S. C.

National Representative: H-R Television
Southeastern Representative: James S. Ayers

McCAW GROUP PAYS $450,000 FOR WINS

Gotham Broadcasting Corp., headed by J. Elroy McCaw, will purchase the 50-kw WINS New York from Crosley Broadcasting. The sellers got the station in 1945 for $1.7 million.

SALE of WINS New York, 50 kw station on 1010 kc, to a group headed by J. Elroy McCaw of Seattle was announced jointly today (Monday) by Crosley Broadcasting Corp., present owner, and Gotham Broadcasting Corp., of which Mr. McCaw is president [CLOSED CIRCUIT, July 20]. The sale is conditioned on FCC approval.

Purchase price was announced as $450,000 plus accounts receivable.

James D. Shouse, board chairman, and Robert E. Dunville, president, Crosley Broadcasting Corp., jointly announced the transfer on behalf of Crosley. Mr. Shouse is vice president of the parent Crosley company, Avco Mfg. Corp.

Mr. Shouse said that because of Crosley's increasingly expanding broadcasting properties and various network affiliations in the Midwest and South, along with need for a concentrated effort in those areas, "it was regretfully deemed advisable to relinquish the independent New York station."

WINS was purchased by Crosley-Avco interests from Hearst Radio Inc. in 1945 for $1,700,000, with a year of consideration before FCC lent its approval. It operates 24 hours a day.

Associated with Mr. McCaw in Gotham are Charles P. Skouras of Los Angeles, president of National Theatre Corp., and Jack Keating Honolulu and Portland radio station owner.

Mr. McCaw said present operating policies and personnel will be continued. He added that future plans and policies will be announced when FCC approves the transfer.

Messrs. McCaw and Keating have wide radio-TV interests. They are associated in ownership of KPOA and KONA (TV) Honolulu; KILA Hilo, also in Hawaii, and KYA San Francisco. The two currently are disposing of their KPOA interests because of their KONA holdings.

Mr. McCaw has interests in KLZ-AM-FM TV Denver along with controlling interest in KELA Centralia, Wash.; KALE Richland Wash., and KYAK Yakima, also in that state.

Howard E. Stark, radio and television broker New York, handled the negotiations for transfer of WINS.

Crosley operates WLWT (TV) Cincinnati WLWD (TV) Dayton, WLWC (TV) Columbus and recently acquired WLWA (TV) Atlanta. Its radio properties include WLW and WLWA (FM) Cincinnati; WLWB (FM) Dayton, and WLWF (FM) Columbus.

KROD has...
the greatest coverage of any station in El Paso



. . . the EL PASO Southwest's biggest audience, biggest radio value, CBS radio programs, unrivalled local shows.

These 27 counties in West Texas and New Mexico are the El Paso-KROD area— one of the West's most important markets. Radio isolation, and aggressive merchandising make KROD one of America's best radio buys.

POPULATION	545,600
RADIO HOMES	119,650
RETAIL SALES ...	$508,523,000
FOOD SALES ...	$111,255,000
DRUG SALES ...	$ 24,728,000
AUTOMOTIVE SALES	$101,241,000

Population figures do not include approx. 50,000 military personnel here and the 125,000 neighbors living just across the Rio Grande.

CBS RADIO NETWORK IN EL PASO
KROD
600 KC 5,000 WATTS

RODERICK BROADCASTING CORPORATION

DORRANCE D. RODERICK, Chairman of Board
VAL LAWRENCE, President and Gen. Mgr.
BRUCE BARNARD, Vice President

REPRESENTED NATIONALLY BY THE O. L. TAYLOR CO.

WOR BUYS $1 MILLION IN RADIO PROGRAMS

GOING all out to capture a major share of New York's radio audience and advertisers, WOR New York has purchased more than a million dollars worth of transcribed programs for afternoon and evening broadcast.

It is offering them to advertisers as a combination package, with an opening and closing billboard and a minute commercial in the afternoon plus a minute commercial in the evening included in each participation.

Participations are priced at $150 for one per week, $285 for two, $395 for three, $500 for four, $575 for five and $1,000 for ten, each participation including the afternoon and evening commercials and the afternoon billboards a total of two minutes and ten seconds. Advertisers signing up before Sept. 14, day the new programming goes on the air, are offered a special rate ranging from $140 for one participation to $900 for ten.

Guaranteed Rating

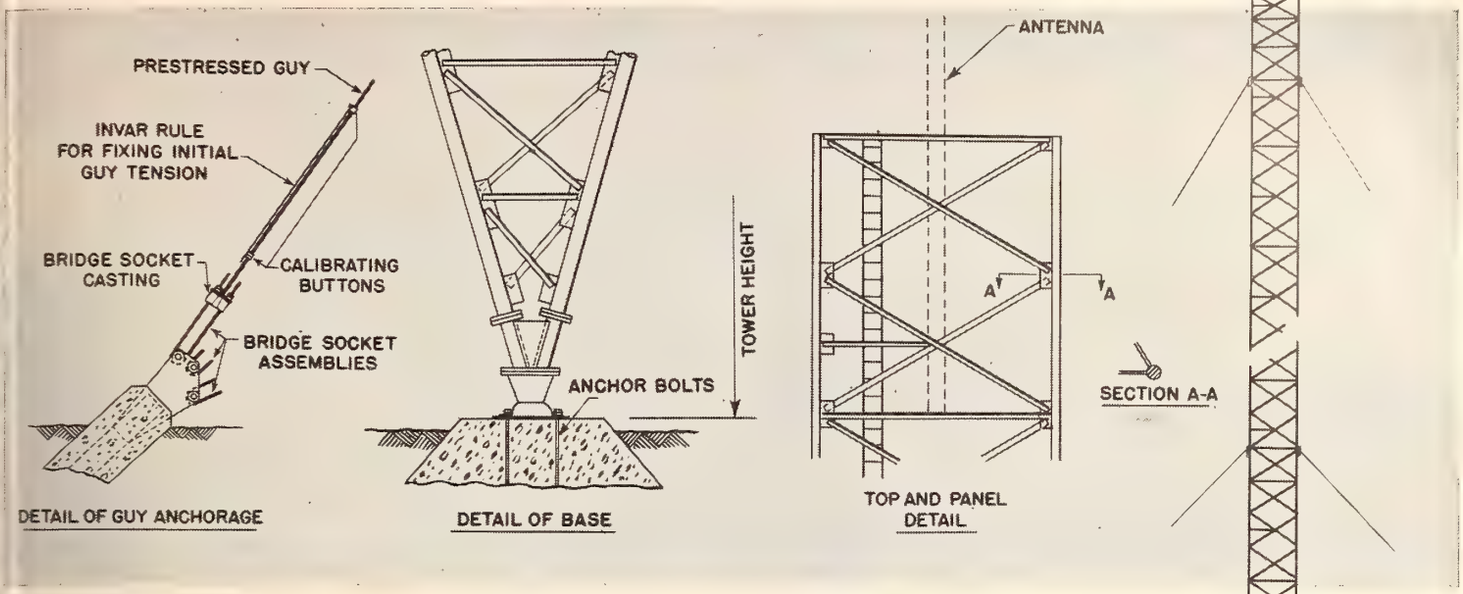
Commercials limited to two within any quarter-hour, will be rotated within the programs both day and night, and station is guaranteeing a Pulse rating of 4.5—approximately 259,000 homes per participation.

James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV said "Sponsors also are guaranteed a cost per thousand homes as low as 35 cents.

Programs, which according to WOR have not been broadcast in New York, include a $650,000 package of Ziv shows and a $375,000 group of Harry Goodman Productions.

Plan calls for three half-hour programs to be broadcast each afternoon, Monday through Friday, combined with commentary by Allen Granger (played by m. c. Frank McCarthy) making a two-hour 3-5 p.m. presentation titled, *WOR Radio Playhouse.*

IN TOWERS—A LOT DEPENDS ON THE POINT OF VIEW



. . . but everything depends on quality design and construction

Whether you look at towers from the viewpoint of a station owner, manager or engineer, you'll appreciate the facts and the "specs" that follow. Let's take an imaginary trip up the new BLAW-KNOX type TG 1000-foot tower*. . .

SAFETY . . . Even at 100 feet, with the first set of guys still far above, you're as high as the average 8-story building. You'll gratefully recall the massive, welded steel base construction below you.

STRENGTH . . . At 500 feet (if you're still determined), you can properly appreciate the solid steel corner legs nearly seven inches thick . . . not to mention the factory pre-stressed, bridge-socketed guys, each proof-tested at full load before shipment.

DURABILITY . . . When you've reached the top of this 1000-foot giant, you'll be happy to know that there are no rust-weakened structural members to "let you down". Every inch of steel has been hot-dip galvanized after fabrication and you can be sure that your tower, with its TV antenna overhead will stand safe and steady.

**Blaw-Knox type TG towers are available from 300′ to 1000′ and over.*

Yes, a lot depends on the point of view, but we think you'll agree that only a quality-designed and manufactured tower is the best bet, in the final analysis. For safety, economy and uninterrupted service, you can always be sure with a Blaw-Knox type TG.

For complete details on Blaw-Knox towers — or on any other TV or AM need — consult with your near-by Graybar Broadcast Equipment Representative. You'll find one near you — in twenty-one principal cities. And, backing him, you can rely on scheduled or emergency deliveries via Graybar's offices and warehouses in 109 strategic locations. *Graybar Electric Company, Inc.*
Executive offices: Graybar Building, 420 Lexington Avenue
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322-18

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

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Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

WGN-TV, KMTV, WOW-TV Order RCA Color Gear

THREE midwest television stations have ordered color TV transmitting equipment from RCA.

WGN Inc., Chicago, has ordered $350,000 worth of equipment capable of transmitting both monochrome and color and designed to increase effective radiated power of WGN-TV from 29 to 316 kw, Frank P. Schreiber, WGN Inc. manager and treasurer, said last week. WGN-TV expects to boost to 115 kw on Oct. 1 and to 316 kw in the fall of 1954. Test color transmissions will be started "as soon as feasible," according to Carl J. Meyers, engineering director.

KMTV (TV) Omaha ordered color equipment from RCA on July 30, according to R. J. Schroeder, chief engineer. He said KMTV is ordering three units of color equipment, the first for transmitting network color programs, the second to "keep the network color unit in perfect working order" and the third comprising synchronizing generator equipment for transmitting local color programs. He expects delivery in May or June 1954.

WOW-TV Omaha has ordered RCA equipment to modify its black-and-white transmission facilities to provide network color TV also, according to Frank P. Fogarty, general manager of Meredith WOW Inc., licensee. "WOW-TV will not be able, at this time, to originate local color telecasts," he said. Delivery of the RCA equipment is expected in early 1954, he said.

RCA TV Transmitters Go to Four Grantees

FOUR TV grantees will receive RCA Victor transmitting equipment in the next few days following shipments last week, RCA announced.

The first units of RCA's new air-cooled 50 kw vhf transmitter were sent to WTRF (TV) Wheeling, W. Va., RCA reported. The company said the transmitter is the most powerful type manufactured by the RCA Engineering Products Dept. The WTRF shipment included a 10 kw high-band driver and 50 kw power supply. A 12-section superturnstile antenna will be shipped this week, RCA said. WTRF is assigned vhf Ch. 7 and will operate with ERP of 316 kw visual.

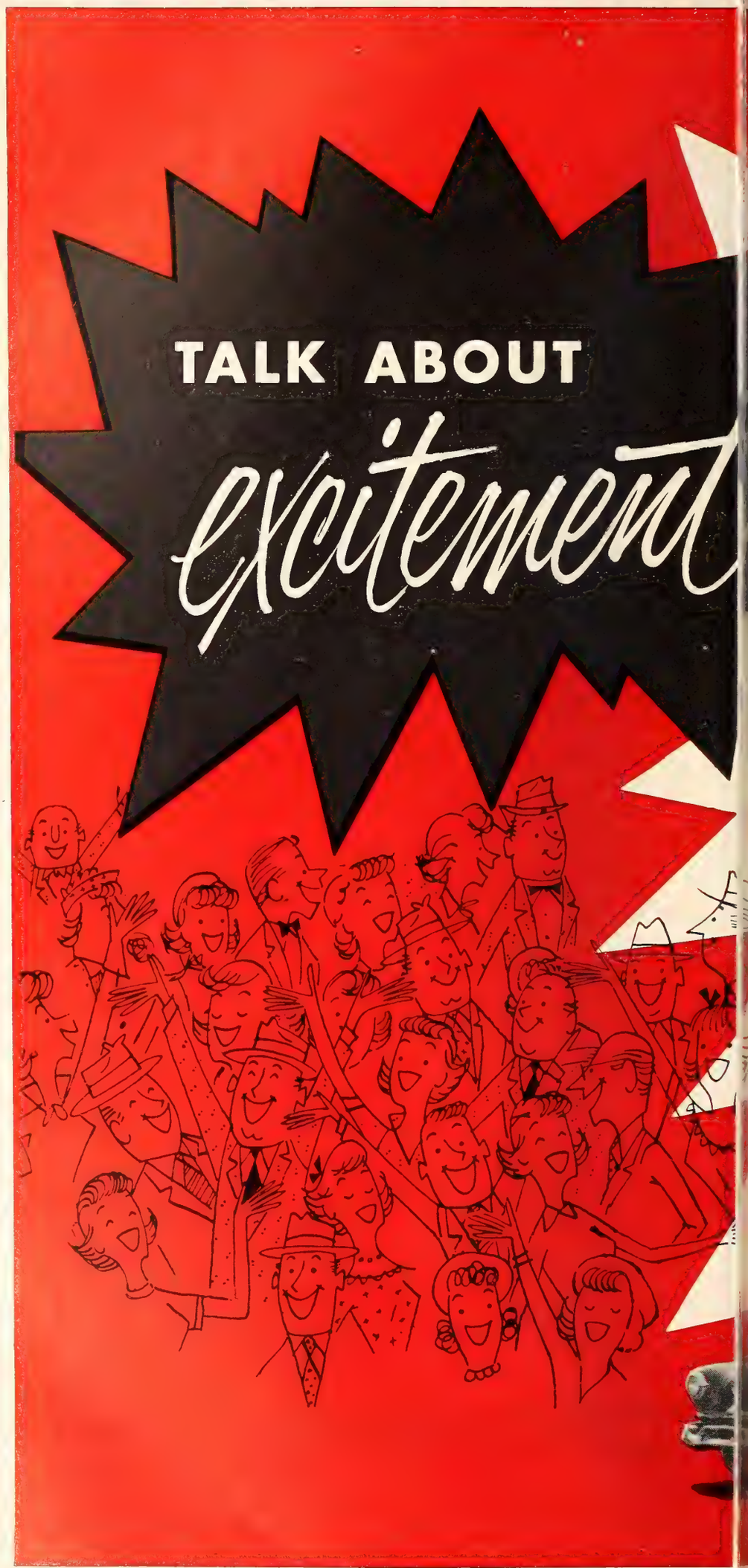
A 10 kw high-band vhf transmitter was shipped to WNCT (TV) Greenville, S. C., RCA disclosed. When installed, it will allow the station to go on the air with 100 kw on vhf Ch. 9.

KHSL-TV Chico, Calif., has been shipped a 2 kw vhf transmitter and a six-bay antenna which will allow ERP of 12 kw, according to RCA. The Chico outlet is assigned vhf Ch. 12.

WBES-TV Buffalo, N. Y., was shipped a 1 kw uhf transmitter, RCA said, and the custom-built uhf antenna and other auxiliary equipment are scheduled to be sent the station this week. An RCA spokesman asserted that WBES-TV, on uhf Ch. 59, will have ERP of about 20 kw visual.

New WNBT (TV) Rate Card

NEW rate card (No. 12) for WNBT (TV) New York raises Class AA station time (10:30-11 p.m. daily, 6-7:30 p.m. Sunday) from $4,250 to $4,800 an hour, effective Aug. 15. Increase is in line with that of Class A network time on WNBT (7:30-10:30 p.m. daily, 3-6 p.m. Saturday-Sunday) from $4,800 to $5,200 an hour as of Aug. 1. Other program time periods are increased accordingly.



See it 'n Say it

CONTEST

has 4½ million viewers excited!

And no wonder! It's *TV's greatest summer promotion*—on a local basis —in four prime markets—Atlanta, Cincinnati, Dayton and Columbus



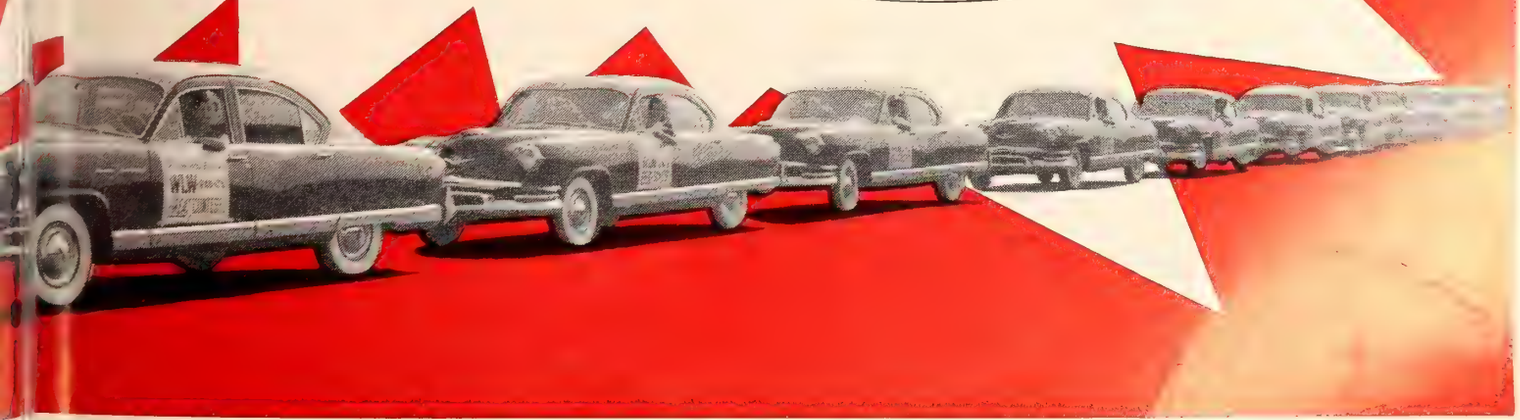
WLW-TV has given away TWENTY 1953 Kaiser Manhattans

Viewers, called by WLW-TV stars, are asked to identify a local landmark televised on their local WLW Station. When viewers "See it 'n Say it" correctly, they win brand-new 1953 Kaiser Manhattans. It's fun! It's free! Nothing for the viewers to do but watch their WLW-TV Stations—building a large, eager market for every ad message. And that's just what is happening! Each day is a sensational selling day for YOU!

Let WLW-Television pick-up your summer sales!

WLW television

CROSLEY BROADCASTING CORPORATION



KAFY-TV TO BRING TV TOTAL TO 209; 11 OUTLETS PLAN DEBUTS BY AUG. 20.

KAFY-TV is to begin in sizable Bakersfield, Calif., market, and will bring total TV stations to 209, 100 post-thaw. Seven stations went on the air Aug. 1-2 and 11 more plan to begin by Aug. 20.

KAFY-TV Bakersfield, Calif., is due to begin operations on uhf Ch. 29 today (Monday), according to Sheldon Anderson, owner and general manager of the station, who said last week there are 20,000 uhf receivers in the trade area.

J. Walter Thompson Co. ranks the area 163d in the U. S. *Sales Management* ranks the area 173d, and says the population of Kern County is 257,000 with 1952 retail sales of $292,646,000. Per capita income is $1,776, or $6,023 per family, the figures indicate.

KAFY-TV brings total operating TV stations to 209, all but one commercial outlets.

On Aug. 1 and 2 seven stations began telecasting [B•T, Aug. 3]; only KTVE (TV) Longview, Tex., which had hoped for an Aug. 1 debut, failed to meet its target.

These stations began Aug. 1-2.

KBES-TV Medford, Ore., vhf Ch. 5, Aug. 1.
KMBC-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.
WHB-TV Kansas City, Mo., share-time on vhf Ch. 9, Aug. 2.
KMO-TV Tacoma, Wash., vhf Ch. 13, Aug. 2.
WGVL (TV) Greenville, S. C., uhf Ch. 23, Aug. 1.
WKJF-TV Pittsburgh, Pa., uhf Ch. 53, Aug. 1.
WISE-TV Asheville, N. C., uhf Ch. 62, Aug. 2.
WTVU (TV) Scranton, Pa., uhf Ch. 73, Aug. 2.

Vhf outlets now total 159; post-thaw vhf 52; post-thaw uhf 48; commercial post-thaw stations 100.

Within 10 days 11 more stations plan to begin (see list at end of story).

Richard W. Hubbell, assistant to the president of Easton Pub. Co., permittee of uhf Ch. 57 WGLV (TV) Easton, Pa., said that WGLV test patterns are received in New York City with better quality than those of any New York or Philadelphia station received in Easton.

WGLV was the only uhf station he could pick up on an all-channel vhf-uhf receiver in New York, Mr. Hubbell said. WGLV plans to start programming on Aug. 14. It is affiliated with ABC-TV and DuMont and will broadcast from 7-11 p.m. daily, 6-11 p.m. weekends. The station started test patterns June 26 and test programming July 30. Mr. Hubbell said the outlet transmits with an effective radiated power of 100 kw visual using DuMont's first high-power uhf transmitter.

KCMC-TV Texarkana, Tex., expects to begin commercial telecasting operations on Aug. 16, General Manager Frank O. Myers reported last week. The station, which will operate on vhf Ch. 6, is owned and operated by KCMC Inc., licensee of KCMC-AM Texarkana.

KMMT (TV) Austin, Minn., vhf Ch. 6, turned on its test pattern July 27, L. L. McCurnin, manager, said last week. Programming will start Aug. 17, he reported.

Mr. McCurnin said a survey and the RETMA set count indicates 49,986 TV sets in the area. The station is affiliated with ABC-TV, CBS-TV and DuMont.

Has Own Radio Relay

First test patterns of WATR-TV Waterbury were to be broadcast last Saturday, according to plans announced last week by Sam Elman, manager of the station. He said that WATR-TV, which will be an ABC-TV and DuMont affiliate, will maintain its own micro-relay station at Oxford, Conn., and will not be dependent upon cable facilities for programming from New York.

Glenn G. Griswold, commercial manager of KFEQ-TV St. Joseph, Mo., said the station will start telecasting early in September on vhf Ch. 2 with 52 kw from an 810-ft. tower. KFEQ-TV, affiliated with CBS-TV and DuMont, will serve 48,459 TV homes, he said. He said St. Joseph is the third largest market in Missouri.

KVOA-TV Tucson, vhf Ch. 4, indicates the NBC-TV affiliate will begin Sept. 15.

KCOK-TV Tulare-Fresno, Calif., uhf Ch. 27, begins Sept. 15, Sheldon Anderson, owner and general manager, said last week. Mr. Anderson, who also owns KAFY-TV (see foregoing), said a survey shows 40,000 uhf sets in the primary service area.

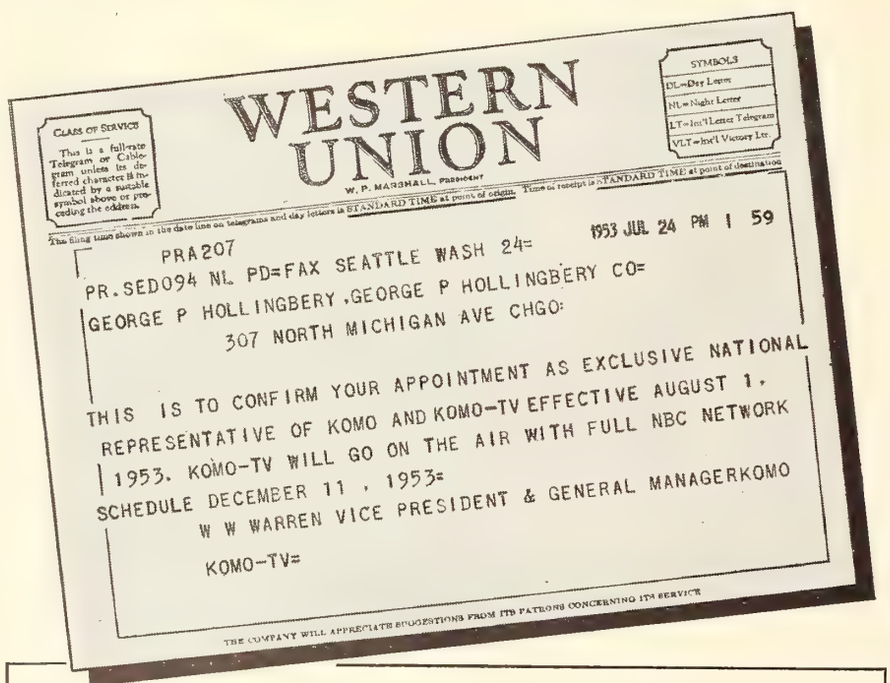
Boston's third TV station, WTAO-TV on uhf Ch. 56, begins test programming Aug. 31, Frederic S. Bailey, general manager, said last week. He said formal opening will be Sept. 28.

An RCA transmitter, needed before KJEO-TV Fresno can begin, now has been shipped, J. E. O'Neill, president of the uhf Ch. 47 outlet, reported. The transmitter will be installed atop Bald Mountain, 29 miles northeast of Fresno. Test broadcasting is set for September,

add **Seattle**

to your Hollingbery list

Effective August 1, 1953



Fisher's Blend Station, Inc. { **KOMO** 50,000 Watt NBC outlet / **KOMO-TV** Channel 4—Maximum power

appoint as their exclusive national representative, the

George P. Hollingbery Co.

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Andover 3-2636

NEW YORK 18
500 Fifth Ave.
Bryant 9-3960

LOS ANGELES 13
411 W. 5th St.,
Madison 6-3633

SAN FRANCISCO 4
625 Market St.,
Douglas 2-7192

ATLANTA 3
223 Peachtree St.,
Lamar 5710

NETWORK TELEVISION
By the Bell System

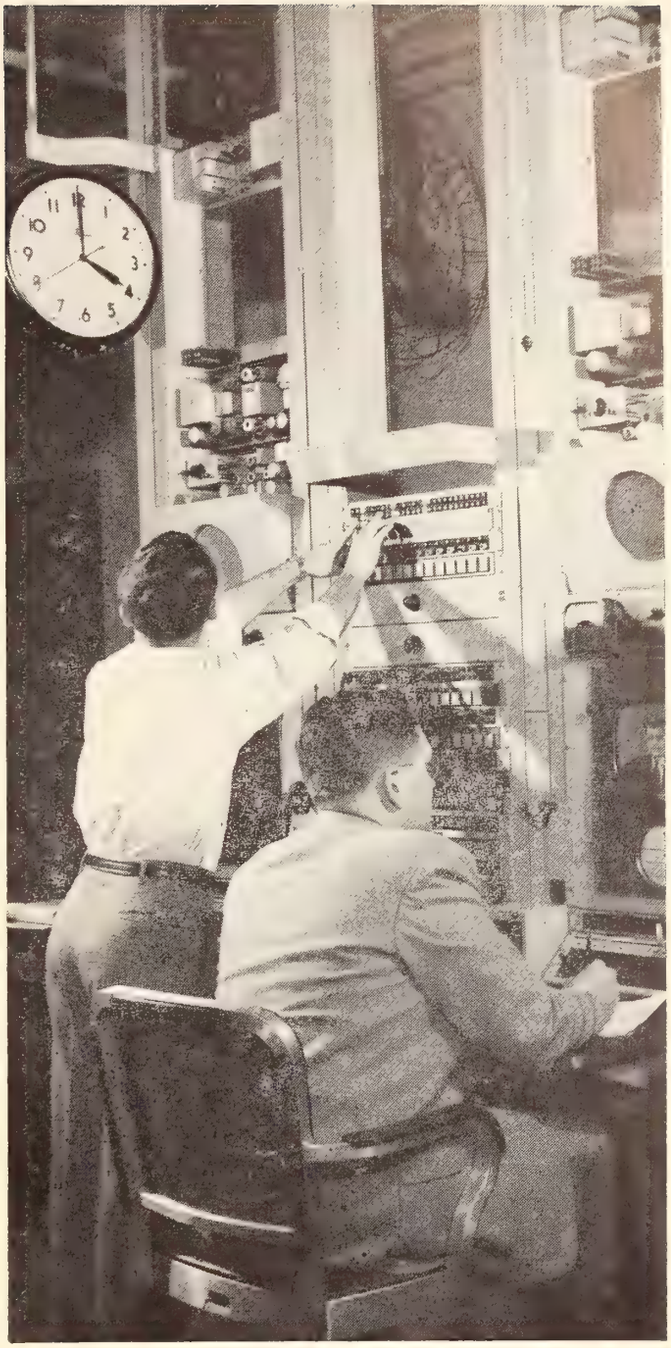
Bell System coaxial cable and radio relay routes provide the television industry with nationwide facilities making live network programs available to more than half the people in the United States. This is another of the Bell System's public service achievements.

The job, which began years before the first commercial network service in 1948, is a long and costly one. It requires huge investments of money, intricate equipment and personnel trained in special skills. Above all, it takes planning years ahead . . . channels must be engineered long before orders are received from network companies.

In addition, television plans are always integrated with future requirements for long distance telephone service . . . for private line networks for government and industry. All can use the same routes as television. Thus, the public interest and the requirements of the television industry are both factors in this development.

Equipment is complex, yet it must be highly dependable and long-lasting. The value of coaxial cable, radio relay systems and associated equipment already in use by the Bell System for television is nearly $100,000,000. About 34,000 miles of television channels are now available and 13,000 more will be ready by the end of the year.

Charges for these facilities average about 10 cents a mile for a half hour of program time.



Technician in Bell System television control room makes a split-second switch by remote control of network facilities at radio relay station over 200 miles away.

BELL TELEPHONE SYSTEM

Providing transmission channels for the radio and television industries today and tomorrow

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING **Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.**

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

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—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

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Mr. O'Neill said, and commercial programming is planned Oct. 1.

John W. Guider, president of WMTW (TV) Poland, Me., the vhf Ch. 8 grantee which will have its transmitter atop New Hampshire's Mt. Washington, said the target date has been moved forward to April 1.

Carl E. Haymond, president of KMO-TV Tacoma-Seattle, vhf Ch. 13, after the station went on the air Aug. 2, said, "we had in excess of 5,000 phone calls and telegrams coming in from Vancouver and Victoria, B. C., on the north, to Salem, Portland, Seaside and Astoria, Ore., on the south. . . .

"This was the third 12 bay superturnstile antenna with 10 kw transmitter to go on the air," Mr. Haymond said. KMO-TV's antenna is 951 feet above sea level, he added, and the station's daily schedule is 3:45 to 11 p.m. Mr. Haymond said the program schedule, which includes several NBC-TV shows, will be expanded.

KBTV (TV) Denver, vhf Ch. 9, claims it now is one of the most powerful stations west of the Mississippi with an effective radiated power of 240 kw visual. A station spokesman claimed viewers 160 miles from the station reported "perfect conditions and reception."

KBTV's transmitter is atop Lookout Mountain. Previous power was 12 kw.

WKAB-TV Mobile, Ala., stepped up ERP Aug. 1 to 258 kw visual, R. H. Moore, general manager, said last week. The uhf Ch. 48 operation "is exceeding our expectations," he exclaimed, adding that viewers report good reception as far as 60 miles from the station.



SHARE-TIMERS share spade in breaking ground for transmitter building. Executives of WHEC and WVET Rochester, both granted vhf Ch. 10 there on a share-time basis, expect to complete building in 60 days. At the task are (l to r) Clarence Wheeler, WHEC vice president; Irvin F. Lyke, WVET president-general manager; C. Glover DeLaney, WHEC general manager, and Paul C. Louther, WVET vice president. In background is WHAM-TV TV tower, which also will be used by WHEC and WVET.

Aldo De Dominicis, secretary-treasurer and general manager of WNHC-TV New Haven, Conn., said completion of the station's $750,000 vhf Ch. 8 facilities is set for November. WNHC-TV, a pre-freeze station, now is on vhf Ch. 6 and is one of 30 existing stations which required have to change frequency under FCC's Sixth Report & Order.

The WNHC-TV site is on Gaylord Moun-

tain in Hamden. Enlargement of the present transmitter building is proceeding on schedule, Mr. De Dominicis said.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (ABC-TV and DuMont), represented by Forjoe TV Inc., today (Monday) (test pattern started July 28).

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KITO-TV San Bernardino, uhf Ch. 18, represented by George P. Hollingbery Co., August.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., late August.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Sept. 7.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22 (test pattern started July 25).

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV (now on test pattern).

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 15.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Sept. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Sept. 1.

KANSAS

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV), August.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 24.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, mid-August.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Aug. 15.

MNNESOTA

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 27.

MISSOURI

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., Aug. 15 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Aug. 15.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, August 20.

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

WHKP-TV Hendersonville, uhf Ch. 27, August.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented



SPOKEN WITH THE VOICE OF

Authority!

The voice that is obeyed . . . is respected. Respect must be earned . . . and just as the "top-kick's" stripes were earned . . . so was WWNC's 11-county audience.

That WWNC's "voice" carries authority is evidenced by the advertisers —both national and local —that have consistently used WWNC for 20 or more years. These advertisers stay on WWNC because of the sales its 82.4% penetration* produces.

*50% or better counties SAM 1952

CBS 5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN TIMES STATION IN ASHEVILLE, N C

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES



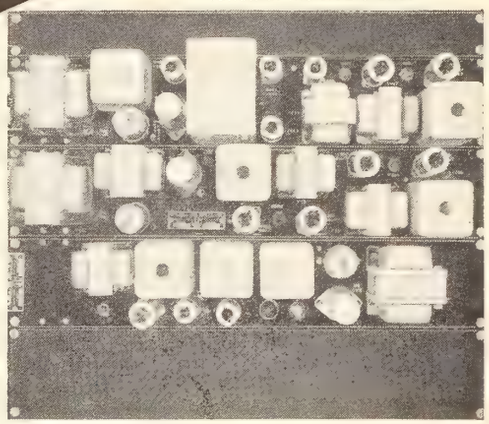
Control panel for installation at the studio end.

HAMMARLUND REMOTE CONTROL & METERING

For

Unattended Broadcast Transmitters!

Control equipment for installation at the studio end.



Economical, dependable system . . . Needs only a single telephone circuit!

Substantial reductions in operating costs can be made by taking advantage of the recent authorization by the FCC to permit remote control of AM and FM broadcast transmitters. FCC regulations for this mode of operation stipulate that complete and continuous control of remotely situated transmitters must be maintained at all times. It is desirable, also, to obtain highly dependable equipment having a reasonable first cost and low operating expense. Hammarlund equipment offers distinctive advantages in all these respects.

Included in the Hammarlund remote control and metering system are the following basic features that are vital to efficient and economical remote transmitter operations:

1. Only a single telephone circuit is required. May be operated over VHF or microwave. No DC circuit is used.
2. Full control of up to nine separate circuits.
3. Telemetering of nine separate electrical quantities.
4. Up to four emergency alarm indications.
5. Fail-safe operations assured at all times.

In most cases, this equipment will pay for itself through savings effected in operating costs in less than a year.

Write to The Hammarlund Manufacturing Company for full details about this equipment.

HAMMARLUND

The Hammarlund Manufacturing Co., Inc.
460 W. 34th Street, New York 1, N. Y.

by Headley-Reed TV Inc., Aug. 15.

WUTV (TV) Youngstown, uhf Ch. 21, August.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 14 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), late August.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WHBQ-TV Memphis, vhf Ch. 13, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 16.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., August.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

KETX (TV) Tyler, Tex., uhf Ch. 19, Aug. 30. (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Aug. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

Put to the Test

IF a television antenna is operating properly, all waves will be going out; if something is wrong, some will be reflected back.

To find out which of the two cases is true of a particular antenna, engineers use a reflectometer test. The first in-the-air, on-the-air tests of an RCA 12-bay antenna were underway at KTBC-TV Austin, Tex., fortnight ago.

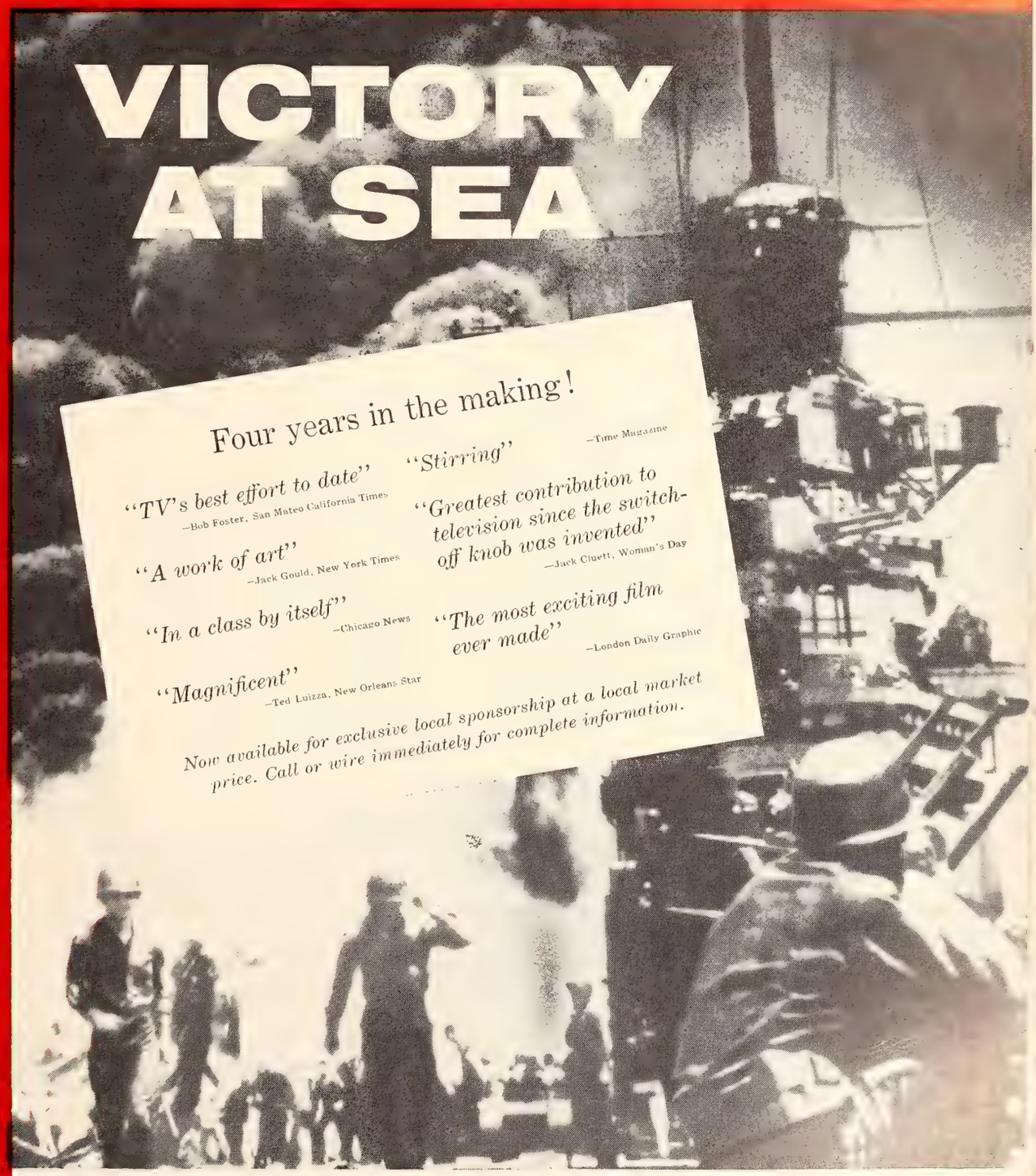
Ordinarily the job is done before the antenna is raised, but KTBC-TV's mast was designed to allow the test after the tower is in operation. Each of the 48 separate bat wings is fitted for the examining instruments, eliminating the possibilities of error which might occur if a general sweep test of the installation were used.

The work is progressing under the direction of an RCA service team, station chief engineer Ben Hearn, and A. Earl Cullum, Dallas consulting engineer. Says KTBC-TV General Manager J. C. Kellam:

"We're getting a fine picture now, but the RCA people want to prove it scientifically."

ROADCASTING
TELECASTING

TV FILM features



NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

A section of
August 10, 1953
CASTING • TELECASTING
National Press Building
Washington 4, D. C.

*Quick Quiz** FOR BUYERS OF TV FILM COMMERCIALS

Slightly biased

Q. Who is qualified to make TV film commercials?

A. ***Advertising men who are experts in visual selling.***

SARRA has been a specialist in visual selling for more than 20 years.

Q. Which technique is best for my commercials?

A. ***The one which best suits your product and sales story.***

SARRA has had brilliant success with animation, live action and stop motion – and combinations of all three.

Q. What is the best way to work with the producer?

A. ***A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.***

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the agency's departments to carry out its ideas.

Q. How much of the creative preparation should the producer contribute?

A. ***As much or as little as required.***

SARRA has produced more than 2500 film commercials, of which 65% were created by SARRA'S own staff.

Q. How much should a TV commercial cost?

A. ***There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.***

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming tiresome.

Q. Should the producer be expected to submit a script or storyboard on speculation?

A. ***No. An established producer's stock in trade is ideas and he is worthy of your confidence.***

SARRA does not submit material on speculation. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall quotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been produced.

Q. How important is the quality of the TV film prints?

A. ***The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.***

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-riginals and whether you order one or one hundred, each one is custom made.

Q. Are better commercials made in the East, in Chicago, or on the West Coast?

A. ***Geography doesn't matter. Facilities and equipment are only as good as the men who use them.***

SARRA specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.



SPECIALISTS IN VISUAL SELLING

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

TELEVISION COMMERCIALS • PHOTOGRAPHIC ILLUSTRATION • MOTION PICTURES • SOUND SLIDE FILMS

features

- Tips for novice film buyers. Page 82.
- Tips for novice film makers. Page 83.
- Editing feature film. Page 88.
- Re-runs can be profitable. Page 89.



film maker

William Self

A FAR cry from teaching American history, William Self has recently completed 52 half-hour films for Meridian Pictures as associate producer on CBS-TV *Schlitz Playhouse of Stars.*

Entering video film production as assistant producer on the *China Smith* series for Bernard Tabakin, he felt he was an old hand at the game after shooting 13 of the half-hour programs in 21 days. So, when John Gibbs, seeking someone to handle the production for the Schlitz series, asked Mr. Self if he knew all about the business, he received an unqualified "yes" as answer.

This was not an idle boast, as Mr. Self, with six weeks in which to get on the air by Nov. 28, 1952, proved. Starting with no crew or studio, just an unlettered office at Goldwyn Studios and some paper borrowed from a secretary across the way, he went to work.

From his background that included acting in 28 A-quality motion pictures, he soon evolved a philosophy that admitted "no good reason why TV films should not be of A picture quality." This was a departure from the thinking of a year before, when it was believed by many producers that people with experience in making film quickies were the logical ones to hire for the stepped-up video film production.

The big question was whether men who were accustomed to making A pictures could turn out a half-hour TV film show in three days on a $25,000 budget.

Mr. Self turned to Howard Hawks, with whom he had worked on "The Big Sky," and when advised to hold out for the best, secured the services of Supervising Editor George Amy, a two-time Oscar winner; Head Cameraman Russ Harlan, Academy Award nominee; Make-up Man Don Cash, and Production Manager Ralph Nelson.

Then came the problem of convincing top free lance motion picture actors to wet their feet in video. "They were doubtful," he recalls "about the technicians, the make-up men, the hairdressers and all that sort of thing and about having to work at top speed. But today we have no trouble getting such names as Ann Sheridan, Walter Brennan, Broderick Crawford and others of similar stature."

Born into a family of theatrical interests some 32 years ago, Mr. Self acquired his early interest in acting from his father, Edwin B. Self, who in addition to acting as director of advertising for Joseph Schlitz Brewing Co. has written several Broadway plays. The fact that his older sister Jean later became a stage actress also contributed to his interest.

Following a childhood spent primarily in Dayton, Ohio, he entered the U. of Chicago to major in political science in preparation for a history-teaching career. While an undergraduate he met and married Peggy Bacon, who was campus homecoming queen of 1941. They are now the parents of Edwin 10, and Barbara, 7.

The year following graduation in 1943 found him working as a copywriter for a Chicago advertising agency when the acting bug hit again. Moving his family to Hollywood, he found immediate success in attracting the attention of the motion picture industry. In his first professional acting role, he had the distinction of being the first soldier killed in "The Story of G.I. Joe." Roles in other motion pictures followed until he made a trip to New York with actor Spencer Tracy, who showed him the successful and unsuccessful sides of Broadway and told him to "weigh your chances and decide whether it's worth the gamble."

Back in Hollywood, Mr. Self put away his greasepaint and entered TV film production. Now underway on a new shooting schedule for *Schlitz Playhouse of Stars,* Mr. Self still finds time to play a competent game of tennis—he won the men's singles in state-wide competition in Milwaukee in 1945—and to continue his hobby of collecting stories about Annie Oakley.

The once aspiring professor of American history feels he may get around to that yet and "teach the history of the movies."

TIPS TO THE NOVICE FILM BUYER

By Elaine S. Phillips

IF all the programming of television were to be classified into three categories, whether it be of local or network origin, these three classifications would be studio, remote and film. And until recently that latter group, film, was the neglected stepchild of the business.

Film to many broadcasters was merely a means of extending program time or filling up unplanned portions of a schedule. There was a limited supply of available films, and much of what was available was of pre-television vintage. Little effort was made by either the film source or the broadcaster to use film in a proper place or on a series program basis.

Today the supply of film is greatly expanded; the amount of film of recent production for television continually increases; and older films are being grouped into specific series programs either by the film distributor or by the stations.

A station film-buyer looks for two general points in available films. Is it what the programming schedule needs and is it a saleable product? Only by close coordination with the station programming department and the sales department can these points be determined. Then come the other points of quality, frequency, cost and contract. But only when a station specifically needs film product for its own programming use or the needs of a sponsor does the station actually buy, for speculation in film can become a very costly monthly expenditure.

Available in the film market today are the following general classifications: Features and westerns (old and fairly new, both poor and good quality, low and high cost packages); half-hour and quarter-hour series of all types of subject matter; miscellaneous shorts of every type; three minute musicals; newsreels, daily and weekly; cartoons, and sporting events such as boxing and wrestling in half-hour and hour-length films. Almost any type of subject matter of any length that your programming needs require, that your local sponsor may be interested in, and that your budget can afford is available on film.

Where do all these films come from? And who is distributing them?

(1) From film companies whose product was never specifically intended for television but who have made their film available for air use.

(2) From film distributors who have acquired the television rights to films and are releasing these films to stations.

(3) From established and new film producing companies who are making product specifically for television.

(4) From film distributors handling the sales of both miscellaneous and older films and tailor-made television series.

The purchase of film for telecasting purposes is as varied as there are film companies and stations, but generally speaking, methods of purchase can be classified as follows:

Spot booking . . . . The rental of one specific film for a one-time use only.

Series booking . . . . The rental of a group of 13, 26, 39, etc., films of the same type for a one-time showing of each. (Sometimes repeat showings are also arranged along with the initial use, for example, a series of 26 half-hour detective films for one showing each.)

Long term use . . . . Arrangements for a large number of films for a certain number of plays each over a specified length of time, for example, a group of 20 features with three plays each during a period of one year. . . . . Arrangements for a certain amount of film at a specified cost per hour of film over a certain length of time, for example, four hours of film per week at a fixed cost per hour of film over a period of six months.

Library basis . . . . Contract for a certain number of films for a specified length of time with unrestricted use of the films, that is, no restriction as to the number of times played on the air or as to whether they are for sustaining or sponsored use.

Film companies and distributors base their television rental charges on various points: Number of sets in the area, percentage of station rate card (that is, corresponding time rate of station to time length of film), number of times of usage involved, length of holding time, and also on the point of sustaining or sponsored use.

Many film companies have based their prices ususally higher than the specific market can afford, and with a few exceptions among the film companies and distributors, it seems to be the negotiations between the station and the film source that determine the actual price for a film for a market. Such factors as the total number of films being bought from one company, the length of the contract period, and the frequency of use of the films involved enter into determining the final price. As a rule it is a good practice to limit all contracts to no longer than a one-year period. For the film distribution business for television is constantly changing, and longer term contracts may prevent a station from the use of any newer film products which may become available at any time.

Once the price of the film in question

(Continued on page 84)



ABOUT THE AUTHOR

Miss Phillips broke into television at WBKB (TV) Chicago [now WBBM (TV)] during World War II, working in various production jobs. In 1946 she became film director of WWJ-TV Detroit. She has been film director of WSPD-TV Toledo since 1948.

TO THE NOVICE FILM PRODUCER

Here are basic hints for the beginner as adapted from a chapter in "The Television Manual," written by the producer of the NBC-TV series, "American Inventory," and published by Farrar, Straus & Young, New York

By William C. Hodapp

THE easiest way to produce a film for TV, of course, is to commission a recognized studio to do the job, either at home or abroad. If, however, the TV producer has ingenuity and is ready to accept the challenge presented by the possibilities, he can surround himself with a minimum crew and do the TV film job himself.

When making a film for TV, it is not enough simply to point the camera at an object and assume that the picture you get will necessarily tell the story you want to tell. Amateurs and professional photographers and directors must be selective in their choice of camera shots, and watch out particularly for so-called matching or transitional material which will enable the story to be carried smoothly from one sequence to another. Here are some simple points to bear in mind when you decide to produce films for TV.

If you have never taken a movie film, it might be a good idea to buy or rent an 8mm camera and deliberately try to film a story from everydaylife—for example, a day at a factory, a session at school, a parade, or any other activity which has a beginning, middle, and end. While 8mm film is not suitable for TV, it is inexpensive and will serve to teach you, by experience, general principles of movie-taking. After you are ready to try seriously and invest the necessary money in 16mm film, you will find that your planning falls logically into the following chronological sections:

(1) In choosing the theme, always remember that whether it is to cover 10, 15, 20, or 30 minutes, the subject should be productive of enough varied details to hold interest for that length of time.

(2) You must decide whether to shoot in black and white or color. When you make an investment of time, research, and money in doing a film, you might as well consider whether it might not be a good idea to shoot in color, as you can get an acceptable black-and-white print from the color negative. Additionally, when color TV becomes a reality, you will have some materials which perhaps can be sold or telecast in that medium. It is important, of course, if you have this in mind that you try to make your film as dateless as possible.

Whether your choice is black and white or color, in arrangement for *correct lighting to be effective on the TV system,* it would be best to keep within the "contrast range" limitations of color film. This means that you should familiarize yourself with the limitations in the tone range of color photography. Be sure never to have any "high" whites or very dark blacks. And, again, remember to stay within the so-called "three-to-one" proportion; specifically in any given scene, the brightest part of the setting, make-up, props, or other elements should not be lit more than three times brighter than the darkest. For instance, a dark blue improperly lit will turn out black; or a buff or off-white overlit could turn out an ineffectual, burned-out, or washed-out white.

(3) You must decide whether to shoot a silent film or one with sound sequences. If you shoot a silent film, you will have to add narration and music later on a mixed sound track. Silent picture with narration and musical score are duller in interest than those which are enlivened by actual dialogue and sound effects. But shooting sound sequences is more complicated and more expensive.

Keep in mind that even if initially you do not intend to include sound in your production, you must always shoot your film at 24 frames per second or sound speed so that what you do, if good, can be used in the TV film field.

(4) The next step is to make a general budget including cost of film (incidentally, you should shoot at least three times as much as you expect to need); cost of rental of equipment if you do not own it; cost of transporting it to those places where you will be shooting; cost of studio and facilities, including sets, lighting, and special effects if studio shots are needed, and cost of narrator and music. Live music is especially costly, and you may decide in favor of either recordings, transcriptions, or music on film tape if they can be cleared for use on your film; or you may decide on one live musician, who is usually an organist, since that instrument is the most flexible. If you are going to have dramatic sequences, cost of actors will have to go into the budget. Often, it may be desirable to film from life where you may not have to pay your performers. Then you will need to get release from those you do not pay, as well as the ones you do pay, giving you the right to various uses of the film in which they appear. You must watch invasion of privacy, which means that you are not at liberty to shoot people as you find them without warning them that you are turning a camera on them.

(5) Remember that you are not only telling the plot of a story; you must also create the emotional climate of the story. You must establish where you are geographically or socially as a frame of reference for the action.

(6) Lastly, you must add to your budget processing, printing, and editing costs. Many film movies and some professionals shoot "off the cuff," meaning that they do not scout their story ahead of time by deciding

(Continued on page 84)



ABOUT THE AUTHOR

Since March, 1951, Mr. Hodapp has been executive director of Teleprograms Inc., the non-profit production firm organized under an Alfred P. Sloan Foundation grant in cooperation with NBC-TV. He produced the *American Inventory* series. He was formerly an NBC network writer and a producer at WAVE Louisville.

TIPS TO THE NOVICE FILM BUYER

(Continued from page 82)

has been agreed upon and you are ready to lease the film, the matter of specific contract arises. There are many varieties of film contracts in use. Some film companies have devised their own film contract release forms. Some stations have theirs. But whatever film contract release form is used, it should contain the necessary legal points for the use of a film over television, that is, complete clearance for the station (exhibitor) from the responsibility of right and clearance of the film itself, its rights and its contents. The film distributor should agree to indemnify the station against suit arising out of use of its film product, and the station should guarantee the film distributor such points as prompt payment, proper use and care of the film, return of prints as scheduled, and promise of no copying or duplication of the rented films.

How much should you pay for a film? That can be determined by several factors, the amount that your local market and sponsors can afford and the total number of films being purchased. A film program series may be of the very best quality, but if the price asked is beyond the advertising budget of any potential local sales, then the station cannot afford to contract for the series. And if the price of a film series of 13 is beyond the budget, perhaps by purchasing 26 instead of 13 the overall price may be reduced.

From careful advice from the station's programming department on the type of films needed and from the station's sales department on the local advertisers' budget problems, a high and a low basis for your cost of half-hour and quarter-hour film series may be evaluated, thus giving you some yardstick of measurement for purchase, particularly for sponsored use. In the case of sustaining use, the amount of time for film and the type of film to be used are guides for your price. Most stations have a budget to follow for this type of film purchase, and film buyers can determine an average that they can allot per feature or western or a rate per reel for miscellanous shorts, for this sustaining use.

There seem to be two ways of selling film to local sponsors, the first by actual selection of the film by the sponsor, and the second by show casing the film on the air by the station. The former, of course, is the better method; the station screens several films for the local sponsor, allows him to make his selection, and then the station makes the actual purchase of the film for air use by the sponsor. The latter necessitates the purchase first by the station, placing the film program on the air, and then selling to the local sponsor an established program.

To summarize what a television station buys in film, the groupings, regardless of the specific films, fall into three classifications: Those films which are purchased for local sponsorship, those films that are purchased for sustaining needs, and those films which are purchased on a library basis to build participating programs or meet emergency programming needs.

Good practices are a necessity in any business, and therefore the station film buyer should try to abide by some of the following suggestions: Sufficient advance notice of scheduling, careful handling of film while in station's property, immediate notification of receipt of damaged film, assuming liability for damages incurred while films are in the station's possession, immediate return after air use, prompt forwarding to another station if so designated and prompt payment of rental charges. All of these points are necessary to the film company as the loss or damage to a film print and failure of prompt return are as important to the film distributor as the loss of air time or lack of sponsored time are to the station.

If the station film buyer knows the local market's tastes and needs, knows the available films and their prices for the market, knows the budget problems of the station and local sponsors, works closely with the programming department for specific type subject matter and amounts of film needed, works closely with the sales department for knowledge of local accounts, their tastes in programming and their budget problems, the result should be better film-programming in the total programming schedule, better local sales of film programs, and a more appreciative audience.



TIPS TO THE NOVICE FILM PRODUCER

(Continued from page 83)

on a locale or an event but rather go and film a subject as they find it, ad libbing shots as they develop the movie. The most satisfactory kind of film-making is from a rough shooting script where you have seen in advance the problems and possibilities in the material and have made a loose outline of how the story might visually go. No other script need be necessary except in the case of dialogue sequences which you might want to write and "set" in advance. The easiest kinds of dialogue sequences are those which are impromptu or spontaneous, as in informal interviews. The idea here is to shoot the conversation as it naturally happens and then cut it later in the editing stages. Single system, incidentally, is much more difficult to edit than double system, so you should realize this in the planning stage.

In live TV, as well as on film, it has been found true so far that close-ups and a wide variety of medium shots are perhaps best suited for the TV medium. Some TV producers would differ with this, maintaining, for example, that long shots of the political conventions, shots such as Times Square on New Year's Eve, and the *Hit Parade Show* produced on location abroad the steamship "United States" have been quite effective.

Raw stock refers to unexposed film for shooting purposes and is available in the widths and types discussed below (it is more professionally acceptable to use the word "widths" instead of "sizes" in speaking of 35mm versus 16mm versus 8mm.

Note that 35mm can be subdivided as follows: (1) black and white; (2) Monopack color; (3) Tripack Technicolor.

Technicolor production is so complex and expensive that it is generally not advisable on TV.

Thirty-five mm film is always perforated

on both sides. It is normally shot and always projected at a speed of 90 feet per minute.

Thirty-five mm is bulkier and more expensive when compared with 16mm film. Its mass is 2½ times 16mm film or 2½ of 35mm equivalent to one foot of 16mm film.

Cost per foot of raw stock depends upon type. Different emulsions which might vary slightly in speed are priced with variations of pennies per hundred- or thousand-foot roll. However, this price differential is determined more by the emulsion itself than by the final photographic speed.

Color film is considerably more expensive than black and white, but the question of whether to use black and white or color should not be determined by raw stock cost alone.

A number of producers prefer 35mm to 16mm film because each 35mm frame is, as we have said, 2½ times the size of the 16mm frame; and it is believed that the 35mm will project more clearly over the TV sytem. This may be, however, a matter of opinion. It is true, perhaps, that a 16mm reduction print of 35mm film makes for a clearer image than film shot originally in 16mm. Certainly, the 35mm sound track is clearer, more brillant, and more accurate than existing 16mm sound tracks.

As to color vs. black and white, whatever stock is used for producing, it is advisable to make black and white prints for use on TV from color originals or negatives. Their quality, if timed correctly, can be excellent.

24 Frames Per Second

Sixteen mm raw stock is available with single and double perforation—single perforation for sound-on-film, double perforation for silent picture film only. All 16mm film is on safety stock (nonexplosive). Here there are no restrictions as to shipping, transportation, and general handling.

Sixteen mm should be shot normally and always projected at the sound speed of 24 frames per second. The 16-frames-per-second rate should not be used any longer, even though silent footage at this speed is still available and though a saving may be effected through its use. This is because fewer feet of film are used for a given scene than if shot at 24 frames per second.

Sound projectors, from the less expensive to the newest and most elaborate now used in TV stations or networks, are geared for the projection of sound film at 24 frames per second only. Variations from the normal speed of 36 feet per minute should be employed only if special effects are desired, as in the case of a speed-up or slow-down of a given scene.

When 16mm black and white film originally appeared on the market for use by amateur cinematographers, it was, in a sense, film "made smaller." It was therefore grainy and of poor quality, although the emulsions used in both were identical; but the graininess of 16mm emulsions naturally was not also "reduced" as it is in present-day 16mm stock.

Now, with new improvements, the emulsions for 16mm film are such that it may be safely said that 16mm film is equivalent in resulting picture quality to 35 mm film, with perhaps one exception: 16mm film projection tends to fuzziness when used in theaters with extremely large screens. This fact, however, is of only academic interest to the TV film producer. Incidentally, an out-of-focus quality and "jumping" of film can be a result of "hand-holding" the camera, rather than using the camera on a fixed tripod. This is again a case of an initial mistake magnified.

When film to be televised is projected onto the 4″ x 6″ "screen" of the TV camera for telecasting, each single 35mm frame is magnified 16 times; each 16mm frame, 40 times. Compared with the screen used in homes, auditoriums, and theatres, the 4″ x 6″ "screen" of the TV camera is infinitesimal, and it makes little difference to the eye whether the single frame is magnified 16 or 40 times, provided the film used is of high quality. In other words, 16mm film may be no grainier to the naked eye than 35mm. This is true, always provided the film was originally shot on good 16mm raw stock, correctly lighted, and exposed and printed carefully. If this is the case, definition on 16mm will be, for practical purposes, equivalent to anything attained on 35mm.

Admittedly this optimism is by no means shared by all film producers. The objectors point out that there is very little 16mm equipment—from cameras and their lenses through laboratory processing and printing apparatus to projection machines—that compares in any way with the precision of professional 35mm equipment. Theoretically, they concede, we can use a precision camera and fine lenses with high resolving power to put an excellent image on 16mm emulsions available today. But we must then find a lab, they insist, that takes the



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Television
ADVERTISING and
PRODUCTION
HANDBOOK

BY IRVING SETTEL, NORMAN GLENN AND ASSOCIATES
With an introduction by Bernard C. Duffy, president of BBD&O

Outstanding authorities give you their years of "know-how" in this thorough and up-to-date new guide to the advertising and production phases of television.

480 pages jam-packed with vital facts

Here are just a few of the essential things you will find in this book: how to choose the right TV station for your product; how a TV show should be written; successful mail-order advertising on TV; getting publicity for TV stations and shows; how to use premiums effectively on television; etc. 69 illustrations, charts and graphs make every point lucid and easy-to-grasp at once. There are, in addition, helpful appendices which give you a complete dictionary of TV terms, the Television Code, an explanation of how television works, and many practical visual aids you may use in your work.

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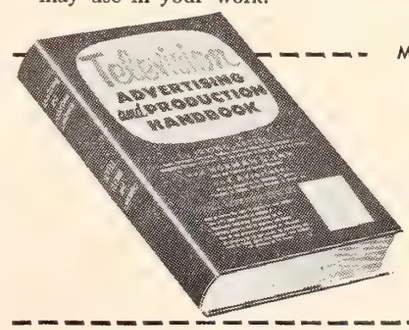
20 experts write on the phases of television for which they are noted: Robert J. Wade discusses "Staging"; Milo Frank — "Casting"; Ann Howard Bailey — "Dramatic Writing"; Bill Todman — "Selling a TV Package"; Walter A. Lowen—"Personnel"; Allen H. Kalmus — "Publicity"; Stockton Helffrich—"Censorship"; and many others.

Here is a "how-to" book that will be read and re-read, that will be kept at hand as a necessary reference book for all who work in TV or related fields. $6.00

The authors

IRVING SETTEL is Sales Promotion Consultant, Dumont Television Network Film Syndication; Advertising Manager of Concord's Inc.; and Instructor in Radio and TV at Pace College.

NORMAN GLENN is Editor and Publisher of Sponsor Magazine.



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same pains with 16mm as is professionally done with 35mm, and finally get TV stations to install projectors equal to the new $3,000 Eastman Kodak 16mm projector. Under these conditions, the image in the home should be a pretty good one. Watching a *Fireside Theatre* or the *Gene Autry Show* on 35mm at home, as compared with a TV commercial produced on 16mm by various existing firms, reveals a tremendous difference.

Clearly, the main objections to use of 16mm come from comparisons between a professionally produced 35mm film and a slipshod 16mm production. The same high production standards, however, should apply to the shooting of 16mm film as to 35mm. Nobody would think of using an amateur camera (if any existed) for a production using 35mm film. By the same token, a good quality 16mm production cannot be expected if inferior equipment is used or if the planning of it, script-wise and production-wise, is careless.

Sixteen mm color film, especially the relatively new commercial Kodachrome, or even Kodachrome A (amateur), are great boons to the TV film producer. While raw stock is more expensive than 16mm black and white, film shot in color has a far greater value than black and white, because it is more brilliant and lifelike than black and white in non-TV screenings. It probably can be re-used in telecasting within the next few years when color TV becomes a reality.

For the present, on black and white TV, excellent black and white reversal prints can be made, especially on Kin-O-Lux (DuPont raw stock) film; or a black and white duplicate negative may be made from the color film. Black and white prints can then be run off from the dupe negative without loss of quality.

Any given 16mm color film production, including all raw stock and processing costs, may not be more expensive in the long run than the same production on 35mm black and white. However, the cost of color production is geared to a great extent to the amount of lighting required, and it is conceivable that, with approximately four times as much light needed for color even though photographed on 16mm the production cost may still be in excess of black and white 35mm production.

Eight mm film, at the present time, should not be considered for any professional production. Raw stock is not of sufficiently good quality, and professional cameras, projectors, and processing facilities are not available.

Perhaps the most satisfactory format for a TV film is the documentary, at least from a budgetary point of view. This can be shot as a silent film in the field, that is, on location, and then narration, music, and sound effects can be added "at home" when the footage is edited. The subject and topic areas of such documentaries are limited only by the producer's imagination.

What To Film

A station or a network that has live facilities available should preferably produce films on subjects which cannot be duplicated or simulated in the studio, which deal with more or less remote geographical areas, and/or which are shown as happening over a protracted period of time.

A small crew, consisting of one or two cameramen, a sound man for "wild" sound effects or actual dialogue if there is to be a sound portion of the film, a producer-director who can also sub as a writer, and actors if needed, can be sent to the "subject." Camera equipment and sound-recording equipment can be rented in most instances.

Frequently, a documentary will be enlivened by cutting dialogue sequences into the film. For this purpose you might allow a proportion of two-thirds silent film and one-third dialogue. The easiest and least complicated sound track is that of "on-the-spot," ad lib interviews.

Wherever possible, sound sequences should be shot in "home territory" or near sufficient electrical power outlets. Sound-recording equipment is bulky and intricate, but its demands on electrical current are very small and constitute no great factor in your decision, as do lighting facilities. Note, incidentally, that the slightest variations in alternating current frequency can distort sound. Where alternating current is used, allow for 50 cycles versus 60 cycles.

Wherever you can take battery current on remote, you will find that this makes the current problem easy. Otherwise, local electricians in charge must always be consulted on remote filming, as is the case in remote live programs.

It is recommended that sound sequences be shot on double-system recording. This means that the camera shoots the picture, and a magnetic recorder, using sprocketed tape and synchronized to the camera motor, records the sound. Later the recording is transferred to film; that is, an optical track is made which can be smoothly synchronized with the picture. Both picture and track are edited afterwards.

Single-system recording means recording of picture and track on the same film and at the same time. The single system should be used only for very short sequences which are not expected to need editing. Once picture and sound are "wedded," as they are on single-system recording, decent editing is almost impossible.

The single-system method should seldom be used with color film because of the three layers of varying color die images, which can deter good sound-recording. When, after final editing, color original and optical sound track, made on black and white sound-track stock from the magnetic recording, are synchronized and sent to the laboratory for printing, special care must be taken by the lab in printing the sound from the optical track onto the final color print to insure a minimum of distortion and loss of quality.

The best photographic sound is obtained with pure blacks and pure whites; and Kodachrome emulsions in the past have given trouble mostly because of the color quality of the sound track. Recent developments have improved this defect considerably.

Whether the film is to be silent all the way through or whether sound sequences are to be added, either on location or "at home," you should use silent, that is, double-perforated, black and white or color film. If a sound track is added, the laboratory will, of course, deliver the print on sound, that is, on single-perforated stock. Note that this comment refers to 16mm film only; all 35mm film, as you will remember, is double-perforated.

Sound Is Separate

If the film is not expected to contain sound sequences but later is to be accompanied by narrative track with sound effects and music only, then it might be advisable to broadcast the film as a silent production and originate, at the time of the program, all sound from the studio by placing the narrator in the announcer's booth and using recordings, transcriptions, and sound-effect records.

The alternative, complicated and expensive, is to record in advance, matched on separate tapes, music, and sound effects, in their proper place. Dialogue-sequence tape may be added if it has been made, and then all elements transferred to one master tape properly synchronized. This master tape, with narration, sound, and music, is then made into an optical track and printed together with the picture, resulting in a *composite* print. A composite print of this kind is easier to handle by stations, and can be shipped for telecasting all over the country. All a station has to do, in this case, is to check it in advance, then thread the print into the projector and "let it roll." Again, however, this recording procedure is more expensive than originating elements of sound and music at the time of broadcast. Having the silent print alone to edit and change makes the whole process easier and cheaper.

For Ratings!

"GREAT AMERICANS"

WWJ-TV Detroit, Mich.

September 1952	4.3
October 1952	8.0
November 1952	8.8
December 1952	11.1
January 1953	13.7

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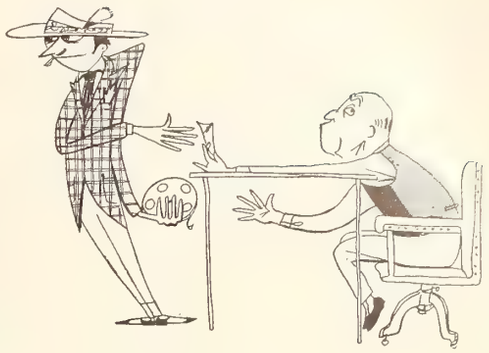
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You hear it said that haggling is the norm of the TV film business and that only chumps buy at the first price quoted. Here are some interesting views on film price policies as expressed—in sworn testimony—by men who know the field.



CAN YOU REALLY GET IT WHOLESALE?

CAN a television station be film-programmed at $20 an hour?

On the answer to that question may depend an FCC examiner's decision on whether 250w KRMD Shreveport, La., gets a TV grant or not.

The question of film costs came up during the Shreveport vhf Ch. 12 hearing in Washington last month. Competing with KRMD for the Shreveport vhf frequency are Southland Television Co. (23% owned by KCIJ Shreveport principals) and Shreveport Television Co. (numbering motion picture exhibitors among its stockholders). The examiner is Fanney Litvin.

Subject of film costs came up when KRMD Television Operations Manager Owens F. Alexander, formerly with WAFM-TV Birmingham, testified that he planned to use film for 120-140 hours a month. Half of this would be free films, such as industrial, educational and government, he said, and the other half would be purchased. For this, he said, the station proposed to allocate $1,200 a month.

Under rigorous cross examination by opposing counsel, Mr. Alexander expanded on this point. There is an "enormous amount" of free film available for TV, he said. Also, where advertisers buy film packages, there is no cost to the station, he explained. Therefore, he contended, KRMD had only to buy from 60 to 70 hours of film per month.

How It's Possible

The disbelief expressed by the lawyers for the other applicants regarding the $20 per hour film figure impelled Mr. Alexander to explain why he was sure he could deliver at that price.

"The [TV] film business," Mr. Alexander said, "is a little different, I am sure, than what it is for commercial houses. I know from experience that it is a matter of horse trading. If you have someone who knows what they want, where it is going to be placed, how it is going to be used, you can get film for less than $20 an hour."

Mr. Alexander was asked if he could supply a list of films for 60 hours a month at a cost of $20 per hour. He replied:

"No sir, I could not for this reason. It would take a session with the film manufacturers as to what we wanted, on what contractual basis we wanted it, whether we wanted a contract for so many hours per week, per month, and what the bicycling would be, where it would be shipped from . . . I know that they [film producers and sellers] would charge $500 in one market and $20 in another. . . ."

In Birmingham, Mr. Alexander said, average film charges are down to $40 an hour, and that Alabama city has three times the population of Shreveport (326,000 vs. 127,000). He also declared that just before he left Birmingham, he had an offer of "some very fine features" at less than $20 per hour for showing in the Shreveport market.

Again reverting to the "horse trading" principle in film buying for TV, Mr. Alexander recounted some of the factors that film sellers take into account in setting prices: Size of market, number of stations, average audience of station, rate card, whether new or old TV market.

It was at this point in the hearing that Southland attorney Frank W. Wozencraft challenged KRMD to produce a list of films by titles and costs to prove that they could be secured for $20 per hour. After a brief and acid argument among the attorneys, the examiner ruled that it would be necessary for KRMD to produce such a list.

Here is the schedule KRMD submitted:

• For $9,500 to $11,000 a year, product for five programs variously entitled *Afternoon Matinee, Western Theatre, Mystery Theatre, Late Show* and *Saturday Matinee* could be secured from the following distributors: Stevens Pictures, Los Angeles; Colonial Films, Atlanta; MPTV Inc., New York; MCA TV Ltd., New York; Specialty Films, New York; Unity TV Corp., New York, and Hollywood TV Service, Los Angeles.

• For $450 to $600 a year, films for a program called *Sports Special* could be secured from Sterling Television, Specialty Films and Official Films, all New York.

• For $450 to $600 a year, films could be procured to fill a program entitled *TV Music Shop* from Official Films and Snader Telestranscriptions, New York.

• For $700 to $800 a year, films for *Family Theatre* program could be had from Unity TV Corp. and Specialty Films, New York.

• For $450 to $600 a year, films for *Hollywood Diary* could be secured from Consolidated Television Sales, Los Angeles.

• For $1,820 a *March of Time* feature could be had from MOT Inc., New York.

That adds up to $13,370-$15,420 a year for films, or from $1,114 to $1,285 per month.

To confute these figures, Southland checked with 27 film sources, submitted photostats of correspondence, attachments, catalogues and rate cards, showed that its proposed film schedule would add up to $49,800 a year, or $4,150 a month.

Southland went two steps further. It put on as rebuttal witness, Halsey V. Barrett, eastern sales manager of Consolidated Television Sales, in an effort to show that KRMD's figures were invalid.

Mr. Barrett, who formerly was a DuMont Television Network executive, testified that although card rates were established for most of his company's film products, salesmen were allowed a "reasonable latitude" in departing from those figures.

Price Spread of 20%

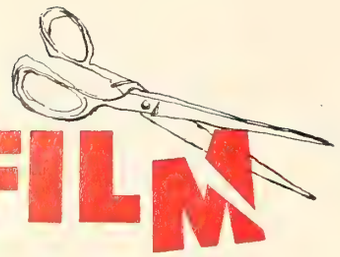
". . . Taking into account," Mr. Barrett explained, "number of stations in the market, the economic well-being, the number of sets in the area, and general conditions of individual stations . . . our salesmen are allowed certain latitude to take those factors into consideration. I would say that the outside maximum in their variation from the stated price would be 20% in the extreme."

Films costing $20 per hour would be "distinctly inferior," Mr. Barrett continued. He assumed, he said, that they would consist of old movie shorts.

On reruns—where the same film is shown several times in the same market by the same station—Mr. Barrett estimated that the subsequent-run price would be about 75% of the original charge.

In an FCC adversary proceeding—such as this trial for Shreveport's vhf Ch. 12—all the witnesses are under oath. It is up to the examiner to determine which applicant proposes to serve the public best and to propose the grant of a construction permit to the one so chosen. Although there are many other factors considered in making this decision, how the examiner rules on this question of film costs will be considered a significant benchmark in TV legal annals.

EDITING FEATURE FILM



It takes more than a pair of scissors to make a film editor. He can ruin a program if he doesn't know his job.

THE importance of film to a television station makes the position of TV film editor one of the most responsible and demanding in the business, experienced top management will testify.

The qualifications for, and duties of a film editor, it was pointed out, vary according to the station and its program needs. The independent station, however, will have a greater asset in a person who has some special skill or training in the actual editing and cutting of film.

"A conscientious film editor will approach his work with respect for the product and regard for the home viewer's enjoyment," Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, owned and operated by Paramount Television Productions Inc., told B•T recently.

"After all, the original film was made by men with talent and ideas," Mr. Muller said. "They spent a lot of money to put their ideas across—to produce a finished product. Any editing, cutting or insertion of commercials by the film editor should not affect the story line, plot development or the physical quality of the prints themselves."

Film program director of KTLA since 1946, Mr. Muller is in an authoritative position to make suggestions for film editors and also to point out some of the pitfalls and problems involved in this work.

Formerly production assistant at 20th Century-Fox studios, he was for four years prior to that a first lieutenant with the Army Air Forces Photographic Division. While in service he headed many special film units in the Far East, and in the United States engaged in producing AAF training and public relations film. Mr. Muller is a graduate of the U. of Southern California where he majored in cinematography.

That phase of Mr. Muller's work which is specifically related to the mechanical processes of editing begins with measuring the film on a footage counter to determine its exact length. He then screens it, keeping in mind the best possible spots for commercial insertion. Commercial breaks should be evenly spaced, according to the length and continuity of the picture, he stressed.

Mr. Muller explained that KTLA cues its films with pieces of paper rather than marking it with a punch to avoid mutilation of the print. As the reel unravels there might be six or eight markers to indicate portions that could be deleted without affecting story line. After screening, the scenes that can be deleted are measured and cut, and commercials are inserted as scheduled. At KTLA the accepted maximum number of commercials is two to three, depending on the length and air time of the feature motion picture.

The exact frame for cutting is determined by running the scene on a "movieola". Mr. Muller said, however, that in most small TV stations a movieola would not be practical and the majority of routine screening and editing can be done on a 16mm projector. Where dialogue from one scene runs into another, it is often necessary in cutting to black out the sound by means of masking tape.

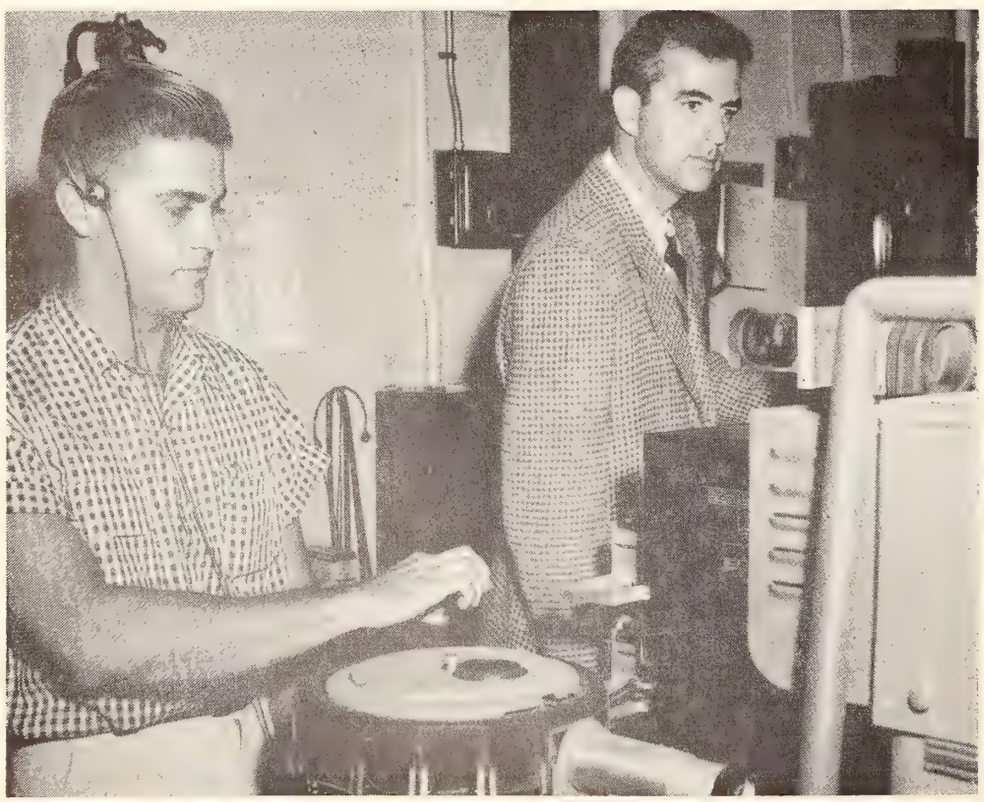
To make a smooth transition from a cut to the next sequence, Mr. Muller frequently uses a "lab fade" wherein the lab makes a fade-out on the previous scene and a fade-in to the next. The scenes thus follow with continuity.

A simpler device is to employ the "board fade," which at KTLA's film department consists in providing the director and sound man with proper dialogue cues or scene action that would enable them electronically to fade from a portion of the film into another sequence. An opaque leader is inserted to replace frames of the picture that have been deleted.

Of primary consideration in editing program content are the taboos of censorship, such as profanity, treatment of sex, brutality, "horror" episodes, racial discrimination, and other questionable scenes. The adult content of most British films makes their editing a matter of particular care and attention, the film editor stated.

And along with editing for program con-

(Continued on page 92)



With slide projectionist Jerry Rogers (l) at KTLA's slide machine, Leland (Jerry) Muller, film program director and editor, checks projector and prepares for a commercial.

The program film supervisor of WPIX (TV) New York makes a case for getting extra mileage out of feature films.

FILM RE-RUNS CAN PAY OFF

By Carol Levine

SOME time ago there was some loose talk that the movie capital's producers should be "forced" to sell their products to television.

Obviously, such a statement has no practical significance, nor workable aspects. Aside from the entertainment value, the glamour, and the few pictures which can be considered an art form, motion pictures are merchandise, in the strictest sense.

Yet this "merchandise" is fast becoming one of the biggest problems in the television industry, whose monthly audience ratings show a consistent trend toward so-called "living-room movie viewing." As new television stations get into operation, and particularly those in the independent category, the problem will become more serious to the program manager.

Still there is no indication that television, an acknowledged competitor of the movie houses, has succeeded in finding a formula which will release the Hollywood floodgates sufficiently to assure itself a steady income of first run pictures of recent vintage.

The question of re-runs for television film series has been thrashed out countless times, with varying results. Some stations are howling at the number of repeats. Vidpix distributors, on the other hand, point up the doubled and sometimes tripled ratings of shows enjoying third and fourth runs.

Now the spotlight seems to be on feature films shown on television many times.

In the beginning, let's concede that television is in the fortunate position of finding itself the recipient of the products of an established medium and being able to adapt them to fit its own needs.

With careful husbanding of movie properties, the average program manager should not have too much trouble in acquiring and utilizing film shows. Up to the present, Hollywood has been consistently turning out an average of 300 features annually. A good majority of these are from the "majors," of course, which are finding that they must protect the movie houses.

But there is still a steady supply of films from the independent producers. Granted, a great majority of these are not of recent vintage, but they do have good starring casts, and fair story content.

Multiple-run deals are most satisfactory, first because ratings have shown a tendency not to suffer appreciably on re-runs, and secondly because the individual cost of each showing is considerably lower.

In addition to the name value of the cast, story content of the film is definitely an aid to block programming. Features with "names" of appeal to the feminine audience can be slotted into spots adjacent to fashion or cooking shows. Hard-hitting yarns readily complement sports programs.

There are many top film personalities now on television, some in filmed series, others making "live" guest appearances. Such stars as Rex Harrison, Lilli Palmer, Joe E. Brown, Nelson Eddy, Jackie Cooper, Gene Autry, Douglas Fairbanks Jr., Adolphe Menjou, Margaret Sullivan, Ann Sothern, Buster Crabbe, William Gargan, Robert Cummings, Brian Donlevy, and many others.

Alert program managers can take advantage of this.

For example, *I Love Lucy* is almost a national institution in point of viewer response. With *Lucy* on vacation, what is more advantageous than slotting a film with Lucille Ball in the 9 p.m. period? In the fall or winter, this same feature can be telecast at 9:30 p.m., thus catching any carry-over audience from the television show.

Recently, Henry Fonda starred in the premiere of a new Saturday night dramatic show on television, with much attendant hoopla in newspapers and magazines. A short time later we telecast a Henry Fonda movie hit, thereby catching what might be termed a "free ride" on the promotion.

With a minimum of promotion effort, this type of programming can pay off in ratings.

Let's take the case of WPIX (TV) New York, an independent station in one of the hottest markets in the United States. One of

(Continued on page 92)



WPIX (TV) capitalizes on popularity of *I Love Lucy* by showing old movies made by Lucille Ball. Here's a still from "Lured," a feature that WPIX has used successfully.

COMPARATIVE NETWORK TV SHOWSHEET

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SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F			Revere Meet the Press L
6:15		*Adventure* L		
6:30	Film Festival Ex. WABC			Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*Quiz Kids* F	*Georgetown U. Forum*	*Operation Neptune* L
7:15				
7:30	Straw Hat Theatre—F-S	American Tobacco Your Play Time L	*Washington Exclusive*	*Super Ghost* L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45	Gerald W. Johnson			
9:00	At Issue	General Electric GE Theatre L	Clorets Chlorophyll Gum Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Orchid Award			
9:30	*Film*	Bristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	DuMont Labs What's the Story	*Wonderful John Acton* L
10:15	*Film*			
10:30		Jules Montenier What's My Line L		
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15				
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield B. Eberle & H. O'Connell		Camel News Caravan L
8:00	Talent Patrol	Carnation Burns & Allen (alt.) L Goodrich		Crosley Div. Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris Racket Squad F		Serutan Juvenile Jury L
9:15				
9:30	*Film*	Gen. Foods Instant Maxwell Coffee L Masquerade Party	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Summer Theatre L		
10:15				
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Co-op Eddy Arnold L
7:45		*T. Brewer & M. Torme*		Camel News Caravan L
8:00		Wrigley Gene Autry Show F	Hazel Bishop (alt. wks.) Toni Co., Blind Date Jan Murray	Revlon Mirror Theatre L
8:15				
8:30		*Feature Film Wheel of Fortune*	*The Music Show*	Associated Products Break the Bank L
8:45				
9:00		Carter Prod. Anyone Can Win (alt. wks.)	Welch's Wine The Dotty Mack Show	P&G Nothing But the Best
9:15				
9:30	ABC Fights (Co-op)	Electric Auto-Lite Suspense L	*Where Was I*	Hazel Bishop This Is Your Life
9:45				
10:00		Block Drug Danger L		P Lorillard Judge for Yourself L
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L	Alcoa Youth Views the News St. 8/18		
10:45				Mutual of Omaha, Bob Considine
11:00				*Meet the Veep* L
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Better Living Theater Film			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	Local			
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-11 a.m. S		
10:15				
10:30				*Glamour Girl* L
10:45				
11:00		*I'll Buy That*		*Hawkins Falls* L
11:15				*Bennett Story* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		TBA
11:45		Gen. Mills Bride & Gr'm MWF only L		
12:00 N		Amer. Home All Products Love of Life		
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		
12:45				
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	*Film*			
10:45	Junior Cross Roads			
11:00	Ralston-Purina *Space Patrol* F			
11:15				
11:30	Sky King	*Rod Brown, Rocket Ranger*		
11:45				
12:00 N				
12:15 PM		National Dairy The Big Top L		
12:30				
12:45				
1:00		Gen. Mills The Lone Ranger		
1:15				

1:30 PM	
1:45	
2:00	
2:15	
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3:30	
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4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00				
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15 PM				

THURSDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15		Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Co-op Eddy Arnold L
7:30		GE T. Brewer & M. Torme		Camel News Caravan L
7:45				
8:00	General Mills Lone Ranger F	*Take A Guess*		DeSoto-Plymouth Groucho Marx F
8:15		Willys Motors, Inc. Willys Theatre (alt.) Singer Swng. 4 Star Plhs.		
8:30	Lorillard Chance of a Lifetime L		Associated Tide Water Oil Broadway to Hollywood	Toni Co. Place the Face L
8:45				
9:00	*Madison Square Garden* F	Lever Lux Video Theatre L	*Treasure Hunt!*	Chesterfield Dragnet F
9:15				
9:30	Summer Fair F	Lever Rinso Big Town F	*Author Meets the Critics*	Ford Theatre F
9:45				
10:00	*Local*	Philip Morris Pentagon Confidential	*Big Idea*	U.S Tobacco Martin Kane
10:15				
10:30	*Film*	Carter Prod. City Hospital (alt. wks.) Toni, Inc. City Hospital (alt. wks.) Place the Face St.8/27		
10:45				
11:00				
11:15 PM				

FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45			*Capt. Video*	
7:00		GM-Oldsmobile News		Coca Cola Eddie Fisher
7:15	General Mills Stu Erwin F	Chesterfield B. Eberle & H. O'Connell		Camel News Caravan L
7:30		Gen. Foods Baker's Food Prod. Pantomine Quiz L		RCA The Goldbergs L
7:45	The Summer Theater F			
8:00		R. J. Reynolds Man Against Crime	*Guide Right*	Gulf Oil First Person
8:15				
8:30	*Film*	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Doorway to Danger L
8:45				
9:00	*Half Hour Theatre* F	General Foods Sanka Footlights Theatre		Campbell Soundstage L
9:15				
9:30		Colgate Mr. & Mrs. North	Bauer & Black Twenty Questions	Gillette Sports Reel
9:45			Helene Curtis and Carter Products Down You Go	
10:00				Chesebrough Greatest Fights F
10:15		Longines Chronoscope		*It Happened In Sports*
10:30				
10:45				
11:00				
11:15 PM				

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30		*What In The World*		
6:45				
7:00		*Stork Club*		
7:15				*Mr. Wizzard* F
7:30		Sylvania Beat The Clock L		*My Son Jeep* L
7:45	*Music at the Meadow-brook*			
8:00		Purex Sheaffer Pen Nescafe (Co-Spon-sorship) Jackie Gleason Show Larry Storch 7/11-8/29		Dunhill My Hero F
8:15				
8:30	*Feature Playhouse* F			Pet Milk Original Amateur Hour L
8:45				
9:00	Bayuk Cigar Saturday Evening Fights L	P. Lorillard Two for the Money St. 8/15		
9:15				
9:30		*Bank on the Stars*		Saturday Nite Revue L
9:45	*Fight Talk*			
10:00	*Local*	Chrysler Medallion Theatre	Co-op Wrestling from Chicago	
10:15				
10:30		Simmons alt. wks. It's News To Me		American Tobacco Private Secretary F
10:45			11:05 Boyle-Midway Sports Showcase	
11:00			11:20 Wrestling Resumes	
11:15 PM				

SUNDAY

	DuMONT	NBC
6:00 PM		*Religious Hour Frontiers of Faith* L
6:15		
6:30		
6:45		
7:00		
7:15		
7:30		
7:45		
8:00		
8:15		
8:30		
8:45		
9:00		
9:15		
9:30		
9:45		
10:00		*Youth Wants To Know* L
10:15		Quaker Oats Zoo Parade L
10:30		*Recital Hall* F
10:45		
11:00		Co-op *American Forum*
11:15 PM		

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00		Garry Moore Show (See footnote)		
7:15				
7:30				
7:45		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th		
8:00				
8:15				
8:30		Art Linkletter's House Party (See Footnote) 2:30-3 pm	*Paul Dixon Show*	
8:45				
9:00		Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		*Break the Bank* L
9:15				
9:30		*Action in the Afternoon* 3:30-4 p.m.		P&G Welcome Travelers L
9:45				
10:00		[Summer School 4-4:30 p.m.		*On Your Account*
10:15				
10:30				*Ladies Choice*
10:45				*Atom Squad* L
11:00				Gabby Hayes**
11:15 PM				Howdy Doody,

SATURDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Warmup Time Game of the Week*			
7:15				
7:30				
7:45				
8:00				
8:15				
8:30				
8:45				
9:00				
9:15				
9:30				
9:45				
10:00		Summer Racing		
10:15				
10:30				
10:45				
11:00				
11:15 PM				

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th. International Cellucotton & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Tues. 1:45-2 p.m. Pillsbury; Fri. 1:45-2 p.m. Kellogg; Wed. 1:30-1:45 p.m. Purex.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
August 10, 1953

EDITING FEATURE FILM

(Continued from page 88)

tent, comes the film editor's highly detailed function of checking for the technical quality of the prints themselves. "Bicycling" prints from one station to another frequently results in imperfect and multilated prints being delivered to the hapless TV film editor, Mr. Muller complained. Splices, breaks and lab imperfections are all defects which a really conscientious film editor will not approve for programming.

Although the agreement is to re-assemble the edited feature motion picture before sending it on to the next contractee or back to the distributor, many times the film will simply be dumped, as is, into the case, Mr. Muller declared. Film also may arrive at the TV station with scenes stapled together, fastened with scotch tape, or destroyed entirely. On several occasions KTLA's film department has received feature film with portions of other unrelated motion pictures spliced in the middle.

Mr. Muller had several suggestions to pass on which he feels will at least ease the "quality" problem of feature films. He said it was the practice of KTLA to refuse acceptance of any print from the distributor, or to pay express charges, unless the film quality is desirable.

And since so many films arrive in unacceptable condition in these days of "bicycling" prints, he said the station has initiated the policy of buying special prints for the length of the showing time on KTLA, and then allow the distributors to buy them back at the end of the lease period.

As still another aid, Mr. Muller advises keeping a complete record of all films shown on the station, through a card index file which notes the running time, length of film where the breaks are, plus quality and grade of the film. Several "check points" are available throughout the entire length of the feature. If each of these "check points" match exactly to the previous handling, the print can be assumed complete, he said.

Research Sources

As a footnote to the problems of film quality, the KTLA film program director and editor emphasizes the necessity of always keeping prints of varying length at hand, for the last-minute discovery of soiled or imperfect prints, or in case of an emergency substitution for live programs or technical problems.

As an aid to the independent station film editor who desires a complete background of information on motion pictures, there are a few books and research libraries to which he can refer, according to Mr. Muller. Such sources, he said, as *Motion Picture Year Book, Quigley Production Guide, Motion Picture and Television Almanac, International Motion Picture Almanac* and *Motion Picture Review* will give date and year of the feature picture, its cast and running time.

In starting a new TV station, Mr. Muller urges building a reputation of "quality," not "quantity." He feels that growing knowledge of the product, plus increased availability, and what may be equally important, persistence on the part of the film buyer in his contacts with the distributor, will bring buying results.

He advises against purchase of large blocks of film which contain a few superior pictures and a preponderance of deadwood. His recommendation is single purchases of good film, pointing out that as more and more feature motion pictures become available to television, a film department can be more selective.

Obtaining quality films of suitable length is one of the greatest problems which confront the film buyer in Mr. Muller's opinion. Often it is possible to secure superior pictures of 60, 70 or 75 minute lengths, but these will not fit into the average first-run time slot of 90 minutes. As a partial solution to this programming problem, he has devised the use of trailers advertising coming attractions. These fill in the time difference and attract greater audiences for the feature advertised.

In the beginning, Mr. Muller had to fashion these trailers himself, taking clips from films and making slides of the title and cast. However, more and more distributors, increasingly aware of their exploitation value, are now furnishing TV stations with such trailers.

Another programming concern to the TV film head can be the personal tastes and preferences of the sponsor, or the market toward which he is aiming. This sponsor selectivity can often create last-minute film shifts and programming changes. It is therefore important to supply sponsors with considerable advance scheduling of their films, Mr. Muller stressed.

Within the scope of the film department, and in some instances, under the direct supervision of the TV film editor, will be the making and projecting of slides, he said. Although the actual art work for slides is done in the art department, there are a few points of specifications noted at KTLA which he feels might help the film department, and incidentally the production personnel, of other TV stations in their projection of the slides.

He said first is the factor of providing sufficient border on all material intended for slides, so that they will be framed for projection and receiving without losing any content. Of equal importance is the designing of layouts with proper contrast in greys and white, resulting in slides that will carry the greatest visual impact and punch for the advertiser. He also suggests that lettering be thick, with liberal spacing, to avoid the "bleeding" effect of too thin or too condensed lettering. KTLA has also found that the most satisfactory slides are glass—in other words where the film is between two glass plates.

While it is true that technical training and knowledge of the capabilities of the equipment are extremely advantageous to the prospective film editor, the judgment and discrimination exercised will be of equal importance, he cautioned.

"The more consideration a film editor gives to the audience he is trying to attract and the more carefully he screens a product with an eye to its good taste as well as its entertainment quality, the greater will be his value to the station and the less limited his own personal future."

FILM RE-RUNS CAN PAY OFF

(Continued from page 89)

seven stations within the metropolitan New York area, it relies heavily on films to round out its programming schedule.

Back in 1948, when WPIX first started telecasting, it foresaw the great demand for movies, and pioneered early and late movie showings in the area, notably with its *Six-Gun Playhouse* around the dinner hour and its *Night Owl Theatre* near midnight.

Both time segments showed high rating records, and a majority of the other stations in the area have followed suit.

In September, 1952, the station inaugurated another "first," with its *First Show*, a 7:30 to 9:00 p.m. presentation of movies never before shown in the area. Each feature is telecast five times weekly, with a new feature commencing each Wednesday.

Only outstanding first-run products are booked into the *First Show*. Anywhere from a month and a half to two months later,



52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

the same film may be shown at a different time in one of the other film segments, such as *Night Owl, Rainbow Theatre,* or *Cinema Playhouse*. It is then withdrawn from release for a period, and at the tail end of the contract it is then re-issued.

Re-issues are money in the bank for movie production companies. There is no sound reason why the same principle cannot be applied to television.

You've probably heard many people say, "I would rather see a good old picture over again than see some new picture which is definitely of second rate quality."

The proof of that statement was recently made very plain to me, when I stepped into one of New York's smaller theatres. The double bill offered one feature movie from 1939, while the second was of 1936 vintage. The place was sold out, and people standing in the lobby for admittance.

I have received only one letter of complaint from a viewer on the number of



ABOUT THE AUTHOR

Miss Levine entered TV in June, 1949, as assistant to the publicity director of the DuMont Television Network after five years as press book writer for Columbia Pictures. She joined WPIX (TV) New York in September, 1951, in public relations and last February became the station's program film supervisor.

times a certain picture was scheduled, and she had mistaken one of our features for another, which contained similar outdoor scenes. Conversely, it is a daily occurance for us to receive many letters after a film has been telecast five times on our *First Show* asking when it will be rescheduled. The viewers apparently missed certain portions. They tuned out perhaps, to catch another favorite program.

First Show runs in competition to many "live" programs on other stations, yet has come up with cumulative weekly ratings of 30 and more. That means that nearly one-third of the audience watching television for that week has seen the feature movie.

But what about the other two-thirds? They constitute an even larger audience.

Not everyone can go to the larger movie houses. Many prefer to wait to see their favorites at the neighborhood houses. So, too, our features have ready viewers on subsequent issues.

If there is any lesson to be gained from the so-called "movie drought" in the television industry, it is that the film supervisor, or the program manager, must take full advantage of the timing element, back-stopped with research and good promotion on the part of his co-workers.

Selective block buying is still his greatest working asset.

STARS GALORE

These are just a few of the stars featured in Your All-Star Theatre

Broderick Crawford
Paul Muni
Joanne Dru
Jane Greer
Maureen O'Sullivan
Edmond O'Brien
Sally Forrest
Ann Harding
Paul Henreid
Will Rogers, Jr.
Edward Arnold
Mark Stevens
Ellen Drew
Joan Caulfield
Lloyd Nolan
Charles Bickford
Wanda Hendrix
Louis Hayward
Laraine Day
Mercedes McCambridge
Terry Moore
Eddie Bracken
Ronald Reagan
Yvonne De Carlo
Viveca Lindfors
MacDonald Carey
George Brent
Jane Wyatt

and many, many others

39 Half Hours Available in all markets!

For Local and Regional Sponsorship Now!

Your All-Star Theatre

Originally telecast over 59 stations of the NBC network as THE FORD THEATRE

SCREEN GEMS, INCORPORATED
TELEVISION
SUBSIDIARY OF COLUMBIA PICTURES CORPORATION
233 West 49th St., New York City · Circle 5-5044

OTHER SCREEN GEMS TV PROGRAMS ON FILM AVAILABLE FOR SPONSORSHIP NOW

THE BIG PLAYBACK	PROF. YES 'N' NO	SCREEN GEMS TV DISC JOCKEY FILMS	MUSIC TO REMEMBER
26 quarter hour sports shows starring BILL STERN	26 quarter hour quiz shows starring BILL CULLEN	60 silent films to dramatize music on records	13 programs of great music played by Rome Symphony Orchestra

Get the most out of radio television and the allied arts

BROADCASTING • TELECASTING is the only journal that gives you the most reliable, most complete news of radio, television and the allied arts. If you are new to radio-TV, or if you plan to enter the field—don't take chances on a buck-slip copy—start your own subscription today. Read the latest radio-TV news while it is still news. Annual subscription $11.00.

BROADCASTING TELECASTING

National Press Building Washington 4, D. C.

A New BMI *Service— TV Film Licensing*

With the establishment of a new TV FILM LICENSING DEPARTMENT, BMI enlarges its service to Television.

The facilities of this new department are available to TV producers, advertising agencies and their clients, TV film distributors, directors, music conductors and everyone in TV concerned with programming.

This new BMI service will:

• Assist in the selection or creation of music for films—theme, background, bridge, cue or incidental mood music • Aid in music clearance • Help protect music ownership rights • Extend indemnity to TV stations that perform our music on film • Answer questions concerning copyrights, music rights for future residual usage, and help solve all other problems concerning the use of music in TV.

A Partial List of Some Top TV Shows Using BMI-Licensed Music Regularly

BOSTON BLACKIE	MARCH OF TIME
BURNS AND ALLEN	MR. & MRS. NORTH
CAVALCADE OF AMERICA	MY FAVORITE STORY
DANGEROUS ASSIGNMENT	MY FRIEND IRMA
DINAH SHORE SHOW	PRIVATE SECRETARY
GROUCHO MARX SHOW	SCHLITZ PLAYHOUSE
I MARRIED JOAN	THE DOCTOR
LIFE OF RILEY	THE UNEXPECTED
LIFE WITH LUIGI	THIS IS YOUR LIFE
MAN AGAINST CRIME	YOU ASKED FOR IT

Let BMI *give you the TV Music Story today*

Call or write

BMI TV FILM LICENSING DEPARTMENT

RICHARD KIRK, *Director*
Broadcast Music, Inc.
1549 N. Vine Street
Hollywood 28, Calif.

CLAUDE BARRERE, *Eastern Director*
Broadcast Music, Inc.
580 Fifth Avenue
New York 36, N. Y.

TV Service Department: HENRY KATZMAN, *Director* (New York Office)

PROGRAMS & PROMOTION—

ON A SILVER PLATTER

SILVER cardboard in the shape of an oval platter states: "Rural Radio Network brings you New York State on a Silver Platter." Around the edge is written: "Call your Avery-Knodel salesman" and "Get all the facts about RRN."

'35 YEARS OF HIT TUNES'

AS A RESULT of many requests following the Mary Martin-Ethel Merman medley of songs on the "Ford 50th Anniversary Show," ASCAP has compiled a listing of popular American songs throughout the past 35 years which are available under an ASCAP license. Titled "35 Years of Hit Tunes," the complimentary booklet is offered as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors and all those engaged in entertaining the American public.

'DING DONG' RECORDINGS

RECORDINGS based on NBC-TV Chicago's popular *Ding Dong School* are being released this month by RCA Victor for the children's trade. Dr. Frances Horwich, "Miss Frances" on the show, has recorded six songs for the company. Program is telecast daily, 9-9:30 a.m. CDT.

KXLF-TV PROMOTION

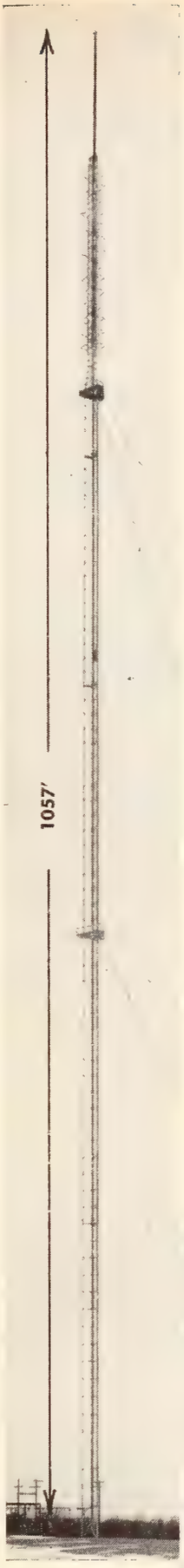
PICTURED on KXLF Butte, Mont., promotion piece is a man at the bottom of a hill covered with houses holding a plastic pick and explaining to a man at the top of the hill: "I'm digging a hole for a television antenna so all you folks on the side hill will receive a clear, unreflected TV signal." Copy points out that Butte, "the richest hill on earth," will have its TV antenna below its center of population where every family in Butte will be in sight of the new station, assuring direct line of sight transmission with no reflection ghosts.

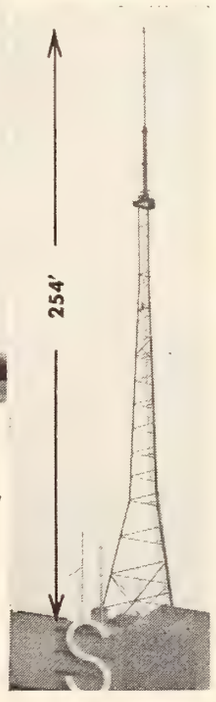
ADVERTISING EXPOSE

QUESTIONABLE advertising on TV in the Los Angeles area was exposed on a feature section of KNXT (TV) Hollywood five-weekly half-hour *10:30 p.m. News,* in cooperation with the Los Angeles Business Bureau "Operation Cleanup." John Galbraith, newscaster, revealed how viewers could get stung on vacuum cleaner and paint "deals," and home appliance "rentals." One session was devoted to exposing fraudulent "sensational bargains on nationally advertised merchandise" store advertisements in local newspapers.

KDAL AND TACONITE

ODIN S. RAMSLAND, commercial manager of KDAL Duluth, Minn., has sent a pellet of Taconite to prospective clients and an accompanying letter explaining that though this country's supply of high-grade iron ore is almost completely depleted, 95% of the iron ore still remains in the form of Taconite. A number of organizations, he continues, "are in the process of expending more than 650 million dollars in this area to build plants for the purpose of beneficiating Taconite . . . one of the greatest indus-





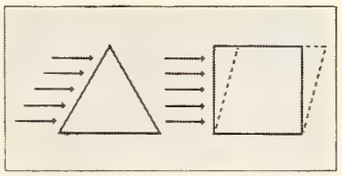
Tall or short . . . for TV, Microwave, AM, FM . . . IDECO has the tower know-how.

BUY A TOWER IN A PACKAGE?

Certainly you can! Ideco's Tower Package includes complete planning and design, foundations, fabrication, erection, final inspection, with complete insurance coverage.

Ideco's engineers are ready to begin solving your tower problems . . . from foundation to top beacon . . . the day your Construction Permit is issued. And Ideco engineers are on the job until you sign on the air.

You'll find important items like these in your Ideco Tower Package . . . all of them are features that help your tower go up faster and keep your station on the air day in, day out . . . year in, year out.

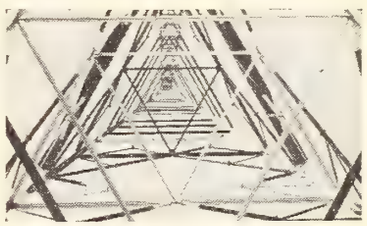


SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

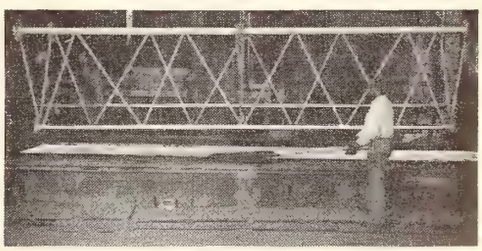
The triangular cross-section pioneered by Ideco is your guarantee of a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance . . . much lower painting and maintenance costs. Rigid triangular design means your Ideco tower has greater resistance against distortion by wind pressure.

NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco towers are shop-fabricated to a minimum predetermined tolerance . . . this guarantees a true structure from the ground up. Tower diagonal members are shop-fabricated to exact length and predetermined tension, completely eliminating the possibility of variable and inaccurate field adjustments. An Ideco tower *must* be true.



COMPLETE RUST AND WEATHER PROTECTION BY GALVANIZING



Rust, the great enemy of towers, is stopped before it can possibly start . . . every inch of tower and every tower part is hot-dip galvanized in Ideco's modern plant. Welded towers are dipped in sections (as pictured) while bolted towers are treated as members . . . this gives protection at joints that paint alone can never give.

IDECO

IDECO DIVISION, *Dresser-Stacey Company*
Dept. T, Columbus 8, Ohio
Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

CIO Sponsors News

SPONSORING *News and Views with Floyd Russell* on WWCA Gary, Ind., are the 75,000 CIO members in Lake County, Ind., consisting predominately of steel workers. The 15-minute labor news commentary consists of labor news on the international, national, regional and local levels, as well as tape-recordings of labor meetings and activities and discussions with national and local labor leaders. In promoting the program, WWCA has distributed 500 posters, 20,000 book matches and has used better than 200 spot announcements. The inaugural program was preceded by a cocktail party attended by officials of all CIO locals involved.

trial expansions in America, and every cent is being spent in 'KDAL-land'." The letter closes saying that the recipient can tell his grandchildren he received one of the first pellets of Taconite ever produced, "which heralded the new age of steel."

MERCHANDISING CAMPAIGN

FIVE Steinman stations in Pennsylvania have instituted a merchandising campaign for all advertisers in cooperation with 25 food stores served by the stations. Displays in the stores will carry a message on the product of the advertiser and the tag line, "as heard over station . . ." Participating stations are WORK York, WGAL Lancaster, WKBO Harrisburg, WRAW Reading and WEST Easton.

KOREAN TRUCE PROGRAM

THE DAY the Korean truce was signed WBZ Boston presented a special two-hour program that had been planned for months. The program included on-the-spot discriptions from Panmunjum, a history of the Korean War, speeches from President Eisenhower, John Foster Dulles and others, reactions from the "man on the street" and servicemen and interviews with Korean veterans and families of men still in Korea. The program was heard July 26, 9-11 p.m.

VIEWERS WRITE ENDING

VIEWERS who have the yearning to write the endings to TV films have the opportunity to do so on WOR-TV New York's *Italian Film Theatre's* weekly contest. Aired from 6:30-7:30 p.m., Saturday, the program presents an uncut motion picture, stopping at the end of an hour so that viewers can submit a synopsis of how the story should end and why. The following Saturday, the remainder of the film is shown and the winner announced. Winners are chosen on the basis of originality and merit.

HOLLYWOOD IN KNOXVILLE

WHEN Kathryn Grayson, Joan Weldon, Walter Abel and Merv Griffin came to Knoxville, Tenn., for the world premiere of the movie, "So This Is Love," WNOX, that city, put on a broadcast of the proceedings from the lobby and stage of the Tennessee Theater preceding the showing of the picture. The program included interviews with the stars, governor and mayor, as well as songs from the stars accompanied by the Knoxville Symphony Orchestra. The program lasted an hour and a half.

'FRIENDLY FIREMAN WEEK'

NBC SALES offices throughout the country last week celebrated "Friendly Fireman Week" as a promotion for Dave Cameron's program, *The Friendly Fireman,* on WRGB (TV) Schenectady, Mon.-Fri., 5-5:15 p.m. EDT. Office staffs wore souvenir fireman hats to mark the occasion and a special promotion piece was sent out by NBC Spot Sales, stressing the theme, "He's Red Hot—The Friendly Fireman."

ELECTRIC COMPANIES BOOKLET

PUBLIC support of federal power drops to a new low, according to a free 16-page report available upon request from Electric Companies, 30 Rockefeller Plaza, N. Y. The report is a summary of a public opinion poll on electric power topics conducted by Opinion Research Corp., Princeton, N. J. The report points out that more people today than at any other time in the ten-year survey period favor business ownership of their local electric light and power company, with the feeling that business-managed companies give better service than government operations. The booklet is replete with colorful graphs.

Prudent Shopping Aids

KASH-KARRY Stores in Austin, Tex., has found that television is the way to teach the housewife to buy beef to the best advantage and, in turn, to help offset problems from collapse of cattle prices. On a Monday a butcher was brought before the KTBC-TV Austin cameras to cut up a front quarter of beef. On Tuesday the demonstration was repeated on a hind quarter. The following three days, Marie Jensen, conductor of *Katie's Kitchen,* demonstrated preparation of the cuts.

9,500 REQUESTS

FIVE announcements by Dorsey Connors on her nightly WNBQ (TV) Chicago program have drawn over 9,500 requests for a paper coin-saver being offered by her sponsor, First Federal Savings & Loan Assn. of Chicago, the station has reported. The offer was made over a two and a half week period. Client also claims that several hundred persons obtained the coin savers in personal visits to the bank's offices.

'CALL THE PLAY'

PROGRAM designed for baseball's "grandstand experts" and second-guessers has been started by WBKB (TV) Chicago, with Banner Tire Co. as sponsor. Titled *Call the Play,* the show uses a baseball quiz format and features live commentary and interviews as well as motion pictures of baseball in action. Linn Burton, m.c., sets the scene for the quiz with film, which is run off and stopped, giving the contestant a chance to call the play. Continuance of the film shows whether his answer is the right one. Winning contestant is given an opportunity to identify a mystery player and win a $1,000 jackpot.

LABELS PLUG CFPL

CFPL London has distributed to retail stores and radio advertisers oval shaped labels with a message in Dayglo ink on a black background reading "Radio-Advertised on CFPL 980." The labels come with gum on the reverse side and can be used on display cards, shelves, store windows, doors and on radio-advertised products in bottles, boxes, tins and tubes.

ALL-NEGRO VARIETY SHOW

WTTG (TV) Washington has released publicity on its new *Capital Caravan,* all-Negro variety show. Copy stresses the city's large Negro population and buying power and that the program is available for sponsorship. Pictured are the program's m.c., talent and newsman, all Negro, and the show's nightclub-like setting. Program is aired Saturday, 6-7 p.m.

'DEADLINE 12:45'

WBIS Bristol, Conn., has introduced a new newspaper-of-the-air program titled *Deadline 12:45.* The aim of the program is to take the listener into the city room of a hypothetical newspaper, presenting coverage of international, national, state, feature, sports, business and local news which often feature the voices of persons who make the news. Aired from 12:15 to 12:45 p.m., five days a week, the program is heard against a background of typewriter and teletype sounds, and at 12:45 concludes with the announcement, "It's deadline. Okay, roll 'em." And the sound of a rolling press is heard.

RELIGIOUS QUIZ PROGRAM

THE FIVE Sundays in August are being devoted to a series of religious quiz programs on *The Catholic Hour,* NBC-TV, 1:30-2 p.m. EDT. Originating from WPTZ (TV) Philadelphia, the program is moderated by Rev. Urban Nagle. The panel is composed of leading Catholic men and women.

INFORMATION ON UHF

ADVERTISEMENT was run by WACH-TV Newport News in the *Daily Press* on July 21 and the *Virginian Pilot* on July 22 "to correct false impressions, groundless rumors and misinformation." Titled "The Simple Truth on TV", the ad answered many often-asked questions about uhf television in Tidewater Virginia.

WRAC Fills the Bill

WRAC Racine, Wis., is using a new form of merchandising. Ideal Cleaners, a WRAC client, asked Ray Pawzun, WRAC account executive, for something to put on its garment bags explaining the "Martinizing Process." The station's promotion department turned out six items, each 3 x 8½ inches and carrying the slogan, "as advertised on WRAC." Each point was illustrated by a small sketch used as an attention-getter. The firm told the station this was the best form of low-cost merchandising it had ever seen.

Advertisers

Edwin J. Lewis appointed manager of passenger car tire sales for B. F. Goodrich Co.'s tire and equipment div. **Thomas I. Jenkins** will assist Mr. Lewis.

M. J. Roche, head of general advertising service, Lever Bros. Co., named general manager of newly-formed promotion and advertising services div.



Mr. Roche

Howard Bloomquist, supervisor of promotion div., has resigned.

Seymour Margules, formerly account executive at Biow Co., appointed advertising manager of Western Union Telegraph Co., succeeding **V. H. Garobedian,** who is retiring.

H. G. Atwater, product manager and representative, major appliance div., Leo J. Meyberg Co., S. F. RCA Victor equipment distributor, appointed advertising and sales promotion manager.

Barney Corson, sales promotion manager and director of market development, Tidy House Products Co., Shenandoah, Iowa, named director of merchandising.

William T. Dean Jr., district manager for Packard Motor Sales, St. Louis, appointed to newly-created position of sales promotion manager, Scott Radio Laboratories, Chicago.

J. W. Wallace, sales manager of midwest div., Cory Corp., Chicago (table appliances and cookware), appointed eastern div. sales manager, replacing **J. E. Gallagher** who is resigning Sept. 1.

Leslie D. Mullins named advertising manager, San Francisco Brewing Corp., S. F.

John Harvey, formerly director of public relations of John Faulkner Arndt, Phila., to public relations staff of Scott Paper Co., Chester, Pa.

William G. Beaumont, public information chief, California Office of Civil Defense, Berkeley, to advertising staff, Southern Pacific R.R., S. F., replacing **R. D. McIntyre,** transferred to Houston, Tex.

Agencies

Robert M. Gillham, vice president in charge of television and commercial film, J. Walter Thompson Co., N. Y., elected vice president, Cunningham & Walsh, N. Y., and will serve in executive capacity on Liggett & Myers account.

Frederick A. Mitchell, account executive, and **George C. Papineau,** merchandising director, elected vice presidents of Needham, Louis & Brorby, Chicago.

Melvin G. Grover, advertising director of Fawcett Publications, named vice president and director of Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., previously Wilson, Haight & Welch Inc.

Roy S. Durstine named vice president in charge of western div., Hilton & Riggio, with headquarters at new Hollywood office. **Robert L. Nourse Jr.** named account executive and **Doris Morgan** office manager.

Frank W. Haas, American Home Products Corp., to Tracy, Kent & Co., N. Y., as vice president in charge of merchandising.

Frederick Mitchell, account executive for Johnson's Wax account, and **George Papineau,** merchandising director, both of Chicago office of Needham, Louis & Brorby, elected vice presidents.

Henry A. Haines, Compton Adv. Inc., elected secretary of agency.

David Durston, formerly operator of own package agency in Chicago, to Lynn Baker Inc., N. Y., as radio-TV director for packages, and **Albert Lynd,** formerly copy chief for BBDO, Boston, to Baker agency as copy director.

Keith Clarke, announcer, KIFI Idaho Falls, Ida., named manager of new branch office of David W. Evans Adv., that city.

John H. Jackson, copy group head, Gardner Adv. Co., St. Louis, to Grant Adv. Inc., N. Y., as creative director.

Porter Harder, account executive, Foote, Cone & Belding, S. F., to BBDO, L. A., as media director.

A. McKie Donnan, vice president, Brisacher, Wheeler & Staff, S. F., to Elwood J. Robinson & Co., L. A., as copy chief.

June Duncan, freelance radio commentator and producer in Toronto, named radio director of Edmonton office of Stewart-Bowman-Macpherson Ltd.

Mark L. Mulligan, media director, BBDO Los Angeles, has retired.

Mary Lou Tardio, media director of Goldman & Shoop Agency, Pittsburgh, named radio and TV production director of Kronstadt Adv. Agency, Washington.



Mr. Bolton

Nick Bolton, head of Rambeau Co.'s Chicago office, to radio sales staff of Chicago office of The Katz Agency Inc., national advertising representatives.

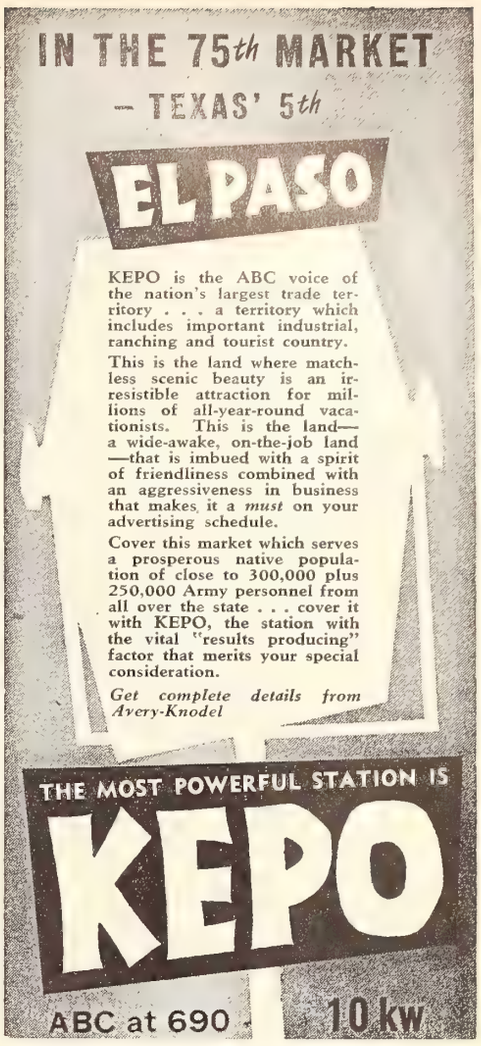
Gerrard Quinney, manager of CJSH-FM Hamilton, named head of newly formed equipment sales division of S. W. Caldwell Ltd., Toronto, advertising agency and production center.

John L. Dryer, account executive, Foote, Cone & Belding, L. A., to Young & Rubicam Inc., that city, as account contact man.

Paul Kennedy Sr., freelance photographer, to Jimmy Fritz & Assocs., L. A., as account executive.

Athel F. Denham, president of Denham & Co., Detroit, appointed delegate to European Ma-







chine Tool Exhibition, Brussels, Belgium, representing American Society of Tool Engineers, Detroit.

Stations

Alex Coe promoted to station manager of KITE San Antonio, Tex.

Merrill C. (Ban) Johnson, commercial manager, WGL Fort Wayne, Ind., adds duties as general manager, replacing **Capt. Pierre Boucheron** who has resigned.

Paul T. Hayes, WACL Waycross, Ga., appointed vice president and general manager of KCIL Houma, La.

John W. Shultz, secretary-treasurer of Martinsville Bcstg. Corp. and general manager of WMVA Martinsville, Va., resigns Aug. 15 to devote full time to duties as president of Mecklenburg Bcstg. Corp., licensee of WJWS South Hill, Va.

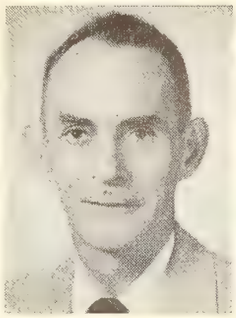
Jim Logan named commercial manager at KNOR Norman, Okla.

George Hudak, sales staff, WTCN-AM-TV Minneapolis, promoted to head of sales promotion and sales development.

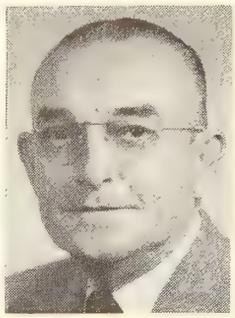
Robert M. Purcell, director of operations, KTTV (TV) Hollywood, has resigned to organize his own management consulting service located in that city, covering all phases of TV, representing film producers, agencies and stations.

Peter McDonald named director of television of Canadian Broadcasting Corp., Vancouver, in charge of CBUT Vancouver, scheduled to begin broadcasting in early fall.

Al Treadway, account executive, WALA Mobile, Tenn., promoted to sales and promotion manager. **C. Lee Smallwood,** radio account executive, promoted to sales and promotion manager of WALA-TV.



Mr. Smallwood



Mr. Treadway

Max Meeks appointed program director, WMFR High Point, N. C.

Charles McKee appointed program director at WEEX-AM-FM Easton, Pa.

Jerry White, WHLI Hempstead, N. Y., named program director at WKBR Manchester, N. H.

Stan Buchanan and **Bill Hughes** appointed promotion manager and national advertising director, respectively, CKNW New Westminster, B. C.

Josh Barry, sports director, WNOR Norfolk, Va., adds duties as director of publicity, effective Sept. 15.

Floyd Ottoway, senior staff announcer at WSYR Syracuse, N. Y., appointed assistant program director, succeeding **Elliott Gove** who takes over station's *Timekeeper* program. **Norman Ross,** WSYR-TV engineer, to faculty of Syracuse U. radio-TV center.

Reavis Winckler, public relations director, Filmcraft Productions, Hollywood, to KTTV (TV), that city, as publicity director.

Thornton W. Chew, vice president in charge of engineering, KFMB-AM-TV San Diego, to John Poole Broadcasting Co. as director of engineering and operations for KPIK-TV Los Angeles and KBIC-TV Sacramento, both scheduled to start operating in late fall.

T. R. Thompson, partner in Commonwealth Theatres, Kansas City, named TV film director for KCMO-TV Kansas City, Mo., to begin operation Sept. 27 on Ch. 5.

Russell C. Fraser appointed general manager of KRNT Theatre, Des Moines, succeeding **Duane C. Peterson** who goes to Paramount Attractions, Chicago, midwestern booking concern.

Larry Butler, former commercial manager of KXIC Iowa City, Iowa, to WNAX Yankton, S. D., as sales service manager, replacing **Dick Harris** who goes to KOA Denver.

Benton B. Boggs Jr., promotion director at WDBJ Roanoke, Va., appointed art director for WKNA-TV Charleston, W. Va.

Erwin Single, editor of *New York Staats-Zeitung,* German-language daily newspaper, appointed director of special events for German programs on WWRL Woodside, L. I.

Jack Black, WNOR Norfolk, Va., appointed assistant sales manager, WTAR, that city.

Louis Jacobs returns to WTVJ (TV) Miami as assistant promotion and publicity director. **Noah Tyler,** announcer at WIOD Miami, to announcing staff of WTVJ and **Glenn Gregory,** KLAC-TV Hollywood, to station's production staff and will be featured in his ventriloquist show.

Bill O'Donnell appointed assistant sales manager for KXOK St. Louis. **Charles Stanley** and **Ed L. (Buzz) Franciscus** to sales staff of station.

Del Shook, program director WONE Dayton, Ohio, to WIFE (TV) Dayton where he will handle promotion.

Carl Heise to WNBK (TV) Cleveland as associate director.

Francine Parillo, traffic and continuity director at WNHC New Haven, appointed to similar post at WNHC-TV. Replacing Miss Parillo at WNHC is **Dorothy Coleman,** WCNX Middletown, Conn., continuity staff.

Nedd Flemming promoted to sports director, WEST Easton, Pa., replacing **Samuel I. Connor** who resigned to take position with Berks County Community Chest.

Herb Carneal, sports director at WHYN Holyoke, Mass., to KYW Philadelphia in similar capacity, replacing **Lee Allen** and **Alan Gans** who have resigned.

John J. Kling, advertising manager of *Daily Times,* Levittown and Fairless Hills, Pa., to WTTM Trenton, N. J., sales staff.

James E. Blake Jr., national advertising staff of *Minneapolis Star* and *Tribune,* to national sales staff of KSTP-AM-TV St. Paul.

Joan Fordish to WICC-TV Bridgeport, Conn., as copy writer.



Bill Cain, men's wear copywriter, The White House, S. F. (department store), to Sidney Garfield & Assoc., that city, as copywriter.

Roger Burns, salesman for Yates American Machine Co., returns to WBEL Rockford, Ill., as member of sales staff. **Rex Rucker**, disc jockey at KFWB Los Angeles, named program and news director at WBEL. **Ron Tonander,** WHO Des Moines, to announcing staff of station and **Dave Ertmer** to WBEL's newsroom.

William Spencer to engineering staff of WBBM-TV Chicago.

Marvin Long, production department assistant at WPIX (TV) New York, named floor manager of station.

Reese Rickards is new announcer at WTAG Worcester, Mass.

Zeke Clements, folk music entertainer-composer formerly with WDSU New Orleans, to WSB-AM-TV Atlanta, Ga.

Carl Shook, hillbilly disc jockey at WKYW Louisville, to WJIM-AM-TV Lansing, Mich.



Mr. Landsberg

Klaus Landsberg, general manager KTLA (TV) Hollywood and vice president of Paramount Television Productions, will be presented 1953 Fairfax B'nai B'rith Menorah Award, at public testimonial dinner to be held at Beverly Hills Hotel Oct. 25.

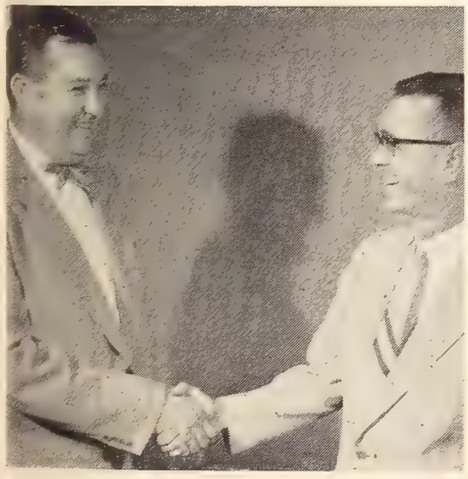
L. O. Fitzgibbons, manager, WBEL Rockford, Ill., returns home after 17 weeks in Beloit Municipal Hospital.

Ben Strouse, vice president and general manager of WWDC Washington, appointed chairman of Washington Better Business Bureau Publicity Committee.

John M. Outler Jr., general manager of WSB-AM-TV Atlanta, named advisor to Georgia director of Civil Defense.

Phil Bodwell, director at WNBQ (TV) Chicago, father of girl, Becky Ann.

Josephine Fox, 84, retired radio and Broadway actress, died Aug. 2.



LEROY E. KILPATRICK (r), vice president-technical director of WSAZ Inc., congratulates Robert E. White upon the latter's appointment as local sales manager of WSAZ-TV Huntington, W. Va.

Renzo Cesana awarded citation by Independent Grocers Alliance of America for "his outstanding contributions in publicizing the role of the grocer in American life and for his distinctive and creative program for the American housewife over WMGM New York."

Harrol A. Brauer Jr., vice president and sales director of WVEC-TV Norfolk-Hampton, Va., father of boy, Harrol III, July 31.

Dick Aker, program director, KTFY Brownfield, Tex., and **Opal Davis Aker,** formerly chief engineer at KDWT Stamford, Tex., parents of girl, Joy Elaine, July 18.

Chuck Dwyer, salesman at WBKB (TV) Chicago, father of girl, Patti.

Networks

Merwin Gerard and **Seelig Lester** assigned to write TV version of NBC Radio *Confession,* anti-crime series for fall release.

Clayton (Bud) Collyer, who was "Superman" on Mutual several years ago, returns to network as m.c. for new *Where in the World* geography quiz show (Sat., 7:30-7:55 p.m. EDT).

Larry Keating, Hollywood radio announcer-actor, assigned to portray Harry Morton role in CBS-TV *Burns & Allen Show.* He replaces **Fred Clark** who has moved to New York.

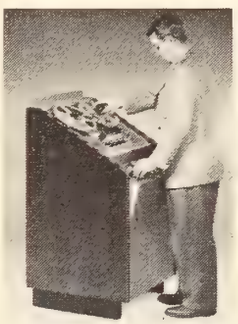
Joseph Schildkraut, stage and screen star, signed by DuMont Television Network to ap-



They're the controls on the *new* AMPEX 350 Tape Recorder

Their quick, positive action will give station operators a new "sureness" with tape. Cueing is exact; editing is faster; fumbling is out. Remote control is available too. Responsiveness has always been a part of the *Ampex Standard of Excellence* — but now it is better than ever, making the AMPEX 350 truly the NEWEST OF THE BEST.

- **STARTING WITH A SPLIT SYLLABLE**
  From pressing of the start button to stable tape motion takes 1/10th second. Tape can be backed off from starting cues as little as one to two inches. Precise starts become routine. Reliability is supreme.
- **STOPPING WITHIN TWO INCHES**
  Even at 15 inches per second, the tape stops within less than two inches after the button is pressed. Band type brakes give positive stops; no drift or tape spillage can occur.
- **EASIER CUEING AND EDITING**
  The Model 350 can be shuttled rapidly between fast forward and rewind without stopping. Cues for starting, editing or dubbing are speedily located. And for convenient editing, the capstan drives on the "pull side" of the heads.
- **ADJUSTMENT FOR REEL SIZES**
  A new switch selects proper tape tension either for 10½-inch NARTB reels or for 5 or 7-inch plastic RMA reels. Proper tension means longer tape life, more accurate timing and truer performance.



AMPEX MODEL 350
The new slant puts all controls within easy reach of any operator, tall or short.

Recorders from $975; Model 350 from $1095; Reproducers from $495. For further information write today to Dept. D-1279C.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX CORPORATION

934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities; distribution in Canada by Canadian General Electric Company

pear both as host and player in series of dramatic productions during fall and winter seasons.

Paul Gilbert, comedian, signed to seven-year NBC-TV contract.

Marlene Miller, copy writer and formerly women's program commentator on KABI Ketchikan, Alaska, to ABC radio, Hollywood, continuity acceptance staff.

Barbara Barondess MacLean, panelist on DuMont's *Where Was It?* is author of "How to Get Your Dream House," to be published this fall by Random House.

Harriet Van Horne, radio-TV editor of *New York World-Telegram & Sun* and panelist on *What's the Story?* DuMont quiz program, has compiled volume of French-American recipes which will be published this winter.

Don McNeil, toastmaster of ABC radio's *Breakfast Club,* was enrolled in Fishing Hall of Fame while emceeing 25th annual banquet of The Sportsmen of America.

Frank Edwards, Mutual commentator, chosen for second year as Santa Claus for "Operation Christmas" campaign held each year under auspices of Ninth Air Force, Pope Air Force Base, Fort Bragg, N. C.

Bob Murphy, ABC Chicago personality, father of boy, James William.

Ben Park, NBC Chicago TV program manager, father of boy, Richard William.

Harry Lang, 58, who portrayed Pancho on Don Lee *Cisco Kid,* died Aug. 3.

Manufacturers

Malcolm C. Hutchison, former vice president, Irving Trust Co., elected director of General Instrument Corp., Elizabeth, N. J., manufacturer of TV, electronic and radio components.

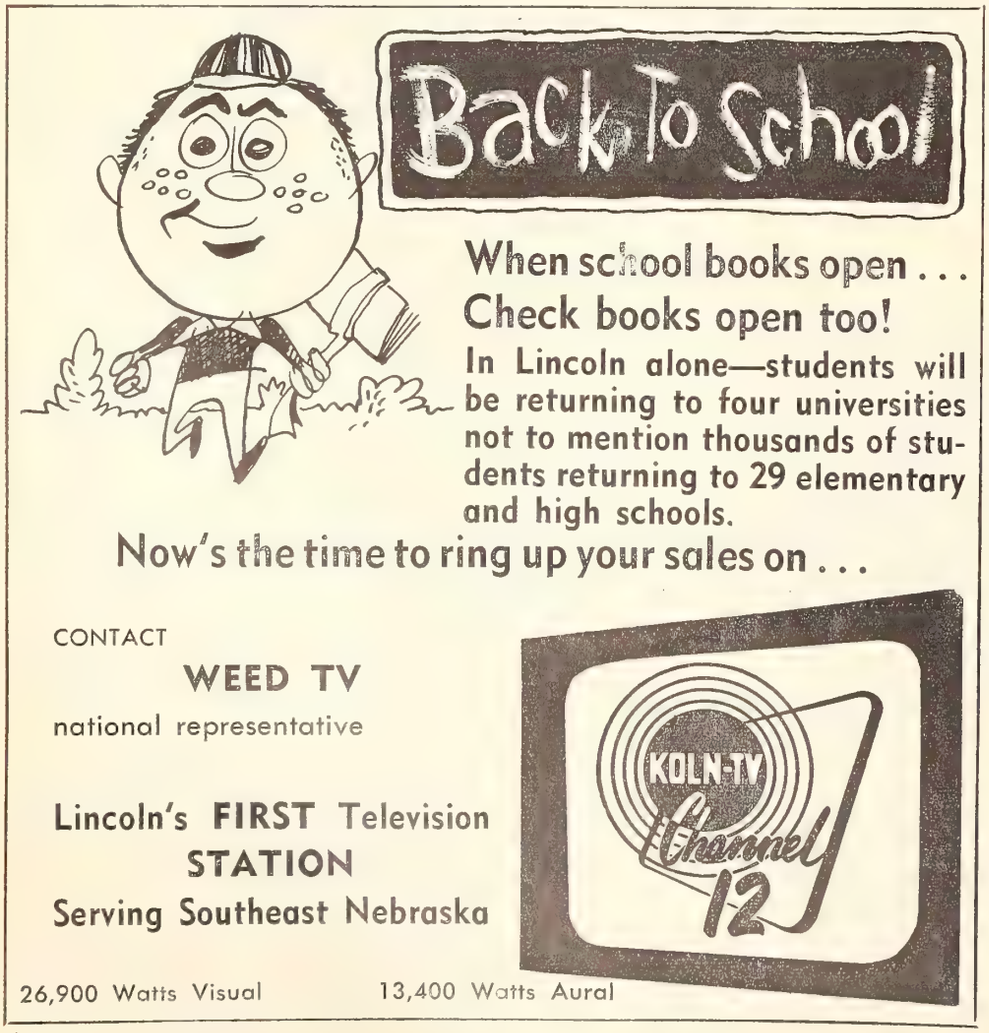
Ernest N. Kolonsky, secretary-treasurer, Muntz TV Inc., Chicago, elected vice president. **Emil N. Levin,** partner in Chicago law firm of Friedlund, Levin & Friedlund, elected secretary and **Ray J. Mals,** tax and budget analyst with Muntz, named assistant treasurer.

James McGuire, assistant credit manager, Motorola Inc., Chicago, named credit manager of Hallicrafters Co., that city. He replaces **Caleb A. Shera,** recently promoted to distributor sales counselor.

Ringland M. Kruegar, sales engineer, Amphenol Co., to sales staff of Beebe Assocs., Chicago manufacturers' representative.

Thomas T. Goldsmith, DuMont research director, named honorary mayor of his home town of Greenville, S. C.

R. B. Lewis, controller, RCA, elected director of New York City Control of Controllers Institute of America.



Representatives

Daren McGavren, manager, has purchased Western Radio & Television Sales, San Francisco station representatives firm, and changed name to **Daren F. McGavren Co.,** with offices continuing at 116 New Montgomery St. Phone is Yukon 6-4112.

Dick Foote of Clinton Foods Inc., N. Y., and **Dirk A. Watson** of N. W. Ayer & Son., N. Y., to Forjoe & Co., national radio and television representatives, as sales account executives.

Stan Raymond, commercial manager of WATL Atlanta, named account executive for Dora-Clayton Agency Inc., that city.

Ralph W. Long Jr., advertising manager of defunct *Quick* magazine, to sales staff of New York office of George P. Hollingbery Co., national radio and television representatives.

Robert P. Murray, Branham Co., and formerly with Adam J. Young Jr. Inc., to The Katz Agency, N. Y., as member of radio sales staff.

Bob Bolling to staff of The Bolling Co., Chicago. Agency plans move to new quarters in Tribune Tower effective Aug. 1.

Walter S. Zahrt, Tracy-Locke Co., Dallas, to sales staff of San Francisco office of George P. Hollingbery Co.

Program Services

George A. Heimrich, writer-producer on former KFI Los Angeles *Voice of the Cathedral* for Angelical Lutheran Church, named West Coast director of radio-TV for Broadcasting & Film Commission of National Council of Churches of Christ in U. S. A.

Tony Freeman, musical director, KNBC San Francisco, to Sound Recorders Inc., that city, as producer.

Martin S. Pollins, national sales manager, WNJR Newark, to World Broadcasting System as field sales representative.

Services

John F. Floberg, recently Assistant Secretary of Navy for Air, returns to law firm of Kirkland, Fleming, Green, Martin & Ellis, Chicago, as resident partner in Washington office.

Kenneth Wells Parkinson, law clerk to U. S. District Court Judge David A. Pine, to Washington law firm of Bingham, Collins, Porter & Kistler.

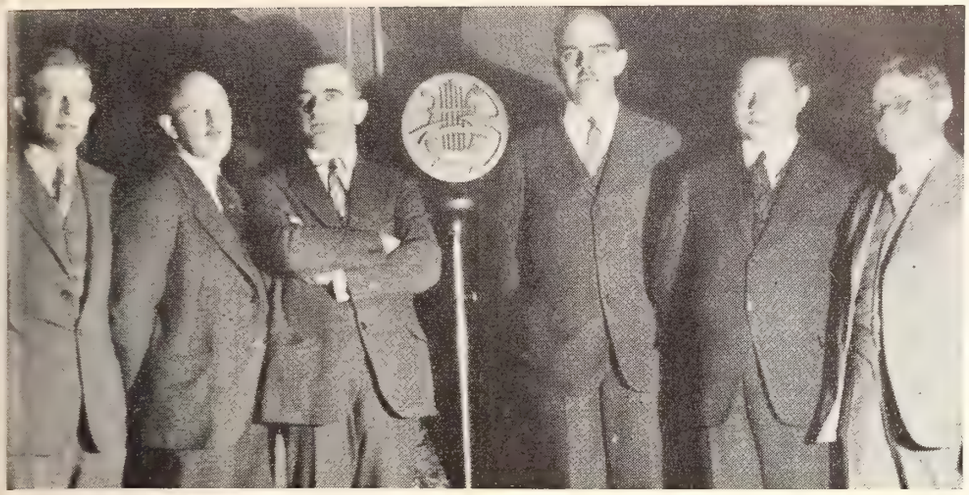
Hugh Sebastian, research analyst for Lever Bros. Co. specializing in radio and TV research, on Aug. 1 joined C. E. Hooper Inc. in same capacity.

Personnel Relations

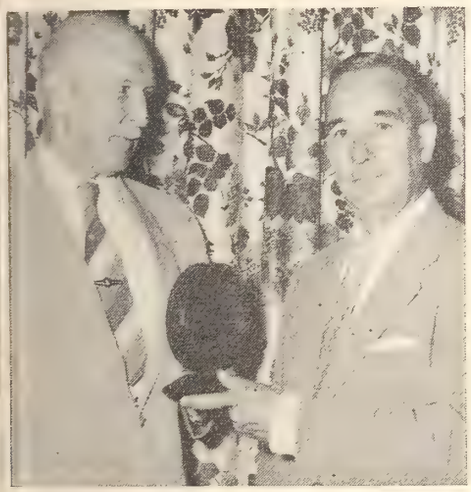
Edd X. Russell, president emeritus of Screen Extras Guild, named West Coast representative for Actors Equity Assn., replacing **Francis Clark.**

Government

Charles F. Horne, retired Navy admiral and former Civil Aeronautics Administrator, resigned as vice chairman of Radio Technical Commission for Aeronautics, Washington. He is succeeded by **John S. Anderson,** president of Aeronautical Radio Inc.



ON HAND for the opening of WRC, Washington, D. C.'s newest radio station on Aug. 1, 1923, were (l to r): Howard Angus, assistant to David Sarnoff; Fred Guthrie, manager of RCA's Washington office; Alfred N. Goldsmith, RCA research director; C. B. Popponoe, manager of broadcasting for RCA; David Sarnoff, vice president and general manager of RCA, and M. K. Rice, manager of broadcasting for the General Electric Co. The studios were in the Riggs Bank Bldg., 14th St. and Park Road, N.W.



THIRTY years after WRC Washington began broadcasting, Fred Guthrie (l), now of the RCA Frequency Bureau in Washington, and Carleton D. Smith, NBC vice president and WRC-AM-FM and WNBW (TV) general manager, discuss the early days of radio. The old fashioned microphone is part of Mr. Smith's collection of early radio equipment. Mr. Guthrie was manager of RCA's Washington office when WRC went on the air on Aug. 1, 1923.

► WRC Washington Aug. 1 marked its 30th full year of service. Station started Aug. 1, 1923 as a share-time outlet and lays claims to many firsts, such as the first broadcast from the U. S. Capitol and the first radio address by a President, Calvin Coolidge. In 1924, WRC was the south end of the nation's pioneer radio network, using a direct telephone wire to WJZ New York.

Today, the NBC owned and operated outlet and its sister station, WNBW (TV), have a combined staff of over 180 people. Carleton D. Smith is general manager of the stations as well as WRC-FM.

► NBC Central Div. initiated new members into its 10-, 20- and 25-year clubs last Tuesday during the annual summer staff outing. Members welcomed into the 25-year club were Edward Hitz, Central Div. network sales manager; A. W. (Sen) Kaney, supervisor of announcers; Edward Stockmar, network salesman; Don Marcotte, music supervisor; Marshall Rife, supervisor of field engineers, and John Miller and Robert Fitzpatrick, engineers. Eight staff members, including news chief William Ray, were ushered into the 20-year club and 16 into the 10-year group.

► WDIA Memphis' Willa Monroe, Negro m.c. for a one-hour homemakers program, last week celebrated her fourth year with the station. She began at WDIA with a 15-minute program. The program later was expanded to a half-hour and then to a full hour. About 15 fan clubs have been formed in her honor, WDIA reports.

► MORE than 3,000 people attended a breakfast in the auditorium of the George Washington Hotel, Jacksonville, Fla., to mark the 13th anniversary in broadcasting of Ted Chapeau, personality of WMBR-AM-FM-TV Jacksonville. Breakfast food items were supplied by sponsors on Mr. Chapeau's regular morning show, with others donating door prizes for the occasion.

► KBUR Burlington, Iowa, started its 12th year of broadcasting on July 16. A special broadcast paid tribute to the community service of G. B. McDermott, KBUR president, and Mrs. McDermott, as well as other staff members.

► CHEF MILANI, cooking expert and personality on KMPC Hollywood and KTTV (TV) that city, marked his 25th year on the air July 27.

► HOWARD CULVER, announcer, KFI Los Angeles has begun his 18th year in radio.

► WKBZ Muskegon, Mich., pioneer station in that area established in Ludington in 1926 and moved to Muskegon in the 1930s, has renewed contract with its pioneer sponsor, Vandervelde's Furniture Co., for another year of advertising. For 18 continuous years, firm has sponsored a 12:30 p.m. newscast each weekday.

► ELEANOR NICKERSON, secretary to Franklin M. Doolittle, president of WDRC-

a complete

TOWER Package from TOWER Construction Company

THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

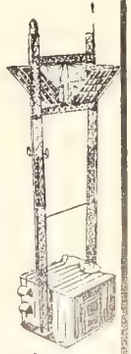
- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors.
For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.



Tops in Towers

TOWER Construction Co.
SIOUX CITY, IOWA



VETERAN engineers of KPIX (TV) KSFO San Francisco are presented with engraved silver trays by Philip G. Lasky (c), executive vice president of the stations. The honorees are (l to r) Allan W. Kees, KPIX studio supervisor (15 years); A. E. Towne, KPIX KSFO director of engineering (16 years); Lawrence West, KPIX film control operator (15 years), and Merrill DeWitt, KPIX film control operator (16 years).

AM-FM Hartford, this month marks her 17th anniversary with the stations. She has headed the WDRC bookkeeping staff for many years.

► RUSS NAUGHTON, chief announcer of WDRC-AM-FM Hartford, Conn., is marking his 11th anniversary with the stations this month.

► TED CHAPEAU of WMBR-AM-FM-TV Jacksonville, Fla., celebrated his 13th anniversary of radio broadcasting by airing his regular morning show at a breakfast attended by 3,000 listeners. Interviews were conducted with many of the guests, including some of Mr. Chapeau's sponsors who donated the breakfast. Door prizes for the occasion included a television set and cases of beer. Mr. Chapeau's anniversary breakfasts were inaugurated 11 years ago when Jacksonville's "Mr. Radio" was host to 200 guests.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ...



Roanoke's LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience DOUBLE the second station's — at LESS than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare — then call — Free & Peters!

WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.



Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

IN PUBLIC SERVICE

Radio Assists 'March'

MORE THAN 1,100 radio stations throughout the country are cooperating with the new March of Freedom campaign and major radio-TV networks have pledged their cooperation, according to Jaeger & Jessen, Chicago advertising agency handling the promotion and advertising.

Films, kinescopes and transcriptions will be made available to local stations free during the year's crusade. Promotion begins Sept. 7 with special parades and on-the-air dramatization of American freedom. Other dates will be selected as the campaign progresses.

Dishwashing for Blood Donations

AT WMPS Memphis they rolled up their sleeves for blood—except the arms were for dishwashing, not needles. Dick Cook and Audrey Caughey of WMPS volunteered their dishwashing services to the first person calling the station to donate blood during a *Blood Donors on Parade* benefit. Featured on the program were request songs and appeals from prominent local citizens. Blood officials said the July 11 show "has helped our recruitment effort tremendously."

WORL Collects for Jimmy Fund

FOR WORL Boston disc jockeys it's all out for the 1953 Jimmy Fund. The fund is devoted to research on cancer in children. All four jockeys, Stan Richards, Alan Dary, Lou German and Norman Prescott, bolstered by WROL's facilities, moved to Nantasket Beach July 25. Auctions held there brought in $2,000. Two of the announcers were sold to the highest bidders—for $225. Upcoming for WORL's campaign is an airplane sight-seeing tour on the North Shore. All for the Jimmy Fund.

WBZ Adds to Tornado Relief

REPORT by WBZ-AM-TV Boston on its campaign to aid Worcester tornado victims showed that a total of $69,421.88 had been received from New England listeners and viewers. The radio-TV drive ended July 25. Of the total, more than $55,000 was sent by adults and nearly $14,000 was sent by children to help youthful victims. Since the campaign's end, nearly $500 daily is still being received by mail. Gov. Christian A. Herter's relief committee announced that WBZ's drive was the largest amount yet received, WBZ said.

KWOS Spots Blood Need

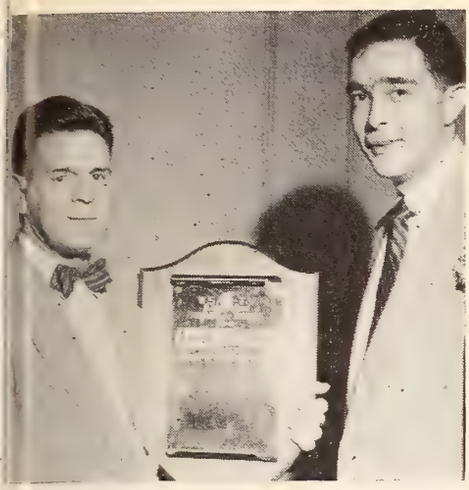
SPOT announcements on KWOS Jefferson City, Mo., within two hours brought more than 40 calls and five times as much Types O and H blood to a local hospital as was needed to complete three operations in progress when the supply became exhausted. St. Mary's Hospital turned to KWOS after failure to find needed blood even in St. Louis' blood banks.

KOBK Licks Baseball Slump

TWO marathon broadcasts of KOBK Owatonna, Minn., are credited with bringing the Owatonna Aces baseball team out of a financial slump which threatened to end its season. The team needed $5,200. KOBK aired 15½ hours of appeals over two days. Donations: $5,542.51.

Missing Children Found

KOTV (TV) Tulsa fortnight ago was instrumental in locating three children, two 13-year-olds and one 10-year-old, who wandered from home. Station telecast pictures of trio during



NEWLY-INSTITUTED annual blood donor award by WSAZ-TV Huntington, W. Va., is presented to C. D. Rumbaugh (l), chairman of the Logan County Blood Program. At right is William Romaine, station's administrative assistant. Logan County, which contributed 105% of quota, will display the plaque in its bloodmobile during the coming year. Award was inaugurated on *Chance of a Lifetime*, telecast from station's studios and named after the ABC-TV network show which donated time for the production. Winning county will be added each year.

the morning following their disappearance. A few hours later an employe of a sand company, who had seen the pictures KOTV telecast, spotted the youngsters playing on a river bank. He notified police who returned the children to their parents.

Professionals Boost 'Week-End Warrior'

"WEEK-END WARRIOR" campaign, to encourage recruiting in Naval Air Reserve training, will have professional touch this fall with Song Ads, Hollywood organization specializing in song commercials, supplying radio and TV spot announcements to Southern California stations. Song-Ads, singer-actor Dick Powell, the orchestra and the stations all will donate time. Recruiting program was arranged by Jack Woolley, KECA-TV Hollywood, a weekend USNAR lieutenant.

License Renewal Reminders

MORE than 25% of the Oklahoma drivers who have renewed their operator licenses during the past three weeks say they were reminded to do so by KOTV (TV) Tulsa, according to Jimmy Andrews of the Oklahoma Highway Patrol. The station has been televising renewal reminders for the past few weeks in cooperation with the state's highway patrol.

New Bond Programs

AUGUST transcribed programs in the U. S. Treasury's Savings Bond Division series, *Guest Star*, include the following: Aug. 9, Eddie Cantor, Al Goodman Orchestra; Aug. 16, Teresa Brewer, George Cates Orchestra; Aug. 23, Agnes Moorehead, Harry Sosnick Orchestra; Aug. 30, John Conte, Harry Sosnick Orchestra. *Guest Star* transcriptions are carried on 2,900 AM and FM stations. The August programs are produced in New York and Hollywood.

Advertisement



From where I sit
by Joe Marsh

Moon for Mayor

If our five-year-olds could vote, Moon Jackson would be mayor tomorrow. Moon just bought and cleaned up that fenced-in lot by the depot.

"Plan to build there next year," Moon said, "but in the meantime thought I'd put it to some good use. I found a wagon wheel in there, and I sunk the axle in the ground. Painted it and now the kids use it for a merry-go-round."

Moon got hold of an old tractor tire, too—whitewashed it, filled it with sand, and now it's a sandbox. He planted some grass seed and hung auto tires from the big elm for swings.

From where I sit, Moon has shown once again why he gets along with everyone and why everyone respects him in this town. He's just naturally considerate. Whether it's going out of his way to fix up that vacant property —or simply respecting another person's right to a temperate glass of beer, Moon shows a "lot" of consideration for his neighbors!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

BATISTA CLAMPS CENSORSHIP ON CUBA

International broadcasting groups protest action of the Cuban president in suspending free speech guarantees for 90 days. Gilmore Nunn voices the U. S. position.

BROADCASTING stations of the American Continent last week sent a strong protest to President Batista of Cuba, against clamping of total censorship against Cuban stations.

Inter-American Assn. of Broadcasters sent a cable on behalf of its members as did the International Press Assn. Gilmore Nunn, WLAP Lexington, Ky., NARTB representative on the IAAB board, submitted a protest on behalf of U. S. broadcasters.

CUBA

Constitutional guarantees of free speech have been suspended for 90 days by the Batista government. This series of bans includes a flat censorship, with government censors stationed at all Cuban broadcast outlets. Militia and machine guns are being used by the government to insure compliance.

Word of the Cuban president's action has reached the U. S. from various sources.

Goar Mestre, member of the IAAB board, said censors have been assigned to all Cuban stations as well as to newspapers and magazines. The right to editorialize has vanished, he added, since no Cuban outlet is willing to broadcast editorials that have been previously censorsed.

The government's action, he said, marks the first time in nearly 20 years that Cuban stations have been subject to such censorship. Commentators, interview programs and other types come under the strict government edict.

Emilio Azcarraga, IAAB president and prominent Mexican broadcaster (XEQ, XEW-TV) cabled President Batista that broadcasters in the Americas were deeply alarmed by the controls, noting the action interrupted the long-standing freedom and urging that censorship be discontinued in accordance with the Cuban constitution. "The broadcasting stations of this hemisphere anxiously await being able to inform the world public opinion that your just intervention has put a stop to this lamentabl situation," he said.

Mr. Nunn's cable to President Batista state "Broadcasters in the United States are e tremely concerned over reports of the impos tion of censorship on radio and television st tions in Cuba, and I implore you to conside the dire effects of this action and to lift th restrictions on the freedom of communicatio in your great country."

James Canel, on behalf of the executiv Committee of the International Press Assn told President Batista the censorship "ha caused us profound concern" and "is a har blow to democracy in America."

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

BRITAIN'S 'COMMERCIAL vs. GOVERNMENT' FIGHT

THE following is reprinted from Time, *Aug. 3, by permission:*

THE British squabble over whether the government ought to allow sponsored television alongside the state-controlled BBC is still going full blast. And J. Fred Muggs, the playful chimpanzee who appeared on a U. S. TV show alongside coronation pictures of the Queen is still used to prove the inevitable tastelessness of commercial TV. In London's weekly *Time and Tide,* Malcolm Muggeridge, editor of *Punch* and onetime U. S. correspondent of the *Daily Telegraph,* has written a memorable answer to the enemies of commercial broadcasting. His arguments have meaning not only for Britons, but for Americans who often groan over commercials. Excerpts:

"Radio, you consider, is too potent an influence to be allowed, like printing, to be under private control . . . Private television companies, you argue, because they must look to advertising sponsors for their revenue, would necessarily be guilty of vulgarization [and] distortion [to] serve their own base interests. On the other hand, [the BBC] . . . may be relied on to sustain elevated standards. Let us see how the system has worked in practice.

"In those disastrous years prior to September 1939, you will recall, one notable voice was never heard from Broadcasting House; a voice which, in 1940 when it was almost too late, was able to summon up endurance and courage. . . How wonderful it would have been if this voice, Sir Winston Churchill's, had been heard on the air warning of the wrath to come. . . . The Corporation, however, would not have it [because of Britain's] appeasement policy. . . . I would myself cheerfully have put up with hours of Mr. J. Fred Muggs for such a deliverance as Sir Winston Churchill would have provided from the BBC's bromides. . . ."

The Only Voice. "Freedom, it seems to me, lies not so much in objectivity, which is largely beyond human realization, as in variety. . . . Those who appear regularly [on] BBC . . . must be prepared to blow their trumpets or sound their cymbals or scratch their violins in accordance with the Corporation's baton. . . . Whether the music is good or bad, there is one orchestra with one conductor, following one score, and this state of affairs . . . is both unhealthy and dangerous.

"Take the case of Mr. Alistair Cooke, [who] through his regularly broadcast American Letter has an immense influence. . . . The picture he presents of American life, manners and politics is, essentially, misleading. It does not matter that in the columns of the *Manchester Guardian,* Mr. Cooke should demonstrate mathematically that Mr. Stevenson must win the presidential election of 1952 . . . or that he should write a book in which Mr. Hiss is presented (except in the last few pages) as a kind of hero of our time. There are other newspapers and other books. On the air, however, there are not other voices. . . . I want others to be heard. . . .

"[In the U. S.] an enormous quantity and variety of sound radio and television is available, some of which is excellent, some of which is exceedingly silly, some of which might legitimately be described as 'horrible.' Last year, during the Republican Convention in Chicago, I sat with my head in a television set for four days. The convention coverage could not have been better done. . . . There was not the smallest sign of partisanship. At intervals a personable young lady appeared to recommend a particular brand of refrigerator, but when her appearance would have interrupted a dramatic development, it was postponed. . . . According to the fatuous mythology of the Left [the sponsors] should have been Taftites. If so, there was nothing . . . to give the smallest indication that this was the case. . . ."

The Servile State. "Most of the [British] newspapers have put up a particularly hilarious performance. . . . They do not want to lose advertising to commercial television. They have therefore discovered all sorts of high-minded reasons for preserving in the case of the BBC a monopoly which, in any other field, they would [denounce]. . . . Then there has been the unforgettable spectacle of politicians rising up . . . to explain how their sensitive natures recoil from the vulgarity of commercial radio. . . . It is rather as though Moll Flanders, confronted with the possibility of finding herself alone with a gentleman friend, should have fainted right away from shyness. . . .

"Does anyone suppose that if the Elizabethan Theatre . . . had been under public control it would have produced Shakespeare? . . . Mr. Justice Shallow in all his many guises would have greatly exerted himself to, as it were, keep Sir John Falstaff off the air. . . .

"In sombre moments I seem to see the stage being set for that servile state whose coming to pass [Hilaire] Belloc prophesied even before the 1914-18 war—key figures posted and . . . a whole conditioning process taking place while one looks helplessly on. . . . More effectively than anything else [the BBC monopoly] enables those set in authority to impose on the rest of us a pattern of thought and of feeling. . . . I must confess that escape, even into the arms of J. Fred Muggs, is a delectable prospect."

Hiebert, Walden Work on TV; Resign From KENI Anchorage

A. G. HIEBERT, station manager, and Jack M. Walden, chief engineer of the Midnight Sun Broadcasting Co. (KENI Anchorage, Alaska), have resigned their posts to "devote full time to planning and building television facilities in Anchorage," it has been announced.

ALASKA

The men are officers of a new corporation, Northern Television Inc. Mr. Heibert is president and Mr. Walden, vice president and technical director.

Mr. Heibert has been manager of KENI since August 1949. He aided in the station's construction in 1948 and KFAR Fairbanks earlier. Mr. Walden, who joined KFAR in 1945, became chief engineer in 1947 and in 1948 also aided in KENI's construction, becoming chief engineer there.

CBC-NABET Pact Signed

THE FIRST COLLECTIVE bargaining agreement covering staff employees of the Canadian Broadcasting Corp. was signed July 31 in Montreal by Alphonse Ouimet, CBC general manager, and H. Bramah, CBC treasurer, with the National Assn. of Broadcast Engineers & Technicians, represented by T. J. O'Sullivan and A. Gagnier. The agreement covers about 500 employees in both the radio and TV divisions. It provides for a general wage adjustment, reduction of the work week from 42 to 40 hours, improvement in holiday pay, night shift differential, overtime pay on a daily and weekly basis, modified form of the Rand formula (automatic dues checkoff), paid vacations and sick leave, and provisions relating to jurisdiction, seniority and grievance procedure. Negotiations which covered nearly half a year, were concluded July 10.

CANADA

CKNW Sets Vote Coverage

EXTENSIVE plans have been made by CKNW New Westminster, B. C., for coverage of the Canadian federal elections today (Monday). A staff of 50 persons has been assigned to the reporting. To Vancouver alone, 13 remote lines have been installed to facilitate immediate airing of returns, CKNW reported. All national facilities are to be employed also. CKNW is interviewing on the air each lower mainland candidate.

CANADA

Set Sales on Rise

ANOTHER 10,880 television receivers valued at $4,234,035 were sold in Canada in June, 1953, bringing the total sale for the first half of 1953 to 125,140 TV receivers. Factory production in the period was 167,853 receivers. A new station at Ottawa, starting late in May, upped June sales in that area some 1,393 sets, while in the Montreal area, 3,283 receivers were sold in June. In southern Ontario sales were 5,079 sets. A total of 45,954 radio receivers was sold in Canada during June. They were valued at $3,951,026. Some 37,040 receivers were sold in June 1952, according to figures of the Radio-Television Mfrs. Assn. of Canada.

CANADA

School Sets Up

ABOUT 55% of the 21,650 English-language schools in Canada are now equipped with radios for receiving national school broadcasts, Canadian Broadcasting Corp. reports. Of the 12,000 schools equipped with radios, more than 7,000 were so equipped since 1949. CBC school broadcasts are now in their 11th year, and productions now are at an average of 1,200 school broadcasts each year.

CANADA

Canadian Microwave System

MICROWAVE relay systems are being constructed by the Bell Telephone Co. of Canada, from Montreal east to Quebec for service next spring, and from Toronto westward to London and Windsor-Detroit. The systems will be for use of television program relays to Quebec city, to Hamilton, London and Windsor, and for pickup of programs from Detroit.

CANADA

Press News Appoints Covey

DONALD COVEY has been appointed executive editor of Press News Ltd., radio and television subsidiary of Canadian Press, Toronto. He will help C. B. Edwards, general manager of Press News Ltd., to develop news services for broadcasting and television.

CANADA

Radio Set Sales Increase in Canada

RADIO sets sales in Canada have increased during the first five months of this year, according to a report of Pat Freeman, sales and research director of Canadian Assn. of Broadcasters. Sales from January to the end of May this year totaled 246,217 sets as compared to 174,515 sets in the same period of 1952. Since the end of World War II a total of 5,184,459 sets valued at $385,449,697 have been sold in Canada.

CANADA

TV set sales in the first five months of 1953 are given by Freeman as 116,984, with value of $50,007,586. Total number of TV sets sold in Canada from 1949, when first sets were produced, to end May 1953, is 341,795, with value at $152,199,293.

Caldwell Forms New Div.

S. W. CALDWELL Ltd., Toronto, has formed an equipment sales division to handle in Canada television and audio equipment, including Califone audio equipment, Stancil-Hoffman portable and studio tape recorders, magnetic tapes, film and slide projectors and various radio and TV production aids including Standard sound effects library and Langworth mood and bridge music. Gerrard Quinney, formerly manager of CJSH-FM Hamilton, Ont., has been appointed manager of the new division.

CANADA



Canadian Viewing Drops, July 'Teleratings' Reports

A DROP in Canadian TV viewing is reported in the July "Teleratings" report of Elliott-Haynes Ltd., Toronto. Monthly sets-in-use in the Toronto - Hamilton - Niagara area, where 170,000 of the 324,000 sets in Canada are concentrated, dropped from 63.4 in June to 49.7 in July. At Montreal, with roughly 63,000 sets in the area, there was a drop from 65.1 in June to 59.6 in July sets-in-use index.

CANADA

Highest ratings in the Toronto-Hamilton-Niagara area were for U. S. programs seen on WBEN-TV Buffalo, with leading five shows being *Dragnet* 65.9, *Two for the Money* 60.8, *Wonderful John Acton* 58.1, *Boxing* 58, and *Martin Kane* 56.3.

Toronto Ratings

On CBLT Toronto, highest ratings were for *Ladies Softball* 26.6, *Boxing* 25.7, *Wrestling* (U.S.) 23.8, *Feature Film* 20.9, and *TV Sound Stage* (U.S.) 20.1.

On CBFT Montreal, with no other stations being available, most popular programs were *Feature Film* 75.2, *Boxing* 74.3, *Foreign Intrigue* 73.3 (U.S. film), *Cue for Music* 73.1, and *Wrestling* 71.4.

On CBOT Ottawa, with no other station being available, most popular programs were *Cue for Music* 76.5, *French Film* 75, *Floor Show* 72.8, *Cafe des Artistes* 71, and *TV Playhouse* 70.9 (U.S. network).

Canadian Voting Results Set for Airing Tonight

FIRST simulcasts of a Canadian national election will be aired this evening (Monday) with results of the voting today.

Simulcasts on Canadian AM networks and a three-station TV network (Toronto-Ottawa-Montreal) start at CBC Toronto headquarters at 7 p.m. EDT. Election result broadcasts start at 5:30 p.m. EDT in Newfoundland. Nationwide results may not be broadcast until polls close in each of the six time zones, and thus will not be aired until 10 p.m. EDT, which is 6 p.m. at Vancouver.

CANADA

Elaborate simulcast has been arranged at Toronto, with French-language commentaries from Montreal. Election results for CBC will be aired by 50 newsmen, producers and commentators throughout Canada, under supervision of W. H. Hogg, CBC chief news editor, Norman DePoe, news roundup editor, and Gunnar Rugheimer, TV news editor. Political party leaders will be interviewed from various parts of Canada.

Hallicrafters Builds Plant

HALLICRAFTERS CANADA Ltd., Toronto, has begun construction of a new single story $400,000 factory in the Don Mills Rd. section of suburban Toronto. Plant will cover 42,000 square feet of floor space and employ 250 persons, mainly on TV receiver production.

CANADA



STATIONS ASSIST EDUC. TV GROUPS

Commercial broadcasters have donated nearly $1,250,000 in money and equipment to educational TV outlets, plus the assistance of their technicians and officials.

NEARLY $1,250,000 in buildings, towers, studios and equipment have been given to educational stations and aspirants by commercial radio and television broadcasters and equipment manufacturers, the National Citizens Committee for Educational Television has revealed in a survey.

The donations have been made to citizens and educator groups building noncommercial stations in 19 cities, reports Robert R. Mullen, NCCET executive director. He said many of the 47 applicants for noncommercial educational stations never would have been able to meet FCC financial requirements without this help.

Besides material help, broadcasters have lent educational stations the time of their technicians and officials. More than a hundred colleges and universities have telecast programs over commercial stations. Of these 11 give courses for credit, Mr. Mullen said.

Some of the gifts:

• WBT-AM-FM WBTV (TV) Charlotte have given $5,000 to the Governor's Committee studying educational TV. Larry Walker, vice president of the stations, serves as chairman of the Charlotte Educational TV Committee. The stations are making grants to other educational TV groups [B•T, June 8].

• WBRC-AM-TV Birmingham (Storer Broadcasting Co.) gave a DuMont TV transmitter, a tower and use of cameras and studios to educators seeking reserved Ch. 10 there [B•T, May 18].

• KING-AM-FM-TV Seattle gave $182,000 in equipment to educators seeking Ch. 9 there [B•T, April 13].

• The Houston *Post* (KPRC-AM-FM-TV Houston) gave $150,000 in equipment to KUHT (TV) Houston, first educational station on the air.

WMBR Gift Cited

• WMBR-AM-FM-TV Jacksonville (Washington, D. C., *Post*) gave educational TV interests a completely equipped mobile TV unit with two cameras. City-owned WJAX-AM-FM has given a tower and the local school board has given studio space.

• WMC WMCT (TV) Memphis (Scripps-Howard chain) donated nearly $190,000 in equipment, including a new transmitter and use of the firm's 360-ft. auxiliary tower, to the Memphis Community TV Foundation seeking reserved Ch. 10 there [B•T, June 22].

• Mountain City Television Inc. (WAPO Chattanooga and applicant for Ch. 3 there) has offered local educators use of its transmitter, studios and tower.

• WTVJ (TV) Miami gave local educators a transmitter, tower and antenna valued at $150,000.

• KYW WPTZ (TV) Philadelphia (Westinghouse Radio Stations Inc.) gave an FM transmitter, antenna and tower worth $90,000 to

Delaware Valley Educational Television Corp. [B•T, June 29].

• KPIX (TV) San Francisco gave studios and equipment worth $72,000 to Bay Area Educational TV Authority.

• WOAI-AM-TV San Antonio offered $10,000 yearly for five years to San Antonio Council for Educational Television and KEYL (TV) (Storer Broadcasting Co.) offered surplus equipment to the Council [B•T, May 4].

• WGVL (TV) Greenville, S. C., has offered technical services and WFBC there has given free air time to Piedmont Area Educational Television Inc. in its campaign to secure reserved Ch. 29 there.

• WRVA Richmond, applicant for Ch. 12 there, has offered use of a 500-ft. tower to an educational TV station.

• Emerson Radio Corp. is giving $10,000 each to the first 10 educational TV stations on the air [B•T, April 13].

General Electric Corp. has collaborated with Syracuse U. in experimental programs, and RCA and DuMont have provided equipment for an experimental educational TV project at Rutgers U.

USC Leases TV Facilities

PART of John Poole Transmission Center, located on Mt. Wilson, overlooking Pasadena, has been leased for 15 years by Hancock Foundation of the U. of Southern California, noncommercial educational TV permittee. The new station (Ch. 28) will share facilities at Poole Center with KPIK (TV) Los Angeles, Mr. Poole's uhf station slated to start this fall, and KFWB-FM Hollywood. USC starts test patterns this month. Studios are on campus.

NAEB Gives $80,000 More To Improve Educ. Programs

A SECOND series of grants-in-aid, totalling $80,000, for the improvement of educational radio and television programs was to be announced yesterday (Sunday) on behalf of the National Assn. of Educational Broadcasters by Dr. Harry J. Skornia, NAEB executive director.

Eligible for the grants, which will not exceed $7,000 for radio shows and $9,000 for television, are educational institutions, which already have facilities and funds for such programming. Applications must be mailed to the National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana, Ill., by Oct. 1.

NAEB made the first series of grants last year. Radio and television programs, produced under the project, currently are being collected by NAEB. Radio programs will be released by the NAEB Tape Network and television shows by the Educational Television and Radio Center.

Michigan TV Workshop

THIRD annual three-week Television Workshop began last Monday at Michigan State College. On the lecture schedule are James Tintera of the WKAR-TV East Lansing production staff, on production; Dr. Robert P. Crawford, MSC radio-TV training director, on programming, and Dr. Armand D. Hunter, MSC television development director, on TV management. The college's WKAR-TV, noncommercial educational outlet, has a Jan. 1, 1954, target date.

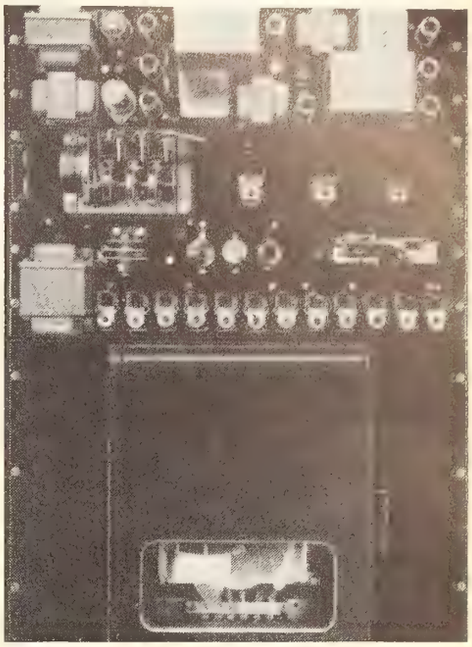
HAMMARLUND BUILDS 'UNATTENDED' UNIT

The new system can be used for unattended broadcast transmitters, fitting in with FCC's authorization of remote control operation.

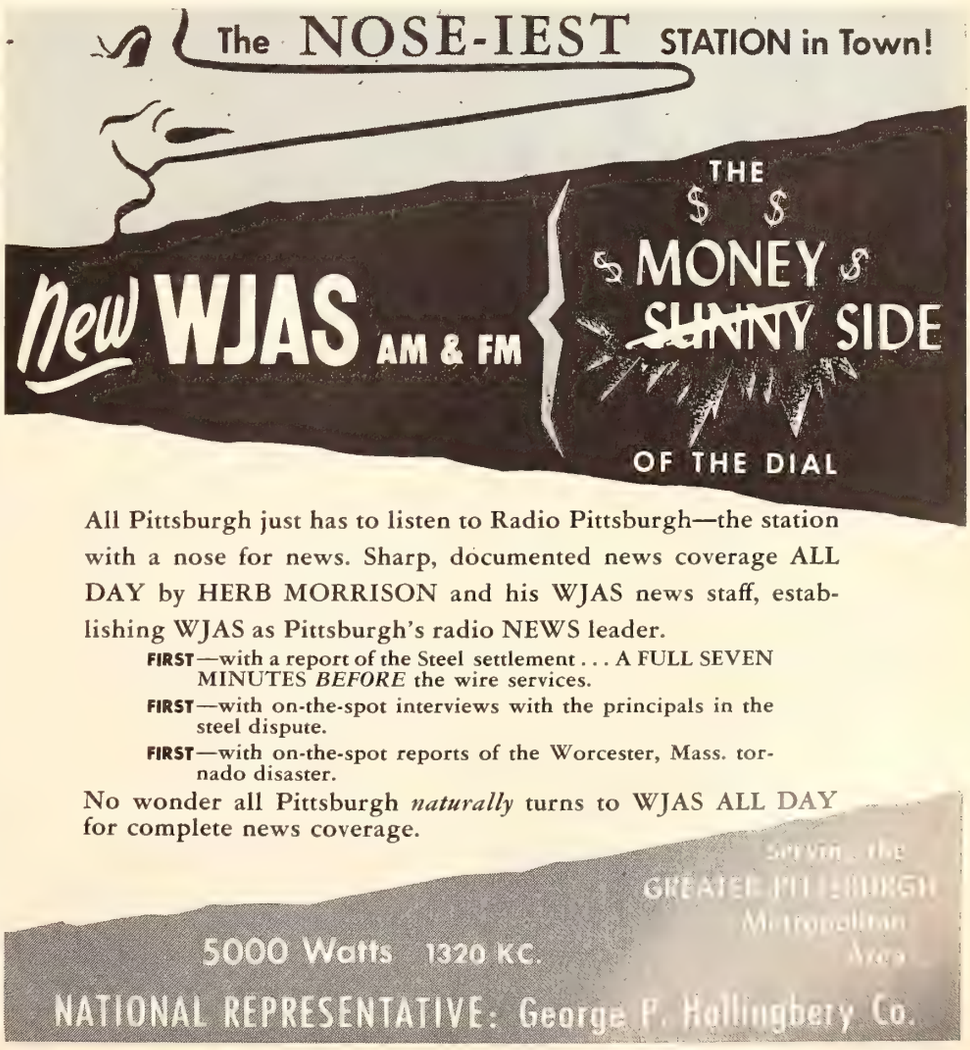
HAMMARLUND Mfg. Co., New York, has designed and built a control system for unattended broadcast transmitters which may be used by stations in accordance with FCC's recent action authorizing remote control of transmitters, Robert B. Moon, general sales manager, said last week.

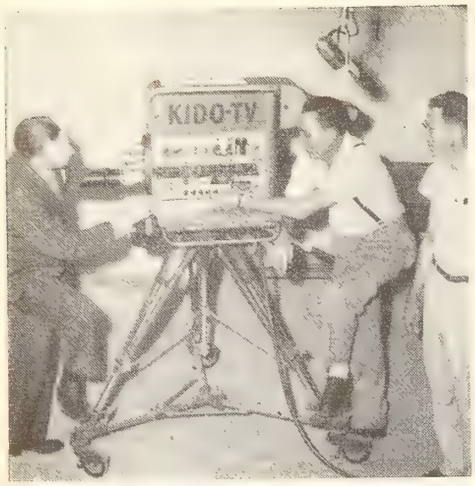
The newly-introduced Hammarlund remote control and telemetering system requires only one audio-frequency telephone circuit. Vhf or microwave may be used but the system needs no DC circuit. It offers remote telemetering of nine separate circuits, includes up to four emergency alarm indications and assures fail-safe operations at all times, according to Mr. Moon.

Built for high flexibility and designed on building block principles, the system uses Hammarlund control and supervisory unitized parts. It includes: First section, a control panel at the operator's console consisting of a dial telephone, telemeter indicator and other controls; second section, at the control point, includes a number of audio-frequency tone transmitters and receivers; third, at the remote transmitter, consists of audio-frequency tone generators and selective amplifiers, telemetering transmitter, control selector and an alarm keying mechanism.



THIRD section of Hammarlund Mfg. Co.'s remote control system for unattended broadcast transmitters is installed at the remote location and includes audio-frequency tone generators and selective amplifiers, telemetering transmitter, control selector and an alarm keying system. Other two sections are installed at the control point and at the operator's console.





WALTER WAGSTAFF (l), vice president and general manager of KIDO-TV Boise, Idaho, which began commercial programming July 12 [B•T, July 27, 13], finds out how a television camera works. Explaining the technical details is H. W. Toedtemeller, chief engineer, while Vern Moore, audio-visual producer, looks on. KIDO-TV is assigned vhf Ch. 7.

DuMont Sets Up 134%

SHIPMENTS of DuMont TV receivers during the seventh fiscal period (June 18-July 12) were 134% greater than in any other comparable period of the company's history, the company announced Monday. The increase followed over-all acceptance of six new sets added to DuMont's line June 19, according to Dan D. Halpin, receiver division general sales manager.

WEED'S ON FIRE

Who wouldn't be when
WPTR'S JET FIRE
Merchandising Plan
offers 36 Super
Markets whose Retail
Sales last year were
25 Million Dollars.
Yes—In Albany
Schenectady and Troy . . .

JET FIRE IS SURE FIRE!

WPTR
50,000 WATTS • UPSTATE, N. Y.
LEADING INDEPENDENT
Represented by WEED AND CO.

Raytheon Head Describes Television 'Memory Tube'

A TV "memory tube" capable of transmitting images over regular television networks or across the Atlantic Ocean was described by C. F. Adams Jr., Raytheon Mfg. Co. president, at the company's recent convention of dealers and distributors in Chicago.

Mr. Adams said the system developed by scientists would permit the beaming of only a small portion of the image at a time and that the memory tube can receive the image "piece by piece" and have a complete picture in 20 to 30 seconds. The complete image could be transmitted over commercial U. S. TV networks in a few seconds, he said.

Philco Sales Record

PHILCO Corp. sales for the first half of 1953 hit $238,522,000—higher than any similar period in its history and 44% above the first half of 1952, William Balderston, president, said last week. Net income after provision for income and excess profits taxes was $6.9 million or $1.90 per common share after preferred dividens, compared to $4,289,000 or $1.16 per common share for that period last year. In addition, non-recurring income from sale of WPTZ (TV) Philadelphia and the prior year's adjustments, after taxes, amounted to $5,316,000 or $1.51 per common share, he said.

Hi-Fi, Television Headline Chicago Show

HIGH fidelity sound equipment and television will command a large layout during the first annual International Sight & Sound Exposition and Audio Fair, scheduled to be held in Chicago Sept. 1-3.

Hundreds of products — including "three dimensional" and binaural equipment—will take over a floor of the Palmer House, site of the exposition. Other items are tape recorders, triaxial loudspeakers and amplifiers. More than 100 display rooms for exhibits of leading manufacturers have been set aside for the show.

Plans are underway to accommodate 20,000 visitors because of the tremendous interest in "Hi-Fi" and television, it was explained.

TV Interference Aids

TWO educational aids on causes and cures of television interference have been prepared and distributed to Washington, D. C., dealers and servicemen by RETMA in conjunction with the Washington Television Interference Committee and the Washington Electric Institute. Among other things, the four-page leaflet stresses that not all TVI (television interference) is due to amateur transmitters. Included in the leaflet is a poster detailing common TVI causes and the ways in which each may be overcome.

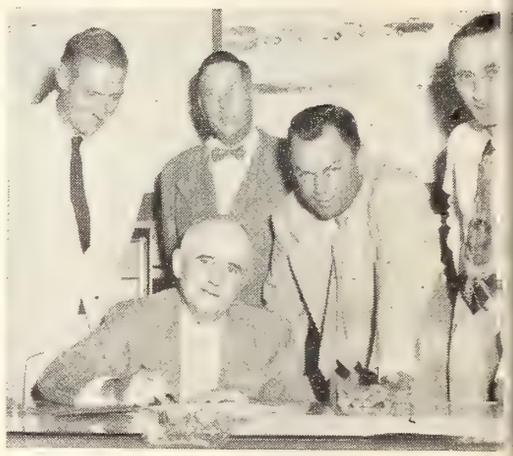
Columbia Records '3-D'

COLUMBIA RECORDS Inc. announced last week it will add three-dimensional sound effects to its high fidelity "360" phonograph by means of an "XD" unit. The unit was designed by Dr. Peter Goldmark, vice president in charge of engineering research and development for the CBS Labs. Division.



RADIO NEWSREEL

TWENTIETH year of all Tulane U. football is discussed by (l to r) T. J. Fontelieu, coml. mgr. of WSMB New Orleans, carrying the games; Richard Baumbach, Tulane athletic dir.; Richard W. Freeman, pres., Louisiana Coca-Cola Bottling Co., sponsoring the gridcasts; John R. O'Meallie, station vice pres.-gen. mgr.



ALL GRID GAMES of Southeastern Louisiana will be sponsored on WIHL Hammond, La., by Community Chevrolet Co., that city. Watching S. A. White (seated), Community Chevrolet, complete plans are (l to r) Royal K. Sanford, Southeastern; V. E. Pregeant, Community Chevrolet; E. L. McGehee, Southeastern, and J. K. Ferris, WIHL coml. and gen. mgr.



ALL Notre Dame football games on WCOL Columbus, Ohio, are arranged by (l to r) Neal Smith, WCOL mgr.; Clarence Rugg, Hotpoint distributor; Arnold Routson, WCOL sales representative, and Richard Grener, local Hotpoint dealer.

MINIMUM of 312 quarter-hours for fourth consecutive year is bought by Allied Furniture Co., Los Angeles, on KOWL Santa Monica *Joey Adams* program. Concluding arrangements are (l to r) Jerry Simons, Simons Adv. Agency, Los Angeles; Ozzie Goran, owner of Allied; disc m.c. Adams, and George A. Baron, KOWL station mgr.



Capehart-Farnsworth Shows Polaroid Picture System

UNVEILING of a new Polaroid picture system and high fidelity phonograph-radio combination was the highlight of Capehart-Farnsworth Corp.'s annual distributors convention in Chicago last Monday and Tuesday at the Congress Hotel.

Fred D. Wilson, Capehart president, delivered the welcoming address. Other speakers were Gen. William H. Harrison, IT&T president, and Philo T. Farnsworth, Capehart vice president and research director.

The new picture system, developed by Polaroid Corp. in conjunction with Capehart engineers, combines a circular polarizer with an aluminized picture tube and eliminates reflections from outside light sources, giving greater black and white contrasts.

Anthony Wright, vice president of Capehart's commercial products division, demonstrated the picture system and announced the firm's entry into the "Hi-Fi" field.

Scott Summer Sales Up 50%

SCOTT RADIO LABS Inc., Plymouth, Ind., last Tuesday reported its June and July sales are 50% more than a year ago. John S. Meck, president, also reported that Scott showed a profit of $65,556 on net sales of $4,234,600 for the fiscal year ending May 31. The previous year total sales were lower—$3,908,437—but profits were higher, totaling $117,335, including $70,864 netted on sale of fixed profits. Excessive selling costs were blamed for a loss of $504,877 in the firm's retail subsidiary, Meck Television Inc., which now is largely discontinued, according to Mr. Meck.

Motorola's New Test Lab

MOTOROLA Inc., Chicago, has established a new test laboratory at Loyal Oak, Ohio, A. T. Alexander, national service director, has announced. Mr. Alexander said the site, ideal for TV testing because of the many vhf and uhf stations in the area, also will be used for testing home and auto radios. Arthur Pape is supervising the testing operations, which were to begin Aug. 1. Testing formerly was conducted in Lakewood, N. J.

Asks for Stock Issue

DOUGLAS ROESCH Inc., Los Angeles, TV set manufacturer, has applied to the California State Division of Corporations for authority to issue one million shares of common stock and to sell 200,000 at the par price of $1. Approval also is sought for an issue of 100,000 shares of $10 par preferred, none of which will be outstanding.

DuMont Labs Sets Show Staff

ALLEN B. DuMONT Labs Inc., will be represented at the Western Electronic Show & Convention in San Francisco, Aug. 19-21, by Rudolf Feldt, manager, Emil G. Nichols, technical sales manager, and Warren Paap, engineer, all of the instrument division, and Robert G. Scott, sales engineering manager of the cathode-ray tube division.



NEW type TJ-53A mobile TV unit developed by RCA Victor's Engineering Products Dept. and priced at $11,400, will carry all equipment needed to pick up, monitor and relay remote TV events to a video station, the firm announces. It contains an air-conditioned control room with facilities for driver, program director and three technicians, and storage space to carry three field TV camera chains plus operating equipment.

Westinghouse Sales Up

WESTINGHOUSE Electric Corp. net sales for the 1953 half-year were $780,489,000, highest of any six months in the firm's history and 14.5% above that period of 1952, Gwilym A. Price, president, reported last week. Net income was $35,660,000, up 13.2% over the 1952 period, with earnings $2.19 per share on common stock, up 12.3%. New business booked was 23.4% above that for the 1952 period, he said.

Motorola Sales Climb

MOTOROLA Inc. sales for the first half of 1953 reached an all-time peak with the figure of $109,532,968, 57% above the $69,673,101 in sales for the 1952 period, Paul V. Galvin, president, said last week. Second-quarter sales were $44,673,101, an all-time high and 44% greater than for the 1952 period, he said. Earnings after tax provisions were $4,640,679 or $2.40 per common share, for the first half of 1953, compared to $3,129,704 and $1.62 a year ago.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

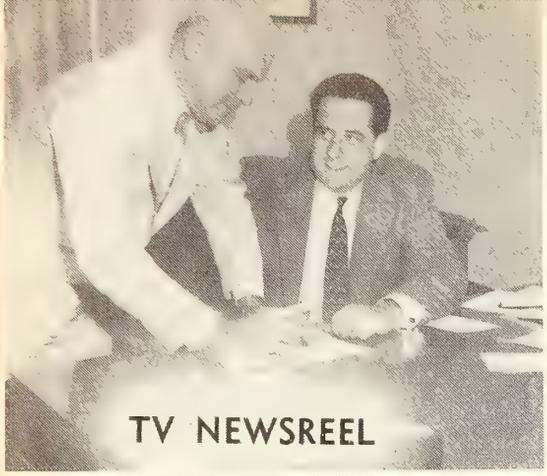
Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

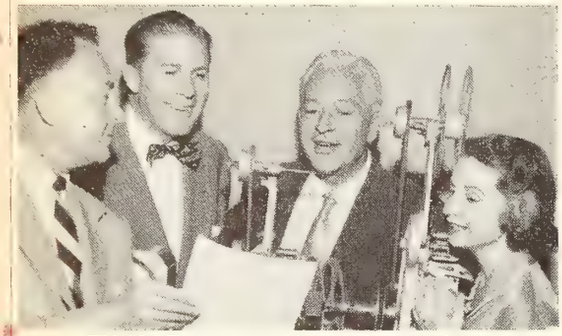
MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

TV NEWSREEL



AFFILIATION with NBC-TV is signed by Frank W. Mayborn (l), president of Bell Publishing Co., permittee of KCEN-TV Temple, Tex. Representing NBC-TV is Thomas E. Knode, mgr. of station relations. KCEN-TV, an interconnected affiliate, plans to go on air in fall with 100 kw on vhf Ch. 6.



TV SPOT commercials are discussed by (l to r) Mel Jensen, vice pres., Elwood J. Robinson & Co., Los Angeles agency for Cinch Products (baking mixes); Jack Taylor, Cinch pres.; Art Baker, radio-TV announcer-personality, and his wife, Alice Weaver. The Bakers are featured in series.



UNITED TELEVISION PROGRAMS' *Old American Barn Dance* is purchased for use on KSWS-TV Roswell, N. M., by Joseph F. Lanser Jr. (c), adv. mgr. of A-1 Brewing Co., Phoenix. Watching: Wynn Nathan (l), UTP western regional sales mgr., and Charles W. Pine, acct. exec., Adv. Counselors of Arizona, A-1 agency.

WRESTLING films on WSYR-TV Syracuse are contracted by Smith Binning (seated), Coe Adv. Agency, for Haberle Congress Brewing Co. Looking on: Bill Finkleday (l), sales representative, Consolidated Television Sales, and Fred I. Geiger, WSYR-TV sales mgr.



Elgin Plans to Enter Electronics Manufacture

The watch company's diversification plan will include work on transistors—but will stay clear of the radio-TV set making business.

ELGIN National Watch Co., Elgin, Ill., last Wednesday announced plans for entering the miniature electronics field as part of a product diversification program.

In a 10-page outline of its "plan for tomorrow," the 89-year-old firm and TV advertiser said it would apply its watch-making techniques to development of transistors—new substitute device for the vacuum tube—and other products. It plans to seek small, specialized electronic components or to join other firms in the manufacture of these items.

It will steer clear of the radio or TV receiver field.

Referring to the transistor, J. G. Shennan, Elgin president, expressed belief the device is "at least twice as large as it should be for the ultimate in subminiaturization." He said application of Elgin techniques could result in reduction of size of various electronic components at low cost.

Trav-Ler Boosts Sales

SALES of Trav-Ler Radio Corp., Chicago, reached $8,431,019 for the first six months of 1953—more than a 100 per cent increase over the same period last year—President Joseph Friedman announced Wednesday. Second quarter sales for 1953 were $3,606,380, or 162 per cent over the 1952 quarter. The company also reported 1953 first-half profits after taxes of $468,697, or 61½ cents per share.

RCA Industrial Equipment

NEW mobile two-way radio communications equipment for uhf band has been announced by RCA Victor. Systems are designed for public safety, transportation and industrial users.

Bell & Howell System Shown

WIDE-SCREEN system with stereoscopic sound for 16mm movies, patterned after 20th Century Fox Cinemascope, was shown July 31 by Bell & Howell at National Audio-Visual Convention at Hotel Sherman in Chicago. The system is expected to be used for sales and industrial films, but no immediate application to TV is seen.

146 TV Stations on Cable

FOUR TV stations—WGVL (TV) Greenville, S. C., KBES-TV Medford, Ore., WHB-TV and KMBC-TV Kansas City—have been connected to AT&T's nationwide network facilities, the telephone company has announced, making video network service available to 146 stations in 97 U. S. cities.

DuMont Dedicates Fla. Plant

ALLEN B. DuMONT Labs. dedicated its new Florida factory distributing branch headquarters (7000 N.E. 4th Ct., Miami) at ceremonies last Wednesday. The building contains 15,000 square feet of space to house offices, showrooms, parts and service departments.

Hotels Buy RCA Sets

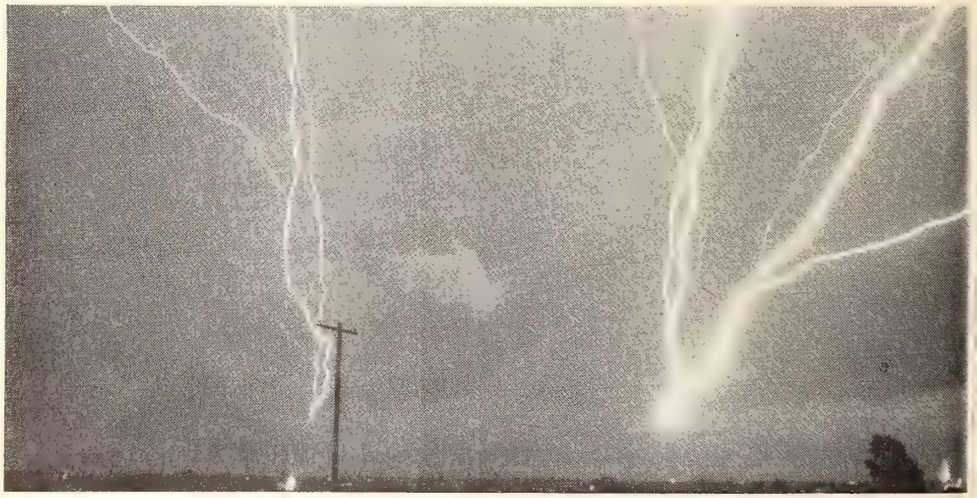
PURCHASE of 2,000 RCA Victor TV sets by the Schine Hotel chain was announced last week by Henry G. Baker, vice president in charge of the RCA Victor Division's Home Instrument Dept. The receivers are being installed in the five Schine hotels in Florida, California and New York state. The sets are both 17 in. and 21 in. models.

Manufacturing Shorts

RCA Victor Div., RCA, Camden, N.J., appoints Carson Distributors Inc. as distributor for RCA and RCA Victor products in Saginaw, Mich., area.

Cinema Engineering Co., Burbank, Calif., announces production of new variable high and low pass sound effects filter, identified as type 6517-E.

Allen B. DuMont Labs., Clifton, N. J., has issued new bulletin (No. TTD-T201) on Du-



THIS unusual photo, taken about midnight June 5, shows Oklahoma City towers of WKY (l) and KOMA. Seen from five miles away, the 900-ft.-plus towers are distinguishable only by their lights, which appear as dots at the ends of the lightning flashes.

Mont 1 kw uhf transmitter, outlining its design and operational features, available upon request from Allen B. DuMont Labs, 1500 Main Ave., Clifton, N. J.

Tungsten & Chemical Div., Sylvania Electric Products Inc., Towanda, Pa., is distributing four-page booklet describing tungsten and chemical components for TV picture tubes.

Daven Co., Newark, N. J., announces development of new precision wire-wound resistor, type 1119, designed especially for application where high value of resistance is necessary in very small resistor size.

Stephens Mfg. Corp., Culver City, Calif., following three years of research, experimentation and field tests, has started volume production on its less-than-four-ounce Tru Sonic Wireless Microphone. No larger than pack of cigarettes, it can be completely secreted on person.

Atlas Sound Corp., Brooklyn, N. Y., announces development of new model SW-1 gyromatic swivel that is said to offer many applications in microphone positioning.

Ampex Electric Corp., Redwood City, Calif. (magnetic tape recorders), by board of directors vote at recent meeting, officially changed firm name to **Ampex Corp.**

Decade Instrument Co. announces improvements in their Decavider 100-1, precision high-speed counter for use in extending range of standard 100,000-cycle counters to 1 megacycle.

Fretco announces development of Model Screwball antenna which receives channels 2 to 83.

Radio Apparatus Corp., Indianapolis, Ind., announces production of new crystal-controlled, fixed frequency FM mobile receiver, Model FMC1-L.

Audio Devices Inc. opens additional office at 6124 Milwaukee Ave., Chicago.

Centralab, Milwaukee, is producing color code calculator covering both capacitors and resistors.

Wang Laboratories, Boston, announces development of "Confluxer" for producing constant charge pulses.

1931 1953
Twenty Two Years of Successful Selling
The Art Mosby Stations

CBS KGVO · KANA
Missoula 5kw Day & Nite
Anaconda Butte 250 Watts
MONTANA
THE TREASURE STATE OF THE 48
Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

PETRILLO, BACK FROM EUROPE, SEES NO AFM-AFTRA PARLEY

There are no plans now for a meeting between the American Federation of Musicians and American Federation of Television & Radio Artists—so says the AFM president at a New York news conference. The issue in dispute is dual-memberships for dual-function personnel. Then he lets loose some counter punches at AFTRA and its president, George Heller.

JAMES C. PETRILLO, president of the American Federation of Musicians (AFL), declared last week that he has "no present plans" for a meeting with the American Federation of Television & Radio Artists to resolve the dispute over dual memberships in the unions [B•T, Aug. 3].

Mr. Petrillo, at a news conference in New York last Tuesday on his return from a European business and holiday trip, said such a conference is within the province of the AFM executive board. Personally, he said, he was "shocked" by statements attributed to George Heller, executive secretary of AFTRA, which characterized the AFM as an "undemocratic" union.

'We're Democratic'

"I notice in the newspapers that they [AFTRA] have been denouncing us," Mr. Petrillo asserted. "We're the democratic union. They're the undemocratic ones. If they're so democratic why don't they elect an executive secretary the way we do? Why doesn't Mr. Heller make his salary public the way I do?"

The AFM-AFTRA dispute is over AFTRA's insistence that a musician who doubles as singer-m.c.-entertainer hold a card in that union. At the same time AFM has ordered its members not to join AFTRA. The issue came to a head last month when AFTRA ordered Ina Ray Hutton, m.c. on KTLA (TV) Los Angeles program, to join the union. Although Miss Hutton refused, citing the AFM order, AFTRA agreed to waive her membership until the expiration of her contract with KTLA [B•T, July 13].

Mr. Petrillo, who attended the International Confederation of Free Trade Unions in Stockholm during his trip, said he talked with British Musicians Union officials over the possibility of an exchange program between American and British musicians. He said there were "certain areas of agreement" and that he would report his findings to the AFM executive board.

Berkeley Article Declares Reds in Radio-TV

AN ARTICLE declaring that Communists have infiltrated radio and television appears in the August issue of *American Mercury* under the byline of Martin Berkeley, screen writer. Mr. Berkeley states that Hollywood has barred the Reds from the movie studios, but that they are "counterattacking in the allied fields" of radio and TV. The article, titled "Reds in Your Living Room," names a number of individuals associated with the industry as allegedly or one-time Communists.

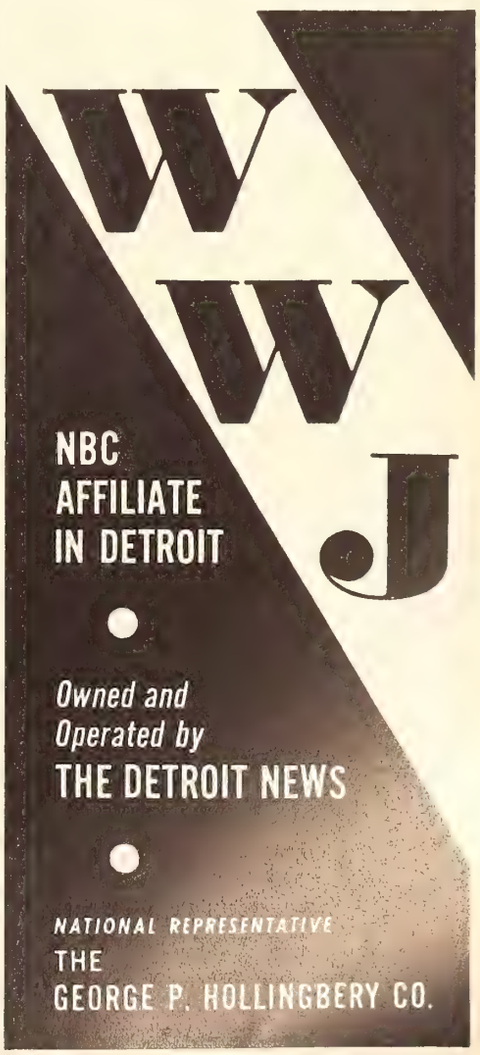
AFTRA Claim Settled By Firms for $40,000

SETTLEMENT of a $60,000 claim by AFTRA against M-G-M Radio Attractions and Loew's Inc., New York, for $40,000 was made after AFTRA's national board placed M-G-M-Loew's on its unfair list July 23.

The dispute arose over sums allegedly due AFTRA members under a re-use agreement for M-G-M Attraction transcriptions over MBS and other stations. The firms have been taken off the unfair list.

SAG Bars Communists

MEMBERS of AFL Screen Actors Guild, by a 96% majority, voted adoption of a new by-law prohibiting any members of the Communist party from joining the guild. In a mail referendum, 3,769 endorsed the by-law, 152 opposed it.



SWG SPEEDS UP TV WRITERS DRIVE

IN AN effort to combat the inroads of Television Writers of America and also win over Radio Writers Guild members, Screen Writers Guild has stepped up its campaign to bring live and film TV writers into the fold.

Hundreds of video writers, during the past week, have received letters which point out that in two years SWG has organized a TV group which now consists of 420 members and offers admission by television credits as well as motion pictures. The letter states that the group has its own board of 22 members with administrative powers delegated to it by the SWG executive board on which the TV writers are represented. The guild also claims bargaining contracts with 75 television producers.

SWG's Pointers

SWG also points out that it alone can give group insurance, a Federal credit union, arbitration of original material, arbitration of credits, grievance procedures to redress wrongs, arbitration of agents' disputes, arbitration for violation of contracts, and a broad program of public relations to enhance the prestige of TV writers. The arbitration procedure also is open to non-members.

NABE, CBC Sign Contract Was Effective Aug. 2

NEGOTIATIONS for a nationwide contract covering some 500 employes of Canadian Broadcasting Corp. have been concluded by the National Assn. of Broadcast Employes (CIO), George Maher, NABET national representative, announced in Chicago July 28.

The contract has been ratified by the union's membership and it was effective Aug. 2, with wage increases retroactive to April 1.

Features Noted

Among the major features are these: (1) Average increase of 13% in base wages and of 10% in monetary fringe benefits; (2) wage boost average $8 per week; (3) wage escalator was reduced from ten to six years; (4) work week is cut from 42 to 40 hours.

IATSE Asks 5% Cut Of Movies Sold to TV

DEMAND for 5% of the revenue received from theatrical motion pictures sold to television will be made for 15 Hollywood locals by IATSE when negotiations start Sept. 8 on a new working agreement with the Assn. of Motion Picture Producers.

Submitted Demands

IATSE already has submitted its formal demands which include pay increases ranging from 10 to 15% and 25 cents an hour to a pension fund. The unions are seeking a four-year agreement with provision that the contract can be reopened for negotiation on wage and working conditions after two years. Charles A. Boren, AMPP vice-president in charge of industrial relations and Roy M. Brewer, IATSE international representative, will be the principal negotiators.

Unions now receiving added money from the sale of motion pictures to television are the American Federation of Musicians and Screen Actors Guild.

IATSE Wins CBC Election

INTERNATIONAL Alliance of Theatrical Stage Employes (AFL) has won an election conducted by the Canadian Labor Board among television production workers of Canadian Broadcasting Corp., IATSE has announced.

180 Votes Cast

The announcement said that of the 180 votes cast in the election on July 23, 24 and 27, IATSE received 137 and the National Assn. of Broadcast Employes (CIO), 43. The balloting was conducted among employes at CBC's television stations in Toronto, Montreal and Ottawa, IATSE said, and covered such categories as casting clerks, floor managers, film cameramen, film editors, film librarians, makeup artists and others.

WROK's Employes Plan

AN EMPLOYES benefit plan has been installed at WROK Rockford, Ill., K. Kenneth Todd, publisher of the Rockford *Register-Republic* and *Morning Star*, has announced. The program covers employes of the station and the two newspapers.





TRIBUTE is paid to Gilbert Brooks (l), news director of WKNA Charleston, W. Va., for aid to Disabled American Veterans. Engraved bronze plaque, an "Outstanding Citizen Award," is presented by Paul D. Schwesig, vice commander of South Charleston Chapter 28 of DAV.

NBC-N.U. Scholarship Radio-TV Awards Made

SCHOLARSHIPS were awarded to two students at the closing banquet of the annual NBC-Northwestern U. Summer Radio & Television Institute in Chicago. Jerome Fallon, head of the radio-TV department at the U. of Notre Dame, South Bend, Ind., won the television award, and Juanita Rucker, manager of the FM educational outlet for the public schools of Newcastle, Ind., won the radio award. Harry C. Kopf, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago, made the presentations July 30.

Christopher Awards

WINNERS OF 10 Christopher awards in radio and television for the second quarter of 1953 were announced last week by the Rev. James Keller, director of the Christophers. They are:

Maurice Evans, Albert McCleery, Mildred F. Alberg and Tom Hughes Sand, producer, director and the adaptors respectively of "Hamlet" on NBC-TV April 26; Leland Hayward, Frederick Lewis Allen and Clark Jones, producer, writer and director respectively of *The American Road* on CBS-TV and NBC-TV June 15 as part of the 50th anniversary Ford Motor Co. program.

Kenneth Webb and David Victor, director and writer respectively of *The Iron Mortar* show on CBS Radio June 14, and Paul Harvey, for his June 17 broadcast on education on ABC radio.

Blakeslee Award Announced

SECOND annual Howard L. Blakeslee Award of $1,000 for outstanding scientific reporting in the fields of heart and blood vessels disease has been announced by the American Heart Assn. The award will be presented to any individual whose effort appeared during 1953 on radio or television or in a newspaper, magazine or book. The 1952 winner was Wade Arnold, executive producer of NBC, for the documentary radio program, *Only One to a Customer*.

GE Sets Amateur Honor For Best Public Service

GENERAL ELECTRIC now is accepting nominations for the 1953 Edison Radio Amateur Award, J. Milton Lang, general manager of the Tube Dept., has announced. The honor goes to a ham operator who performs the outstanding public service during the year. Judges for the event will be E. Roland Harriman, American Red Cross president; Comr. George E. Sterling, FCC; Goodwin L. Dosland, president, American Radio Relay League, and Gardner Cowles, president and editor, *Look* magazine.

WGAR Wins Legion Praise For Aid in Flag Sales

PROGRAM director Reg Merridew of WGAR Cleveland has accepted on behalf of the station an award from the 13th Ohio district of the American Legion in recognition of the station's efforts to get Cleveland householders to buy American flags to display on holidays. More than 2,500 flags were sold by the American Legion in response to WGAR's on-the-air campaign.

Outdoor Award for DuMont

DuMONT Television Network was presented with a silver plaque last Wednesday by the National Assn. of Amusement Parks, Pools & Beaches for its "magnificent contribution" to the outdoor amusement industry typified by DuMont's *Strawhatters* show (Wed., 8:30-9:30 p.m. EDT). The plaque was accepted on behalf of DuMont by Johnny Olsen, m.c. of the show.

VFW Auxiliary Citations

VETERANS of Foreign Wars Ladies Auxiliary last Wednesday announced awards, for "their wonderful promotion and close cooperation with the community in airing *The American Trail,*" radio historical series produced for the women's patriotic group, to WTOP Washington, KFRE Fresno, Calif., and WMOA Marietta, Ohio.

Raytheon Wins Hearing Award

RAYTHEON MFG. Co., Waltham, Mass., last week was presented the 1953 engineering award of the Society of Hearing Aid Audiologists in recognition of the company's "outstanding achievement in transistor design and production."

Murphy Gets Police Ribbon

ADRIAN MURPHY, president of CBS Radio, last week received the Ribbon of Honor of the Police Conference of the State of New York for "outstanding contribution to a finer understanding of the police and police methods." The award was made on CBS Radio's *21st Precinct* series (Tues., 9:30-10 p.m., EDT).

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/1/53, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53-Aug '53.

Being at the



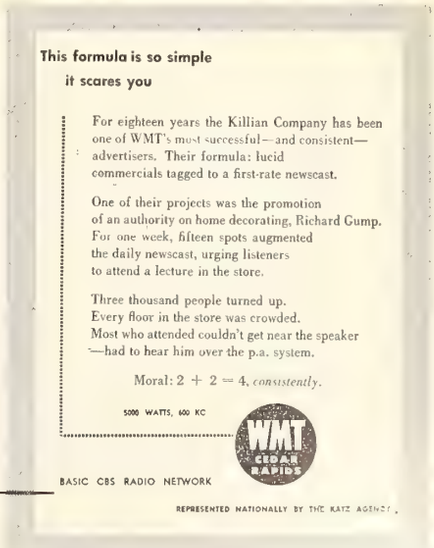
right place at the right time sells time

William B. Quarton, General Manager, WMT, Cedar Rapids, Iowa, says:

"To me, being in STANDARD RATE is being at the right place at the right time. That's why WMT is one of your oldest and most consistent advertisers."

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2 It helps *unknown* prospects to decide to call in your representatives.
3 It goes to agency-client conferences.
4 It remains instantly accessible to the SRDS user who is working nights or weekends.
5 It provides liftable material for inclusion in media proposals.
6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast.*
7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then.*
8 It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.



Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales & Service Offices: New York • Chicago • Los Angeles

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ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Bakersfield, **KAFY-TV** (29), 12/23/52-8/1/53—ABC, DuM, Forjoe (N. Y.), Cal-Central Network.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Los Angeles, **KETH (TV)** (*28), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-12/1/53.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52-August, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-9/30/53.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-9/7/53, CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/30/53—Young.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KTOO (TV)** (2), 5/14/53—Unknown.
Boise, **KTVI (TV)** (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53—1954, ABC.
Meridian-Boise,, **KTOO (TV)** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI (TV)** (54), 11/20/53-Aug. '53, DuM, Weed TV.
Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP (TV)** (17), 11/20/52-8/15/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-9/1/53, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS (TV)** (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC, Raymer.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

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KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD (TV)** (16), 2/18/53-8/22/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Early Aug. '53, ABC.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/24/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-Aug. '53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Fall '53.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-8/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53—Nov. '53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-8/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

Barr Building . Washington 6, D. C., ST. 3-7654

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

t. Joseph, KFEQ-TV (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
t. Louis, KETC (TV) (*9), 5/7/53—Unknown.
t. Louis, KSTM-TV (36), 1/15/53—Sept. '53, ABC, H-R Television.
t. Louis, WIL-TV (42), 2/12/53—Late '53.
edalia, KDRO-TV (6), 2/26/53-1/1/54.
pringfield, KYTV (TV) (3), 1/8/53-9/15/53, ABC, NBC, Hollingbery.

MONTANA

illings, KOOK-TV (2), 2/5/53—Unknown.
illings, KRHT (TV) (8), 1/15/53—Late Summer, Early Fall '53.
utte, KOPR-TV (4), 1/15/53-8/15/53—ABC, Hollingbery.
utte, KXLF-TV (6), 2/26/53-8/15/53, Walker.
reat Falls, KFBB-TV (5), 1/15/53—Unknown, CBS, Weed TV.
reat Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
issoula, KGVO-TV (13), 3/11/53—Spring '54, Gill-Perna.

NEBRASKA

earney, KHOL (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, KZTV (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52—Late '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM (TV) (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, KGGM-TV (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, KOAT-TV (7), 6/18/53—Unknown.
Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WROW-TV (41), 4/16/53—Oct. '53, ABC.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WBES-TV (59), 12/23/52-9/7/53.
Buffalo, WBUF-TV (17), 12/18/52-8/20/53—ABC, DuM, H-R Television.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Dec. '53.
Rochester, WHEC-TV (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WVET-TV (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, Star Bcstg. Co. (15), 6/10/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53—Unknown.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, WAYS-TV (36), 2/26/53-9/1/53—Bolling.
Durham, WCIG-TV (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, WCOG-TV (57), 11/20/52-9/1/53—CBS.
Greenville, WNCT (TV) (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, WHKP-TV (27), 3/11/53—Early '54.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53.
Winston-Salem, WTOB-TV (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.
Winston-Salem, WSJS-TV (12), 7/8/53-Oct. '53—NBC, Headley-Reed.

NORTH DAKOTA

Bismarck, KBSM (TV) (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, KFYR-TV (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, KNDX (TV) (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Ashtabula, WICA-TV (15), 2/5/53-8/15/53—Gill-Perna.
Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, WIFE (TV) (22), 11/26/52-8/15/53, Headley-Reed.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Massillon, WMAC-TV (23), 9/4/52—Summer '53.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Sandusky, WLEC-TV (42), 1/23/53-12/1/53.
Youngstown, WUTV (TV) (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KLFR-TV (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, KTVQ (TV) (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, KWTV (TV) (9), 7/22/53—Late '53, CBS.
Tulsa, KCEB (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene TV Co. (13), 5/14/53—Oct. '53, Hollingbery.
Portland, KOIN-TV (6), 7/16/53—Fall '53, CBS.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, Queen City TV Co. (39), Initial Decision 7/22/53.
Chambersburg, WCHA-TV (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, WGLV (TV) (57), 12/18/52-8/14/53—ABC, DuM, Headley-Reed.
Harrisburg, WTPA (TV) (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazelton, WAZL-TV ('63), 12/18/52—Unknown, Meeker.
Johnstown, WARD-TV (56), 11/20/52—Unknown, Weed TV.
Lancaster, WWLA (TV) (21), 5/7/53—Fall '53.
Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WENS (TV) (16), 12/23/52-Late Aug., '53, ABC, CBS, Petry.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
Wilkes-Barre, WILK-TV (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, WNOW-TV (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, WACA-TV (14), 6/3/53-11/1/53.
Columbia, WNOK-TV (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, WIS-TV (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Johnson City, WJHL-TV (11), 1/29/53-8/15/53, Pearson.
Knoxville, WCEE-TV (26), 3/26/53—Unknown.
Knoxville, WROL-TV (48), 7/31/53—Unknown.
Memphis, WHBQ-TV (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, KRBC-TV (9), 4/16/53-8/16/53, Pearson.
Beaumont, KBMT (TV) (31), 12/4/52—Summer '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Galveston, KTVR (TV) (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, KGBS-TV (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, KNUZ-TV (39), 1/8/53-9/15/53—Forjoe.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Longview, KTVE (TV) (32), 2/5/53-Aug. '53—Forjoe.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, Marshall TV Corp. (16), 6/25/53—Unknown.
Midland, KMID-TV (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
Temple, KCEN-TV (6), 1/29/53-10/1/53—NBC.
Texarkana, KCMC-TV (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, KETX (TV) (19), 1/29/53-8/30/53.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, KANG-TV (34), 11/13/52-8/15/53—ABC, Pearson.
Weslaco, KRGV-TV (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

Information in following order: Location, call letters, channel, date granted, starting target date, nework and representative

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53-9/1/53—Walker.
Danville, WBTM-TV (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, WVEC-TV (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, WSVA-TV (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
Newport News, WACH (TV) (33), 2/5/53—Summer '53.
Norfolk, WTOV-TV (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), Initial Decision 6/18/53.
Yakima, KIT-TV (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, Appalachian TV Corp. (21), 6/25/53—Unknown.
Charleston, WKNA-TV (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, WVVW-TV (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, WTAP (TV) (15), 2/11/53-9/21/53.
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, WTRF-TV (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, WRBJ (TV) (57), 2/11/53-Sept. '53, Clark.
Eau Claire, WEAU-TV (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, WCAN-TV (25), 2/5/53-9/1/53—Taylor.
Milwaukee, WOKY-TV (19), 6/3/53-9/15/53, H-R Television.
Neenah, WNAM-TV (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

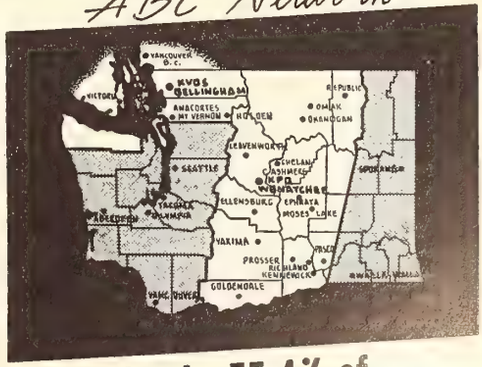
KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by Robert Meeker Assoc. Inc.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALASKA

Fairbanks, Kiggins & Rollins (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, KABS (TV) (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.
San Juan, WAPA-TV (4), Initial Decision 7/10/53.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Correction

TITLES of two tables were transposed inadvertently in B•T's Aug. 3 coverage of the Publishers Information Bureau's radio-TV network spending figures. The tables are reprinted here with correct headings.

NETWORK RADIO, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$2,110,958	$3,001,314	$15,353,074	$19,403,716
CBS	5,220,143	4,629,254	31,281,720	29,640,429
MBS	1,807,206	1,632,977	11,174,831	10,262,680
NBC	3,979,471	3,708,014	24,732,789	24,183,934
Total	$13,117,778	$12,971,559	$82,542,414	$83,490,759

NETWORK TELEVISION, JUNE AND JAN.-JUNE

	JUNE 1953	JUNE 1952	JAN.-JUNE 1953	JAN.-JUNE 1952
ABC	$1,597,253	$1,279,985	$ 9,866,205	$10,717,768
CBS	7,399,078	5,385,820	44,205,527	32,451,094
DuMont	803,848	749,497	5,388,066	4,489,771
NBC	7,249,395	5,794,534	45,044,048	40,957,481
Total	$17,049,574	$13,209,836	$104,503,846	$88,616,114

Jack Willman

NOW
8:30 — 9:55 A. M.
3.7
*PULSERATING



*Pulse of New Orleans (May—June '53)
8:30 — 9:30 A. M.

Jack Willman says . . .

"Thanks for being patient, you folks who have been waitin' to get on "Morning Spirituals". I'm now on from 8:30 to 9:55 A. M. so that you now have the opportunity of joining good company with Carnation Milk, Gold Medal Flour, Bond Bread, Coca Cola, Zodiac Coffee, Soproco, Breast-O-Chicken Tuna and 7-Up."

This is one of many "good buys" to sell the Greater New Orleans Negro Market on New Orleans' top rated Independent Station . . . the only station programming 100% to the Negro Market . . . the only station with an all-colored programming staff.

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

ACTIONS OF FCC

July 30 through Aug. 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	601	508
Applications in hearing[4]	81	1	108
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	‡12	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.
[4] As of June 30.

* * *

AM and FM Summary through Aug. 5

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,470	2,451	147	251	84
FM	576	547	55	8	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	152	256	408[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	46	200
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	815	337	643	511	1,155[2]
Educational	48		25	23	48
Total	857	337	663	533	2,003[3]

[1] Nine CPs (2 vhf, 7 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 422 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures are proposed [B•T July 20].

New TV Stations . . .

ACTIONS BY FCC

Anchorage, Alaska—Kiggins & Rollins, granted vhf Ch. 2 (54-60 mc); ERP 13.8 kw visual, 8.32 kw aural; antenna height above average terrain 130 ft., above ground 150 ft. Estimated construction cost $104,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post office address 841 Turquoise St., San Diego. Studio and transmitter location 3rd and F Sts., Anchorage. Geographic coordinates 61° 13′ 8″ N. Lat., 149° 53′ 45″ W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners **Keith Kiggins,** former ABC vice president, and **Richard R. Rollins,** realtor and former minority stockholder, KIOA Des Moines. Granted July 29.

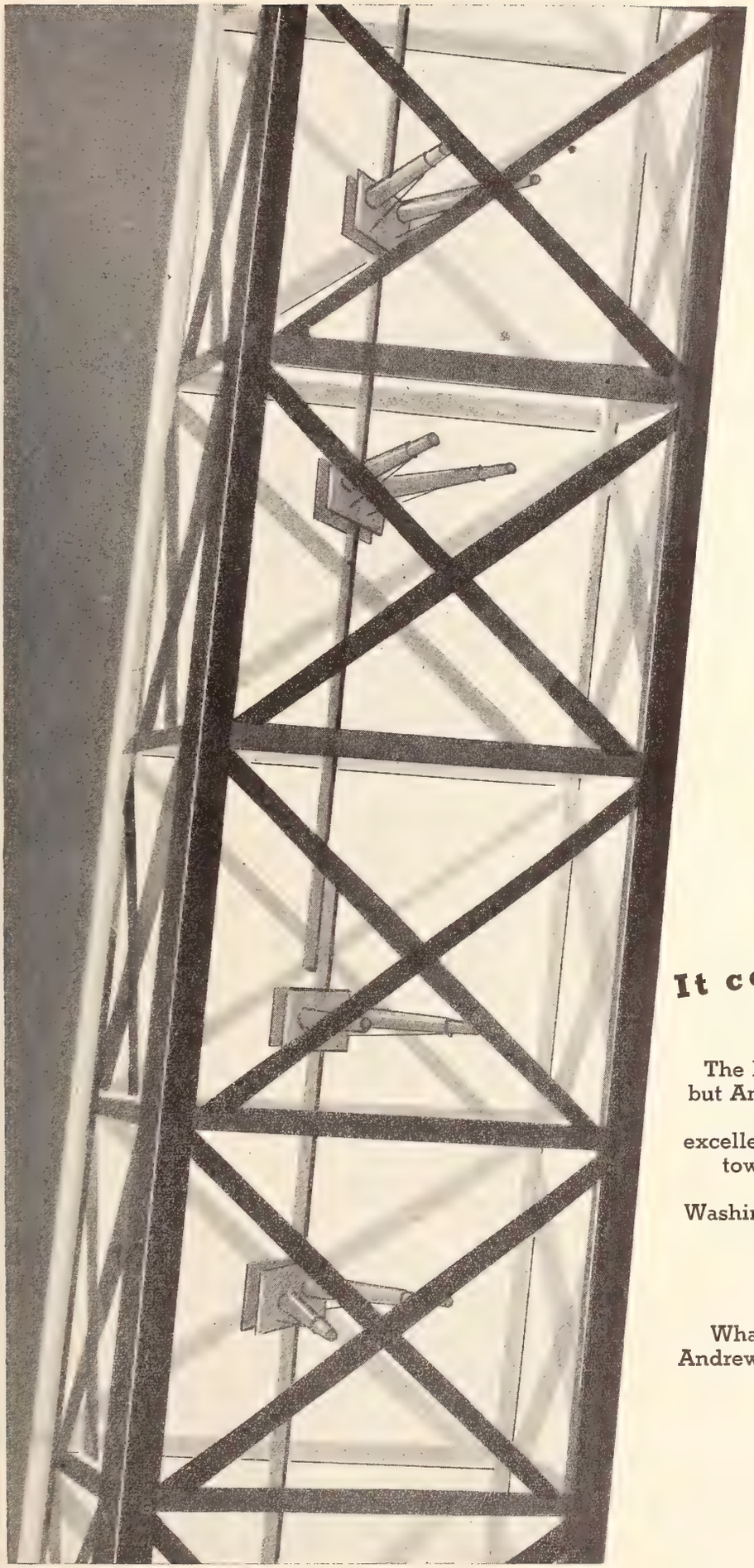
Anchorage, Alaska—Northern TV Inc., granted vhf Ch. 11 (198-204 mc); ERP 3.24 kw visual, 1.62 kw aural; antenna height above average terrain 130 ft., above ground 230 ft. Estimated construction cost $112,310, first year operating cost $108,000, revenue $120,000. Post office address 111 F St., Anchorage. Studio and transmitter location Denali St. and E. 4th Ave., Anchorage. Geographic coordinates 61° 11′ 49″ N. Lat., 149° 52′ 33″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include President **A. G. Hiebert** (27.6%), minority stockholder and director of KABI Ketchikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; **Jack M. Walden** (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR, and 22 local minority stockholders. This was first Alaska TV bid. Granted July 29.

Cedar Rapids, Iowa—Cedar Rapids Television Corp., granted uhf Ch. 20 (506-512 mc); ERP 18.2 kw visual, 9.7 kw aural; antenna height above average terrain 500 ft., above ground 490 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at Cedar Rapids. Transmitter location State Rt. 150, 3 mi. N of city limits. Geographic coordinates 42° 2′ 18″ N. Lat., 91° 40′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm, and former director of ABC; Vice President **Robert P. McDeVitt,** partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%), 60% owner Graphic Institute, New York. Minority local ownership proposed. Same group also filed for LaCrosse Wis. Granted July 29.

Portland, Me. — Congress Square Hotel Co (WCSH), granted vhf Ch. 6 (82-88 mc); ERP 19[illegible] kw visual, 105 kw aural; antenna height above average terrain 430 ft., above ground 380 ft. Estimated construction cost $375,800, first year operating cost $220,560, revenue $170,000. Post office address: 157 High Street, Portland 3, Maine. Transmitter location: Blackstrap Road, Talmouth Twp. Geographic coordinates 43° 45′ 45″ N. Lat. 70° 19′ 30″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Adeline B. Rines,** trustee of the estate of Henry P. Rines, owns 5,176 or 5,179 issued common shares of stock of Congress Square Hotel Co., which operates WCSH Portland, 98% of WRDO Augusta, Maine, and WLZB Bangor, Maine; Vice President **Kenneth M. Peterson,** also vice president of Congress Square Hotel Co.; **William H. Rines,** managing director WCSH; Treasurer **Bessie M. Blake,** stockholder in Congress Square Hotel Co. Granted July 29.

Brockton, Mass.—Trans-American Television granted uhf Ch. 62 (758-764 mc); ERP 195 kw visual, 105 kw aural; antenna height above average terrain 430 ft., above ground 458 ft. Estimated construction cost $311,015.85, first year operating cost $232,000, revenue $221,416. Post office address 275 Washington St., Boston. Studio location to be determined. Transmitter location on Route 18, 0.16 miles N of Highland St., East Bridgewater. Geographic coordinates 42° 03′ 16″ N Lat., 70° 57′ 07″ W. Long. Transmitter and antenna RCA. Legal counsel Leo Resnick, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **Harry E. Franks** (33⅓%); Directors **Morton M. Goldfine** and **William B. Lamprey** part owners of WESX Salem, Mass. Granted July 29.

Wilmington, N. C.—WMFD-TV Inc. (WMFD) granted vhf Ch. 6 (82-88 mc); ERP 53.7 kw visual 26.9 kw aural; antenna height above average terrain 351 ft., above ground 350 ft. Estimated construction cost $234,827, first year operating cost $161,568, revenue $175,000. Post office address Radio Bldg., Wilmington. Studio location: 225-223 Princess Radio Bldg. Transmitter location New River Road. Geographic coordinates 34° 13′ 31″ N. Lat., 77° 59′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer A. D. Ring Co., Washington. Principals include President and Treasurer **R. A. Dunlea** (33⅓%) licensee and operator of WMFD-AM-FM Wilmington; Vice President **D. D. Cameron** (33⅓%), [illegible] owner of the MacMillan and Cameron Co., home and auto supplier; Secretary **R. A. Dunlea Jr.** and **Louise G. Dunlea** (33⅓%). Granted July 29



It couldn't be done?

The books said it couldn't be done—but Andrew engineers went ahead and designed an antenna that gives excellent coverage mounted *inside* the tower! This ingenious development enabled station WTOP in Washington, DC to use their television tower for FM too—and so save thousands of dollars.

Whatever *your* problem in antennas Andrew ingenuity will find the answer. Be sure to consult us.

Andrew
CORPORATION
363 EAST 75TH STREET, CHICAGO 19

Greenville, S. C.—Carolina TV Inc., granted vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 1,180 ft., above ground 604 ft. Estimated construction cost $439,900, first year operating cost $235,000, revenue $208,000. Post office address: Box 120, Greenville. Studio location: 300 N. Main St. Transmitter location: Paris Mt. Geographic coordinates 34° 54′ 53″ N. Lat., 82° 23′ 44″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Neville Miller, Washington. Consulting engineer Millard Garrison, Washington. Carolina TV Inc. receives CP upon withdrawal of the competitive applications of the Greenville News-Piedmont Co. (WFBC) and Textile Bcstg. Co. (WMRC). Both of the latter, according to a merger proposal, will acquire part interests in Carolina Television Inc. The grantee is to be reorganized under the name of WMRC Inc. and one of the two AM stations is to be disposed of in a manner as yet undecided. Capitalization of the firm is to be enlarged to $1 million under the merger plan. President **Alester G. Furman Jr.** and his present Carolina Television associates will have 22% interest in WMRC-TV Inc., while the remaining 78% will be divided equally between the WFBC and WMRC stockholder groups. Granted July 29.

Spartanburg, S. C.—Sterling Telecasting Co., granted uhf Ch. 17 (488-494 mc); ERP 105 kw visual, 57.5 kw aural; antenna height above average terrain 600 ft., above ground 558 ft. Estimated construction cost $220,531, first year operating cost $154,800, revenue $184,792. Post office address 124½ East Main St. Studio location corner of Magnolia and St. John Sts. Transmitter location 0.45 mi. NE of Lyman, S. C., on Hwy. 29. Geographic coordinates 34° 57′ 10″ N. Lat., 82° 06′ 54″ W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden, Cragun & Barker, Washington. Consulting engineer O. K. Garland, Johnson City, Tenn. Principals include President **Sterling W. Wright** (17.37%), Vice President, Secretary and Treasurer **Robert M. Carlisle** (2.61%); and **Fred W. Symmes** (17.37%), who holds interests in WBCU Union City and WMRC Greenville. Granted July 29.

Nashville, Tenn.—WSIX Broadcasting Station (WSIX), granted vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 870 ft., above ground 440 ft. Estimated construction cost $595,870, first year operating cost $500,000, revenue $500,000. Post office address: Louis R. Draughon, Nashville Trust Bldg., Nashville. Studio location: Nashville Trust Bldg. Transmitter location: 8 mi. S of Nashville. Geographic coordinates 36° 02′ 49″ N. Lat., 86° 49′ 47″ W. Long. Transmitter and antenna GE. Legal counsel Stephen Tuhy Jr. and Dempsey & Koplovitz, Washington. Consulting engineer A. D. Ring & Co., Washington. Applicant is owned by **Louis R. Draughon.** Former competitor WMAK there acquires option for 25% interest. Granted July 29.

APPLICATIONS

Bangor, Me. — Murray Carpenter, vhf Ch. 13 (210-216 mc); ERP 114 kw visual, 68.3 kw aural; antenna height above average terrain 470 ft., above ground 173 ft. Estimated construction cost $80,000, first year operating cost $250,000, revenue $300,000. Post office address 35 Howard St., Bangor. Studio location to be determined. Transmitter location 2.6 miles S of Gray Village. Geographic coordinates 43° 50′ 56″ N. Lat., 79° 20′ 29° W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer George C. Davis, Washington. Mr. Carpenter is president and 20% stockholder of WPOR Portland; treasurer and 50% stockholder WABI and WABI-TV Bangor, Me. He has applied to the FCC for permission to sell these interests. Filed July 31.

Grand Forks, N. D.—Grand Forks Bcstg. Co., vhf Ch. 10 (192-198 mc); ERP 12.3 kw visual, 6.16 kw aural; antenna height above average terrain 313 ft., above ground 337 ft. Estimated construction cost $122,138, first year operating cost $180,000, revenue $190,000. Post office address % N. L. Bentson, 538 Hamm Bldg., St. Paul, Minn. Studio location to be determined. Transmitter location 0.5 miles E of U. S. Hwy. 2 on County Road 36. Geographic coordinates 47° 55′ 10″ N. Lat., 96° 59′ 06″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **Edmond R. Rubin** (33⅓%), theatre operator, secretary and ⅓ owner of KELO Sioux Falls, S. D., permittee for new TV station at Sioux Falls; Vice President **Joseph L. Floyd** (33⅓%), motion picture and drive-in theatre operator and president and 13% owner of KELO and ⅓ owner WMIN Bcstg. Co. (WMIN-AM-FM) St. Paul, Minn., permittee for new TV station at St. Paul. The stock will be voted by proxy given to N. L. Bentson, president of WMIN. Filed July 31.

Big Spring, Tex.—Big Spring Bcstg. Co. (KBST), vhf Ch. 4 (66-72 mc); ERP 1.26 kw visual, 0.764 kw aural; antenna height above average terrain 328 ft., above ground 440 ft. Estimated construction cost $129,707.60, first year operating cost $144,000, revenue $150,000. Post office address P. O. Box 1632, Big Spring. Studio and transmitter location 600 Kentucky Way, Big Spring. Geographic coordinates 32° 15′ 16″ N. Lat., 101° 26′ 44″ W. Long. Transmitter and antenna RCA. Legal counsel Eugene L. Burke, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **William J. Wallace** (40%); Vice President **Howard Barrett** (20%), general manager and 8% stockholder of KRBC Abilene, Tex.; Secretary-Treasurer **Lewis O. Seibert** (20%), owner of KGKL San Angelo, secretary-treasurer and 45% stockholder KPLT Paris, Tex. Filed Aug. 3.

Big Spring, Tex.—V. T. Anderson, E. W. Anderson and Paul J. Bleakley d/b as Big State Telecasting Co., vhf Ch. 4 (66-72 mc); ERP 8.5 kw visual, 4.25 kw aural; antenna height above average terrain 350 ft., above ground 333 ft. Estimated construction cost $156,030, first year operating cost $72,000, revenue $78,000. Post office address P. O. Box 907, Big Spring. Studio and transmitter location City Park, Big Spring. Geographic coordinates 32° 13′ 17″ N. Lat., 101° 28′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington, Consulting engineer, Vandivere, Cohen & Wearn, Washington. Principals in partnership include **V. T. Anderson** and **E. W. Anderson** (50%) and **Paul J. Bleakely** (50%). V. T. Anderson is president and 42.5% stockholder in KTXC Big Spring and his brother E. W. Anderson is vice president and 41.5% stockholder in KTXC. Mr. Bleakely is local rancher and dealer in road machinery and equipment. Filed Aug. 4.

Houston, Tex.—TV Bcstg. Co. of Houston, vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 723 ft., above ground 750 ft. Estimated construction cost $1,491,000, first year operating cost $900,000, revenue $1,000,000. Post office address P. O. Box 2161, Houston. Studio and transmitter location 2400 Yorktown Road, Houston. Geographic coordinates 29° 44′ 29″ N. Lat., 95° 28′ 19.5″ W. Long. Transmitter and antenna RCA. Legal counsel John E. Stephen, Houston. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **Roy Hofheinz** (50%), mayor of Houston, owner of KTHT Houston, KSOX Harlingen, Tex., and 49% owner of WILD Birmingham, Ala.; Vice President **Floyd L. Karsten** (5.0%), oil production; Vice President **Corbin J. Robertson** (5.0%), oil production; Vice President **Robert David Strauss** (5.0%), real estate and banking; Secretary **Phillip R. Neuhaus**; Treasurer **Frank W. Michaux** (5.0%), oil production. Mr. Hofheinz has sold KSOX and KTHT interess pending FCC approval. Filed Aug. 4.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP), vhf Ch. 10 (192-198 mc); ERP 316 kw visual, 189.6 kw aural; antenna height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $685,656, first year operating cost $700,000, revenue $700,000. Post office address 205 Professional Bldg., Portsmouth. Studio location to be determined. Transmitter location Kings Hwy., Drivers, Va. Geographic coordinates 36° 49′ 13″ N. Lat., 76° 30′ 25″ W. Long. Transmitter and antenna RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include President **C. J. Duke Jr.** (5.4%), member of board of trustees of Endoment Assn. of College of William & Mary; Vice President **George T. McLean** (5.4%), auto dealer, real estate, and building contractor; Secretary - Treasurer **Henry Clay Hofheimer** (14.7%), real estate and construction. There are 23 other stockholders of local professional and business men. Filed Aug. 3.

APPLICATIONS AMENDED

Little Rock, Ark.—Arkansas TV Co. amends application for new TV station from vhf Ch. 4 (66-72 mc); ERP 100 kw visual, 50 kw aural and antenna height above average terrain 1530 ft. to vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 158 kw aural and antenna height above average terrain 1736 ft. Filed June 19.

Shreveport, La.—Southland TV Co. amends application for new TV station on vhf Ch. 12 to specify studio location as Linwood Ave. and Kirby St., Shreveport. Filed July 8.

Menominee, Mich. — Green Bay Bcstg. Co. (WDUZ Green Bay, Wis., and WMAW Menominee) amends application for new TV station on vhf Ch. 11 to delete stockholders I. S. Kramlich (32%) and C. L. Kramlich (32%) and to add Secretary Harold R. Murphy (19%), 46% owner of WIGM Medford, Wis.; Vice President Edward Shons (19%) and Treasurer William E. Shons (19%), minority stockholders of KLIL Estherville, Iowa, and WKAI Macomb, Ill. Filed June 12.

Canton, Ohio—Brush-Moore Newspapers Inc. amends application for new TV station on uhf Ch. 29 to specify G. Gordon Strong as vice president and William H. Vodrey Jr. as assistant secretary. Filed July 15.

Knoxville, Tenn.—WKGN Inc. amends application for new TV station on vhf Ch. 6 to specify Frank A. Tucker as treasurer and delete H. C. McCrary Jr. (7.69%). Clarence Beaman retains title as president. Filed July 10.

Existing TV Stations . . .

ACTIONS BY FCC

KUSC-TV Los Angeles, Calif.—U. of S. Calif. Allan Hancock Foundation granted STA to operate noncommercially on educational Ch. 28 for the period ending Jan. 24, 1954. Granted July 30; announced Aug. 4.

WATR-TV Waterbury, Conn. — WATR Inc. granted STA to operate commercially on uhf Ch. 33 for the period ending Dec. 29. Granted July 28; announced Aug. 4.

WJHP-TV Jacksonville, Fla.—The Jacksonville Journal Co. granted modification of CP for uhf Ch. 36 to change ERP from 120 kw visual, 61.7 kw aural to 276 kw visual and 138 kw aural; change studio and transmitter location to 3794 Phillips Hwy., near Jacksonville; antenna height above average terrain 487 ft. Granted July 31; announced Aug. 4.

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts granted modification of its CP for Ch. 15 to change ERP from 16 kw visual, 9.18 kw aural to 15.8 kw visual and 8.51 kw aural and change studio and transmitter location to on U. S. Bypass 66 at intersection of U. S. 150, SE of Bloomington. Antenna height above average terrain 480 ft. Granted July 29; announced Aug. 4.

KGTV (TV) Des Moines, Iowa—Rib Mountain Radio Inc. granted modification of CP for uhf Ch. 17 to change ERP to 162 kw visual and 87.1 kw aural; antenna height above average terrain 470 ft.; change studio and transmitter location to Hobson Drive, 2.1 miles N of Des Moines. Granted July 29; announced Aug. 4.

WLOU-TV Louisville, Ky.—Robert W. Rousaville granted modification of CP for uhf Ch. 41 to change ERP to 200 kw visual and 102 kw aural; antenna height above average terrain 220 ft. Granted July 31; announced Aug. 4.

WILS-TV Lansing, Mich.—Lansing Bcstg. Co. granted STA to operate commercially on uhf Ch. 54 for the period ending Dec. 4. Granted July 30; announced Aug. 4.

WBES-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted modification of CP for uhf Ch. 59 to change ERP to 21.4 kw visual, 11.7 kw aural; antenna height above average terrain 400 ft. Granted July 31; announced Aug. 4.

KFYR-TV Bismarck, N. D.—Meyer Bcstg. Co. granted modification of CP for vhf Ch. 5 to change coordinates to 46° 51′ 12″ N. Lat., 100° 32′ 32″ W. Long.; antenna height above average terrain 500 ft. Granted July 31; announced Aug. 4.

KPIC (TV) Salem, Ore.—Lawrence A. Harvey granted modification of CP for uhf Ch. 24 to change ERP from 105 kw visual, 56 kw aural, to 57.5 kw visual and 28.8 kw aural; change transmitter location to Market Rd. East of Silverton on RFD Rt. 3 near Silverton; antenna height above average terrain 680 ft. Granted July 29; announced Aug. 4.

WGVL (TV) Greenville, S. C.—Greenville TV Co. granted STA to operate commercially on uhf Ch. 33 for the period ending Feb. 9, 1954. Granted July 24; announced Aug. 4.

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Fulltime Independent
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Real potential with good facilities in major market. Need resident ownership. Good financing.

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BOX 11 HOLLYWOOD

KRBC-TV Abilene, Tex.—The Reporter Bcstg. Co. granted modification of CP to increase ERP to 27.5 kw visual, 14.8 kw aural; antenna height above average terrain 770 ft. Granted July 31; announced Aug. 4.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted modification of its CP for Ch. 3 to change ERP from 12.5 kw visual, 6.3 kw aural to 8.32 kw visual and 4.17 kw aural; to change studio and transmitter location to Big Mountain, 2 miles E of Endless Caverns, near Harrisonburg. Granted July 28; announced Aug. 4.

WEAU-TV Eau Claire, Wis.—Central Bcstg. Co. granted modification of CP for vhf Ch. 13 to change ERP from 52 kw visual, 26.5 kw aural to 57.5 kw visual and 28.8 kw aural; change studio and transmitter location to 2415 S. Hastings Way, Eau Claire; antenna height above average terrain 430 ft. Granted July 29; announced Aug. 4.

WOKY-TV Milwaukee, Wis.—Bartell Broadcasters Inc. seeks modification of CP for uhf Ch. 19 to change ERP from 17.4 kw visual, 9.55 kw aural to 20 kw visual and 10 kw aural; change transmitter location to 716 N. 11th St., Tower Hotel Bldg. and change studio location to 714 W. Wisconsin Ave., Milwaukee. Granted July 27; announced Aug. 4.

CALL LETTERS ASSIGNED

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co., vhf Ch. 7.

KBIC-TV Sacramento, Calif. — John Poole Bcstg. Co., uhf Ch. 46.

KLZ-TV Denver, Colo.—Aladdin Radio & TV Inc., vhf Ch. 7.

WELI-TV New Haven, Conn.—Connecticut Radio Foundation Inc., uhf Ch. 59.

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Help Wanted

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Managerial

Manager, strong on sales and programming. Small city, leading network station, only station in market. Prefer man between 30 and 40. Must have good character and personality. Please furnish full information in first letter to Box 371X, B•T.

Manager-combination man. Small market in Alabama. 1 kw daytime only. Must have car. Good salary and commission to right man. If interested, write and give experience and references to R. E. Hook, Aliceville, Alabama.

Salesmen

Good opportunity for livewire salesman with midwestern 10,000 watt, clear-channel, network station. Excellent market and ideal working conditions. There is no ceiling on your earnings, and you are assured of an adequate draw against commissions. Send full information concerning yourself—including a recent snapshot if available—to Box 373X, B•T.

This is a sincere offer to a good radio salesman who wants to improve his earnings. If your present sales record qualifies we will guarantee up to $5000 a year against a commission-bonus arrangement, which for the right man has much larger potential. You will be joining successful independent southern station in one of 10 fastest growing markets in America. Station appeals to mass audience and has proven programming pattern. Management has record of satisfied personnel. You must have successful sales record with present employer, preferably independent station. Write giving complete data, including references, billing, recent picture. All answers confidential. Box 385X, B•T.

Excellent opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No floaters. Box 432X, B•T.

North Carolina station in excellent market wants experienced, young, aggressive salesman. Top money proposition to man with plenty of energy and ability. Send full details to Box 440X, B•T.

Transcription salesmen to handle top quality low-priced 10-minute open-end package show as sideline on 15% basis. State territory covered. Box 454X, B•T.

Sales personnel, male or female. Two openings in two affiliated Michigan stations. Full protection and good earnings for hungry salesmen. Box 482X, B•T.

Salesman, capable of moving up to commercial manager by proving ability. Salary and commission. Excellent future for right man in east Texas number one market. TV applicant. KGKB, Tyler, Texas.

Announcers

Announcer with superior voice, interviewing ability, for station in important Texas market. Box 202X, B•T.

Hillbilly jockey. Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

Announcer. Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

Experienced play-by-play man as sports director of the number one sports station in a prominent midwest market. Must have first phone. Other staff duties involved. $375 to start. Reply to Box 367X, B•T.

North Dakota network station has an immediate opening for announcer. Box 435X, B•T.

Help Wanted—(Cont'd)

Two good announcers wanted by North Carolina station in good market. Good deal for man who can really pitch. Send details to Box 441X, B•T.

Are you ready for the big time? Progressive midwest indie offers chance of a lifetime to good news and music man. Send details and audition to Box 457X, B•T.

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

Wanted by August 25: one first class engineer who can announce. Michigan independent full-time. State weekly wage required. Box 473X, B•T.

Experienced staff announcer from within 300 mile radius of Moberly, Missouri. Salary—$70 to $90. Contact KNCM, Moberly, Missouri.

Good staff announcer with some experience for 5 kw NBC affiliates in progressive central Kansas City. Send audition including news and commercials, and letter with background, references, marital status, photo and salary requirements to Dick Painter, KVGB, Great Bend, Kansas.

Announcer with some experience with car. Contact Bill Smith, Radio Station KXIT, Dalhart, Texas.

Good, experienced staff announcer wanted by 5 kw CBS affiliate in New England with TV future. Send tape, photo and resume to Lou Rocke, WCAX, Burlington, Vermont.

Night shift announcer. Must be strong on news and record shows. Fine working conditions, profit sharing plan, hospitalization benefits. 5,000 watt CBS affiliate in major market. State experience and salary. All audition discs promptly returned. Write Mort Cohn, WCHS, Charleston, W. Va.

Top country station needs announcer with some experience. Send tape, letter, picture to WCRA, Effingham, Ill.

Experienced engineer-announcer. First class ticket for 5 kw NBC affiliate Virginia's Shenandoah Valley. Emphasis announcing. Good working conditions. Contact Johnson, WSVA, Harrisonburg, Virginia.

Marvelous opportunity for three topnotch announcers. $75 weekly base salary. No limit to earnings for right men. Definite opportunity for management positions. Two weeks vacation with pay, liberal sick leave. Send tapes (7½ feet per second) and resume to WTIM, Taylorville, Illinois.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer—diligent and dependable. South Texas city. Box 201X, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Chief engineer—one of midwest's outstanding 1 kw independents. New equipment, well laid out, trouble-free installation. Transmitter studios and offices under one roof. Must be qualified to handle personnel, administer as department head, sound knowledge of RF, audio and directional antenna. Please wire or mail all details immediately. Box 430X, B•T.

Maintenance engineer capable of announcing. Permanent position. CBS, southwest. Top wages. Box 437X, B•T.

Wanted by August 25: one first class engineer who can announce. Michigan independent full time. State weekly wage required. Box 473X, B•T.

Help Wanted—(Cont'd)

Transmitter engineer—no announcing. $1.25 per hour, time-and-a-half for overtime. Write or phone Don Morris, KRIS, Corpus Christi, Texas 4-6354.

One of metropolitan Washington's leading independents needs a studio engineer with 1st class ticket. If you are experienced, contact Steve Hart, WARL, Arlington, Virginia.

WFNC, Fayetteville, North Carolina, needs first-class engineer. AM-FM operation. 5 kilowatts AM; 14 kilowatts FM. Television application. Desirable working conditions.

Radio engineer with first class radio, telephone license. WICA AM-FM TV, Ashtabula, Ohio, serving northeastern Ohio. Good conditions, pay and opportunities. Apply WICA.

If you are first phone engineer and available, I will pay you $1.50 an hour for 40 hours and time-and-a-half for 10 hours for 50 hour week. Year's contract. WKNK, Muskegon, Michigan.

Production-Programming, Others

Prolific copywriter who can produce smooth and persuasive copy wanted by network station in important Texas market. Box 200X, B•T.

Ohio network station in city of 50,000 has opening for news reporter. Must be able to produce plenty of local news. Newspaper experience helpful. Box 348X, B•T.

Copywriter wanted for successful independent station in deep south. You must have had experience in writing hard hitting commercial copy with mass appeal. Imagination, originality and fresh approach with understanding of low income audience important. You will earn $3600 a year to start with annual bonus and periodic pay raises, air conditioned offices, health insurance and paid vacations. Write giving complete data and references and samples of your copy. All answers confidential. Box 384X, B•T.

Radio copywriter for upper New York state radio-TV station. Experience with commercials, formats, scheduling, production, etc., mandatory. Send vital data, salary requirements, photo and expendable copy samples. Box 442X, B•T.

Master of Ceremonies for traveling network radio production. Must be man of high integrity with genuine personality. Thoroughly experienced in ad-lib work. No glamour boys. Please submit complete resume, good photo and recommendations. Excellent salary plus expenses. No discs. Box 466X, B•T.

News editor-announcer. Progressive station in substantial midwest market. Excellent future. Complete supervision of news department with heavy local. Some announcing including DJ show. Information and audition to Box 474X, B•T.

Continuity writer for 5000 watt independent sports-music station. Opening immediate. Apply WTVB, Coldwater, Michigan.

Copywriter, male or female. Experience not essential. WVOS, Liberty, New York.

Television

Texas TV applicant wishes to establish contact with well-trained TV personnel. Box 199X, B•T.

Technical

Need operating engineers for new middlewest TV. Experience not necessary. College town. Box 416X, B•T.

Chief engineer with good background, presently employed, desires position with progressive TV station. Box 464X, B•T.

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Managerial

General manager, 19 years experience. Familiar all phases radio. Excellent references. Radio or TV. Box 336X, B•T.

Attorney with administrative ability, first class license, presently employed as Texas television executive. Box 413X, B•T.

Commercial manager with successful sales record backed by fifteen years experience wants position with progressive midwest station in medium size market. Box 459X, B•T.

Situations Wanted—(Cont'd)

Thoroughly experienced, successful manager available for medium or small market. South, Southwest. Excellent references. Box 478X, B•T.

Experienced commercial manager with proven ability to clinch sales for his salesmen is available. Currently employed in midwest. Wants position in middle-Atlantic area. Box 481X, B•T.

Salesman

Topflight advertising salesman, energetic, personable, four years successful experience, anxious to sell television. Missouri journalism. Veteran. Relocate. Box 463X, B•T.

Salesman-announcer, knows business, mature. Not afraid TV. East-south only. Box 485X, B•T.

Announcers

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Staff announcer—thoroughly trained all phases; also board, strong news and commercials, TV. Announcing experience. Pleasing voice, personality. Tape available. Box 436X, B•T.

Desirous change. Nine years present location. Highest Hooper. Individual morning personality. Married, veteran, dependable, conscientious. Away above average. Box 438X, B•T.

Colored announcer-DJ, write, sell. 5 years experience, 2½ years 50 kw MBS affiliate. 3rd phone. Master's Degree. Presently employed. Desires progressive market, opportunity for advancement. References, disc, tape and photo on request. All replies to Roy Wood, 6410 South Kenwood Ave., Chicago 37, Ill. Phone Plaza 2-8600.

Combination announcer-assistant program manager. 2 years major TV network (New York City) in production capacity. 27, single. Tape, resume. Box 451X, B•T.

News, DJ, control board. Light experience. Dependable, willing to work hard. Resume, tape available. Box 452X, B•T.

All-round announcer, able, alert, ambitious, married. Tape, disc on request. Box 456X, B•T.

Local news-sportscasting. Five years experience. Valuable reference file. Magnificent voice. Box 461X, B•T.

Announcer. Two years radio, three months TV experience. Good TV news, sports, personality, acceptance. Desires new TV market. Box 465X, B•T.

Announcer-disc jockey, restricted license, looking to settle, consider all. Box 467X, B•T.

Let's hear from progressive network radio or TV stations seeking imaginative young guy with personality. Experienced in announcing, acting, photography and marriage. Box 469X, B•T.

Announcer. Independent and affiliate experience. Desire opportunity within 500 miles of N. Y. C. Excellent references. Tape and resume on request. Box 470X, B•T.

Capable, willing, ambitious, all around announcer. Draft exempt; will travel. Tape, disc on request. Box 471X, B•T.

Cheerful, witty morning man, strong on news, proven successful record, prefers job with independent in city of around 300,000. Tape, photo sent promptly. Box 475X, B•T.

Announcer-disc jockey. Five years experience. Prefer southeastern states. Best references. Tape and photo. Box 486X, B•T.

Versatile announcer. Sports, staff—six years experience. First class ticket. Excellent references. Box 488X, B•T.

Farmer student—two radio announcer schools, Texas, Hollywood—desires position. H. Durham, 1416 Hawthorne Lane, Burlington, N. C. Phone 6-6761.

Announcer-first phone, present job 15 months, married, settled, deep voice. Desire combo work in west, consider some sales. Write Sy Winch, KAWT, Douglas, Arizona.

Experienced announcer. Phone evenings after seven. Clarksburg, West Virginia, 4-4261.

Situations Wanted—(Cont'd)

Announcer, 1st phone, experienced. DJ, news, and staff. Veteran. Available 15 December. John Barry, 6238 Beck Ave., North Hollywood, California.

Young, versatile, reliable. Staff news, DJ, control board. High potential, light experience. Resume, tape available. Charles Doll, 907 Clinton St., Hoboken, New Jersey.

Hillbilly DJ and salesman, top man in present competitive market, desires change. Capable staff work, outstanding sales record. Married, two children, new car. Interested in deal with future. Jim Dowdy, 8320 Kennedy Ave., Highland, Indiana. Highland 1493.

Light experience, high potential. Seeks permanent staff connection. Mature, news, DJ, control board. Sober, will travel. Resume and tape available. Larry Russell, 22 Bartlett St., Brooklyn, New York.

Technical

First phone. Two years experience. Available September 1. Will consider any offer. Box 339X, B•T.

6 years broadcasting. VHF amateur. Desire position AM or TV. Box 417X, B•T.

First phone engineer. Five years experience—transmitter, control room, maintenance. Married. Prefer Florida; available for southeastern states. Two weeks notice. Box 431X, B•T.

Engineer—first ticket. Presently employed. Transmitter watches, all type remotes, recordings, studio maintenance. Car. N. Y. area preferred. Box 458X, B•T.

Combo man, first phone, strong on news, available September 10. Desire TV future. Box 468X, B•T.

First class licensed engineer and announcer seeks position in college town—midwest or west coast. Veteran. Five years radio experience; 2½ years combo work at 1000 watt independent. Don't smoke or drink. Dale L. Burge, RFD No. 1, Superior, Nebraska. Phone 1402.

Chief engineer. Handle any size station. 25 years broadcasting. Knows construction, planning, maintenance, trouble shooting, measurements, recording, studio operations, rebuilding. Capable and cooperative; results, not excuses. Available now. Prefer western. Personal interview; reasonable salary. Kidd, 9310 El Manor, Los Angeles, California. Orchard 2-3022.

Production-Programming, Others

Attention, midwestern stations! Available sports program director. Six years experience, all phases radio including selling, play-by-play, all sports. Presently employed SD, PD. Box 326X, B•T.

Experienced writer-announcer desires better opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

Television

Production-Programming, Others

News man. Three years major radio network newscasting, writing, editing, commentary, production. Desire TV news. Box 383X, B•T.

Situations Wanted—(Cont'd)

Publicity-exploitation—3 years radio, 2 years MGM publicity plus New York television production, commercial film experience. Will handle publicity and double in sales/programming or announcing capacity for economically-minded station. College grad. Box 444X, B•T.

Television

Carnegie Tech graduate, BFA. Over six years varied theatrical, radio-TV experience; third class license. Sincere, hard worker with fine personality, good background and pleasing, well-trained voice. Age 26, married, WW II vet. Community-minded, capable of challenge. Desirous of future in TV programming, production, DJ-announcing, studio assistant manager. Resume, disc, photo available. Box 450X, B•T.

Am looking for the next step up—full program director. Have written, directed, produced TV and have administrative knowhow in TV and film to save time and cash in getting a new channel air borne. Have the best references ability can supply. Box 487X, B•T.

Veteran, 28, diversified television and film production background wishes position in television. Opportunity in production, cameraman or sales welcomed. Relocate. Box 483X, B•T.

Movie cameraman available. Bob Bloch, 1210 Sixth Avenue, N. Y. C.

For Sale

Stations

250 watt fulltime network. $60,000, terms. No competition. Other radio interests. Southwest. Box 340X, B•T.

Southwest indie. 250 watt. Full price, $25,000 with half down. Box 445X, B•T.

Equipment, etc.

Antennas for sale. Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

Heavy duty self-supporting structural steel Lehigh tower. Extra heavy 7x7½ steel base. 140 feet high. Complete with CAA lighting and base insulators. State price offered to Box 439X, B•T.

Portable broadcast control room-studio. Collapsible, compact, large plate glass windows, shelves, forced ventilation. Chicago area. $750. Consider rental. Box 476X, B•T.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Western Electric type 1126-C limiter amplifier in good condition. Any offer considered. Contact KOVO, Provo, Utah.

1 kw Raytheon transmitter, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also 1 Western Electric dual channel console. Warren Anderson, WBEL, Beloit, Wisconsin.

Four "WE" reproducer groups with 9A heads and diamond stylus. $75 each or best offer. WFRL, Freeport, Illinois.

Continued on next page

Available:

Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the red and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

AM manager who gets out and sells. Will make your station one that will meet competition.

Interested in profit-sharing plan rather than flat salary. Family man with three youngsters.

Would welcome complete investigation of past record.

Box 479X

For Sale—(Cont'd)

TV tower & turnstile available, knocked down, after September 1. Tower is Blaw-knox special LT 300' guyed, insulated, triangular uniform cross-section, 3' faces, built to support 3-bay turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. Material listed in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

RCA 10 kw FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

General Electric BT3A three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, N. Y.

Rek-O-Cut Challenger portable disc recorder almost new. Complete with microphone, extension cord and 30 12" discs. $250.00. Doug Kahle, KCSJ, Pueblo, Colorado.

Wanted to Buy

Stations

Local radio station. Must be bargain. Box 390X. B•T.

Interested in purchasing local or regional AM station in east or midwest. Reply Box 434X, B•T.

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

250 watt standard make AM transmitter no more than 2 years old. Gene Tommerdahl, Chief Engineer, WNVA, Norton, Virginia.

FM transmitter, 250 or 1000 watt with monitors. Price must be right. WVOP, Vidalia, Georgia.

Cash for GR-916 impedance bridge. E. N. Sidor, 16434 Marine View Drive, Seattle, Washington.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6034 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMAN

GO-GETTER

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

WGAT
UTICA, NEW YORK

SALESMAN WANTED

Experience in
Retail Sales—one who can
create ideas and go out
and sell his ideas.

CONTACT:

NORMAN FURMAN

WBMS—
BOSTON, MASS.

Help Wanted—(Cont'd)

Announcers

D J

1,000 watt fulltime independent 250,000 market wants experienced man for morning and other show. Schedule flexible. Able to sell own show. Have car. Salary plus commission. Good proposition. Box 285X, B•T.

Top local NBC station in medium industrial market needs a competent experienced announcer with no accent other than on news!

SALARY— $85 to start — merit raises quarterly.

TV PLANS— CP granted.

Rush audition, background, and references to Dave Moss, Program Director,

WCRS - Greenwood, S. C.

Television

Salesmen

Top metropolitan midwestern market presently staffing sales and technical personnel. Send full details and when available.

WOKY TV, Milwaukee, Wisc.

TV SALES OPPORTUNITY
IN FABULOUS SOUTHWEST

One of the Southwest's most aggressive and complete VHF operations is looking for an aggressive TV salesman. Prefer man who has good radio selling background and feels he is ready to move into TV. Station is well established in Texas' 5th market. CBS-TV affiliate plus ABC and DuMont. Excellent living conditions, unequalled climate. Do not apply unless you want to live in the sunny Southwest. Send application and recent photo.

Dick Watts, General Sales Manager,
KROD-TV channel 4,
El Paso, Texas

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 365, Rockford, Illinois.

Technical

ARE YOU QUALIFIED
TO CHIEF ENGINEER
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Situations Wanted

Television

Managerial

TV Station Manager Available
Fully qualified for top post in TV Station on air or about to begin operations. Seeks new opportunity on permanent basis. Background includes the following: Set-up and organized TV Station operation prior to going on air; experience in programming, sales, production, film buying, personnel, traffic, promotion. National and station references. Presently employed as Program Director. Box 480X, B•T.

Top notch AM commercial manager in major market now earning better than $15,000 yearly desires similar position in TV field. Prefer South or West. 20 years experience all phases radio local and national field. Married, sober. Will furnish proof of performance. For personal interview, state full particulars. Box 443X, B•T.

Production-Programming, Others

SUPERVISOR Television Production and Assistant Program Director at top CBS-TV affiliate in nation's fifth market. Seven years concentrated TV experience, twelve years radio. Have pioneered three major TV stations from infancy. Good idea man, hard worker, keen production sense. Understand strict economy. Can keep production costs down, quality up. Excellent references. Desire to relocate. Will accept program or production manager's position in progressive market. Box 433X, B•T.

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION,
OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

For Sale

Stations

If you are interested in buying a good AM station with TV just going on the air, I would like to offer you a property east of the Ohio River. Very little competition. Price fairly high, which is offset by good terms.

ALLEN KANDER
Negotiator

Barr Building, Washington 6, D.C., ST 3-7654
Lincoln Bldg., New York 17, N.Y., MU 7-4242

WTOC-TV Savannah, Ga.—Savannah Bcstg. Co., vhf Ch. 11.
KABS (TV) Honolulu, Hawaii—American Bcstg. Stations Inc., vhf Ch. 4.
KTOO (TV) Meridan, Idaho—Boise Valley Bcstrs. Inc., vhf Ch. 2.
KGTV (TV) Des Moines, Iowa—Rib Mountain Radio Inc., uhf Ch. 17, changed from KTLV (TV).
WBGT (TV) Richmond, Ky.—The Blue Grass TV Co., uhf Ch. 60.
WCKG (TV) New Orleans, La.—CKG TV Co., uhf Ch. 26.
WLAM-TV Lewiston, Me.—Lewiston-Auburn Bcstg. Corp., uhf Ch. 17.
WMTW (TV) Poland, Me.—Mt. Washington TV Inc., vhf Ch. 8.
WGBH-TV Boston, Mass.—WGBH Educational Foundation, educational vhf Ch. 2.
WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp., uhf Ch. 14.
WSLI-TV Jackson, Miss.—Standard Life Bcstg. Co., vhf Ch. 12.
KMBC-TV Kansas City, Mo.—Midland Bcstg. Co., share time vhf Ch. 9.
WHB-TV Kansas City, Mo.—WHB Bcstg. Co., share time vhf Ch. 9.
KHOL (TV) Kearney, Neb.—Bi-States Co., vhf Ch. 13.
WFRB (TV) Utica, N. Y.—Richard H. Balch, uhf Ch. 19.
WSJS-TV Winston-Salem, N. C.—Triangle Bcstg. Corp., vhf Ch. 12.
KWTV (TV) Oklahoma City, Okla.—Oklahoma TV Corp., vhf Ch. 9.
WCMB-TV Harrisburg, Pa.—Rossmoyne Corp., uhf Ch. 27.
KMID-TV Midland, Tex.—Midessa TV Co., vhf Ch. 2.
KRGV-TV Weslaco, Tex.—KRGV TV Inc., vhf Ch. 5.
WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp., uhf Ch. 27.
WVVW-TV Fairmont, W. Va.—Fairmont Bcstg. Co., uhf Ch. 35.

APPLICATIONS

WIMA-TV Lima, Ohio—Northwestern Ohio Bcstg. Corp. seeks modification of CP for uhf Ch. 35 to change ERP from 91 kw visual, 50 kw aural to 65 kw visual and 36.8 kw aural; change transmitter location to 4.2 miles S of center of Lima and studio location to 223 N Main St. Lima; antenna height above average terrain 234 ft. Filed July 24.

WACH (TV) Newport News, Va. — Eastern Bcstg. Corp. amends application for modification of CP for uhf Ch. 33 to change ERP from 20.5 kw visual, 11 kw aural to 20.8 kw visual and 10.4 kw aural; antenna height above average terrain 316 ft. Filed July 16.

New AM Stations . . .

ACTION BY FCC

Edmonds, Wash.—King's Inc. granted 630 kc, 1 kw daytime; antenna 300 ft. Estimated construction cost $28,457, first year operating cost $30,000, revenue $30,000. Principals include President **A. B. Mike Martin,** president of King's Inc. (Christian charitable organization); Vice President **Axel P. Fredeen,** owner of Strom-Fredeen Floor Co., Seattle; Secretary **Edgar Atkinson,** Minister of Gospel, and Treasurer **Dr. C. Dorr Demaray,** Minister of Gospel. **King's Inc.** is sole owner of applicant; each board member has one vote. P. O. address: P. O. Box 7098, Richmond Highlands, Seattle 33, Wash. Granted July 30.

APPLICATION

Springfield, Ore.—W. Gordon Allen, 1240 kc, 250 w unlimited. Estimated construction cost $5,500, first year operating cost $48,000, revenue $60,000. Mr. Gordon owns 60.1% of KGAL Lebanon, 70% of KSGA Cottage Grove; is one-third partner of KGAE Salem; owner of KTVF (TV) Eugene, Ore., and owner of KLOQ Seattle, Wash. Post office address Box 341 Lebanon. Filed June 22.

Existing AM Stations . . .

ACTION BY FCC

KSTL St. Louis—Radio St. Louis Inc. granted CP to increase power on 690 kc from 1 kw to 10 kw, directional day. Granted July 29; announced Aug. 4.

STATION DELETED

KSEN Richfield, Utah—Scenic Bcstg. Co. on request, FCC cancelled CP for new AM station on 900 kc, 1 kw daytime. Deleted July 31; announced Aug. 4.

Existing FM Stations . . .

ACTIONS BY FCC

WAFM (FM) Birmingham, Ala.—The TV Corp. granted change in ERP from 53 kw to 72 kw; antenna height above average terrain from 820 ft. to 780 ft. Granted Aug. 5.

WSGN-FM Birmingham, Ala.—Jemison Bcstg. Co. granted change in ERP from 56 kw to 29 kw; antenna height above average terrain from 850 ft. to 450 ft. Granted Aug. 5.

KWIL-FM Albany, Ore. — Central Willamette Bcstg. Co. granted change in ERP from 710 w to 600 w; antenna height above average terrain from 130 ft. to 280 ft. Granted July 29; announced July 30.

WMCF (FM) Memphis, Tenn.—Memphis Pub. Co. granted reinstatement of expired CP which authorized changes in licensed FM station with expiration date of 6 months from date of grant. Granted Aug. 5.

WBTM-FM Danville, Va.—Piedmont Bcstg. Corp. granted change in ERP from 32 kw to 3.9 kw; antenna height above average terrain from 615 ft. to 560 ft. Granted July 29; announced July 30.

KOMO-FM Seattle, Wash.—Fisher's Blend Station Inc. granted change in ERP from 14.4 kw to 9.8 kw; antenna height above average terrain from 445 ft. to 720 ft. Granted July 29; announced July 30.

Ownership Changes . . .

ACTIONS BY FCC

KTKR Taft, Calif—Kenneth Aitken, George J. Tschumy Jr. and Ralph B. Smith d/b as Taft Bcstg. Co. granted assignment of license to Kenneth Aitken, George J. Tschumy Jr. and John A. Smith d/b as Taft Bcstg. Co. No consideration involved. Gift of 24% from Ralph Smith to his stepson, John A. Smith. Granted Aug. 5.

KVRV Victorville, Calif.—O. E. Bohlen and O. L. Bohlen d/b as Francisco Rental Co., granted assignment of permit to Apple Valley Bcstg. Co. for $1,000. Principals in partnership are President **Newton T. Bass** (40%), Vice President **Joseph A. Ball** (20%), attorney, and Secretary-Treasurer **Bernard J. Westlund** (40%). Messrs. Bass and Westlund are associated in real estate and oil development. Granted July 29.

WJRE (TV) Marion, Ind.—Marion Radio Corp. granted assignment of license to Marion Bcstg. Corp. No consideration as transfer to new corporation is for operational purposes. Granted July 31; announced Aug. 4.

WIKC Bogalusa, La.—Dorothy Moss Siegelin granted voluntary assignment of license to Curt Siegelin, administrator of estate of Dorothy Moss Siegelin, deceased. Granted July 28.

KBON Omaha, Neb.—Inland Bcstg. Co. granted voluntary transfer of control to John K. and Nella Marie Morrison through retirement in Jan. 1950 of 60 shares of stock owned by Arthur Baldwin. Granted July 28.

WSKY Asheville, N. C.—Radio Asheville Inc. granted involuntary acquisition of control by Mildred L. Bamford, individually and as executive of the estate of Carl R. Bamford through transfer of 33⅓% interest. Granted July 28.

WLON Lincolnton, N. C.—J. A. Polhill tr/as Lincoln County Bcstg. Co. granted assignment permit to Lincoln County Bcstg. Co. for $1,500. Principals include Vice President **Earl Holder** (20%), 33% owner WNNC Newton, N. C.; Secretary **Z. R. Burris** (13⅓%) and Treasurer **J. A. Burris** (13⅓%). Mr. Polhill becomes president and will own 16⅔%. Granted Aug. 5.

WIAM Williamston, N. C.—James H. Gray Sr. and Charles R. Gray d/b as Martin County Bcstg. Co. granted assignment of license to Charles M. Gaylord and W. H. Farrior Jr. d/b as East Carolina Bcstg. Co. for $30,000. Mr. Gaylord is general manager and Mr. Farrior is station manager of WIAM. Granted Aug. 5.

KTVQ (TV) Oklahoma City—Oklahoma County TV & Bcstg. Co. granted voluntary assignment of CP for uhf Ch. 25 to Republic TV & Radio Co. Phil Jackson and Clarence Wilson, assignors, receive 12½% interest each for consideration. Additional 2½% each to be purchased. Principals include President **John Esau** (14%), stockholder and manager of KTUL Tulsa and KFPW Ft. Smith, Ark.; Vice President **Frank E. Brown** (14%), oil prospector; Secretary **A. C. Saunders** (14%), attorney; **Frank Smith** (14%), oil prospector; **R. P. Green** (14%), oil prospector. Messrs. Jackson and Wilson are co-owners of KWCO Chickasha, Okla., and KPUY Puyallup, Wash. Granted Aug. 5.

WISR-AM-FM Butler, Pa.—Butler Bcstg. Co. granted voluntary transfer of control to Abe H. Borisky and Union Trust Co. of Butler, trustees of testamentary trust created by Sara E. Rosenblum, deceased, and as guardian of Ray Harris Rosenblum, through transfer of 44.67% in accordance with will. Granted July 28.

WDAD Indiana, Pa. — Thompson K. Cassel granted assignment of license to WDAD Inc. for $51,000 plus employment by WDAD Inc. as consultant for two years at salary of $500 per month. Principals include President **William K. Ulerich,** president of Clearfield Bcstrs. Inc. (WCPA Clearfield, WAKU Latrobe, Pa., and WJCM Sebring, Fla.), secretary and stockholder in Progressive Pub. Co., Clearfield, parent company of Clearfield Bcstrs. Inc., vice president WMAJ State College, Pa.; Vice President **W. J. Thomas** (16%), secretary and stockholder WNCC Barnesboro, Pa.; Secretary **J. D. Joplin** (16%) and Treasurer **Leroy Stauffer** (16%), treasurer and stockholder WNCC Barnesboro. Clearfield Bcstrs. Inc. owns 52%. Granted Aug. 5.

KLAN Renton, Wash.—Interlake Bcstg. Corp. granted relinquishment of negative control by H. E. Ridalls and William L. Simpson through sale of 4 shares of stock to Richard K. Bush for $800. Mr. Bush is Seattle attorney. Transferors each own 50% of the total stock. Granted Aug. 5.

WCAN-AM-TV Milwaukee, Wis. — Midwest Bcstg. Co. granted acquisition of control by Lou Poller through sale of 28⅓% interest by Alex Rosenman for $77,200. Mr. Poller will now own 61⅔% of the stock. Mr. Rosenman retains 5% interest and is to be retained as consultant and advisor for 5 years for $62,500. Granted Aug. 5.

APPLICATIONS

WOKZ Alton, Ill.—WOKZ Inc. seeks voluntary assignment of license to Edward N. Palen for $45,000. Mr. Palen agrees to sell all property to General Teleradio Inc., Boston, and to lease property for 8 years at a yearly rental of $10,488 with option to purchase at termination of lease for $14,500. General Teleradio owns WOR-AM-TV New York, WNAC Boston, Yankee and Don Lee Networks and is chief stockholder in MBS. Filed July 14.

WMNB North Adams, Mass.—Northern Berkshire Bcstg. Co. seeks voluntary transfer of control to Robert Hardman, James A. Hardman, James Gordon Keyworth and Harold E. Crippen through sale of one-third interest by Herbert B. Clark for $7,000. Stock transfer will increase combined stockholdings of James A. Hardman and his son Robert Hardman to 50%, giving them negative control of licensee corporation. Mr. Crippen (10.3%), insurance broker, is new stockholder. Filed July 14.

KIHR Hood River, Ore.—C. H. Fisher and C. O. Fisher d/b as Oregon-Washington Bcstrs. request voluntary assignment of license to C. H. Fisher as part consideration for purchase of KUGN-AM-FM Eugene, Ore., by C. O. Fisher. Resubmitted July 9.

KGKO Dallas, Tex.—Lakewood Bcstg. Co. requests transfer of control from Eldridge C. Harrell, Delbert Davison and Ross K. Prescott through sale of 50,000 shares to W. L. Pickens (16,250 sh.), H. H. Coffield (21,250 sh.) and Leonard Coe (12,500 sh.). Consideration is $50,098 with each partner paying $1 per share except Mr. Coe who purchases 2 of his shares for $100. Messrs. Pickens and Coffield each owns ⅓ partnership interest in KTVP (TV) Houston, KDTX (TV) Dallas, Tex., WTLO (TV) New Orleans, La. Mr. Coe owns KTLN Denver, Colo., and is 12% stockholder in KVLC Little Rock, Ark. Filed May 27.

For Sale—(Cont'd)

Equipment

SPECIAL OFFERING

The following High Quality Equipment is offered at greatly reduced prices. The equipment has never been used.

Western Electric 124 B Amplifiers (Audio)

The 124 B amplifier is designed primarily for use as a monitor amplifier in the program plant or as a part of a one-way speech or music transmission system. It may also be employed, in special applications, as a line amplifier in short regional program networks or as a temporary or emergency line amplifier on the major networks. This amplifier is equipped with a gain control adjustable in 19 steps of 2 db attenuation per step from the maximum gain. There are five different input arrangements provided, the one to be chosen depending upon the type of service in which the amplifier will be employed and the maximum input levels which may be encountered.

Normal Power Output: 14 Watts—Total Harmonic Content 1% rms.
Maximum Power Output: 20 Watts—Total Harmonic Content 4.5% rms.

Mfrs. Net Price (Approx.) $170.00 Ea.
Our Price 85.00 Ea.

Weston Model 802 Volume Level Indicators (VU Meters)

SCALE "A"
Mfrs. Net Price (Approx.) $37.50 Ea.
Our Price 20.00 Ea.

Weston Model 301 VU Meters

SCALE "A"
Mfrs. Net Price (Approx.) $30.00 Ea.
Our Price 12.50 Ea.

Western Electric Flaw-3 Telephone Handset

Mfrs. Net Price (Approx.) $6.60 Ea.
Our Price 4.50 Ea.

Western Electric G2 Handset Mounting

Mfrs. Net Price (Approx.) $8.85 Ea.
Our Price 5.00 Ea.

Western Electric J86205 B Selenium Rectifier

115 V AC 60 C Input
17-22 V DC, 8.5 Watts Output
Mfrs. Net Price (Approx.) $100.00 Ea.
Our Price 45.00 Ea.

Metropolitan Telephone Supply Corp.
254 Navy Street, Brooklyn 1, N. Y. MAin 4-3769

KABC San Antonio, Tex.—Alamo Bcstg. Co. seeks voluntary assignment of license to San Antonio TV Co. (KEYL) San Antonio for $70,000. KEYL (TV) is a wholly-owned subsidiary of Storer Bcstg. Co., licensee of WAGA-AM-FM Atlanta, Ga., WGBS-AM-FM Miami, Fla., WJBK-AM-FM-TV Detroit, Mich., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., and WBRC-AM-TV Birmingham, Ala. Filed July 1.

KALL Salt Lake City, Utah—Salt Lake City Bcstg. Co. requests acquisition of control by George C. and Wilda Gene Hatch through sale of 75% interest by Telegram Pub. Co. (50%) and Abrelia S. Hickley (25%) for $125.000. George C. and Wilda Gene Hatch will now own 56% of licensee corporation. Licensee is itself purchasing and retiring stock and its subsidiary, The Intermountain Network, is purchasing part of the stock. Filed July 3.

Hearing Cases . . .

FINAL DECISION

Knoxville, Tenn.—New TV, vhf Ch. 6. FCC by order made effective immediately hearing examiner's initial decision of July 16 granting application of Montcastle Bcstg. Co. for CP for new TV station on Ch. 6 in Knoxville. Action July 31.

OTHER ACTIONS

Shreveport, La.—New TV, vhf Ch. 12. FCC by order denied petition of June 3 by Shreveport TV Co. for enlargement of issues in competitive hearings involving its application and applications of Southland TV Co. and Radio Station KRMD for new TV station on vhf Ch. 12 in Shreveport. Action July 31.

WNDR-AM-FM Syracuse, N. Y.—FCC ordered hearing on application for renewal of licenses to be held Sept. 9 in Syracuse. Action July 29; announced July 30.

Easton, Pa.—New AM, 1230 kc. By memorandum opinion and order FCC granted authority to Allentown Bcstg. Corp. to continue operation of WHOL Allentown until midnight on Aug. 31. In all other respects FCC denied the pleadings of Allentown directed against FCC decision of June 26 granting application of Easton Pub. Co. for CP for new AM station in Easton on 1230 kw, 250 w unlimited and denying application of WHOL for the same facilities in Allentown. Action July 31.

Chattanooga, Tenn.—New TV, vhf Ch. 12. FCC by order denied petition of May 18 by Tri-State Telecasting Corp. for enlargement of the issues in proceedings involving competitive applications of Tri-State, Southern TV Inc. and WDEF Bcstg. Co. for new TV station on vhf Ch. 12 in Chattanooga. Action July 30; announced July 31.

Spokane, Wash.—New TV, vhf Ch. 2. By memorandum opinion and order FCC denied petition of April 7 by TV Spokane Inc. to enlarge the issues in proceeding involving competitive applications of TV Spokane and Louis Wasmer for new TV station on vhf Ch. 2 in Spokane. Action July 30; announced July 31.

Opinions and Orders . . .

ACTIONS BY FCC

Little Rock, Ark.—New TV, vhf Ch. 4. FCC by memorandum opinion and order (1) postponed effective date of grant made June 17 to Arkansas Radio & Equipment Co. (KARK) for new TV station on vhf Ch. 4 pending determination of July 15 protest of KLRA Little Rock; (2) designated KARK application for hearing; (3) put burden of proof on protestant; (4) made KLRA and Broadcast Bureau Chief parties to the proceedings; (5) denied that part of KLRA protest to acceptance for filing of amendment to Arkansas TV Co. application proposing operation on vhf Ch. 11 in lieu of vhf Ch. 4; and denied protest by Gazette Pub. Co. Comr. Doerfer dissented. Action July 30; announced July 31.

Bogalusa, La.—New AM, 920 kc. By order FCC (1) granted July 17 petition by Times-Picayune Pub. Co. (WTPS) New Orleans, directed against the June 17 grant of CP to Bogalusa Bcstg. Co. for new AM station on 920 kc, 1 kw daytime; (2) designated same for hearing; (3) made WTPS party to proceeding; (4) placed burden of proof on applicant; and (5) postponed effectiveness of Bogalusa grant pending determination of hearing. Action July 29; announced July 30.

AM Standards—FCC announced proposal to amend Part 3 of its rules governing broadcast services to (1) delete Figure 3 of AM standards and substitute new ground conductivity map prepared by Commission engineers with assistance of National Bureau of Standards, and (2) provide new Sec. 3.36 to govern the issuance of special field test authorizations. Comments will be received on or before Sept. 10. Action July 29; announced July 30.

TV Allocation—FCC initiated rule-making proceedings on the following petitions: (1) Owensboro On The Air Inc., Owensboro, Ky., to assign vhf Ch. 9 plus to Hatfield, Ind.; (2) Sparton Bcstg. Co. and Jackson Bcstg. and TV Corp., Jackson, Mich., to assign vhf Ch. 10 minus to Parma, Mich.; or Triad TV Assn., Onandaga, Mich., to assign vhf Ch. 10 minus to Onandaga, Mich., or to Parma-Onandaga. Comments may be filed on or before Aug. 28. Action July 30.

TV Allocation—FCC adopted reports and orders finalizing proposed rule-making of June 25 amending the table of TV channel assignments as follows :

(1) Add uhf Ch. 37 minus to Melbourne, Fla.; (2) Change table of assignments in Ill., assgining reserved uhf Ch. 66 plus to Springfield for noncommercial educational use, deleting reserved uhf Ch. 26 heretofore assigned to Springfield; (3) Add vhf Ch. 4 plus to Roseburg, Ore., and delete it from Medford, Ore., so table of assignments will read Medford, Ch. 5, Roseburg Ch. 4 plus and Ch. 28 plus. These changes become effective 30 days after publication in the *Federal Register*. Action July 30.

At request of Holdrege Chamber of Commerce, deleted proposal to add vhf Ch. 4 plus to Holdrege and delete same from North Platte, Neb. Action July 30.

FM Allocation—FCC proposed rule-making to amend the revised tentative allocation plan for Class B FM broadcast stations to delete Ch. 290 from New York City and assign it to Bay Shore, N. Y. Great South Bay Bcstg. Co. is applicant for that channel at Bay Shore. Comments may be filed on or before Aug. 31. Action July 29; announced July 30.

Worcester, Mass.—WTAG Inc. (WTAG). Comr. John C. Doerfer granted petition to dismiss without prejudice its TV application and ordered retained in hearing the competitive application of Wilson Enterprises Inc. for new TV station on uhf Ch. 20. Action July 10; announced July 31.

High Point, N. C.—The High Point Enterprise Inc. FCC by order dismissed application for new TV station on vhf Ch. 6 (not allocated there) and dismissed as moot its petition that application be designated for hearing with applications for Ch. 6 in Beckley, W. Va., and Wilmington, N. C. Action July 30; announced July 31.

Routine Roundup . . .

July 30 Decisions

BY COMMISSION EN BANC

The Commission en banc, by Commissioners Hyde (chairman), Webster, Sterling, Hennock and Doerfer, took the following actions on July 29.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KTFY Brownfield, Tex.; KVOW Littlefield, Tex.; KDSX Denison, Tex.; KEBE Jacksonville, Tex.; KFJZ and Aux., Fort Worth, Tex.; WBNY and Alt., Buffalo, N. Y.; WITA San Juan, Puerto Rico; KCLE-FM Cleburne, Tex.; KWKW-FM Pasadena, Calif.; KFKU Lawrence, Kan.; KGDE and Aux., Fergus Falls, Minn.; WTCN-FM Minneapolis, Minn.; KWSK Pratt, Kan.; KBMN Bozeman, Mont.; WKWK Wheeling, W. Va.; WPBC Minneapolis, Minn.; WGOV Valdosta, Ga.; KIUL Garden City, Kan.; KMOR Oroville, Calif.; KCLW Hamilton, Tex.; KERV Kerrville, Tex.; KMLW Marlin, Tex.; KODI Cody, Wyo.; KREL Baytown, Tex.; KRUN Ballinger, Tex.; KSWA Graham, Tex.; KTAN Sherman, Tex.; KTMC McAlester, Okla.; KVOU Uvalde, Tex.; KVSP Lubbock, Tex.; KWIN Ashland, Ore.; WBIP Booneville, Miss.; WCOS Columbia, S. C.; WEOA and Aux., Evansville, Ind.; WHCC Waynesville, N. C.; WHUN Huntingdon, Pa.; WJAC-TV Johnstown, Pa.; Sarkes Tarzian Inc., Bloomington, Ind.; KSB-79 (Tarzian's TV Inter-City Relay), Van Beuren Twp., Ind.; WDAR Savannah, Ga.; WCAW Charleston, W. Va.; KOLN Lincoln, Neb.; KTRN Wichita Falls, Tex.; KUKI Ukiah, Calif.; WATW Ashland, Wis.; WKBI St. Marys, Pa.; WLOW and Alt., Portsmouth, Va.; KIXL-FM Dallas, Tex.; KRCT Baytown, Tex.; KTXJ Jasper, Tex.; KABC San Antonio, Tex.; KFRD Rosenberg, Tex.; KPRC Houston, Tex.; KSET El Paso, Tex.; KSEL Lubbock, Tex.; KTXL San Angelo, Tex.; KAND Corsicana, Tex.; KGKL San Angelo, Tex.; KOLE Port Arthur, Tex.

McFarland Letter

The Cerritos Bcstg. Co., Signal Hill, Calif.—Is being advised that application for new AM station to operate on 1450 kc, 100 w, unl. (BP-8734) involves interference considerations which indicate necessity of hearing.

Denied Request

KLIQ Portland, Ore., Radio Click—Denied request that call letters KLOQ for new AM station of W. Gordon Allen at Seattle, Wash., be changed. Commission sees no likelihood of confusion due to 140-mile separation.

SSA Extensions

Commission, on its own motion, extended special service authorizations to following stations, for period ending Sept. 30, 1953:

WNYC New York City, for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis to 10 p.m. (EST).

KFAR Fairbanks, Alaska, to use 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., to use 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi.

WOI Ames, Iowa, to use 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

July 31 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner John C. Doerfer

Chief, Broadcast Bureau—Granted petition for extension of time to and including Aug. 5, 1953, within which to file further comments in re applications of South Bend Bcstg. Corp., South Bend, Ind., and Michiana Telecasting Corp., Notre Dame, Ind. (Docket 10534-35). (Action of 7/28).

Scripps-Howard Radio Inc., Knoxville, Tenn.—Granted petition for extension of time to July 31 within which to file answers to "appeal from memorandum opinion and order of hearing examiner and request for enlargement of issues," re applications for Ch. 10 (Docket 10512-14). (Action of 7/27.)

By Hearing Examiner Benito Gaguine

Southern Bcstg. Co., Montgomery, Ala.; Southern Enterprises, Montgomery, Ala.—Ordered continuance of consolidated hearing from July 31 to Sept. 1 (Docket 10575-76).

Montgomery Bcstg. Co., Montgomery, Ala.; Alabama Tele. Co., Montgomery, Ala.—Denied petition of Alabama Tele. Co. for leave to amend its application (Docket 10574; BPCT-1055), so amendment is not accepted; and ordered conference scheduled for July 31 be continued to Aug. 27.

By Hearing Examiner H. Gifford Irion

Continued hearing from July 31 to August 4 in re applications of Superior Television Inc., KEYS-TV Inc., and K-Six Television Inc., TV applicants for Corpus Christi, Tex. (Docket 10556-58). Session on Aug. 4 will consist solely of hearing conference at which no testimony will be taken.

By Hearing Examiner William G. Butts

Denied petition of Lyman G. Berg d/b as American Telephone Answering Service, etc., Long Beach, Calif., to hold the record open to receive certain depositions or in lieu thereof copies of certain tariffs (Dockets 10401 and 10430); examiner on his own motion ordered record reopened for further hearing relating solely to telephone foreign exchange line rates and to availability of foreign exchange lines in areas involved in this proceeding; scheduled further hearing on Aug. 17 in Washington, and vacated Aug. 10 date on or before which proposed findings were to be filed in this proceeding.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10272) to change cost of acquiring land and change total cost of construction.

By Hearing Examiner Thomas H. Donahue

Upon petition of George A. Smith Jr. ordered pre-hearing conference to be held Aug. 3, 1953, in Washington, in proceeding re applications in Domestic Public Land Mobile Radio Service (Docket 10486 et al), to discuss matters as may aid disposition of hearing.

August 3 Applications

ACCEPTED FOR FILING

Modification of CP

WJLD Homewood, Ala., Johnston Bcstg. Co.—Mod. CP (BP-8656) which authorized changes in ant. system by adding TV ant. (increase in height) for extension of completion date (BMP-6269).

WBRY Waterbury, Conn., American-Republican Inc.—Mod. CP (BP-7957) as mod., which authorized replacement of ant.; changes in DA pattern, and changes in ground system, for extension of completion date (BMP-6272).

KPIX (TV) San Francisco, Calif., KPIX Inc.—Mod. CP (BPCT-852) as mod., which authorized changes in facilities of existing station, for extension of completion date from 9/2/53 to 11/2/53 (BMPCT-1274).

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Modification of License

WEXL Royal Oak, Mich., Royal Oak Bcstg. Co. Mod. of license to change corporate name to Sparks Bcstg. Co. (BML-1552).

Remote Control

Following stations request to operate transmitter by remote control:

WCNB Connersville, Ind., News-Examiner Co. (BRC-129); WGRD Grand Rapids, Mich., Music Bcstg. Co. (BRC-131); WWSC Glens Falls, N. Y., Great Northern Radio Inc. (BRC-133); WVCH Chester, Pa., James M. Tisdale (BRC-132); WENK Union City, Tenn. (BRC-130).

Renewal of License

KORA Bryan, Tex., Bryan Bcstg. Co.—Renewal of license (BR-1757).

August 4 Decisions

BY BROADCAST BUREAU

Actions Taken July 31

Modification of CP

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. Co.—Granted mod. CP to change trans. location, make ant. and other equipment changes (BMPCT-1263). Construction date 9/30/53 end 3/30/54.

KBMI Henderson, Nev., Moritz Zenoff—Granted mod. CP to change trans. location, studio location, and change type trans. (BMP-6249).

The following were granted mod. CP's for extension of completion dates as indicated:

Galesburg Bcstg. Co. (KSC-759), Galesburg, Ill., to 9/24/53 (BMPRE-154); KPIX (TV) San Francisco, to 11/2/53 (BMPCT-1274); WNAM-TV Neenah, Wis., to 10/15/53 (BMPCT-1230); KSWO-TV Lawton, Okla., to 10/23/53 (BMPCT-1266); WAVE-TV Louisville, Ky., to 1/11/54 (BMPCT-1261).

Actions Taken July 30

Modification of CP

WMTM Moultrie, Ga., Colquitt Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location, and change type of trans.; condition (BMP-6248).

Actions Taken July 29

Granted License

WKXV Knoxville, Tenn., Knoxville Ra-Tel. Inc.—Granted license for AM station; 900 kc, 1 kw-D (BL-4922).

Actions Taken July 28

Granted License

WWSC Glens Falls, N. Y., Great Northern Radio Inc.—Granted license covering change in trans. location and change type trans. (BL-5068).

Modification of CP

KPRC-TV Houston, Tex., The Houston Post Co.—Granted mod. CP to change ant. system; 635 ft. (BMPCT-1218).

Remote Control

WTUX Wilmington, Del., Fort Frere Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-128).

The following were granted extension of completion dates as indicated:

WHAR Clarksburg, W. Va., to 9/25/53 (BMP-268); WMAC-TV Toledo, Ohio, to 2/4/54 (BMPCT-1256); WIMA-TV Lima, Ohio, to 1/21/54 (BMPCT-1259); KFEQ-TV St. Joseph, Mo., to 10/15/53 (BMPCT-1255); KUSC-TV Los Angeles, Calif., to 1/28/54 (BMPET-12); KHTV (TV) Baton Rouge, La., to 2/17/54 (BMPCT-1258); WKTV (TV) Utica, N. Y., to 10/12/53 (BMPCT-1260).

Actions Taken July 27

Remote Control

WRAK-FM Williamsport, Pa., WRAK Inc.—Granted authority to operate trans. by remote control (BRCH-41).

Granted Extension

WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc.—Granted extension of completion date to 8/25/53 (BMPH-4836).

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license: KVOE Santa Ana, Calif., The Voice of the Orange Empire Inc. (BR-47); WOC Davenport, Iowa, Tri-City Bcstg. Co. (BR-510); KENO Las Vegas, Nev., Nevada Bcstg. Co. (BR-2012); WFCB Dunkirk, N. Y., Dunkirk Bcstg. Corp. (BR-2531); WWRL Woodside, N. Y., Long Island Bcstg. Corp. (BR-271); WFRC Reidsville, N. C., Piedmont Carolina Bcstg. Co. (BR-1625); WING Dayton, Ohio, Great Trails Bcstg. Corp. (BR-292); KQV Pittsburgh, Pa., Allegheny Bcstg. Corp. (BR-367); WMBG Richmond, Va., Havens & Martin Inc. (BR-385); WHIS Bluefield, W. Va., Daily Telegraph Printing Co. (BR-757).

August 4 Applications

ACCEPTED FOR FILING

License to Cover CP

KROW Oakland, Calif., KROW Inc.—License to cover CP (BP-6359) as mod., which authorized change in trans. location and installation of new trans. (BL-5072).

KFAD Fairfield, Iowa, The Fairfield Bcstg. & TV Corp.—License to cover CP (BP-8524) which authorized new AM (BL-5073).

WTTR Westminster, Md., Carroll County Bcstg. Corp.—License to cover CP (BP-8670) which authorized new AM (BL-5071).

WHAK Rogers City, Mich., Rogers City Bcstg. Co.—License to cover CP (BP-8492) as mod., which authorized increase in power and installation of new trans. (BL-5074).

KERC Fairmont, N. C., Carolinas Bcstg. Co.—License to cover CP (BP-8706) as mod., which authorized new AM (BL-5070).

WBVP Beaver Falls, Pa., WBVP Inc.—License to cover CP (BP-8633) which authorized increase in height of ant. (BL-5076).

WHVF Wausau, Wis., Lakeland Bcstg. Corp.—License to cover CP (BP-8566) as reinstated and mod., which authorized new AM and specify studio location (BL-5077).

Renewal of License

Following stations request renewal of license:

KOLD Yuma, Ariz., Maricopa Bcstgs. Inc. (BR-2774); WONS Hartford, Conn., General Teleradio Inc. (BR-854); WMBR Jacksonville, Fla., The Washington Post Co. (BR-483); WEBK Tampa, Fla., Hillsboro Bcstg. Co. (BR-2452); WBGR Jessup, Ga., Altamaha Bcstg. Co. (BR-2314); WRMN Elgin, Ill., Elgin Bcstg. Co. (BR-2343); KASI Ames, Iowa, Ames Bcstg. Co. (BR-2133); WROK Rockford, Ill., Rockford Bcstgs. Inc. (BR-597); KPLC Lake Charles, La., Calcasieu Bcstg. Co. (BR-844); WLAM Lewiston, Me., Lewiston-Auburn Bcstg. Corp. (BR-2099); KWK St. Louis, Mo., KWK Inc. (BR-636); KGFL Roswell, N. M., KGFL Inc. (BR-118); WOKO Albany, N. Y., Governor Dongan Bcstg. Corp. (BR-2584); KVLH Pauls Valley, Okla., KVLH Bcstg. Co. (BR-1848); WCOJ Coatesville, Pa., Chester County Bcstg. Co. (BR-2392); WLAN Lancaster, Pa., Peoples Bcstg. Co. (BR-1284); KOTA Rapid City, S. D., Black Hills Bcstg. Co. (BR-909); WMRC Greenville, S. C., Textile Bcstg. Co. (BR-1089); KTXN Austin, Tex., Radio KTXN (BR-2280); KBOR Brownsville, Tex., Brownsville Bcstg. Co. (BR-2267); KULP El Campo, Tex., Wharton County Bcstg. Co. (BR-1922).

Involuntary Assignment of License

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Involuntary assignment of license to Jefferson Bcstg. Co.

Modification of CP

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. CP (BPCT-1486) which authorized changes in existing station, for extension of completion date to 2/28/54 (BMPCT-1277).

KEYL (TV) San Antonio, Tex., San Antonio TV Co.—Mod. CP (BPCT-832) as mod., which authorized change in facilities of existing station, for extension of completion date to 2/19/54 (BMPCT-1278).

August 5 Applications

ACCEPTED FOR FILING

License to Cover CP

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—License to cover CP (BP-5974) as mod., which authorized new AM. (BL-5080).

WPTS Pittson, Pa., Midway Bcstg. Co.—License to cover CP (BP-8567) as mod., which authorized new AM. (BL-5079).

WCRE Cheraw, S. C., Chesterfield Bcstrs. Inc.—License to cover CP (BP-8146) as mod., which authorized new AM. (BL-5081).

WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—License to cover CP (BPH-1799) as mod., which authorized changes in licensed station. (BLH-910).

WSTP-FM Salisbury, N. C., Piedmont Bcstg. Corp.—License to cover CP (BPH-1813) which authorized changes in licensed station.

Modification of CP

WLWA (TV) Atlanta, Ga., Crosley Bcstg. of Atlanta Inc.—Mod. CP (BPCT-927) as mod., which authorized changes in facilities of existing station, for extension of completion date to 3/10/54. (BMPCT-1280).

KACY (TV) Near Festus, Mo., Ozark TV Corp.—Mod. CP (BPCT-1419) which authorized new TV, for extension of completion date to 11/30/53.

WABC-TV New York, American Bcstg.-Paramount Theatres Inc.—Mod. CP (BPCT-79) as mod., which authorized new TV, for extension of completion date. (BMPCT-1284).

WBID Henderson, N. C., Nathan Frank—Mod. CP (BP-7733) as mod., which authorized new AM, for extension of completion date. (BMP-6273).

Modification of License

WOMC (FM) Royal Oak, Mich., Royal Oak Bcstg. Co.—Mod. of license to change name to Sparks Bcstg. Co. (BMLH-66).

Renewal of License

Following stations request renewal of license:

KYMA Yuma, Ariz., KYMA, Yuma Inc. (BR-2573); **WTSL Hanover, N. H.,** Granite State Bcstg. Co. (BR-2552); **KWEW Hobbs, N. Mex.,** KWEW Inc. (BR-972); **WENE Endicott, N. Y.,** Ottaway Stations Inc. (BR-1642); **WHK Cleveland,** United Bcstg Co. (BR-285); **WACO Waco, Tex.,** Frontier Bcstg. Co. (BR-285); **WTOP-TV Washington,** WTOP Inc. (BRCT-40); **WBAL-TV Baltimore,** The Hearst Corp. (BRCT-25); **WOOD-TV Grand Rapids, Mich.,** Grandwood Bcstg. Co. (BRCT-93); **WNBW (TV) Washington,** NBC (BRCT-7); **WXEL (TV) Cleveland,** Empire Coil Co. (BRCT-76); **WEWS (TV) Cleveland,** Scripps-Howard Radio Inc. (BRCT-9); **WTAR-TV Norfolk, Va.,** WTAR Radio Corp. (BRCT-54); **KTUC Tucson, Ariz.,** Tucson Bcstg. Co. (BR-102); **KJRL Pocatello, Ida.,** Radio & TV Bcstg. Co. of Idaho (BR-2083); **KSO Des Moines, Ia.,** Murphy Bcstg. Co. (BR-513); **KTUL Tulsa, Okla.,** Tulsa Bcstg. Co. (BR-463); **WEAM Arlington, Va.,** Arlington-Fairfax Bcstg. Co. (BR-1545).

Remote Control

Following stations request to operate transmitters by remote control:

WRNY-FM Rochester, N. Y., Rochester Bcstg. Co., 301-A (BRCH-44); WHOS Decatur, Ala., North Alabama Bcstg. Co. (BRC-134); WRMN Elgin, Ill., The Elgin Bcstg. Co. (BRC-135); WRNY Rochester, N. Y., Rochester Bcstg Co. (BRC-136).

Program Authority

Letter, dated July 29, 1953, submitted on behalf of Radio-Television S.A., licensee of XETV (TV) Tijuana, Mexico, requesting authority to televise certain football games to be played at San Diego between Aug. 7, 1953, and Nov. 28, 1953. American Telephone & Telegraph Co. relay facilities are proposed to be used for transmission from various stadia to XETV.

Upcoming Events

Aug. 3-14: Grant Advertising Inc., conference, Edgewater Beach, Chicago.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 10-12: Board meeting, Radio Parts & Electronic Equipment Shows, Dixville Notch, N. H.

Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.

Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.

Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.

Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

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Dry Spell

IT MUST always be with a sigh of relief that broadcasters observe the end of a Congressional session which, like that just ended, produces no legislation antagonistic to radio and television. Unhappily, the period of relief ends with the beginning of the next session.

As noted in a summary appearing elsewhere in this issue, the first session of the 83d Congress was without significant legislative action concerning radio-TV (though Congressional influence was undeniably manifest in other ways). There is no assurance, however, that the second session will end similarly.

One attack that is bound to be resumed is that against liquor advertising on radio and television.

In reading the *Congressional Record* throughout the first session it became plain that a small but extremely vigorous group is dedicated to the passage of such restrictive legislation. Scarcely a week went by without the insertion of some kind of propaganda—often in the form of petitions from constituents—urging that liquor commercials be prohibited on the air.

This campaign has been going on for some time. (The 82d Congress killed an anti-liquor advertising bill by the slim margin of one vote in committee.) Aimed initially at radio-TV, which in fact carry practically no such advertising, these efforts are designed to be the opening wedge in the longer-range campaign to outlaw *all* alcoholic beverage advertising.

When the second session of the 83d Congress begins, broadcasters may be prepared for a reconsideration of such legislation. The time to begin planning the defense is now.

Paper Plague Abatement

GOVERNMENT paper work for years has been a dread occupational ailment of the broadcaster. Superimposed upon the normal plethora of tax and revenue returns has been an annual snowstorm of FCC forms which, when due, consume the broadcaster's accounting department.

Of course there are the essential FCC forms covering new applications, transfers of ownership (voluntary or involuntary), renewals, modifications, ad infinitum. These are as inevitable as death and taxes. The trouble lurks in the special forms which each licensee must file and which inundate the staff.

There have been signs of relief. The FCC is moving toward three-year licenses for television, to match those for AM and FM. There's a definite effort, proposed to FCC by Chairman Hyde, to eliminate the annual financial return, replete with employment data. And there's a proposal to eliminate the onerous annual ownership return.

The financial form, which had its start in 1939, always has been of doubtful validity. The original "survey" was made ostensibly on a one-time basis for the chain-monopoly investigation. But the FCC New Deal economists liked the stuff. So it was continued, largely by default.

The annual ownership return works a hardship on all stations, since it entails a type of bookkeeping not otherwise used by the average station.

The FCC has come around to the view that a lot of man-hours can be conserved both for itself and for the licensees by trimming down these forms. Instead of the annual financial form, it is pondering a simple annual profit and loss statement, easily extracted from a station's books. Or it may have such returns submitted only at the time of renewal—once every three years.

The ownership report, now submitted annually, would be filed only when there's actual ownership change, or on license renewal, at the three-year intervals.

Unbeknownst to most broadcasters is the work that has been done quietly over the years on reduction and elimination of paper work. It is a unique case of government-industry collaboration. There is in Washington an Advisory Council on Federal Reports which counsels with the U. S. Bureau of the Budget on simplifying and improving questionnaire and reporting procedure of the Federal agencies. There is a Committee on Radio and Television Broadcasting, currently headed by Ben Strouse, WWDC Washington. One of the radio anchor men for years has been C. T. Lucy, WRVA Richmond. Wayne Coy, both as broadcaster and as FCC chairman, worked closely with this committee.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Let's face it . . . we've got to hit the street earlier and get our message across before *the big TV shows come on!"*

There's one unsung bureaucrat who has been a one-man gang in the work toward simplifying the FCC's questionnaire sprees. David Cohn is the Budget Bureau executive who maintains the FCC liaison. No form can be issued by the FCC without Budget Bureau approval. That means Dave Cohn's approval. It was he who originally advocated the three-year license for AM (and later FM). He's spearheading the move for the elimination of the annual financial and ownership forms.

Over the years, Mr. Cohn has had occasion to work with Rose Hyde, first as assistant general counsel, general counsel, commissioner and now chairman. It's because of this team-work that all who deal with FCC can look to a steady abatement of the paper plague.

Cogitating on Color

THE ADOPTION of a compatible color television system is a serious matter that deserves the most rigorous study. The FCC cannot be expected to act on the question overnight.

It is somewhat disturbing, however, to discern in unofficial but repeated comments out of the Commission an indication that the FCC intends to take its own sweet time about coming to a decision. We fervently hope that these reports do not reflect official policy. An undue delay in resolving the color question can cause intolerable harm.

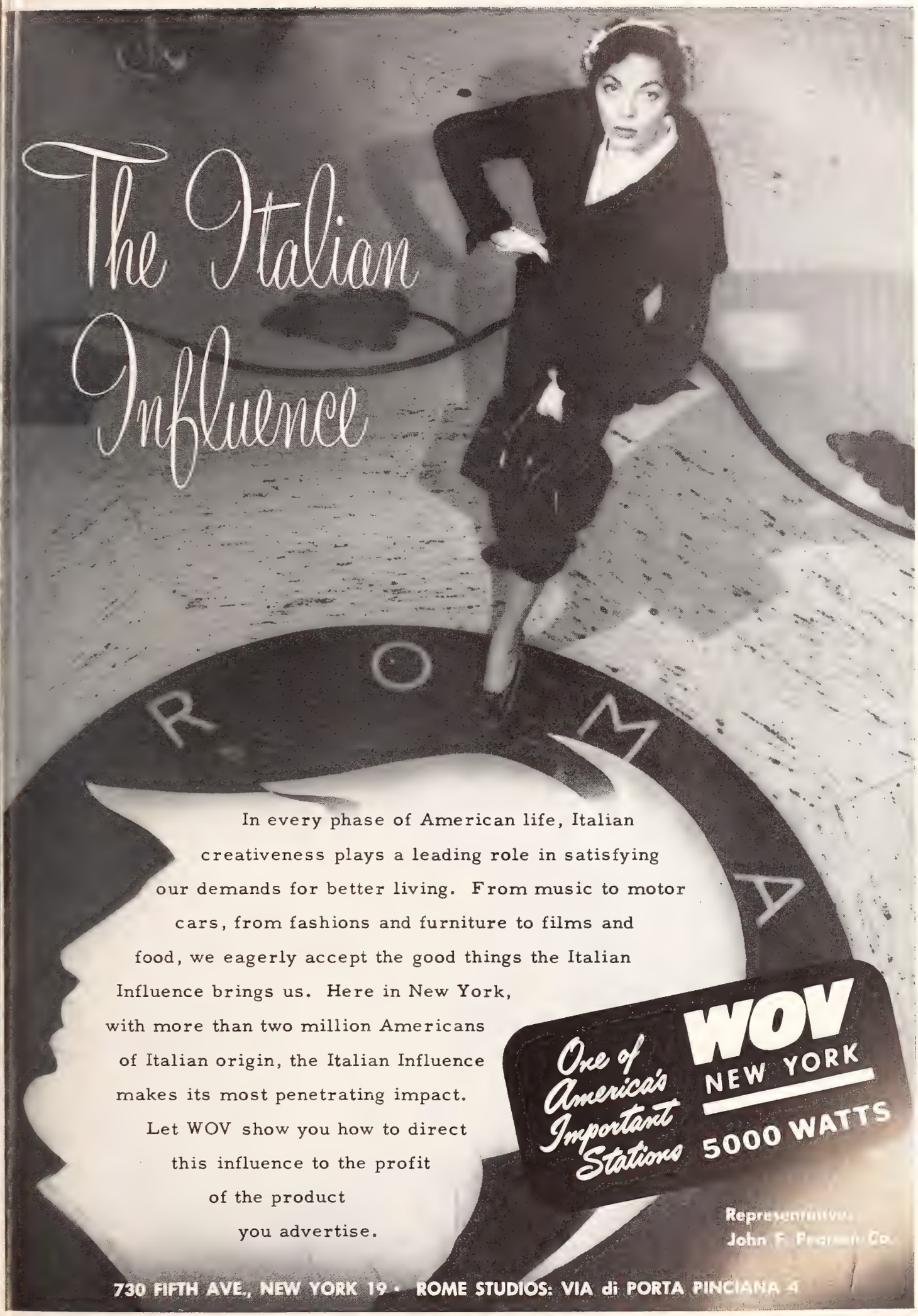
Consider the problems confronting the prospective purchasers of television receiving equipment nowadays. A good many millions who already own vhf sets are being urged to convert them to accommodate uhf. Millions more living in communities heretofore without TV service are being asked to buy vhf-uhf combinations. For most people the acquisition of a TV receiver or conversion to uhf represent important capital investments. It cannot make their planning easier to be told that color television soon may be available.

Even though the promised color is compatible, prospective buyers are bound to put off an investment in a contemporary black and white model, at least until the color timetable is more certain than it is now.

The longer the color issue remains unresolved, the more difficult it will be for new TV stations entering new TV markets to create audiences of commercial significance. For telecasters and equipment manufacturers alike a prolonged consideration of the color petition promises nothing but headaches they would not have had if the issues had not arisen.

This is not to say that color should have been left alone until the black and white market was more nearly saturated, for the desirability of color television is undisputed. It is to say, however, that since the question has been raised, it must be settled as quickly as possible.

The majority of manufacturers and leading networks have expressed their eagerness to begin color operations. It remains for the FCC to exert itself toward an early decision.


The Italian Influence
R O M A
In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact. Let WOV show you how to direct this influence to the profit of the product you advertise.
One of America's Important Stations
WOV
NEW YORK
5000 WATTS
Representatives:
John F. Fearman Co.
730 FIFTH AVE., NEW YORK 19 · ROME STUDIOS: VIA di PORTA PINCIANA 4



To sell Candy to inland Californians

(AND WESTERN NEVADANS)

Be on the Beeline



Candy or whatever you're selling — take this tip to sweeten sales in the rich *inland* California market. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.
(BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market —inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

UGUST 17, 1953

35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

0 Million Radios
ilt Since War
Page 39

10 Firms Plan
Spot Schedules
Page 40

Grantees Warned
inst Extensions
Page 58

(TV) Uhf Tests
ove Successful
Page 76

ATURE SECTION
tarts on Page 91

22ND year

E NEWSWEEKLY
RADIO AND TV

IOWA PEOPLE *Work-Play-Live* BY RADIO!





Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Enter almost any Iowa home at almost any time of the day, and you will find at least one radio set in action—keeping Mother company while she does her duties—bringing Dad the farm markets and news—changing the quiet house into a warm and friendly home. That's why the average Iowa family spends 10.53 hours per day with radio, as compared with 2.64 hours with television, 1.7 hours with daily newspapers, 0.79 hours with weekly newspapers.

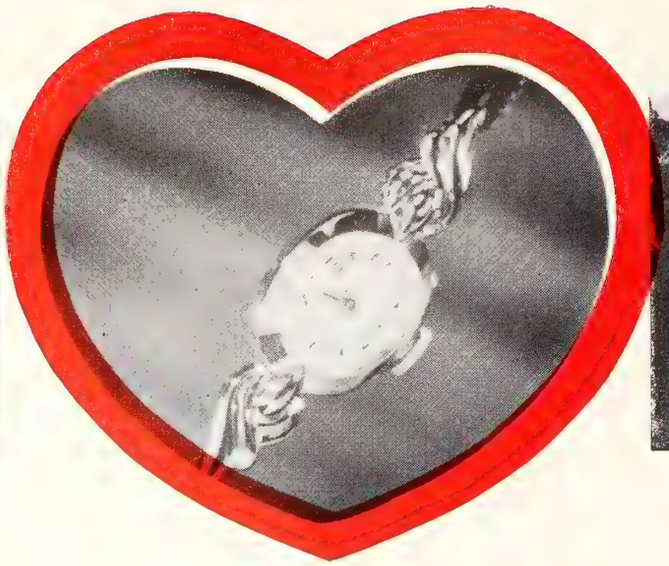
Iowa people spend more time with WHO than with any other Iowa station!

All the above figures are from the 1952 Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan. This Survey is used regularly by leading agencies and advertisers. It is worthy of your deep study. Free copy on request.



FREE & PETERS, INC.
National Representatives







ELGIN NATIONAL WATCH COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

This is Elgin—*only watchmaker in the world* who's made over 50 million watches . . . who maintans its own observatory . . . who pioneered in the field of research, out of which developed the guaranteed unbreakable durapower mainspring—"the heart that never breaks." Elgin, 89 years in business—a leader in its field!

This is Havens & Martin, Inc. Stations—*only complete broadcasting institution in Richmond!* WTVR (TV), WMBG (AM), WCOD (FM) are pioneer NBC outlets. They serve millions of loyal listeners in the rich markets around Richmond. Most likely these First Stations of Virginia are serving *you!* Good results have brought us many a long-time business friend!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

175,610 PHONE CALLS PROVE:

1 Radio listening is UP in the Intermountain West

2 Intermountain Network Dominates radio listening in the Intermountain West

On this page August 30, 1948 we printed the results of our first coincidental survey — 58,163 calls made in 14 cities. Today we report on 175,610 calls in 31 cities (the biggest survey ever made in the Intermountain West)* — Let's compare yesterday and today! — Here are the results for the first quarter hour of every hour —

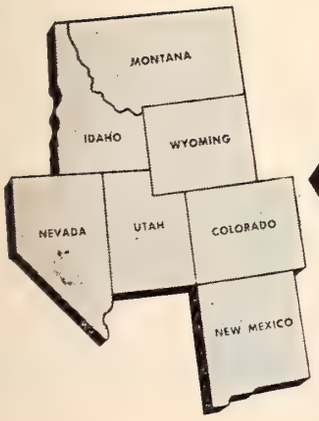
They **prove** that just as IMN has grown — so have ratings and audience. IMN is Mr. BIG in the Intermountain West.

	THEN (1948)		NOW (1953)	
Time	**Sets In Use**	**Rating**	**Sets In Use**	**Rating**
8 a.m.	19.5	9.2	30.6	11.9
9 a.m.	23.2	7.1	28.5	8.5
10 a.m.	23.7	8.1	31.0	11.1
11 a.m.	22.0	8.8	28.9	9.5
12 M.	27.2	12.7	32.1	11.7
1 p.m.	27.0	11.0	26.3	8.8
2 p.m.	22.6	6.1	25.1	8.6
3 p.m.	22.9	7.9	23.3	6.8
4 p.m.	17.2	7.8	25.1	6.7
5 p.m.	22.9	9.9	29.8	12.6
†6 p.m.	35.3	10.4	32.3	13.1
†7 p.m.	39.5	10.5	35.3	8.7
†8 p.m.	43.5	9.5	36.4	12.0
†9 p.m.	35.4	7.5	32.4	8.4

*J. A. Ward Survey

†IMN has one rate day and night

For further proof that IMN is your best buy in the Intermountain West, read page 3 in the October 12 issue of Broadcasting-Telecasting. If you can't wait, your Avery-Knodel man has all the answers.



Mr. BIG in the Intermountain West

The INTERMOUNTAIN NETWORK

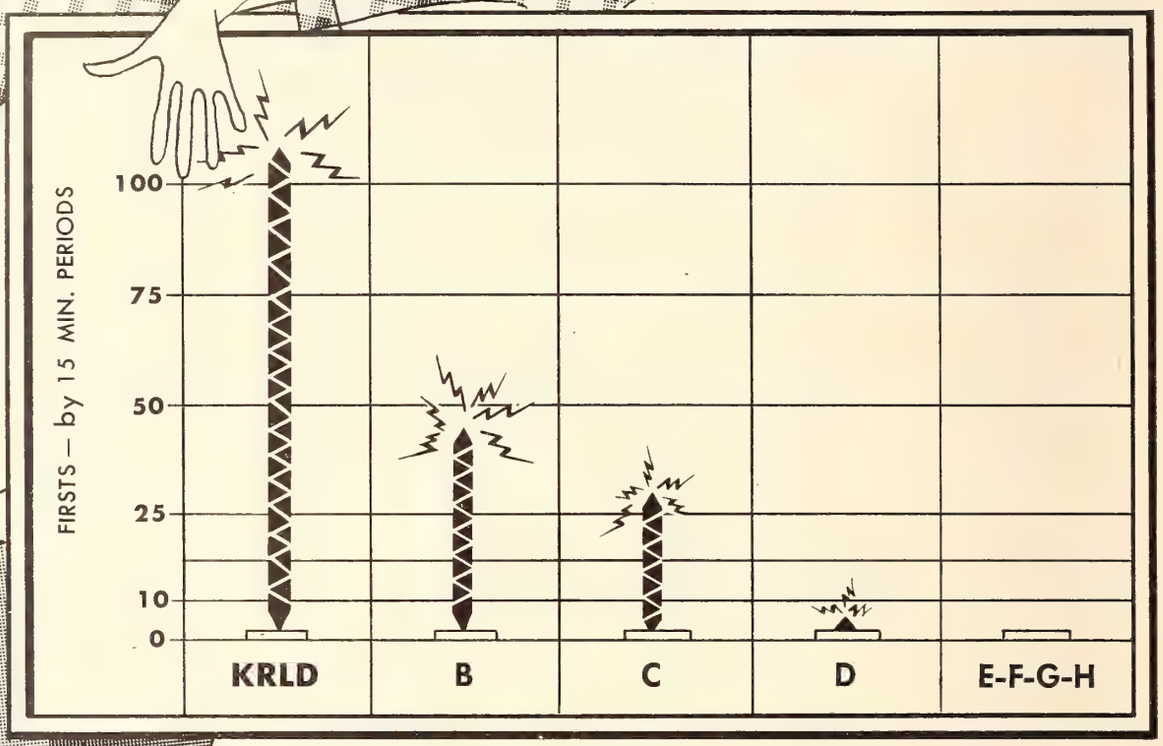
Mr. BIG in merchandising! Mr. BIG in audience! Mr. BIG in concentrated home-town coverage where the people live and buy!

Represented nationally by Avery-Knodel, Inc.

LYNN L. MEYER, President — **146 South Main Street, Salt Lake City, Utah**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Head and Shoulders Above All!



Out of 192 fifteen-minute periods between 8:00 a. m. and 12:00 midnight, Mondays through Friday, Saturdays and Sundays, KRLD leads its nearest competitor 108 periods to 46, the third frequency 108 to 28, and the fourth station 108 to 2. KRLD leads all seven Dallas stations and frequencies combined . . . 108 to 76.

KRLD 134.8% MORE FIRSTS THAN FREQUENCY B
KRLD 285.7% MORE FIRSTS THAN FREQUENCY C
KRLD 5300.0% MORE FIRSTS THAN FREQUENCY D
FOUR OTHER STATIONS NO FIRSTS.
KRLD 42.1% MORE FIRSTS THAN ALL OTHER DALLAS STATIONS AND FREQUENCIES COMBINED.

(*Pulse*, April-May, 1953)

Owners and Operators of KRLD-TV Channel 4 Maximum Power

DAYTIME — NIGHT TIME — ANY TIME

KRLD

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

The Branham Company, *Exclusive Representative*

John W. Runyon, *Chairman of the Board*

Clyde W. Rembert, *President*

closed circuit®

NEW TACK in campaign for approval of subscription television is in offing. Zenith, front-runner, has retained W. Theodore Pierson of Pierson & Ball as counsel for Phonevision, and Philip G. Loucks, former managing director of NAB, who heads Loucks, Atlas, Young & Jansky, has been retained by Teco Inc., Zenith associated company operating exclusively in Phonevision field. Zenith opposition to commercial TV (or radio) will evaporate, it's predicted.

★ ★ ★

BRIG. GEN. DAVID SARNOFF, board chairman of RCA and NBC, understood to have made strong pitch to E. H. Little, Colgate-Palmolive-Peet Co. board chairman, to return soap company's two TV shows, *Big Payoff* and *Strike It Rich*, to NBC-TV. They are now on CBS-TV. C-P-P said to be considering proposal submitted by Gen. Sarnoff.

★ ★ ★

KGW PORTLAND is being sold to Jack Keating, West Coast-Hawaii broadcaster (KPOA KONA [TV] Honolulu; KILA Hilo, KYA San Francisco, plus WINS New York), for $475,000. Transaction, which amounts to forced sale since *Portland Oregonian* (S. I. Newhouse interests) has option to acquire 50% of KOIN-AM-TV, authorized for Ch. 6, was negotiated last week in New York by Newhouse and Keating counsel. Other interests may join with Keating in transaction. He plans to dispose of certain of present holdings, with all deals subject to usual FCC approval.

★ ★ ★

IS NBC going to follow lead of CBS by acquiring minority interests in several stations? Now licensee of only five AM outlets as against CBS' seven, NBC reportedly made pitch for 49% of KGW Portland (see above). NBC recently renewed KGW affiliation for statutory two-year period.

★ ★ ★

NEW FULLY autonomous CBS Radio Affiliates Committee now being elected by mail balloting. Election follows unanimous approval of new by-laws by 161 voting affiliates (about 40 didn't vote). CRAC will replace Business Standards Committee set up two years ago for rate-cut fight, as well as Columbia Affiliates Advisory Board, both of which dissolve automatically Aug. 25. Kenyon Brown, KWFT Wichita Falls, is present chairman, and Hulbert Taft, WKRC Cincinnati, treasurer, and is conducting election of nine directors through Cincinnati auditing firm. New directors will elect three at-large, with results likely to be known about Sept. 1.

★ ★ ★

NEGOTIATIONS are underway for TV appearances of two living former Presidents, Harry S. Truman and Herbert Hoover, on Ford Foundation's children's program *Excursion*, which will be launched Sunday, Sept. 13, 3:30-4 on NBC-TV.

★ ★ ★

WHILE MUTUAL reports that majority of its affiliates, rate card-wise, are going along with proposed new affiliation option time proposal advanced by its Mutual Affiliates Advisory Committee, it's indicated that some major market affiliates are still holding out. One affiliate — WCBM Baltimore — headed by John Elmer, former NARTB president, states it will go independent rather than accept proposal.

★ ★ ★

NARTB is having troubles again with Hebraic Holyday calendar. Los Angeles meeting (District 16) has been scheduled for Sept. 18-19. Yom Kippur (Highest Holyday) starts at sundown Sept. 18 and runs through Saturday (Jewish Sabbath) Sept. 19. Broadcasters predict very slim attendance at District 16 sessions, normally one of largest. Similar situations developed in 1947 when Atlantic City convention collided with High Holydays and at Seattle District meeting in 1951.

★ ★ ★

MAJOR ATTRACTION of ANA convention next month in Chicago will be demonstration of color TV put on by NBC, with emphasis on color treatment of products and packages. Anticipating overflow attendance, ANA has scheduled two showings at 5 p.m. Monday and Tuesday. Full convention agenda now getting finishing touches, should be ready for distribution to members within week.

★ ★ ★

RALPH STOLKIN, who with three associates recently held controlling interest in RKO Radio Pictures Inc., and who was once identified with stock holdings in KOIN Portland and KJR Seattle, may return to the motion picture field. He's reportedly negotiating for purchase of Columbia Pictures Inc. Mr. Stolkin said to be interested in tieup with Cinerama or three-dimensional films. Columbia has no radio-TV holdings, although it has Screen Gems as subsidiary.

★ ★ ★

KENYON BROWN, KWFT-AM-TV Wichita Falls, and District 13 director, has accepted appointment as general chairman of NARTB Convention Committee for Chicago annual convention, scheduled for week of May 24, 1954. Last year's chairman (Los Angeles convention) was Clair R. McCollough, Steinman Stations' head.

★ ★ ★

ONE OF first to advocate separation of Voice of America from State Dept., as recommended by President Eisenhower, was Charles H. Crutchfield, exec. VP of WBT-WBTV (TV) Charlotte. He made pitch after completion of special European assignment in 1951. Since 1952 he has been member of Radio Advisory Committee and last January was named to three-man committee studying world-wide facilities of Voice.

★ ★ ★

ONE OF immediate effects of RCA's quest for approval of compatible color standards expected to be new sales activity in old black and white films. With literally hundreds of millions of feet (and dollars) of black and white in Hollywood vaults, it's expected that producers will be disposed to unload them now, before color gets its foothold and diminishes value of old products.

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Post-war radio set production passes 110 million. *Page 39.*

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Ten spot advertisers are setting fall campaigns. *Page 40.*

Grant Advertising's annual international conference points up importance of radio abroad. *Page 40.*

The CIO's a sponsor; union buys $1 million radio-TV series. *Page 41.*

Advertisers set for football schedules. *Page 41.*

PROGRAM SERVICES

AP plans expanded news services to radio members. *Page 44.*

FACTS & FIGURES

TELESTATUS weekly summary of TV sets. *Page 51.*

GOVERNMENT

FCC tightens policy on granting extensions of building time to TV C.P. holders. *Page 58.*

American Television Inc. reportedly will oppose adoption of NTSC color. *Page 58.*

FCC grants nine TV permits in week. *Page 62.*

Commission will move slowly on subscription television. *Page 66.*

STATIONS

WGLV (TV) Easton, Pa., throws uhf signal 70 miles, using new DuMont 5-kw transmitter. *Page 76.*

Four new stations go on air. *Page 80.*

NETWORKS

NBC will overhaul radio network programming, introducing shows that will be, in the words of Ted Cott, "new and wonderful." *Page 88.*

FEATURES

How TV boosted a sports store's sales 66%. *Page 93.*

Five keys to better TV news shows. *Page 94.*

Monopoly programming: New challenge to research? *Page 98.*

Television goes shopping: How merchandising pays off. *Page 100.*

Ziv bets $24,000 on its belief that big-budget radio isn't dead. *Page 100.*

FOR THE RECORD

New TV grantees' commencement target dates. *Page 122.*

WDEL-TV

Wilmington, Delaware

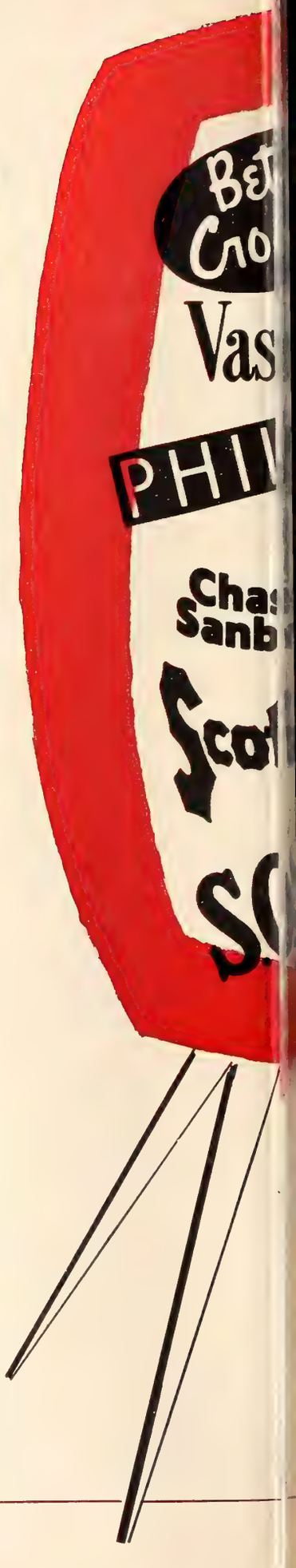
year after year...

leading brand names

appear on this screen

The reason: **WDEL-TV sells profitably.** That's why so many national and local advertisers use it consistently. They have found that the WDEL-TV market is responsive—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows attract listeners and hold them in WDEL-TV's large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania. Follow the example of leading advertisers, **buy WDEL-TV.**

Channel 12



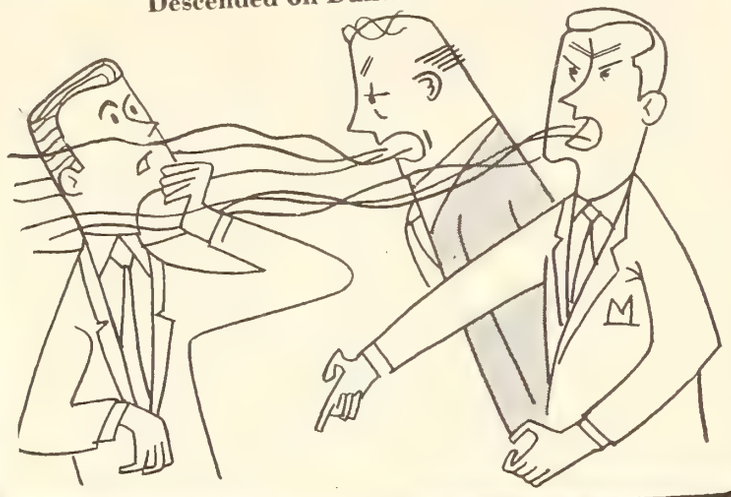


WDEL
AM TV FM
Steinman Station

Represented by MEEKER
New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

THE SOUL-SCORCHING FIRE of the top brass's ire
Descended on Dunwhittie's head . . .



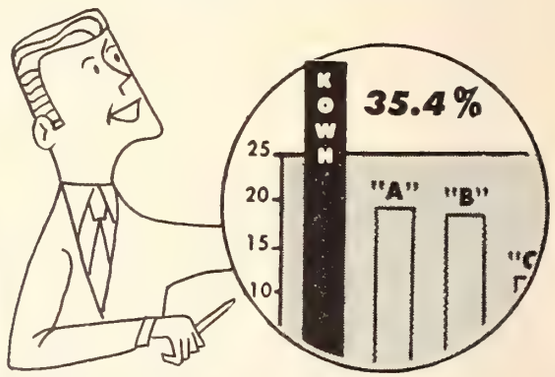
"If you think you can climb with
the way you buy time—
Kindly, my good man . . .



The inviolate law . . . when you buy O-MA-HA
Is 'Take your budget to KOWH and spend it!'



If you think it's not Super, consult
Mr. Hooper . . .
It's America's TOP independent!"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru June, 1953.)
- *Largest share of audience*, of any independent station in America! (June, 1953.)

Kowh

OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Nine New FCC Staff Appointments

NINE new FCC staff appointments announced Friday. Appointed hearing examiners were Millard F. French and John B. Poindexter, former regional hearing examiners at CAB. Their appointments raise total number of FCC hearing examiners to 14. They are first to be appointed under fiscal-1954 appropriations calling for 24 hearing examiners to clear TV hearing backlog.

FCC appointed following to be attorney advisors in Office of Opinions & Review: Paul R. Conway, former attorney-advisor at OPS; Julius S. Egre, former attorney advisor at CAA; Gerald F. Hadlock, former trial attorney at OPS; Richard M. Hartsock, in legal service at Pentagon, and Edith M. Klein, former Idaho state representative and Boise municipal court judge.

Sol Schildhause, now chief of Broadcast Bureau Renewal Branch, was appointed acting chief of Office of Opinions & Review. Vernon B. Romney was appointed law clerk-trainee.

WTVP (TV) Set to Start

WTVP (TV) Decatur, Ill., set to start commercial operation yesterday (Sunday) on uhf Ch. 17 with 13,000 uhf-equipped receivers in area, according to preliminary dealer-distributor survey. Licensed to Prairie Television Co., station is affiliated with ABC, CBS and DuMont. Dealers have been "swamped with calls about set conversion" in past fortnight, according to Manager Harold G. Cowgill. Station started tests Aug. 7 with interim power of 17.1 kw. George W. Clark Inc. is national sales representative.

FCC Post Still Vacant

VACANCY on FCC created by June 30 retirement of Comr. Paul A. Walker had not been filled as of Friday night by President Eisenhower. Official indication that announcement was possible some time Friday was not borne out as President released several minor appointments and announced signing of group of bills. Robert J. Dean, KOTA Rapid City, S. D., had reportedly cleared all barriers at White House but unexplained delays have held up final action.

P & G Report

PROCTER & GAMBLE Co., for fiscal year ended June 30, had net earnings of $42,031,863 after all charges including taxes, equal to $4.35 per share compared with $41,715,757 or $4.32 per share earned in previous year, according to annual P&G report. Net sales for latest year totaled $850,263,313, up from $818,084,833 year before.

$18 MILLION FOR RADIO

EIGHTEEN million dollars in new and renewed business has been signed by NBC Radio network in last 60 days, $2 million of it in past two weeks, or since NBC Radio was separated from TV, William H. Fineshriber Jr., vice president in charge of NBC Radio network, reported Friday. "This $18 million worth of business," he said, "is strong evidence of the advertisers' confidence in the radio network as an advertising medium."

Trendex Reports On Top Eleven Shows

TRENDEX Inc. reported Thursday that top eleven Trendex ratings for week of Aug. 1-7, based on one live broadcast of network evening sponsored program for period, are as follows:

1	Talent Scout (CBS)	35.2
2	Godfrey's Friends (CBS)	34.4
3	Racket Squad (CBS)	33.3
4	Strike It Rich (CBS)	27.4
5	Dragnet (NBC)	27.0
6	What's My Line (CBS)	26.8
7	The Web (CBS)	24.6
8	Pentagon, U.S.A. (CBS)	23.7
9	Toast of the Town (CBS)	23.5
10	Burns & Allen (CBS)	22.8
11	I've Got a Secret (CBS)	22.8

Chapin, Former GF Executive, Dies

HOWARD M. CHAPIN, 48, formerly general manager of the Birds-Eye Div., General Foods Corp., died Thursday night in his home in New York after long illness. He was on medical leave of absence since early this year.

Mr. Chapin joined General Foods in 1929 as assistant export advertising manager and advanced through several advertising and marketing positions until 1948 when he was named advertising director of company. In 1950 he was appointed marketing manager of Birds-Eye Div., and early this year general manager of unit.

Surviving are his wife, former Barbara Vaughn, and his mother and three brothers. Funeral services will be private.

WOWO Names Longsworth

HOWARD D. LONGSWORTH, regional sales manager of WOWO Fort Wayne, Ind., promoted to manager of sales, according to Carl Vandagrift, station manager. He takes post vacated by Paul E. Mills, transferred by Westinghouse Radio Stations Inc. to WBZ-AM-FM Boston as manager [B•T, Aug. 10]. He has been at WOWO since 1937, starting as staff musician and moving to sales in 1943.

• BUSINESS BRIEFLY

GENERAL FOODS IN 20 MARKETS • General Foods Corp., N. Y. (Wheatmeal) planning radio campaign using women's participation shows in 20 markets starting Oct. 1. Contract will probably run for 26 weeks through Young & Rubicam, N. Y.

CONOCO PLANNING • Continental Oil Co. (Conoco) planning to increase frequency of announcements on its present television station list and preparing an eight-week radio schedule to start Sept. 11 in about 50 radio markets. Benton & Bowles, N. Y., is agency.

MANISCHEWITZ TO PLACE • Donahue & Coe, N. Y., meeting early this week with client, Manischewitz Co. (Monarch wines), to prepare fall radio and TV schedules. Company used national radio spots and George Raft on TV last year.

COTT BEVERAGE CONSIDERS • Cott Beverage Corp., New Haven, through John C. Dowd, Boston, considering fall TV spot announcement campaign for its sugarless soft drinks.

BIOW NAMED • Armstrong Rubber Co., West Haven, Conn., named Biow Co., N. Y., to handle advertising, which will include TV and radio.

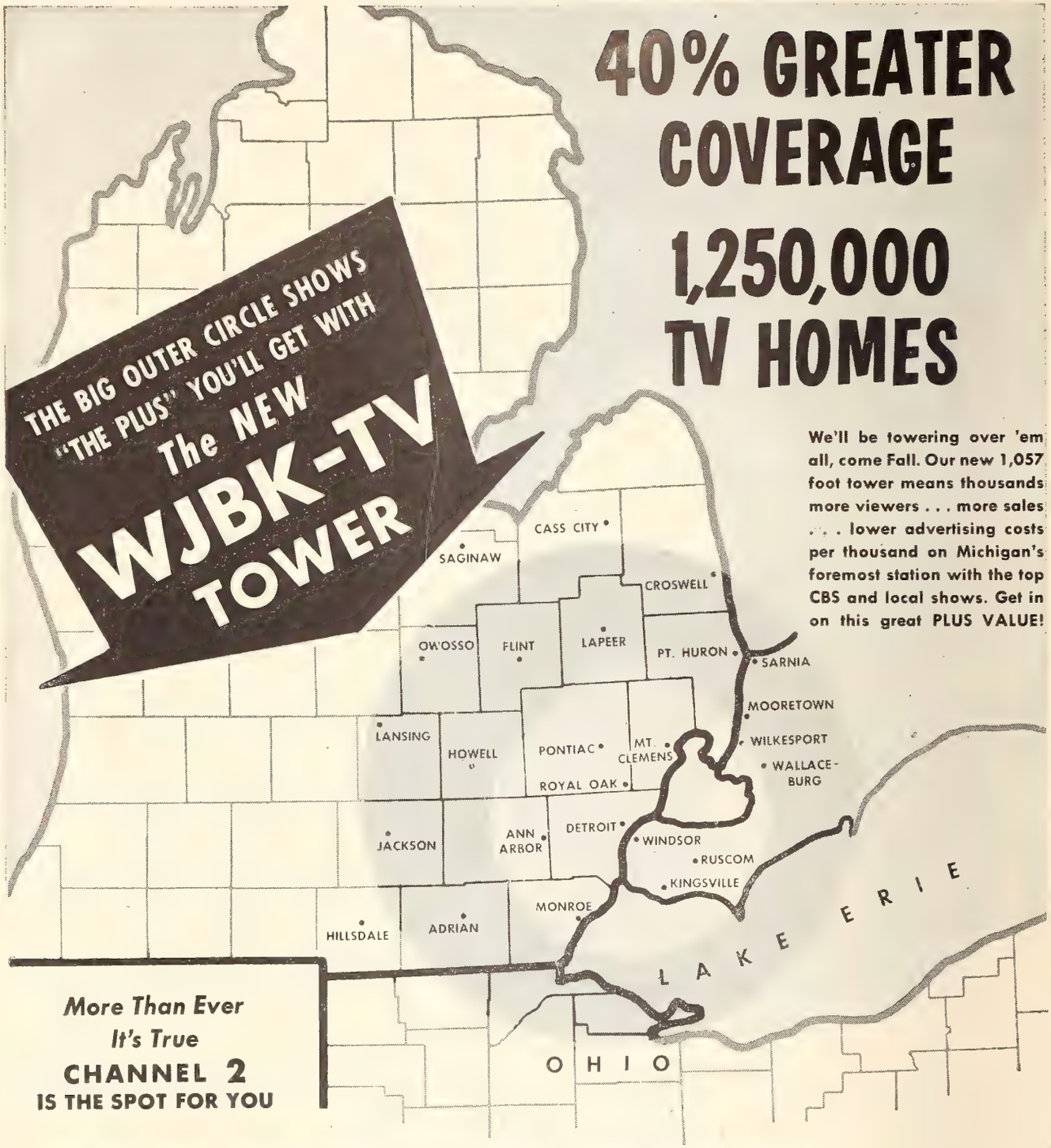
ADD EIGHT MARKETS • Bristol-Myers, N. Y. (Sal Hepatica), through Young & Rubicam, N. Y., expected to add eight markets, starting end of August to run through end of year, to markets carrying its half hour hillbilly radio programs.

CONTINENTAL ON CBS • Continental Baking Co., N. Y. (Wonder Bread and Hostess cake products), to sponsor *Make Up Your Mind*, Monday through Friday, 11:30-45 a.m., on CBS Radio, effective Aug. 17. Agency: Ted Bates & Co., N. Y.

SYRUP PLACEMENTS • General Foods Corp., N. Y. (Wigwam syrup), through Benton & Bowles, N. Y., will use same radio station list as last year, starting Sept. 1 for 13 weeks.

STANDARD BRANDS SPOTS • Standard Brands Inc. (Fleischmann's yeast), N. Y., through J. Walter Thompson Co., N. Y., will be using radio spot schedule on same stations as last year.

CIGAR ACCOUNT FIRST • S. Regensburg & Co. (Admiration cigars) for first time in its history, will sponsor radio program, *Eleventh Hour* with Kenneth Banghart, on WNBC New York, starting Aug. 31, 11-11:05 p.m. Agency: Rose-Martin Adv., N. Y.



WJBK-TV

Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY • National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

New TV Grantees Summarize Plans

CONSTRUCTION will begin immediately and hope is to get newly-granted Cedar Rapids TV Co. Ch. 9 station on air by Feb. 1, Acting General Manager Frank Rubel said Friday. He said negotiations already started on equipment, but none yet held regarding network affiliation or national representation. Grant was made after Cedar Rapids TV Co. bought KCRG there for $100,000, and then sold 30% of stock to Gazette Co., licensee of KCRG, for $90,000. Both transactions are subject to FCC approval. Other vhf TV in Cedar Rapids is WMT-TV on Ch. 2, which is basic CBS-TV affiliate. It is due to begin operating in September.

Plans for new uhf Ch. 32 station in Evanston, Ill., have not materialized yet, according to Angus D. Pfaff, vice president and general manager of WNMP there and principal in newly-formed Northwestern Television Broadcasting Co., with manufacturer Howard S. Martin. No starting date has been set, but, Mr. Pfaff said, station will specialize in news, panel and dramatic shows and concentrate on getting "exclusive events" for that area, cooperating with Northwestern U. and other schools as WNMP has done. Other two uhf Chicago grantees—WIND-TV on Ch. 20 and WHFC-TV on Ch. 26—have not announced starting dates.

John J. Laux, executive vice president of WSTV Steubenville which received vhf Ch. 9 there, said no target yet set for station which will serve Steubenville-Wheeling area from 800-ft. antenna with 115 kw. CBS is likely network, he said. No decision yet as to national representative, he said.

Owner Jose Ramon Quinones of newly granted vhf Ch. 4 in San Juan, P.R.—where he also owns WAPA there—said he was leaving early this week for Washington and also to arrange acquisition of equipment. He said it was his desire and purpose to go on air as soon as possible. San Juan grant came as result of final decision in hearing, where competing applicant withdrew.

WDMG Withdraws Uhf Bid

WDMG Douglas, Ga., dismissed its application for uhf Ch. 32 late Friday on economic grounds. Letter requesting dismissal stated:

Since the application was filed, a careful survey has been made of Douglas and it appears that there will be difficulty in deriving sufficient revenue to meet operating expenses. It is also doubtful whether network servics could be obtained in Douglas.

KFEL-TV Transmitter

ALLEN B. DuMONT Labs. Inc. Friday reported shipment of 25 kw vhf Ch. 2 transmitter to KFEL-TV Denver, Colo. Eugene P. O'Fallon, station licensee, has been operating with 5 kw DuMont unit. Switch to higher power will be made without interrupting program schedule, DuMont engineers said.

BOXING BEATS GODFREY

PABST boxing bouts topped national television programs for two weeks ending July 25 in number and percentage of homes reached, according to second July report by A. C. Nielsen Co. Fight telecasts were seen in 9,237,000 or 40.3% of homes, edging out *Arthur Godfrey & Friends*, seen in 8,645,000 or 38.8% of homes in program station areas.

Drug Promotion Campaign Planned by WBAL

WBAL Baltimore will conduct prestige and merchandising campaign uniting Maryland's 625 independently owned drugstores in promotion of approved drug products advertised on station. Advisory committee of Druggists Assn. will approve drug products. Manufacturer advertising on WBAL will be given assurance his product will get point-of-sale support from druggists. This will include posters, displays and other devices devoted to product for one week of 13-week segment. In turn WBAL will start weekly broadcast *Your Best Neighbor* dedicated to neighborhood druggists and carry daily announcements paying tribute to druggists on both WBAL and WBAL-TV.

WBUF-TV Tests Today

FIRST station with 1 kw DuMont uhf transmitter due on air today (Monday). It's WBUF-TV Buffalo, N. Y., Ch. 17. Outlet is affiliated with ABC-TV and DuMont. Transmitter was shipped Friday and crews were to have worked nearly around clock to get station going on air today.

UPCOMING

Aug. 18-19: NARTB Public Events Committee Meeting, Waldorf-Astoria, New York.

Aug. 19-31: Western Electronic Show & Convention, Civic Auditorium, San Francisco.

Aug. 20-21: NARTB Radio Standards of Practice Committee Meeting, Waldorf-Astoria, New York.

Aug. 30-Sept. 2: Western Assn. of Broadcasters Convention, Jasper Park Lodge, Jasper, Alberta, Canada.

(For other Upcomings, see page 137)

PEOPLE

ROBERT E. KINTNER, ABC president, left Friday for three-week stay in Europe. He will join Mrs. Kintner, now at Cap d'Antibes, South France, and returns Sept. 8.

THOMAS C. BUTCHER, senior vice president, Lennen & Newell, N. Y., appointed director of account planning. He has been with agency since Sept. 1952.

JAMES P. WALKER, manager of KFPW Ft. Smith, Ark., appointed manager of KATV (TV) Pine Bluff, Ark., vhf Ch. 7 permittee.

JACOB H. RUITER Jr., in charge of technical advertising for Allen B. DuMont Labs Inc., named head of company's newly-reorganized public relations division.

TED AYERS has joined CBS-TV as executive producer for public affairs in Washington, network announced Friday.

L. A. (Bud) BLUST Jr., assistant general manager, named vice president and general manager of KTUL Tulsa and Tulsa Broadcasting Co., also operating KFPW Fort Smith, Ark. He succeeds John Esau, who has resigned to devote time to personal enterprises (see story page 78). Mr. Blust joined KTUL in 1940, was named sales manager in 1943 and assistant general manager in 1952. He has been in radio 17 years.

RICHARD DINSMORE, free-lance producer on West Coast and formerly with Sound Recorders, San Francisco transcription firm, named West Coast sales manager for Screen Gems Inc.

G. A. BRADFORD, advertising manager of tube department of General Electric Co., Schenectady, appointed advertising and sales promotion manager for GE's radio and TV department in Syracuse.

DAVID A. HARRIS, who has been with firm since its inception, appointed manager of N. Y. office of George W. Clark Inc., station representatives.

S. H. McGOVERN, general manager of KSO Des Moines, Iowa, appointed manager of KGTV (TV) Des Moines, uhf Ch. 17 permittee.

RICHARD L. BARE, producer-director formerly with Warner Brothers and Columbia Pictures, has been signed to produce *Joe Palooka* half-hour TV film series, Reub Kaufman, president, Guild Films Co., said Friday. Series will go into production this week at Republic studios in Hollywood, with cost estimated at about $20,000 per episode, Mr. Kaufman said.

NARTB AM, FM Meetings

TWO NARTB committees, AM and FM, to hold meetings in Washington next week. AM Committee will meet Aug. 25-26. FM Committee will meet Aug. 27-28.

ZIV's NEW SHOW IS
TV DYNAMITE!

FROM THE SECRET FI

STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

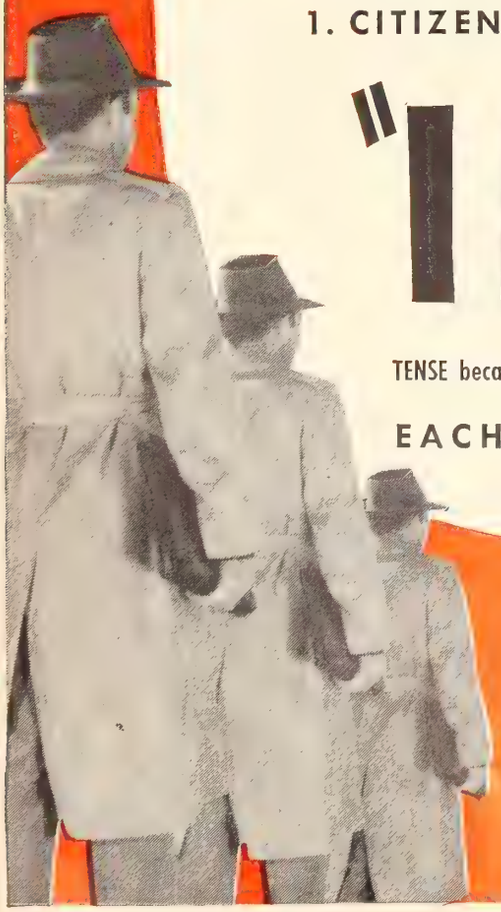
IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

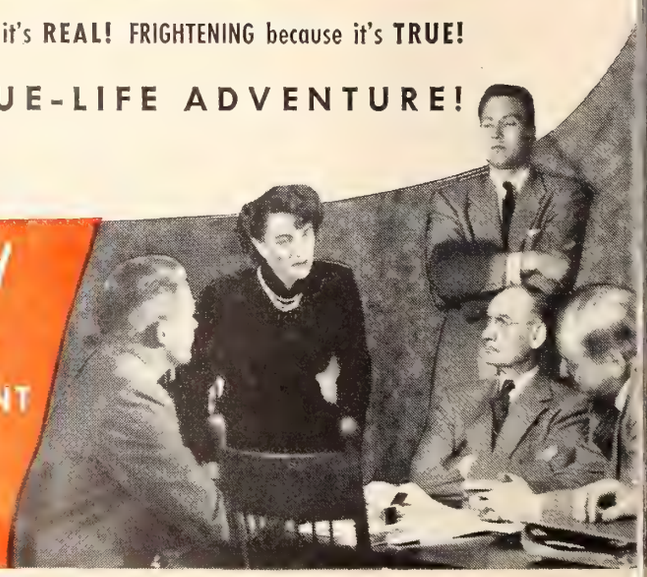
"I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**

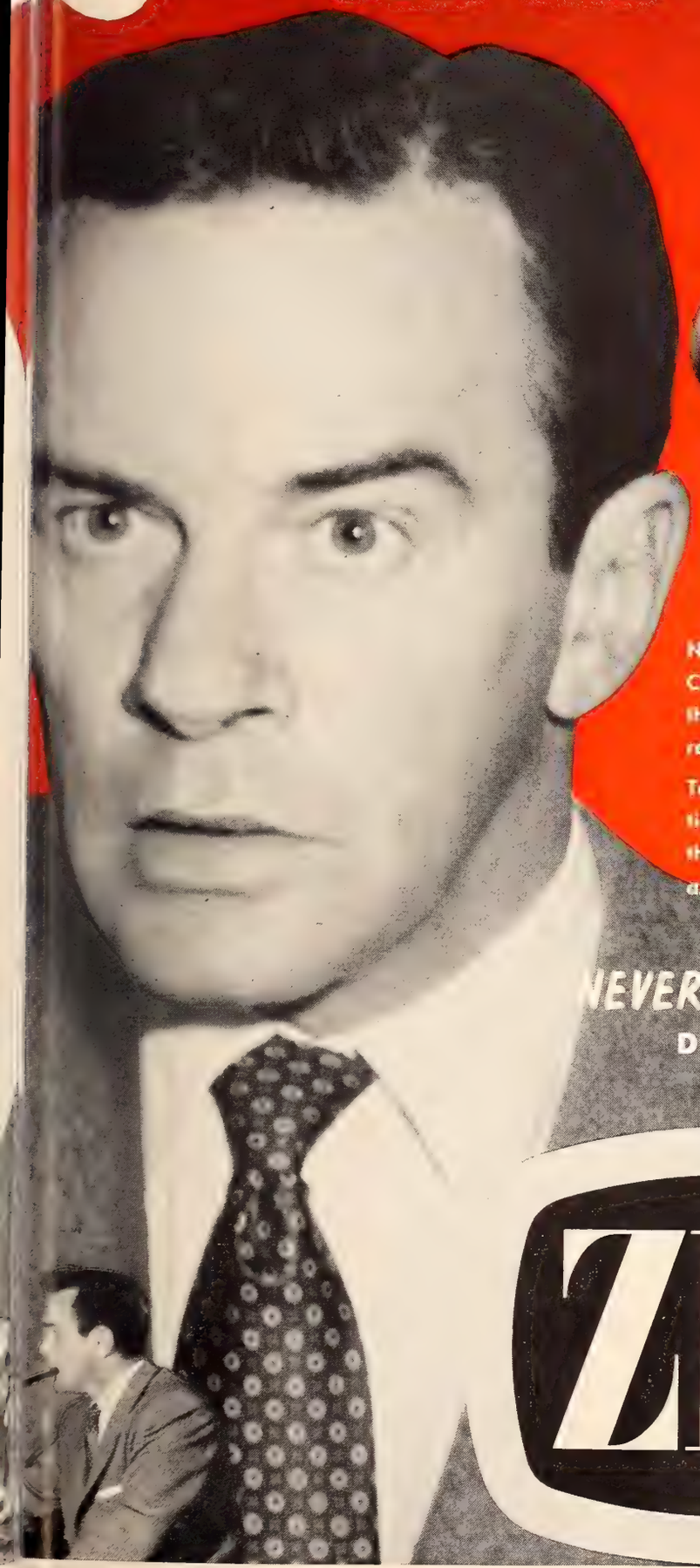
EACH HALF-HOUR A TRUE-LIFE ADVENTURE!



YOUR OPPORTUNITY
TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!



ES OF A COUNTERSPY FOR THE F.B.I.!



TREASON ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a supposed Communist who reported daily to the FBI!

NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
CINCINNATI, OHIO
HOLLYWOOD

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5



index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Louis Rosenman, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Ruth Barker, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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BUREAUS

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Some Facts Interest Time Buyers More Than Others



We figure a time buyer is more interested in salary than in the size of Big Aggie Land (WNAX's countrypolitan market spread over Minnesota, the Dakotas, Nebraska, and Iowa). Nevertheless, the 653,500* families of Big Aggie Land have an effective buying income of $2,918,419,000.* In 80% of their homes, WNAX-570 is heard 3 to 7 times a week. These data are actually pertinent to the salary question—WNAX-570 promotions have a way of leading to promotions.

**Sales Management* data.



WNAX-570

Yankton-Sioux City

A Cowles Station

Represented by The Katz Agency

CBS Radio

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO LOS ANGELES DETROIT
ST. LOUIS SAN FRANCISCO DALLAS

Directory of Vacation Spots

Ever think of following America's migrant army—vacationers—on their summertime holidays? There they go, to beaches, mountains, lakes . . . car radio tuned in, portable radios always at hand! Millions of them!

They're a mighty audience, a spending audience, ready to listen to you, ready to purchase what you have to sell.

Only Spot radio can reach them consistently at the times and places they're easiest to find. So follow them, talk to them, sell them over these great stations.

SPOT RADIO LIST

WSB	Atlanta	NBC
WFAA*	Dallas, Ft. Worth	NBC
KOA	Denver	ABC
KSO	Des Moines	ABC
KARM	Fresno	NBC
KPRC*	Houston	NBC
KARK	Little Rock	ABC
KECA	Los Angeles	NBC
KSTP	Minneapolis, St. Paul	NBC
WSM	Nashville	ABC
WABC	New York	NBC
WTAR	Norfolk	MBS
WIP	Philadelphia	NBC
KGW	Portland, Ore.	ABC
WRNL	Richmond	NBC
WOAI*	San Antonio	CBS
KFMB	San Diego	ABC
KGO	San Francisco	ABC
KMA	Shenandoah, Ia.	NBC
KTBS	Shreveport	ABC
KGA	Spokane	MBS
WMAS	Springfield	NBC
KVOO	Tulsa	CBS
KFH	Wichita	

*Also represented as key stations of the

TEXAS QUALITY NETWORK

GOLD!

IN SOUTHERN CALIFORNIA

You don't have to dig for it. You don't have to pan it. It's rolling into the cash registers . . . as California *again* this month hits a new high for "settlers"!

MARKET FACT NO. 1:
More families are moving to California every month than ever moved to any part of the world in any time in history. It's a "gold rush" for advertisers.

MARKET FACT NO. 2:
KMPC gives you *primary* coverage of Southern California in 205 communities. Like to hear about the golden opportunities for *you?* Call, write or wire: H-R Representatives, Inc.

KMPC

50,000 watts days • 10,000 watts nights

Gene Autry, *president*

Robert O. Reynolds, *vice president & general manager*

RADIO

AMERICA'S GREATEST ADVERTISING MEDIUM

THE 83D CONGRESS —AN APPRAISAL

Networks: ABC-TV, DuMont.
Times: Monday, 9-9:30 p.m. (ABC-TV); Tuesday, 10-10:30 p.m. (DuMont).
Stations: 13 on ABC-TV; offered to 15 on DuMont; also reprints offered by Republican National Committee to all TV stations.
Principal Narrator: Speaker of the House Joseph W. Martin (R-Mass.); film inserts including President Eisenhower; voices of two announcers.
Producers: Republican Congressional Campaign Committee and the Republican National Committee.
Sponsor: Public Service.

A FAVORITE pasttime among U. S. lawmakers is to "appraise" the "record" which they have helped compile in Washington. The *Congressional Record* is packed with such prosy oration. And for the first time, the "appraisal" has been wrapped up in a half-hour film telecast as a public service.

The program, on ABC-TV and the DuMont network last week, was titled, *The 83d Congress—An Appraisal.* Who is taking the responsibility for this appraisal is clear. Announcement of the show came from the Republican National Committee. The appraisal officially was presented by House Speaker Joseph W. Martin (R-Mass.).



REP. JOSEPH W. MARTIN
The Congress has problems to solve

What made the program fall short of its mark was the obvious injection of justification by the party in control of the actions, or possibly inaction, of the 83d Congress.

The "message" it conveyed is sure to be picked up in next year's congressional campaign. Speaker Martin, an old hand on the stump, told the audience that the Congress was up against it, setting about to rectify a "legacy pounded out of the ravages of war" and the spending policy of the previous administration.

The taxpayer was assured, however, that Congress was able to take things in hand, slashing expenditures and commitments of the Federal Government so as to make it easier next year to put tax cuts into effect.

Mr. Martin thought it important to point out (with film clips) that government workers now are at their desks 21 minutes earlier each morning and they drink 12,000 pounds less coffee during office hours. Again a saving for the taxpayer.

As the GOP had announced before the program, "the voice and face" of President Eisenhower was very much in evidence during the show. Except for Mr. Martin, the President wa the most photographed personage.

From the Republican point of view, the pro gram was an excellent summary, or appraisal of President Eisenhower's seven months in th White House. Along with this the people ough to get a notion that Congress was busy, toc

Certainly the studio clock clicked off som minutes of time during which the film tool note of passage of tidelands oil rights to th states, reduced appropriations, an immigratio bill, a series of Federal agency reorganiza tions (approval of Presidential requests), whea to Pakistan, food for Germany, and a study o local-state-federal functions.

As Speaker Martin said, Congress cannc solve all the problems before it in a day or year. That part of the "appraisal" was th frankest of all.

21ST PRECINCT

Network: CBS Radio.
Time: Tues., 9:30-10 p.m. EDT.
Producer: John Ives.
Writer-Director: Stanley Niss.
Star: Everett Sloane.

A LOOK at a policeman's work in the large city in the world is what CBS Radio purpor to give its listeners each Tuesday on a recentl introduced series called *21st Precinct.* Though ful citizens would refuse to pay taxes if polic departments were really run the way CBS seen to fancy they are. The show is a far cry fro the attempted realism of a typical evening a precinct.

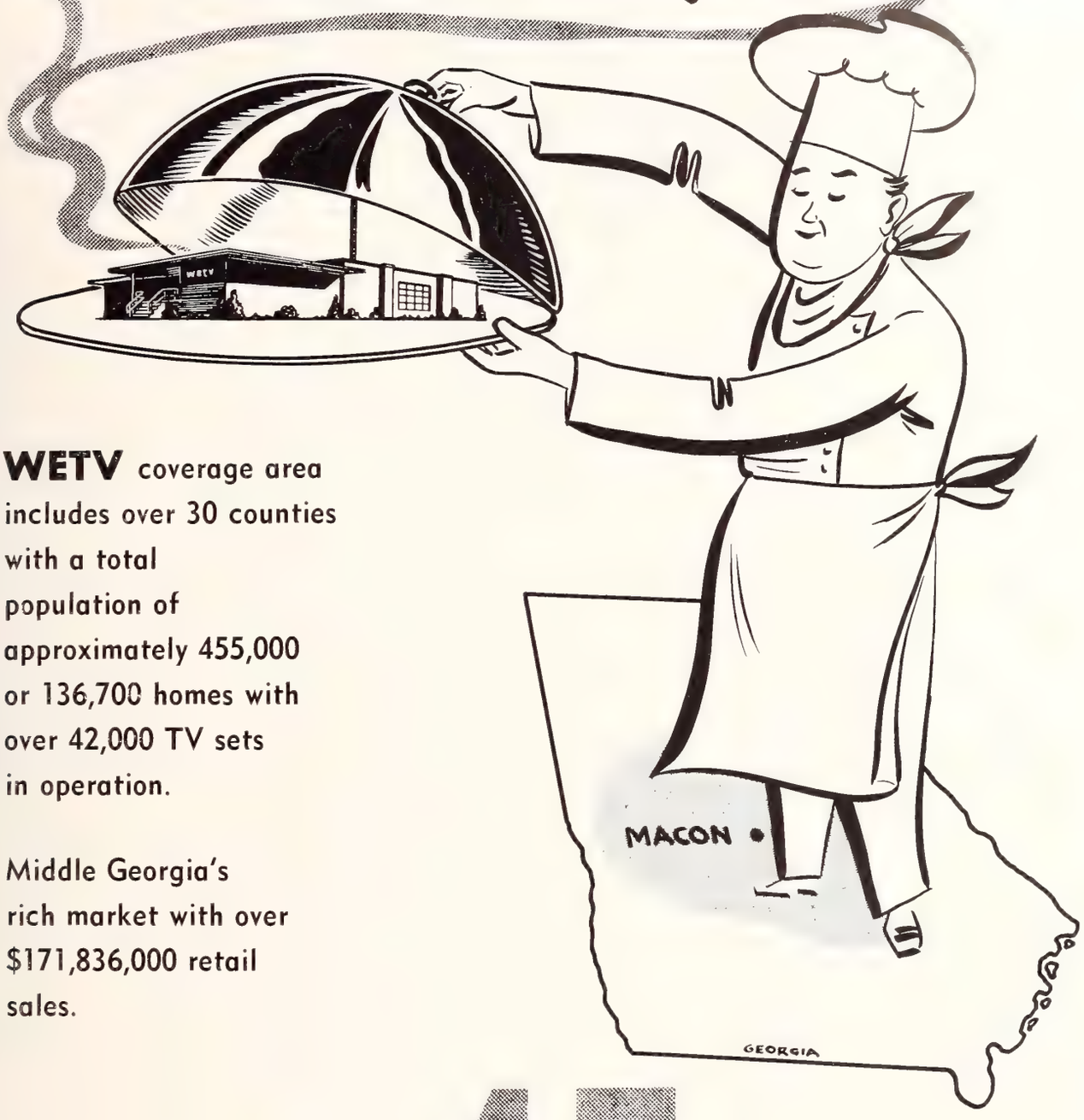
It is a poor radio show, badly acted, badl written and badly produced. On the Aug. broadcast, each actor had a tendency to pic up the pitch and vocal inflection of the perso whose line preceded his. That's a stunt you ca get away with on television but it's a mo irritating flaw on radio when listeners mu depend on the actor's voice for characterizatic differences. All lines were delivered at th same microphone level, too, another disturbir element in the Aug. 11 show. The direct made no attempt to create an illusion of dept by placing his actors at given distances fro the mike. No bridge music was used on th broadcast. The montage technique could hav handled the transition assignments well, b changes of locale and time were overlooke production-wise and actors simply plunge into the next line.

On this same broadcast, sound effects, u imaginatively used throughout, were misuse in at least one instance. After the narrator ha clearly stated that he had sent for Pvt. So-an So and a moment later "he stuck his head the open door," a loud knock was heard radio.

In structure, the script was a studied imit tion of Jack Webb's *Dragnet.* Since Mr. Wel has pretty well cornered that market, write who insist on taking the same turn are askii for trouble.

The sort of material used in the Aug. script was as trite and oft-repeated as any th has filled the air in a long time. When inspir tion runs out, script writers inevitably tell that all sorts of people are roaming arou New York, big people and little people, kir and not-so-kind, good and bad, rich and poc that "people, not buildings, make a city throb and that life is a "flesh and blood merry-g round—anyone can catch the brass ring the brass ring can catch anyone." There's danger of infringement in publishing the quotations from *21st Precinct* of Aug. 1 They're in the public domain.

Hottest Advertising Media in Middle Georgia...
Channel 47 — Serving You!



WETV coverage area includes over 30 counties with a total population of approximately 455,000 or 136,700 homes with over 42,000 TV sets in operation.

Middle Georgia's rich market with over $171,836,000 retail sales.

Channel 47 wetv

Middle Georgia's First Television Station

2411 Pio Nono Avenue ←→ Macon, Georgia

DIXON HARP
Gen. Manager

BARNEY KOBRES
Sales Manager

NATIONAL REPRESENTATIVES: HEADLEY-REED COMPANY



- Takes 7½ sq. ft. of operating floor space — less than half that of most "1-kw's"
- The only "1-kw" with sliding doors — saves over 12½ sq. ft. of operating floor area
- Uses only 4 different tube types — less than half the number used by most "1-kw's"
- Easiest to tune—only one tuning control in entire transmitter
- Low power consumption (3500 watts input at average program level)

Broadcasting's smallest "1-kw" AM, Type BTA-1M. It is completely self-contained! Note new sliding door construction.

1-KW AM

...half the size...better performance

AGAIN, RCA Broadcast Engineering sets the pace—with a superior "1-kw" that takes less floor space *than any 1-kw AM model now available.* Operation is reduced virtually to "switching on" and "switching off." Running expense is next to nothing.

Unlike "warmed over" versions of conventional broadcast transmitters, Type BTA-1M is totally new—from input to output. For example: New type horizontal sliding doors that never extend beyond the cabinet, front or rear—save more than 12½ square feet of operating floor space • One tuning control for the entire transmitter • One power output control • Only 15 tubes used throughout (just 4 types to stock) • The one and only 1-kw AM with an all-aluminum cabinet (transmitter weighs less than half as much as other modern 1-kw's).

Type BTA-1M is ready for immediate shipment. Ask your RCA Sales Representative for complete details!

ew, easy-to-reach vertical control panel. Just slide ont door to left 4 inches (to automatic stop point). ransmitter interior not accessible until door is moved rther left beyond this stop position—when interlocks nd grounding switches function.



Matching cabinet(s) are available to house antenna phasing and branching equipment — if your station operates with a directional array.



Rear sliding door design gives operator more elbow room.

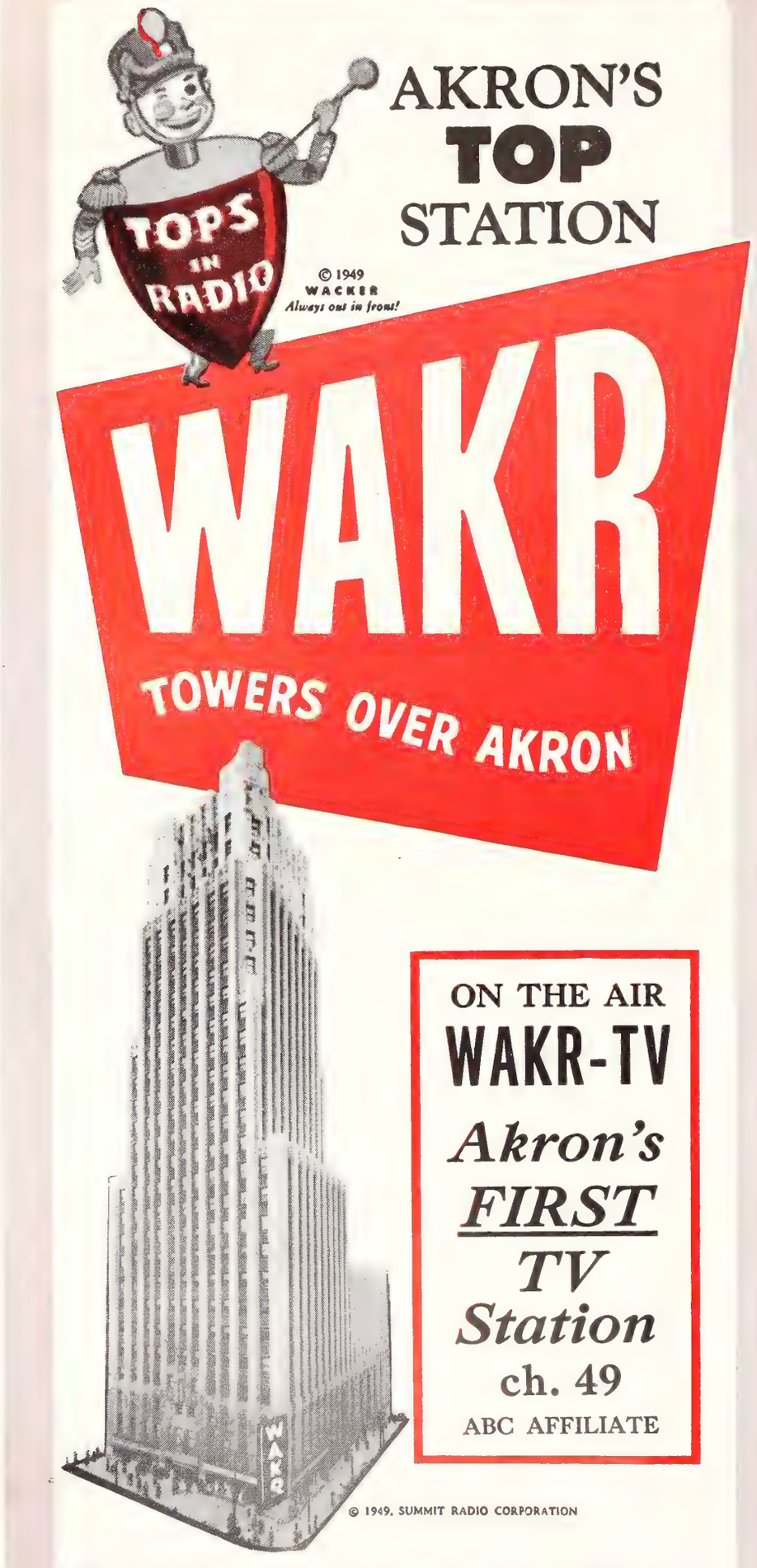


RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N.J.



OPEN MIKE

Note in Parting

EDITOR:

This being my last day here at NBC, I just want to tell you before I leave the shop officially how much I appreciate the many nice things which [BROADCASTING • TELECASTING] has done for me over a long period of years . . .

As you know, the doctor says there is nothing wrong which a good rest will not take care of completely. So I am starting off with a couple of weeks fishing in Canada, after which we will go out to the Coast and then plan to spend a few weeks in Florida. This will get me back into circulation along about November . . .

Frank White
President, NBC
New York

Monday Must

EDITOR:

. . . BROADCASTING • TELECASTING has long been our Monday required reading.

Dan Seymour
V. P. in Charge of Radio-TV Programming
Young & Rubicam
New York

Misplaced Halo

EDITOR:

A number of your subscribers will claim that the attached represents an error but you and I know better. There couldn't be a more descriptive term than "Halo permittees" because most of them have their heads in the clouds, feet off the ground and are looking for angels.

Nathan Lord
Manager
WAVE-AM-TV Louisville

[EDITOR'S NOTE: Mr. Lord refers to a transposed line in the lead Closed Circuit of Aug. 10: "Colgate-Palmolive-Peet's Halo permittees for extension of completion deadlines are being held up by FCC pending better explanation for the delays. . . ." The item should have begun: "Requests of more than a dozen new TV permittees for extension of completion deadlines. . . ." For later developments on that same subject see story in this week's Government department.]

Politics Runs in Family

EDITOR:

Thought you would be interested in knowing that Hecht [brother of the writer] was elected mayor of Henderson, and with his election that makes four Lackeys who have been mayor of Kentucky cities—father and three sons.

Our father was mayor of Paducah, as was Pierce. Then I was elected to that office in Hopkinsville, and now Hecht is the third Lackey son to become mayor. And all three sons are in the broadcasting business.

F. E. Lackey
President
WHOP-AM-FM Hopkinsville, Ky.

Who's on First?

EDITOR:

. . . We quite forgive you for the incorrect statement made in the July 27 issue of BROADCASTING • TELECASTING page 106. In that issue you state:

"First to offer West Coast college credit courses via television is KNXT (TV) Hollywood. . . ."

In order that you may be fully apprised of the real pioneers in the area of West Coast

A New Era
in Pittsburgh Television*



Channel 16

ABC-CBS

200,000 watts

*Begins September 1st or earlier

REPRESENTED BY

Edward Petry & Co., Inc.

New York Chicago Los Angeles Detroit St. Louis San Francisco Dallas

educational telecasting over commercial stations, please let me reiterate just a few of the salient features KPIX (TV) has carried. . . .

Beginning March 6, 1951, and for 15 weeks following, KPIX and San Francisco City College cooperatively presented *Come to Order*. This telecourse dealt with Robert's Rules of Order and was slanted to the PTA member or club-going housewife who faces such procedural problems regularly. City College offered free college credit to those who enrolled, followed the telecasts and passed the examinations. . . .

William C. Dempsey
Education Director
KPIX (TV) San Francisco

Applause

EDITOR:

. . . In my opinion you are doing an excellent job. Just keep it up.

James J. McCaffrey
Hewitt, Ogilvy, Benson & Mather
New York

Monkey Business

EDITOR:

We have a show produced and emceed by Jack Laurence. It's called *Party Line*, broadcast from 1:30 to 2 p.m. every weekday afternoon. On it, Jack features telephone taped interviews with people who are news-worthy. On Aug. 5 he "interviewed" Bamboo, the oldest, strongest and largest gorilla in captivity, who celebrated his 27th birthday that day. The curator of mammals at the Philadelphia Zoo, Mr. Fred Ulman Jr., actually held the phone up to the gorilla's ear as Jack sang "Happy Birthday" to Bamboo. Ulmar says that Bamboo scratched his head. . .

Paul Martin
General Manager
WPWA Chester, Pa.

Score An Error

EDITOR:

. . . Last Sunday morning the two local newspapers featured a full page ad each, paid for by the Milwaukee Braves management, thanking Milwaukeeans and Wisconsinites for enabling them to hit over a million in attendance. Yet not once did I hear a spot announcement over any of the seven local radio outlets . . . This in spite of the fact that radio has played an important part in keeping interest in this team stimulated at full steam continually. . .

Isn't there some way to quit this free-loading? If one can afford to depend upon radio to promote his activities, he should also devote some of his financial support in that direction.

Michael Ruppe Jr.
Milwaukee

Roanoke Revisited

EDITOR:

Glad to read your stand on the Roanoke uhf story. . . .

"Impossible local economic conditions" answers beautifully the question J. Frank Beatty posed: "What happened in Roanoke?" [B•T, July 13].

WROV-TV overlooked in their haste to get on the air the poignant economic fact that Roanoke county has an advertising potential of about $620,000. That to be shared by four AM stations and another TV outlet.

With coverage limited to Roanoke county only, who could survive? What to do? Close up shop and wait until a good high-powered uhf transmitter comes along and then re-enter the battle with a new approach, hypo the program schedule with ingenuity. . . .

Ed Glacken
Salisbury, Md.

Paper Work

EDITOR:

That's a fine editorial you ran under the title "Paper Plague Abatement" Aug. 10.

Thanks for the mention you gave the Advisory Council on Federal Reports and our Committee on Radio and Television Broadcasting. The pat on the back that you gave Dave Cohn of the Budget Bureau is indeed well deserved. Dave has been for years the key between our committee and the industry when it comes to forms, and he has done a job far beyond the call of duty.

Ben Strouse
Vice President
WWDC Washington

In Favor of Film

EDITOR:

. . . We would like to add to the plaudits already received on your film section by stating that we are definitely impressed. . . . This addition should fill an important industry need.

Fred Niles, Vice President
Motion Picture-TV Div.
Kling Studios Inc.
Chicago

EDITOR:

. . . Your latest issue of the TV film section was most interesting and enlightening.

Seymour H. Malamed
Charles Wick Co.
New York

The Only One

EDITOR:

Thank you very much for the wonderful service that you are doing for the entire industry. I speak for the entire Hurricane Broadcasting System when I say that your publication is the only one for us.

Will Shawver
Program Director
Hurricane Broadcasting System
WARN Fort Pierce, Fla.

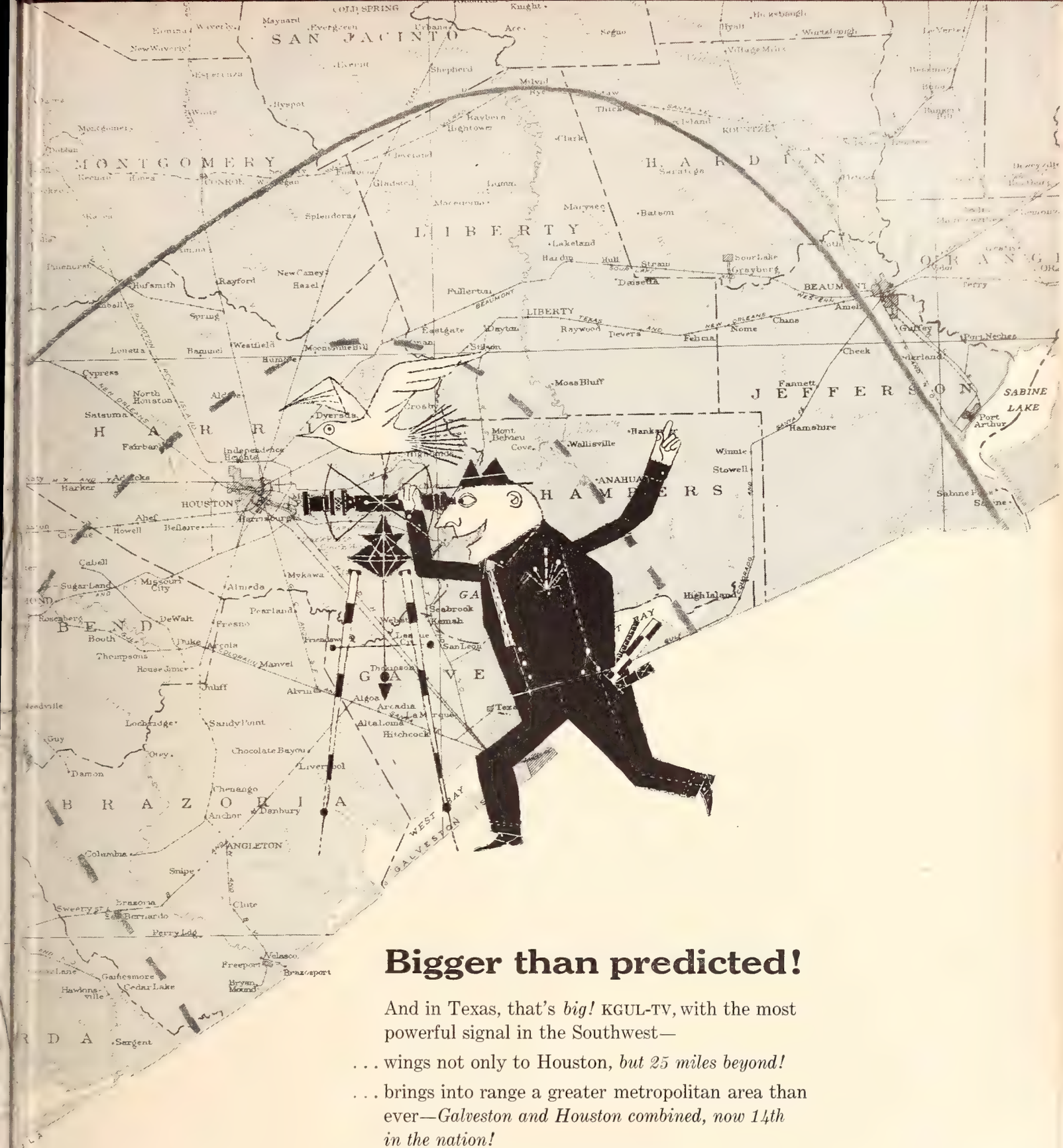
Church Blessing

EDITOR:

. . . I find in reading your magazine from week to week many, many things that help me in my work. You are rendering a great service not only to the broadcasting industry but to those of us who have program responsibility of a public service character, like carrying articles that delve more deeply into the problems and opportunity of radio and television programming. . . .

Stanley F. Knock Jr.
Supervisor of Radio and Television Evangelism
Radio & Film Commission
The Methodist Church
Nashville





Bigger than predicted!

And in Texas, that's *big!* KGUL-TV, with the most powerful signal in the Southwest—

. . . wings not only to Houston, *but 25 miles beyond!*

. . . brings into range a greater metropolitan area than ever—*Galveston and Houston combined, now 14th in the nation!*

. . . one of the top dozen richest areas in the U. S. in family income, with an average of $6,342 a year!

. . . spans more people than ever, *now 1,218,400,* and more total income, *now $2,179,947,000!* Sources on request.

Any way you measure, KGUL-TV covers one of the biggest and wealthiest markets in all television.

Your CBS Television Spot Sales representative will be pleased to show you how you're really on the map when you are on . . . **KGUL-TV**

in Galveston-Houston
Basic CBS Television Network

Represented by CBS Television Spot Sales



Every day — every night, people in SCIPIO watch WHEN, and then shop the Syracuse market.



Scipio, N. Y., is only one of over 200 communities in upstate New York whose buying habits are influenced by viewing Channel 8. WHEN — and only WHEN — gives a 26-county coverage in an area of 2¼ million people—people with diversified occupation — people with high, stable buying income — and all potential purchasers of WHEN advertised products. Get complete coverage of this rich upstate New York Market with its high spendability over WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

WHEN TELEVISION SYRACUSE

our respects

to ARTHUR HAROLD LUND



AN inveterate follower of baseball who is a top radio-TV agency executive in the Twin Cities is extremely gratified with the success of midwest baseball telecasts sponsored by a newly-successful brewery firm. And, as an ex-professional musician, he is doubly delighted with the reception of singing commercials and jingles in which he has taken an active hand.

The executive: Arthur Harold Lund, vice president and radio-TV director of Campbell-Mithun Inc.

After leaving Knox Reeves Advertising in 1944, Art Lund capitalized on his experience in baseball when he moved to Campbell-Mithun. Today he puts that experience to work on behalf of Hamm's beer (Theodore Hamm Brewing Co.), which sponsors half of the Chicago White Sox and Cubs home daytime baseball telecasts and many other radio-TV baseball programs in the Midwest.

And, as supervisor of radio and television production, Mr. Lund now works on the account of Pillsbury Mills (Ballard and Feed & Soy divisions). Among others for which he handles broadcast details are Land O'Lakes Creameries, Zinsmaster Baking Co., Malt-O-Meal Co., Great Northern Railway, Gold Seal Co., Griggs, Cooper & Co., Northern States Power Co., Hoberg Paper Co. and American Dairy Assn.

Mr. Lund is thoroughly sold on television. He says:

"Certain parts of radio will continue to have their place in the media picture and, while it will be a long time before radio bites the dust, its been our experience that television—properly handled and with commercials properly prepared—is the most dramatic medium in terms of sales results."

Campbell-Mithun's billings, he acknowledges, have been "heavier in TV and lighter in radio," but the agency is not forgetting for an instant its clients which depend largely on farm audiences to sell their feeds, seeds and implements.

A native of Minneapolis, where he was born Dec. 17, 1914, Art Lund received his early schooling at Marshall High School and graduated from the U. of Minnesota in 1935 after an educational grounding in liberal arts study.

While at the university, young Lund worked on its humor publication (Ski-U-Mah) handling both advertising and editorial chores. In his spare time he had his own dance band. Mr. Lund feels that his musical background has been "invaluable from a professional viewpoint in the advertising business." He cites his avid interest in the singing commercial and jingle, which he has helped prepare for a number of the agency's clients, including Hamm's beer and Malt-O-Meal.

After leaving school (where he met his wife-to-be, the former Betty Rohan), Mr Lund joined WCCO Minneapolis as a publicity and sales promotion staffer, duties which he handled for over three years.

In 1939 Mr. Lund came to Knox Reeves for what proved to be a five-year tenure dealing in sports. He went on the road for General Mills' Wheaties, and claims to have covered over 100,000 miles during those years, handling details on baseball and professional football for the cereal product. His duties consisted of getting signed testimonials from players, checking local broadcasters on sports coverage and working on merchandising aspects with stores.

In June 1944 Mr. Lund came to Campbell Mithun as a timebuyer and also handled production details. Two years later he was appointed radio director of the agency. When TV emerged on the broadcast horizon, his duties were expanded to cover that medium and in 1950 he was elected a vice president.

In riding herd on C-M's Minneapolis and Chicago offices Mr. Lund performs a variety of duties for his clients: Production of commercials, media plans, merchandising, publicity and budget matters. He supervises overall radio and television plans for the agency.

Mr. Lund also delivers speeches from time to time, before NARTB district meetings and advertiser groups. His favorite topics: Production of recorded radio jingles and spots and TV film commercials.

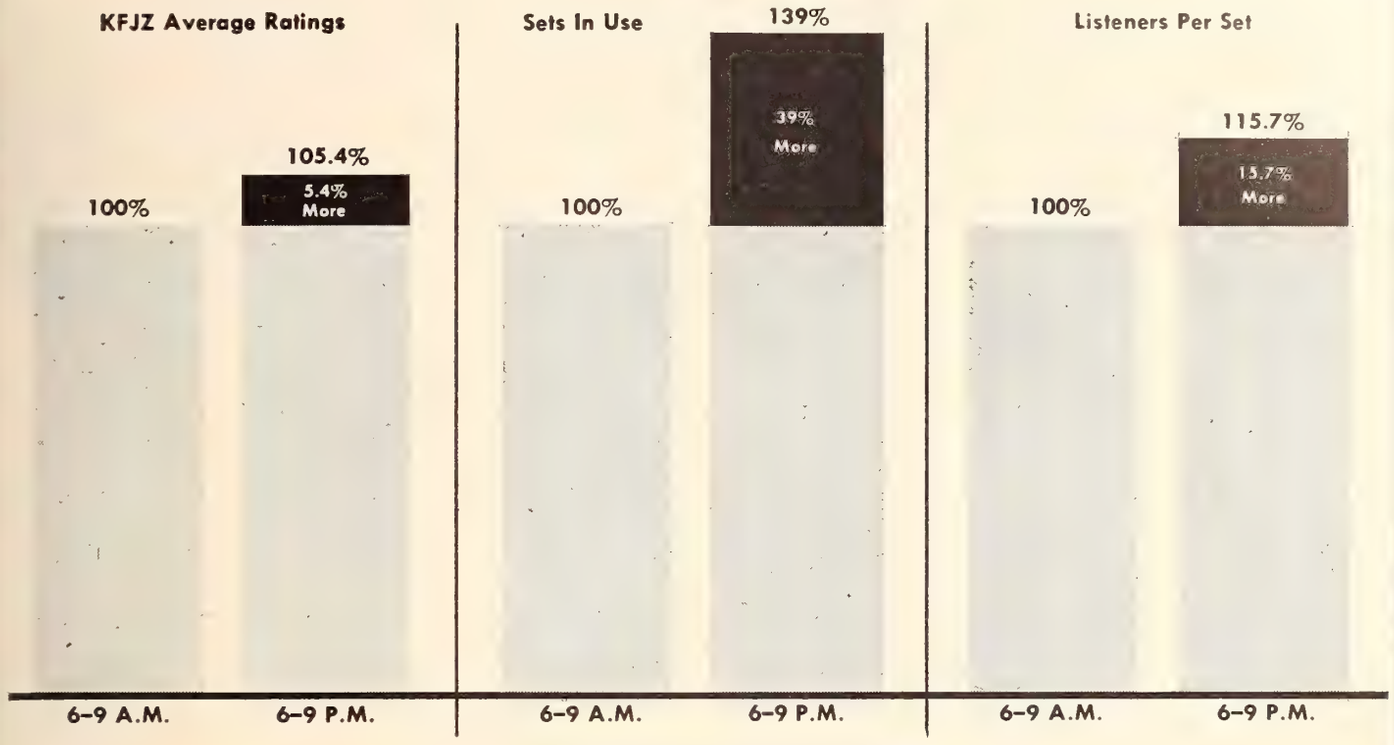
One of Mr. Lund's favorite subjects these days is, however, the success of Hamm's beer throughout the midwest—thanks largely to television and baseball. He describes it as "One of the outstanding advertising successes I have ever seen and been associated with and a real tribute to the medium. Seldom have seen a product established so quickly, particularly in a market of that size (Chicago)."

The Lunds have five children—Peter, 13; Pat, 10; Susan, 7; Tony, 5, and Betsy, 2½—and live in the southern part of Minneapolis.

Mr. Lund belongs to the Chicago Radio Management Club and the Minneapolis Advertising Club. His hobbies are music and the water sports (swimming, boating) in which all citizens of the Twin Cities take a residential pride. And, of course, he feels close to baseball.

In Fort Worth, EVENING IS EVEN BETTER

especially over KFJZ, leader in locally-produced programs



Comparison KFJZ Average Ratings, Sets in Use, Listeners per Set 6–9 A.M. vs. 6–9 P.M. Mon.-Fri. 6–9 A.M. equals 100%

Source: Pulse of Fort Worth, April-May, 1953

It may make you blink twice, but it's a fact! Evening radio time is even better than early morning which you know is a wonderful buy any way you look at it... listeners per set, audience turnover, family-type audience.

We know this to be true in many markets. In Fort Worth, for example, *an analysis of radio listening during the three-hour period 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday has unearthed this startling comparison:*

5.4% higher average ratings on KFJZ in the evening.

39% more sets in use in the evening.

15.7% more listeners per set in the evening.

And all this is happening, mind you, in a mature television market!

Yes, evening is even better, not just in Fort Worth, but in many other markets across the country . . . *every one with complete television penetration.* And higher nighttime radio listening means lower cost per thousand for every advertiser.

Right now nighttime radio is an advertising value no advertiser or agency can afford to overlook. For the figures coast to coast, call your John Blair man *today!*

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

In Which Algy writes to . . .

Mr. Herb Stott
Carl S. Brown, Co.
New York City



Dere Herb:

Somethin' big is happenin' down here.
We're gettin ready to start up our
Old Farm Hour onct again. We got a hall
now that'll hold 5,000 people, one fer
each of our watts. As you know, we had
th' show fer years and years before
th' war. Now we're goin' at it agin
and are openin' th' new series with
Cowboy Copas as guest star along with
our own old timer, Uncle Si, who gave
Copas his start here many years ago.
Effen you see Dr. Caldwell agin soon,
please tell th' Doc thet WCHS with
5,000 on 580 is sure perkin' along.

Yrs.,

Algy



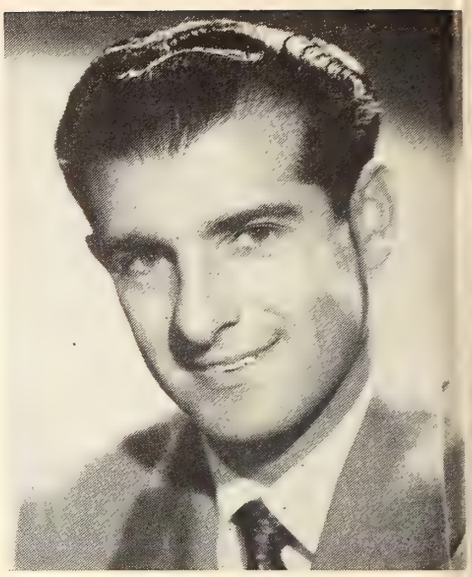
WCHS

580 KC — 5000 WATTS

CHARLESTON
THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium



Robert L. Benveniste

on all accounts

ROBERT L. BENVENISTE likes to be on the "firing line" of advertising, which is what he calls retail advertising. That is where he is as director of advertising and sales promotion for Owl Drug Co., Owl-Rexall's western chain, which has its headquarters in Los Angeles.

The young (35 years old) Benveniste joined Rexall as assistant media director in 1946, shortly after his discharge from the Army Air Force. Two years later he was Rexall media director. He was appointed to his present position in 1953.

Owl Drug Co. is a heavy user of local radio station time. It's TV program is the five-times weekly half-hour *Gene Norman Show* on KHJ-TV Hollywood.

"Television is getting to be expensive," Mr. Benveniste says. "It's no secret that in drug store operation, the margin of gross profit is very small. As a consequence, we buy daytime TV, because on a cumulative basis, we can get the desired audience and merchandise turnover."

Thoughtful Mr. Benveniste spots his program to catch definite audiences. For example, Owl's TV program goes on at 4 p.m. because he feels the housewife has a few minutes then to relax before preparing the evening meal. Some morning commercials on items like house aprons are aimed at the housewife. Over weekends, picnic items may be promoted, while Saturdays, fountain specials are plugged.

Owl regularly sponsors an average of 20 spot commercials daily on 12 five-minute news segments on KMPC Hollywood, six weekly one-hour *Coffee Cup Concert* on KFAC Los Angeles in the mornings, and Dean Maddox' six weekly half-hour *Sidewalk Reporter* on KFRC San Francisco.

A firm believer in non-stop promotional campaigns, Mr. Benveniste mounts a five day all-out promotion each month, for which extra time may be purchased on local radio and, to a lesser degree because of cost, TV. Occasionally, Owl Drug ties in with other stores, circuses, ice shows and other entertainment attractions, to boost the promotion.

In 1941 Robert Benveniste was graduated from the U. of Southern California with B.S. and B.A. degrees in merchandising. Uncle Sam claimed his services in 1942.

Mr. Benveniste relaxes with tennis, skiing and swimming. Alpha Delta Sigma, national advertising fraternity, recently made him an honorary vice president.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

. . . the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

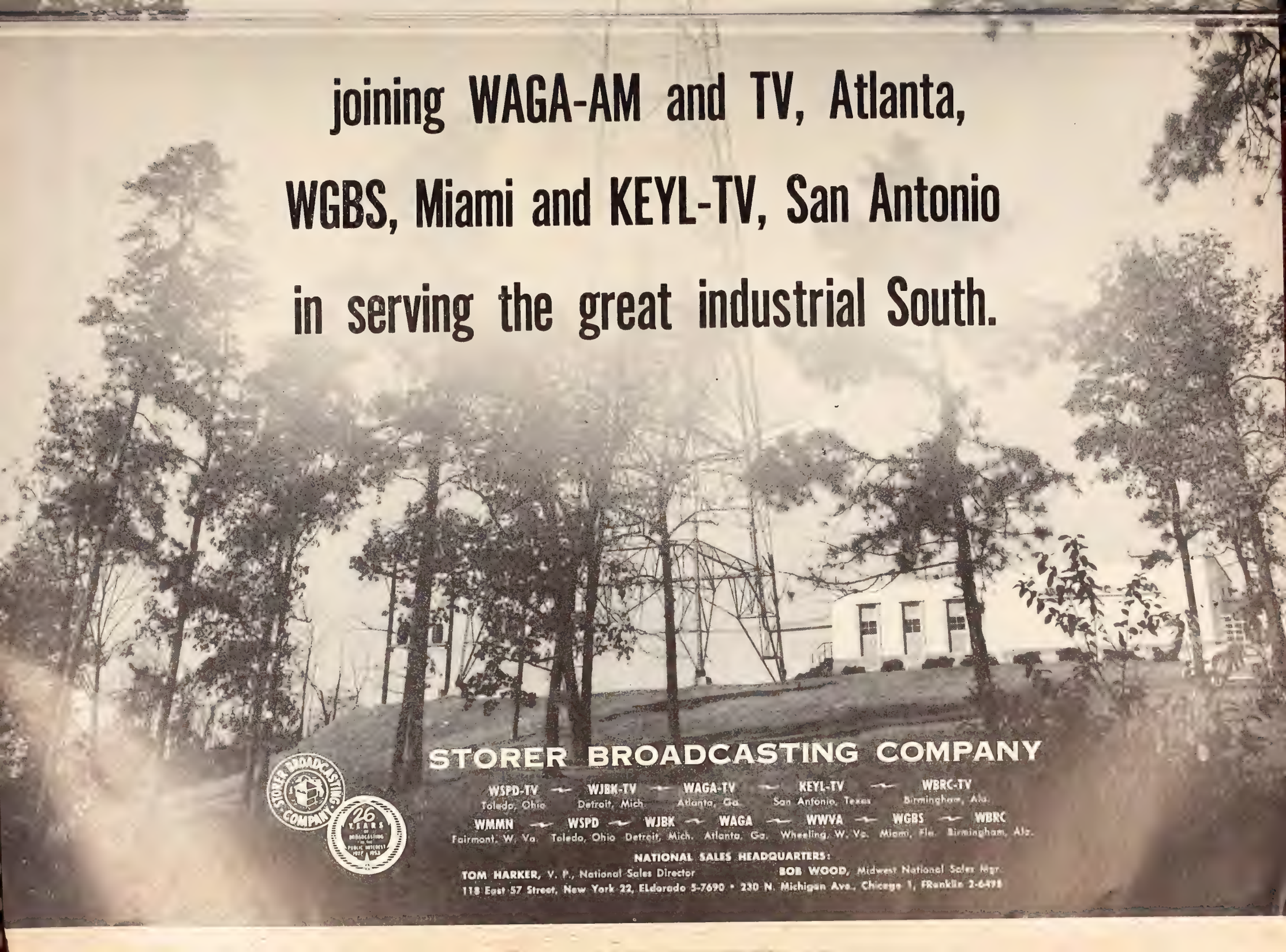
The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.


WBRC and WBRC-TV
BIRMINGHAM, ALABAMA
are now
STORER STATIONS


joining WAGA-AM and TV, Atlanta,
WGBS, Miami and KEYL-TV, San Antonio
in serving the great industrial South.
STORER BROADCASTING COMPANY
WSPD-TV — Toledo, Ohio
WJBK-TV — Detroit, Mich.
WAGA-TV — Atlanta, Ga.
KEYL-TV — San Antonio, Texas
WBRC-TV — Birmingham, Ala.
WMMN — Fairmont, W. Va.
WSPD — Toledo, Ohio
WJBK — Detroit, Mich.
WAGA — Atlanta, Ga.
WWVA — Wheeling, W. Va.
WGBS — Miami, Fla.
WBRC — Birmingham, Ala.
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

SILVER ANNIVERSARY SET FOR NBC's 'NATIONAL FARM & HOME HOUR'

► PLANS last week were underway for the silver anniversary broadcast Sept. 12 of NBC's *National Farm & Home Hour*. A number of radio's prominent old-timers are scheduled to take part.

The guest list will include Frank Mullen, president of Vitapix Corp. and former NBC executive vice president; William E. Drips, who followed Mr. Mullen as NBC director of agriculture; Secretary of Agriculture Ezra Taft Benson, and W. A. Roberts, president of Allis-Chalmers Mfg. Co., which has sponsored the program since 1945. Everett Mitchell is the m.c.

The 25th milestone will be marked with a special full-hour program on NBC, 12 noon-1 p.m. CDT.

The program has been on the air since 1928. It is carried by about 200 NBC radio affiliates. The emphasis is on service and information [B•T, Feb. 27, 1950]. Among distinctions claimed by the program: First NBC network program from Chicago; first farm program aired on a national network; first program to use extensive remote pickups, and first commercial program produced in cooperation with a government agency.



THE STORY here is in the Texas-styled hat. The hat, a gift from Phil McHugh (l), radio-TV director of Tracy-Locke Adv., Dallas, represents a 20-year association between the agency's clients, Comet Rice and Grady Cole (r), personality on WBT Charlotte, N. C. In addition to congratulations to Mr. Cole, a copy of a wire was tucked in the band which renewed the Comet Rice segment on the early morning *Grady Cole Time* for another 52 weeks.

► ON Oct. 14, the R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Prince Albert smoking tobacco), will mark the beginning of its fifteenth year of sponsorship of *Grand Ole Opry* on NBC radio, Saturday, 9:30-10 p.m. EST. The agency is William Esty Co., New York.

► RADIO'S oldest children's program, *Let's Pretend*, completes its 23d year on CBS Radio Aug. 22. Two veterans of the show's first broadcast in August 1930, Gwen Davies, then a child of six and now co-m.c., and Maurice Brown, then cellist in the orchestra and now composer and conductor of the program's original music, will be on their usual jobs for the anniversary broadcast.



TWO veteran staffers of WGN-AM-TV Chicago marked their 20th anniversaries with the stations when they signed exclusive five-year contracts with Treasurer - General Manager Frank P. Schreiber (l). Harry Creighton (c), announcer currently covering WGN-TV sports, has been with the stations since 1933, as has Francis Coughlin (r), WGN continuity editor and panelist on DuMont TV Network's *Down You Go*.

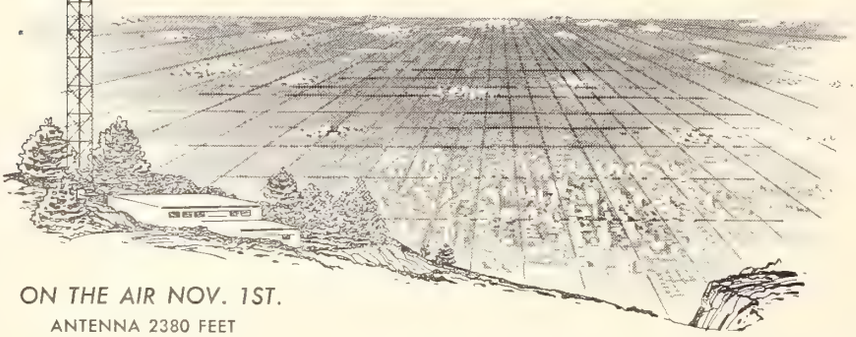
Get CBS TELEVISION

Get the TOP "PROGRAMMING" STATION

Get MORE COVERAGE

Get KLZ-TV

DENVER'S STANDOUT SHOWMANSHIP STATION



ON THE AIR NOV. 1ST.
ANTENNA 2380 FEET
ABOVE DENVER

Combine CBS Television and Standout Local Programming (for which KLZ has won national recognition) and you get big audience pull...KLZ-TV... Denver's only TV operation with authorized power of 316,000 watts.

KLZ-TV CHANNEL 7 DENVER
CBS TELEVISION



Represented by the KATZ Agency

ALADDIN RADIO AND TELEVISION, INC.

Airfan Radio Corp., Ltd.
announces the appointment of

THE KATZ AGENCY, INC.

as national advertising
representative for . . .

KFSD-TV

CHANNEL 10
(effective with starting date, Sept. 1, 1953)

KFSD-AM

5000 W 600 KC
(effective Oct. 1, 1953)

SAN DIEGO, CALIFORNIA
The NBC stations in
America's fastest-growing major market



A great

RESPONSIBILITY

has been placed in our hands

1st IN PUBLIC SERVICE TO MEMPHIS AND MID-SOUTH

Before you can sell a market of people . . . . you must have their trust and confidence.

WMC's privilege of broadcasting, since its inception in 1923, has always been regarded as a great responsibility to its listeners.

More than thirty years of outstanding public service has built for WMC an audience of unfailing loyalty . . . has created a prestige that is unparalleled for any other station in Memphis and the Mid-South.

WMC

MEMPHIS

NBC—5,000 WATTS—790 K. C.

National representatives, The Branham Company

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

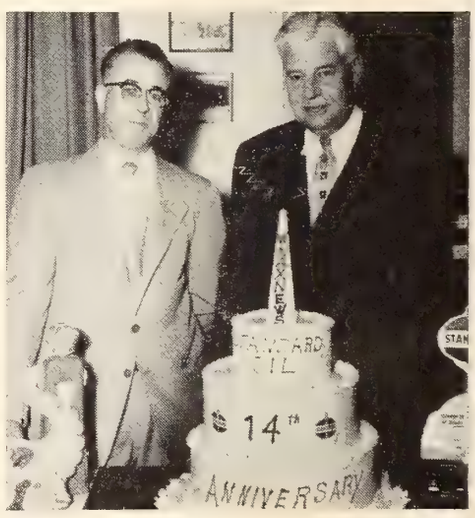
Owned and Operated by The Commercial Appeal

NBC-TV News Special

AS part of the celebration of the eighth anniversary of NBC-TV's news-on-film coverage, the network will present a special program next Sunday (Aug. 23), 7-8 p.m., EDT, of the 10 biggest stories of that period as selected by NBC-TV newsmen-cameramen throughout the world. The stories: A-bomb on Hiroshima, founding of United Nations, the Red coup in Czechoslovakia, the Marshall Plan and NATO, Communist victory in China, the Korean conflict, the Truman victory in 1948, the Eisenhower election in 1952, the Texas City disaster and the death of Stalin.



TED SONDAG (c), publicity director of Vandervoort's, Lansing, Mich., hardware and sporting goods stores, signs for a WJIM Lansing Santa Claus show for the 15th straight year. The program, *Santa Says Hello*, was conceived for the store in 1938. This year it also will be on WJIM-TV. At left is Bill Martin, vice president and assistant general manager of the store. Pointing out a detail to Mr. Sondag is Howard Finch, vice president of WJIM-AM-TV.



PARTY cake marks the 14th year of advertising by the Standard Oil Co. on WNAX Yankton-Sioux City. Jerry Hobart (l), advertising manager, and R. H. Patterson, district manager with Standard Oil, were presented the cake by the station. The firm sponsors *Noonday News* three days weekly on WNAX.

TV STATION **WTVI** *Channel* **54**

St. Louis' MAJOR LEAGUE

BASEBALL STATION TELEVISES HOME GAMES OF THE ST. LOUIS

Browns



PRE-GAME
"Dugout Shows"
POST-GAME
"Base Ball Roundup"

Sponsored By
FALSTAFF
BREWING CORPORATION

SPORTS *Galore on* 54

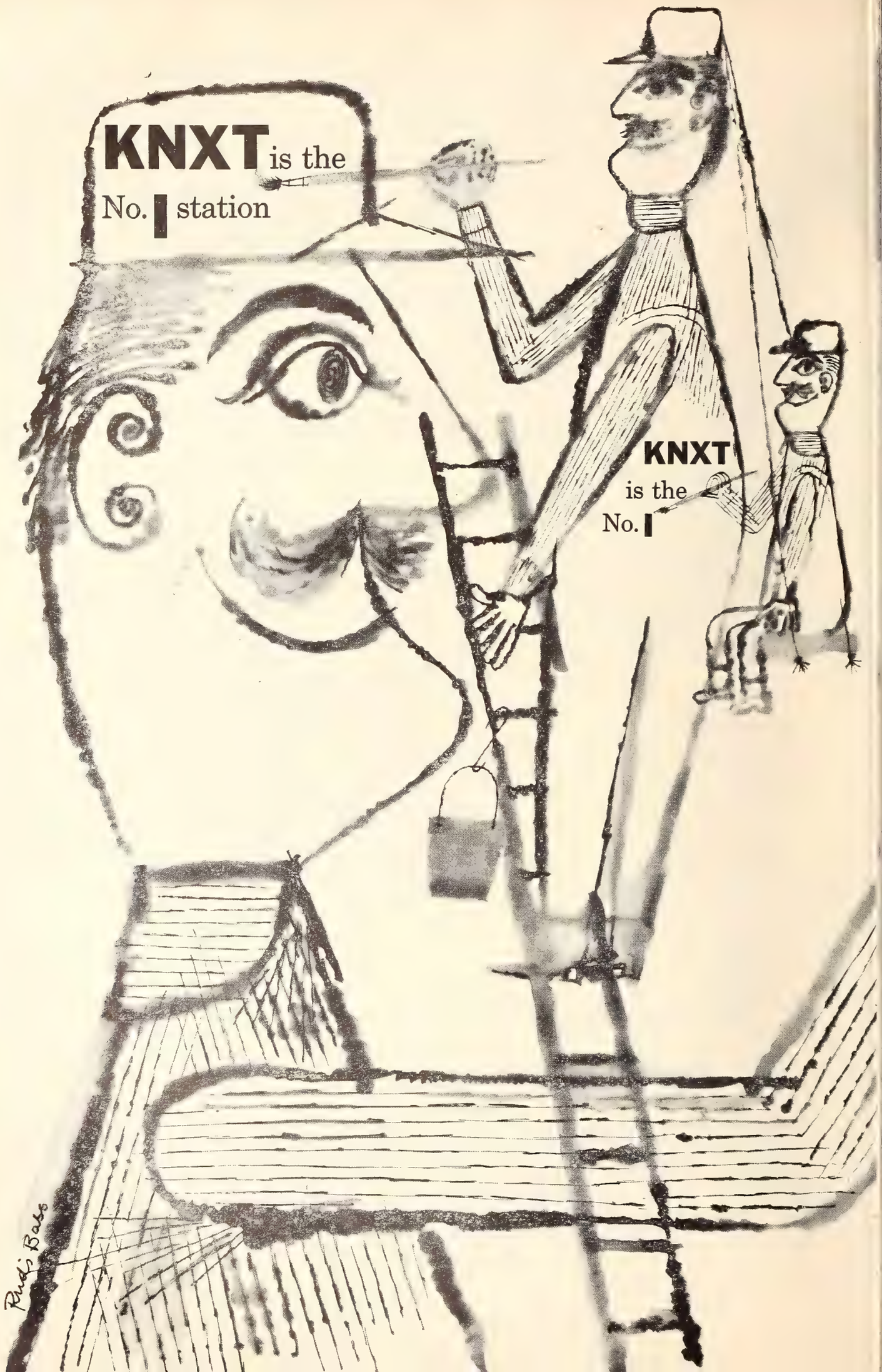
Major League Baseball
Pro Golf
Pro Football
(Nat'l Pro League Games)
Network Boxing
Pro Basketball
Network Wrestling
Local Sports

WTVI is the **DUMONT** basic affiliate in **St. Louis**

SIGNAL HILL TELECASTING CORP. BUSINESS OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.
GEneva 5454

Call **WEED TELEVISION**

NATIONAL SALES REPRESENTATIVES
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA


KNXT is the
No. 1 station
KNXT
is the
No. 1
Rudi's Bass

KNXT is the No. 1 station in the No. 2 TV market



NOW MORE THAN EVER! For now KNXT delivers a nighttime audience 25% bigger than its nearest competitor...a daytime audience 48% bigger...*half-again as much audience per dollar as the second station.* That's the picture latest research paints (ARB, July 1953). For the No. 1 buy in the $11,000,000,000 Los Angeles television market...the biggest audience at the lowest cost...*all* signs point to... **KNXT**



Channel 2
CBS Television's
[illegible]
Hollywood...
[illegible]
CBS Television
[illegible]

KRNT



DES MOINES

YOUR ALL-TIME BIG-TIME BUY!

- Morning Hoopers - KRNT is First . . . 51.1% AUDIENCE SHARE
- Afternoon Hoopers - KRNT is First . . 49.8% AUDIENCE SHARE
- Evening Hoopers - KRNT is First . . . 36.9% AUDIENCE SHARE
- Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

● SURE . . . you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.



SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX

BROADCASTING TELECASTING

August 17, 1953 Vol. 45, No. 7

U. S. POST-WAR RADIO SETS NOW EXCEED 110 MILLION

In the 7½ years since World War II U. S. radio production passed 110 million sets, more than the number made in the preceding 21 years, RETMA compilations show. For each of the past nine months radio production has topped that of the same month the year before—and has doubled TV set output.

MORE than 110 million radio sets have been produced by U. S. manufacturers in the seven and a half years since World War II.

This total (as of Aug. 1, 1953) equals the popularly accepted radio circulation figure of 110 million sets-in-use.

It surpasses the total number of radio sets produced in the 21 years before World War II.

Analysis of production figures compiled by Radio-Electronics-TV Mfrs. Assn., based on actual factory reports, shows downward trend in AM set output has been reversed.

For nine consecutive months radio set production has run well ahead of the same month of the previous year. This production is twice the TV set output. Total postwar radio set output is four times the television total of 27.2 million receivers.

The downward trend in radio production was due to the four-year interruption of factory production during the war, with the ensuing public demand when factory lines started moving again. It was due, also, to the advent of television.

May Go Higher

Should the trend continue upward, radio set production in 1953 might reach 15 million, although this figure is considered too high by some manufacturers.

With factories having turned out 110 million radios since the war, the 110-million sets-in-use circulation figure is believed in some areas to be much too low. For example, if one-fourth of the 40 million home radios turned out in the five years just preceding the war are still in working order, the sets-in-use figure might approach 120 million.

Two factors account for a lot of the upswing in 1953 radio production. They are a growing demand for clock radios and the automotive industry's practice of selling an extremely high percentage of cars with radio receivers.

Over 1,120,000 clock radios were produced in the first half of 1953 compared to 1,929,000 in all of 1952 and 777,155 in 1951 [B•T, Aug. 10]. In practically all cases clock radios become home radio sets in active use.

Over three million auto sets were turned out in the first half of 1953. This nearly equals the total auto receivers produced in 1952.

Latest RETMA figures show 664,201 radios came off the factory lines in July (factory vacation month), an increase of 35% over July 1952 when the total was 494,866 sets. This is the best July radio figure since 1950 and almost equaled the 666,000 figure that month.

During the first seven months of 1953, industry radio production totaled 7,930,743 sets compared to 5,950,901 for the same period a year ago. This represents an increase of 34%, maintaining the May rate of increase and surpassing the rate of previous 1953 months.

Here is the way the figure of 110 million postwar radio sets, attained last month, was compiled:

Total radio production in 1946 (includes last few weeks of 1945), 15,521,000 sets. (Figures actually are factory sales and are not broken down into types of sets.)

Total radio production 1947 to July 1, 1953:

49,952,809 home receivers
3,829,715 clock receivers
12,662,828 battery portables
26,900,324 auto receivers
Total for 1947-1953 period, 93,318,676

RETMA figures show 3% of TV sets have radio (AM and/or FM) tuning facilities in this current production. This rate has varied since TV output has started, with an average of possibly 2% of TV sets having aural radio tuners. An informal RETMA estimate places the number of TV sets with aural radio tuners at 700,000.

That brings total postwar production of radio sets to 109,539,676 as of June 30, 1953.

Adding the 664,201 radios turned out in the month of July, with its curtailed production due to vacations, the total is found to have passed 110 million in July, reaching a grand total for the postwar period of 110,203,877 radio sets.

In compiling the estimate of 700,000 TV sets with radio tuners, RETMA noted that 111,693 of the 3,834,236 TV sets (3%) made in the first six months of 1953 were equipped with broadcast band reception facilities. In 1952, 147,440 of 6,096,279 TV sets had broadcast tuners, a ratio of 2.4%.

Boosting Normal Output

The forecast by some manufacturers of 15 million radio sets for 1953 is not accepted in all industry circles. Doubling the 7,266,542 sets turned out in the first half of this year gives a total of 14½ million, with the heavy autumn production months ahead. However, it is pointed out that some factories have been increasing normal radio output to be ready for an expected greater demand for TV sets in the fall as more TV stations go on the air.

The current inventory of radio sets is up a barely perceptible amount over last year, running around 600,000, a normal inventory.

RETMA last week compiled six-month figures showing shipments to dealers. In the first 26 weeks 3,214,024 radio sets (not including auto sets) were shipped to dealers (retailers). This compares with 2,879,706 sets shipped during the first half of 1952.

The difference between the total sets produced and the sets shipped to dealers involves the time element, inventories, auto set production and foreign sales. The foreign business accounts for less than 1% of total radio set production.

HALF-YEAR RADIO SET SHIPMENTS TO RETAILERS

(First six months of 1952 and 1953)

	1952	1953		1952	1953
Alabama	55,913	43,588	Nevada	4,864	3,880
Arizona	20,931	18,242	New Hampshire	8,103	9,718
Arkansas	26,624	23,705	New Jersey	106,611	105,092
California	210,305	260,482	New Mexico	12,746	13,702
Colorado	29,182	24,420	New York	324,782	384,801
Connecticut	33,541	43,659	North Carolina	72,612	62,251
Delaware	8,556	7,058	North Dakota	11,379	9,864
D. C.	32,301	37,255	Ohio	156,010	187,854
Florida	78,394	74,190	Oklahoma	36,695	37,789
Georgia	75,900	65,455	Oregon	27,515	27,734
Idaho	13,133	7,398	Pennsylvania	203,258	240,802
Illinois	172,497	249,687	Rhode Island	8,988	23,847
Indiana	67,708	70,788	South Carolina	27,785	25,721
Iowa	42,731	40,394	South Dakota	14,184	10,870
Kansas	44,609	39,559	Tennessee	46,951	54,420
Kentucky	44,837	49,171	Texas	144,618	158,015
Louisiana	54,980	58,018	Utah	11,616	10,527
Maine	28,211	15,197	Vermont	[illegible]	[illegible]
Maryland	42,649	40,838	Virginia	[illegible]	55,514
Massachusetts	91,769	92,309	Washington	41,068	57,073
Michigan	110,564	153,596	West Virginia	[illegible]	[illegible]
Minnesota	46,267	51,413	Wisconsin	49,809	69,517
Mississippi	28,808	27,970	Wyoming	6,253	6,110
Missouri	78,313	93,102			
Montana	11,584	14,032			
Nebraska	26,162	21,537	TOTAL	2,876,181	3,214,024

10 FIRMS PLAN FALL RADIO-TV SPOTS, INCLUDE 'BIG THREE' SOAP MAKERS

P&G, Lever Bros. and C-P-P are soap makers planning fall spots. Others with fall spot schedules in negotiation are Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals and Howard Clothes.

THE BIG THREE of the soap industry led a list of 10 spot advertisers who last week were negotiating fall schedules in both radio and TV.

The seven other firms readying autumn campaigns are Shulton Toiletries, Bristol-Myers, General Motors, Vanity Fair, West Disinfectant, Reynolds Metals Co. and Howard Clothes.

Procter & Gamble Co., Cincinnati (Duz), is preparing a spot campaign to start Sept. 14 in 50 radio markets and 20 TV markets. Compton Advertising, New York, is the agency.

P&G also is asking availabilities for its new Gleem toothpaste which will launch its radio-TV spot campaign starting Sept. 12. Compton also is handling that campaign in addition to the one for P&G's Drene [B•T, Aug. 10].

Lever Brothers Co., New York (new product Lux Liquid), through J. Walter Thompson Co., New York, is planning an early September starting schedule in the West Coast area.

Colgate-Palmolive-Peet Co., Jersey City (Super Suds), through Cunningham & Walsh, New York, effective Aug. 24 starts a heavy spot radio campaign 10 times weekly for 52 weeks.

Colgate's Florient, a room deodorant, is using a few eastern test radio markets starting Oct. 2 through Street & Finney, New York.

Reynolds Metals Co., Louisville, through Buchanan & Co., New York, is going into about 80 radio markets with sponsorship of quarter-hour local programs starting the end of August.

Shulton Toiletries, New York, through Wesley Assoc., New York, has extended its present schedule in 60 markets to run through the end of the year instead of culminating in September and also is planning a television spot campaign in 30 markets to start the end of September and run through Dec. 23.

Bristol-Myers Co., New York (Ipana toothpaste), is planning a 55-second spot campaign starting Sept. 14 for 13 weeks, through Doherty, Clifford, Steers and Shenfield, New York.

General Motors (Buick), Detroit, through Kudner Agency, New York, is adding ten-second announcements to the 20-second spots it already has bought preceding the NCAA games, on 83 NBC-TV stations only.

Groveton Paper Co., New York, makers of Vanity Fair facial tissues, is buying participations on the Ruth Lyons show on WLW-TV Cincinnati, has renewed *Food for Thought* on WABD (TV) New York and is adding another program on WGN (TV) Chicago. Paris & Peart, New York, is the agency.

West Disinfectant, New York ("Plus"), is testing a radio spot campaign for four weeks in Lancaster, Albany, Toledo and Dayton. In addition the product will use a 13-week test in television on WHIO-TV and WLWD (TV). Paris & Peart, New York, is the agency.

Howard Clothes, New York, through Peck Advertising, New York, is buying day and night radio spots in a campaign starting Aug. 24 to run to Christmas.

Ex Lax Studies Fall Plans

EX LAX Corp., New York (Ex-Lax) is considering a network television and radio program to start this fall, through Warwick & Legler, New York.

The firm is about to sign the *Leave It to the Girls* program on ABC-TV, Saturdays, 7-7:30 p.m. In addition Ex Lax also is considering sponsorship of three days a week of the 11-11:15 a.m. strip of *Modern Romances* on ABC radio, also to be launched in the fall. Whether the company would then continue its sponsorship of the *Doctor's Wife* on NBC radio is problematical.

O'Cedar to Terminate Time on 'Breakfast Club'

O'CEDAR CORP., Chicago (cleaning products), has notified ABC Central Division it will terminate sponsorship of the Mon.-Wed.-Fri. segments of Don McNeill's *Breakfast Club* for the fall, effective Sept. 4, according to John Turner, president of Turner Advertising Co., Chicago, which handles the account. O'Cedar shares the 8-8:15 a.m. segment with Toni Co.

O'Cedar has a TV spot campaign in some 25 markets, with a heavy concentration in the East. Spots are being carried on baseball telecasts in New York, Philadelphia and Washington, D. C. Some TV is planned for fall, Mr. Turner added.

Sterling Drug Profits Up

STERLING DRUG INC., New York, reported last week that net profit for the six months ended June 30 amounted to $6,265,050 as compared with $5,351,031 for the corresponding 1952 period. Sales for the first half of 1953 were listed at an all-time high of $83,881,436 as against $79,973,095 for the same period of 1952.

RADIO STILL BIG ABROAD—GRANT ADV.

THERE is nothing dead about radio in the larger advertising agency offices throughout the world and, in fact, radio is a major advertising medium in many countries.

This is a composite opinion held by key executives of Grant Advertising Inc., which has 23 offices overseas and eight in the U.S. They were attending the agency's annual international conference in Chicago for the week of Aug. 3.

Grant foreign executives visited Detroit Tuesday and Wednesday to acquaint themselves with personnel working on the Dodge Division of Chrysler Motors account, and wound up in New York Saturday, where they talked with Grant personnel on the International General Electric account and inspected radio-TV studio and technical facilities. Both Dodge and International GE advertise in foreign countries through Grant branches.

The Chicago sessions were keynoted by Will C. Grant, president, and various agency branch executives. They reported that with the sole exception of London every office is a large user of radio.

Overall ad budgets are up in South America, according to Raimundo F. Scarampi, Grant vice president and office manager in Buenos Aires.

Grant executives compared their problems in Latin America to those of the early days of U.S. radio before coverage standards and rating services were established.

Grant set up its own radio-TV measurement services for clients, using techniques based on the characteristics of the markets to be studied. Specially-trained interviewers traveling on foot were substituted for telephone coincidental checks, because of the scarcity of telephones.

Radio still is the most important communication medium in many countries, representatives reported. One Grant office prepares its radio campaigns in 14 of the most common languages.

Grant executives agreed there is no known way a program or commercial prepared for one country can be assured of success in another.

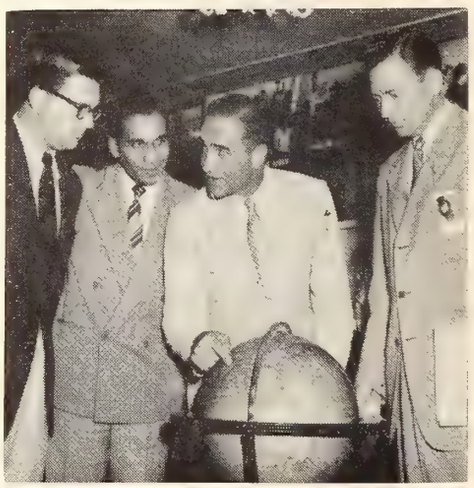
Take Lima, Peru, for example. According to Eugene Tarley, branch chief there, the people will respond much more quickly and "take to" a commercial borrowing on their own tastes in music than to one of foreign style.

Singing commercials, however, appear to be popular around the world.

Several offices reported on progress in their countries, one being Mexico, which telecast its first bullfight. The program was pioneered by Grant for its client, Goodrich Euzkadi, and has proved to be a "roaring" success. Other favorable reports were given.

But, while people the world over seem to enjoy commercials and jingles in any language, they are not acclimated yet to television—at least in countries like Brazil or Argentina.

Some natives stand in front of TV cameras on the streets, posing and otherwise cavorting, and then hurry to receivers in adjoining shops, not quite knowing what to make of it when they don't see the expected pictures.



WORLD strategy is indicated as Grant Advertising Inc. executives from foreign offices confer at the agency's international conference in Chicago. Gathered around the globe are (l to r) Robert Sutherland, president, Grant Advertising of Brazil (Rio de Janeiro); M. G. Kumble, Grant representative in Calcutta, India; Will C. Grant, agency president; Andrew Shepard, Grant vice president-manager in Mexico City.

CIO BUYS $600,000 RADIO NEWS SERIES

CIO will place heavy emphasis on radio during the coming 12 months in a campaign to tell the public about its role in community affairs.

Last Thursday Walter P. Reuther, CIO president, announced that the organization had contracted for a 52-week daily newscast on ABC radio network. Within a fortnight he expects to announce details of a CIO television series.

The two series will comprise a million-dollar campaign voted last June by the CIO executive board [B•T, June 15, 8].

Uses 150 Stations

Using 150 ABC stations, CIO's budget for the radio campaign (time and talent) is estimated around $600,000 plus promotion. Cost of the upcoming TV program, also a 52-week package, is expected to approach $400,000. Commentator on the radio series, scheduled 7-7:15 p.m. in the East and 6-6:15 local time in other zones, will be John W. Vandercook, author and explorer. Broadcasts will originate in New York and Washington. The series starts Labor Day, Sept. 7.

Mr. Reuther said CIO "is sincerely pleased at the opportunity of bringing the nightly news commentary to the American public over ABC radio facilities." He added:

"We in the CIO look upon this program as an opportunity to serve the public by keeping it acquainted with the fast-breaking news of the day and how it affects the daily lives of each and every one of us. We hope, through the commercial announcements on the broadcast, to better acquaint the public with the CIO and its role in the community. We have often pointed out that CIO members make progress only as the community progresses, and not at the community's expense; and this program will demonstrate that fact.

'Latest Step'

"The radio series, the latest step in the CIO's continuing program of public relations, will shortly be followed by a regular television program. It is our hope that we will be able to announce details on this TV series in the near future."

Agency for the account is Henry J. Kaufman & Assoc., Washington, D. C., Wyatt & Schuebel, New York, which participated in time clearance.

A CIO public relations committee headed by Henry C. Fleisher, CIO publicity director, conducted initial studies leading to the radio-TV projects. Members of the committee were Vin Sweeney, United Steelworkers; Frank Winn, United Auto Workers; Richard Rohman, Amalgamated Clothing Workers; Arthur Riordan, IUE-CIO; Al Harrington, Communications Workers; Kenneth Fiester, Textile Workers; Joseph Walsh, Rubber Workers; Ray Davidson, Oil Workers; Henry Zon, CIO-PAC; Al Zack, CIO assistant publicity director, and Arthur J. Goldberg, CIO general counsel.

Serutan Moves to CBS-TV

SERUTAN CO. (Geritol) Newark, currently sponsoring *Juvenile Jury*, Mondays, 9-9:30 p.m. on NBC-TV, effective Oct. 11 moves show to CBS-TV, Sundays, 4-4:30 p.m. Thus the NBC-TV Monday period opposite the highly rated *I Love Lucy* show is open again. Ed Kletter Agency is handling Geritol.

GRID COVERAGE PLANS IN FULL SWING

As the fall season approaches, radio-TV networks and stations round out latest details of what promises to be a period of extensive football coverage. Both college and professional football are included.

RADIO and television networks and stations last week were rounding out preparations for extensive coverage of college and professional football games for the fall season.

As a preliminary to the kick-off of regular games in September, the DuMont TV and the Mutual radio networks carried the All-Star football game from Chicago last Friday. Sponsor was the Admiral Corp. through Erwin Wasey & Co.

The most widespread coverage of football contests this fall is believed to be that of DuMont, which will telecast 49 games of the National Professional Football League, starting Sept. 27 and ending in late December. Twenty of the games will be sponsored by the Westinghouse Electric Corp. through Ketchum, McLeod & Grove, Pittsburgh [B•T, July 20]. The others will be under the sponsorship of Miller Brewing Co. (Mathisson & Assoc. Inc., Milwaukee), Atlantic Refining Co. (N.W. Ayer & Son Inc.) and Brewing Corp. of America (Lang, Fisher & Stashower Inc., Cleveland), with others to be announced at a later date.



KRNT Des Moines sells Home Federal Savings & Loan Assn. an extensive football-basketball broadcast schedule including U. of Iowa games. Signing (l to r) are Mike McMichael, account executive, and (standing) Paul Elliott, commercial manager, both KRNT; Jonathan M. Fletcher, executive vice president, and Don Ault, advertising manager and public relations director, both Home Federal.

The number of cities to carry the games is expected to vary from game to game. These details will be announced later as will the names of commentators for DuMont's coverage.

NBC-TV will carry a schedule of 19 college football games under its *TV Game of the Week* under sponsorship of General Motors through the Kudner Agency Inc. [B•T, June 22]. The schedule was arranged in cooperation with the National Collegiate Athletic Assn. in line with that group's policy of "limited television." On two Saturdays, Oct. 24 and Nov. 7, *TV Game of the Week* will be a panoramic telecast of portions of four games being played in different parts of the country. Mel Allen is expected to be the announcer.

On NBC radio, the *College Football Game of the Week* will broadcast contests each Saturday, starting Sept. 19 and ending Dec. 5. The games will be made available for local co-op sponsorship and, a network spokesman said last week, already have been sold in eight markets. Games selected for broadcast will be chosen on the Monday before Saturday game time in order to select teams winning audience appeal.

ABC-TV will telecast home games of the Chicago Bears and the Cardinals, National Football League teams, with sponsorship of half of each game by Standard Oil Co. of Indiana through McCann-Erickson Inc., Chicago, and the other half local sponsorship [B•T, Aug. 2]. Games will be carried on Sunday, starting Sept. 27, for 12 weeks. The Chicago area will be blacked out for the telecasts. Harold (Red) Grange will handle play-by-play.

Coverage of the Notre Dame U. football games also will be provided by ABC-TV, starting Sept. 7 through a filmed program of the contests to be carried the next day (Sunday) from 7:45-9 p.m. EST. This coverage and a 15 minute segment preceeding the filmed programming (7:30-7:45 p.m.) in which Notre Dame football coach Frank Leahy will be featured will be sold on a co-op basis.

It is reported that ABC radio will broadcast a series of college football games starting Sept. 26 and ending Nov. 28.

Mutual's *Game of the Week*, broadcasting college football games for 13 weeks, starts Sept. 26. First two games in the series will begin after major league and World Series baseball contests are completed. A Mutual spokesman said last week that *Game of the Week* is being offered to several national advertisers for sponsorship. Commentary will be by Al Helfer and Art Gleeson.

CBS Radio's *Football Roundup* will be carried



WCAU Philadelphia will carry U. of Pennsylvania football games under sponsorship of Yellow Cab Co., Philco Distributors Inc., and Mort Farr, Philco retailer. At signing are (l to r): Seated, Mort Farr; John Gilligan, Philco Corp. advertising manager; Donald W. Thornburgh, WCAU president-general manager; Byrum Saam, who will do play-by-play, and Milton Eisenberg, Yellow Cab; standing, James Shallow, Philco Distributors general sales manager, and Bill Campbell, WCAU sports director who will do color and interviews.



KFH Wichita's football game-of-the-week broadcasts will be sponsored by S. A. Long Co. (wholesale appliances) to boost Zenith sales, and by Over There VFW Post 112 to spark membership. Planning are (l to r): Seated, James E. Fisher, post adjutant-quartermaster; Frank V. Webb, KFH vice president-general manager; Rex Adams, Long sales manager, and Rollo E. Bulkley, post junior vice commander; standing, Tom Bashaw, program director; Jack Munley, sports director, and Bryce Benedict, sales representative, all KFH, and Paul Wilson, Long sales promotion-advertising manager.

each Saturday afternoon from 2:30-5:30 p.m., with multiple coverage of about 20 major college football contests on each broadcast. The series will run from Sept. 19 to the end of November. Red Barber will direct commentary. The program is being made available for national sponsorship.

The five home football games of the U. of Notre Dame will be carried "live" via closed circuit television by the newly-formed Box Office Television Inc. [B•T, July 13]. The exact number of theatres that will carry the games was not available for release last week.

Many individual radio stations throughout the country will carry professional, college and high school football games of institutions in their area. WTAM Cleveland reported last week that it will broadcast the nine home and away games of Ohio State U. from Sept. 26 through Nov. 21. The games are available for local sponsorship. WMGM New York announced last week it will cover 12 New York Giants professional football games and at least six pre-season exhibition contests from Aug. 22 to Dec. 13 under co-sponsorship of Miller Brewing Co. (Mathisson & Assoc., Milwaukee) and the Atlantic Refining Co. (N. W. Ayer & Son Inc.). Marty Glickman and Chris Schenkel will do the play-by-play and color reports.

WWDC Airs Colts

In professional football, WWDC Washington began broadcasting all exhibitions and the full schedule of the Baltimore Colts starting last Saturday with the Colts vs. Philadelphia Eagles contest in Norfolk. A total of 17 games will be on WWDC. Gunther Brewing Co. of Baltimore is the sponsor.

WXEL (TV) Cleveland reports it will telecast out-of-town games by the professional Cleveland Browns for the fourth straight year. Sportscaster Bill McColgan will handle play-by-play and John Fitzgerald of the station, the color. Clayton Dopp is producer and director of the telecasts. Home games, also sponsored jointly by the Brewing Corp. of America (Carling's Black Label Beer and Red Cap Ale) and the Atlantic Refining Co., will be fed to the East and Middle West for DuMont although not to be seen in Cleveland.

Radio rights to the seven homes games of the U. of Miami during the coming football season have been awarded exclusively to WIOD Miami, according to Dr. Sydney W. Head, director of radio and TV at Miami.

KVOO Tulsa will carry U. of Oklahoma Sooners' nine-game 1953 football schedule, sponsored by the Texas Co., with John Henry, KVOO sports director, doing play-by-play, beginning Sept. 26. WKY Oklahoma City also will carry the broadcasts, with Tom Paxton doing color.

Princeton U. football contests for the 1953 season will be carried by KYW Philadelphia. Herb Caneal, KYW sports director, will handle play-by-play for the 10-game schedule.

Henry M. Stevens, JWT, Dies; Was Board Chairman of 4-A's

HENRY M. STEVENS, 53, a director and vice president of J. Walter Thompson Co., New York, died Aug. 11, while vacationing at Ingonish Beach, N. S. He was chairman of the board of the American Assn. of Advertising Agencies.



Mr. Stevens

Mr. Stevens was born in Portland, Ore. He received the degree of Master of Business Administration from the Harvard Business School before starting at JWT's Chicago office 30 years ago. He was one of the original members of the company's San Francisco office. While heading the St. Louis office in 1936 he was named a vice president and transferred to New York.

During World War II Mr. Stevens served on the War Advertising Council, participated in a special study for the Treasury Dept. and acted as general chairman of the Advertising section of the New York Committee of the National War Fund.

Surviving are his wife, Mrs. Stella Riggs Stevens, two daughters, a son, and his twin brother.

Agency Changes Name

NAME of Wilson, Haight & Welsh Inc., Hartford and New York agency, has been changed to Wilson, Haight, Welsh & Grover Inc., after the addition of Melvin G. Grover as vice president and director. He recently resigned as Fawcett Publications advertising director.

NEW BUSINESS

General Mills, Minneapolis, has bought daily 15-minute segment of NBC-TV's *Today* starting Aug. 31. Company will advertise Betty Crocker cake mixes (two days), home appliances (two days) and O-Cel-O cellulose sponges (one day). Agencies: BBDO, Minneapolis (cake mixes, appliances), and Comstock Advertising, Buffalo (O-Cel-O).

General Motors Corp., Detroit, will sponsor *Fisher Body Awards* featuring 40 young automobile designers who have won prizes in annual Fisher Body model car competition, on NBC-AM-TV Aug. 18, 9:30-10 p.m. EDT. Agency: Kudner Agency, N. Y.

Borden Food Products Co., N. Y., began sponsorship of Cecil Brown newscasts, Monday through Friday, 8-8:15 p.m. on 45 Don Lee Network stations. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Prudential Life Insurance Co. of America renews *Jack Berch Show* on full ABC radio network for 52 weeks, Mon.-Fri., 12:25-12:30 p.m. EDT, effective Sept. 21. Agency: Calkins & Holden, Carlock, McClinton & Smith, N. Y.

Commercial Solvents Corp., N. Y., will sponsor *Peak of the Sports News* featuring Red Barber, on CBS-TV, Saturday, 6:45-7 p.m. EDT, starting Sept. 12. Agency: Fuller & Smith & Ross, N. Y.

Cream of Wheat Co. to drop *Grand Central Station* on CBS Radio, Saturdays, 11:05-30 a.m., but will pick up the 12-12:30 p.m. period on the same network with *Theatre of Today* starting Sept. 12. **Armstrong Cork Co.,** which sponsors *Circle Theatre,* will drop the show effective that day but will continue sponsoring its television *Circle Theatre* on NBC-TV. BBDO, New York, is the agency for both Cream of Wheat and Armstrong.

Paramount Pictures launched extensive radio-TV spot campaign for its new production, "The War of the Worlds," on 33 stations and two network stations in 30 of the largest cities in New England and middle Atlantic states. Agency: Donahue & Coe, N. Y. (See story page 78).

Spool Cotton Co. (Crown zippers), through its agency, Kenyon & Eckhardt, N. Y., signs for participations on all Housewives' Protective League programs on 13 CBS Radio stations, starting Aug. 31.

Toni Co., Chicago (div. of Gillette Co.), for Prom Home Permanent and White Rain Shampoo, will sponsor *Place the Face* on CBS-TV, alternate Thursdays, 10:30-11 p.m., starting Aug. 27. Agencies: Leo Burnett Co., Chicago, for Prom; Tatham-Laird, Chicago, for White Rain.

Brown Shoe Co., St. Louis, will sponsor *Smilin' Ed McConnell* on ABC-TV, Saturday, 10:30-11 a.m. EDT, starting this Saturday (Aug. 22). Agency: Leo Burnett Co., Chicago.

P. Lorillard Co. (Old Gold cigarettes) switches *Chance of a Lifetime* show from ABC-TV, Thursday, 8:30 p.m. EDT, to DuMont Television Network, starting first week in October on day and hour to be designated shortly. Agency: Lennen & Newell, N. Y.

AGENCY APPOINTMENTS

Greater Pittsburgh Milk Dealers Assn. appoints Cavanaugh Morris Agency, Pittsburgh, to handle advertising and public relations. **Louis J. Sautel** is account executive.

Olympic Stained Products Co., Seattle, appoints West-Marquis Inc., same city, to handle advertising for company's products including Olympic Perfect-Fit shakes, Texterior paneling, Timberline siding and Olympic Stain. **Welles Wiley,** vice president in charge of Seattle office, is account executive.

White Rock Bottlers Co., L. A. (Dietonic Beverages, new low calorie soft drink line), ap-

points Roy S. Durstine Inc., that city. Spot announcement and participation schedule has started on KIEV Glendale, KBIG Avalon, KHJ KNX KNXT (TV) KNBH (TV) and KLAC-TV Hollywood.

Universal Major Electric Appliance Co., Lima, Ohio, names Harry B. Cohen Adv., N. Y., for its refrigeration, heating, laundry and air conditioning products. Plans not yet formulated.

American Corn Millers Federation appoints Arthur Meyerhoff & Co.

First Federal Savings & Loan Assn., Hollywood, appoints Hutchinson-Hadlock Co., that city. Radio-TV are being used.

Lewel Industries Inc., N. Y. (Instant Dip and Instant Wipe household cleaners), appoints Harry B. Cohen Adv. Co., N. Y.

Griest Mfg. Co., New Haven, names Cunningham & Walsh, N. Y., to handle expanded campaign in home sewing field in behalf of sewing machine attachments. Selection of media, including radio and TV, currently under consideration.

Charles Antell Inc., Baltimore, and **National Health Aids,** name Ruthrauff & Ryan, N. Y., to handle all advertising for Fastabs, weight reducing tablets.

Gipps Brewing Corp., Peoria, Ill., is placing its TV account with Mace Adv. Agency Inc., that city.

Rosita Products Co., Phoenix (canned Mexican foods), appoints Rockett-Lauritzen, L. A. **Monte J. Curry** is account executive. Radio-TV will be used.

Carlsbad Hotel, Carlsbad, Calif., appoints Stanley & Assoc., Oceanside. Radio will be used.

Dwight Edwards Co., S. F., division of Safeway Stores Inc., appoints Erwin, Wasey & Co., L. A., to direct advertising on Edwards Instant Coffee, effective Sept. 1.

Greene-Haldeman, Los Angeles Chrysler-Plymouth dealers, appoints The Caples Co., that city. Radio and TV will be used. **Phil Lansdale** is account executive.

SHORTS

Robert Knox Adv. moves to new quarters at 104 East 40th St., N. Y.

Richard G. Montgomery & Assoc., Portland, Ore., advertising agency, resigned account of Centennial Flouring Mills and its subsidiaries effective July 1 and coincidentally closed its Seattle offices.

Swafford & Co. Adv., 9009 Beverly Blvd., Beverly Hills, moves Aug. 31 to new offices at 307 S. Robertson Blvd., same city.

H. Jack Wyman Advertising, S. F., moves to 278 Post St., that city.

Gourfain-Cobb Adv. Agency Inc. dissolves as corporation in favor of partnership doing business as **Gourfain-Cobb & Assoc. A. S. Gourfain Jr.** is principal partner.

Guild Films Marks Growth; Ups Gross, Appoints Shainmark

AS PART of Guild Films Co. expansion program, Reub Kaufman, president, announced last week that Arthur Gross has been appointed assistant to the president in charge of company operations and Lou Shainmark, vice president in charge of advertising and publicity.

Mr. Gross has served Guild as director of advertising and publicity for the past year. He was formerly an account executive with the Smallen Advertising Agency and with Skouras Theatres as promotion manager.

Before joining Guild, Mr. Shainmark was assistant to the Federal Security Administrator. Until 1950, he was managing editor of the *Chicago Herald-American.*

In other presonnel changes, Mr. Kaufman announced that Ed Grossman, Guild auditor, has been named controller of the company; Jane Kaye, office coordinator, Guild's office manager; Joel Lee, law secretary to Federal Judge Samuel Kaufman, a member of the firm's legal department and Curtis Kaufman, an assistant in the advertising and publicity department.

Sale of Footage to Hopalong Is Set Aside by L. A. Court

SALE of 200,000 feet of old Western film from the estate of Harry (Pop) Sherman, independent movie producer, for $5,000 to Hopalong Cassidy Inc., was set aside Monday in Los Angeles Superior Court on petition of his two daughters, Mrs. Arlynne Wood and Theodora Sherman. A new sale, under competitive bidding, was ordered for Aug. 24, with all interested parties to appear "with cash in hand."

Contending that the film library might be worth as much as $1 million, the sisters claimed Jacob H. Karp, estate executor who is also an attorney for Paramount Pictures Corp., had not notified them properly of the pending sale.

Mr. Karp had contended that Paramount Pictures has an interest in the film library and anyone buying it was subject to those claims.

Conne Named V. P. on Sales With Prockter TV Enterprises

EDWARD R. CONNE has been appointed vice president in charge of national sales of Prockter Television Enterprises Inc., according to Bernard J. Prockter, the firm's president.

Mr. Conne, at one time associated with World Broadcasting Studios and who has been surveying the TV field the past three years, will head a new sales division.

The division will concentrate on national network sales as differentiated from syndication sales. The latter, also a division, is supervised by Andrew P. Jaeger, vice president in charge.

Filmarte vs. Filmcraft

ACTION of unlawful detainer has been filed in Los Angeles Superior Court by West Coast Hollywood Theatres Corp., owners of Filmarte Theatre, Hollywood, against Filmcraft Productions. Besides asking for $7,500 back rent allegedly due under a two-year leasing arrangement, the plaintiffs seek to oust Filmcraft from the theatre, used as a shooting stage for various TV film productions.

NBC Film Division Sales

NBC Film Div. reported last week that total markets on its *Douglas Fairbanks Presents* filmed series has reached 89, with latest sales to WVEC-TV Hampton, Va.; KANG-TV Waco, and to the Walter Klein Agency, Charlotte, N. C., for Columbia, Charleston and Greenville, S. C., Asheville and Greenville, N. C., and WRAY-TV Princeton, Ind. Other Sales have raised markets on *Victory at Sea* to 51 and *The Visitor* to 35.

Film Sales

Guild Films Inc. reported last week its half-hour *Liberace* filmed program has been sold in three new markets, raising total number to 78. Latest sales were to **U. S. National Bank** over **KBES-TV** Medford; **Ontario Biscuit Co.** over **WSYR-TV** Syracuse, and **West Side National Bank** over **KIMA-TV** Yakima, Wash.

•

DuMont TV Film Sales, New York, reported last week that its weekly filmed sports program, *Madison Square Garden,* had been sold to the **Tampa Florida Brewery** (Tropical beer and ale). Production on the 1953-54 series will start Nov. 3 by **Winik Films Corp.**

•

Screen Gems Inc. reports that *The Big Playback,* weekly filmed program featuring **Bill Stern,** has been bought for local sponsorship in six new markets, raising total number of outlets on show to 51. New sales were in **Duluth, Memphis, Montreal, Pittsburgh, Milwaukee** and **Wichita.**

•

Production

Stage 5 Productions, Hollywood, organized by **Ozzie Nelson** to film ABC-TV *Adventures of Ozzie and Harriet,* is shooting 40 half-hour programs at General Service Studios. Program returns to network Sept. 18, sponsored alternately by **Hotpoint Inc.** and **Lambert Pharmacal Co.** (Listerine). Mr. Nelson is producer-director, as well as co-star; **William C. Mellor,** cameraman, and **Leo Pepin,** associate producer.

•

Sovereign Productions, Hollywood, has acquired TV rights to "Archie," teenage comic book, from publishers **John L. Goldwater** and **Louis A. Silberkleit.** Filming on the proposed half-hour series starts next month with **George Bilson,** RKO producer, handling production reins.

Sovereign has signed the theatrical picture production team of **Clarence Greene** and **Russell Rouse** to share similar duties with the team of **Gil Ralston** and **Arthur Ripley** on 13 films in new CBS-TV *GE Theatre* series. The first film will be telecast Sept. 27.

•

Frank Ferrin Productions, Hollywood, is filming two deep-sea fishing episodes in the Hawaiian Islands for inclusion in ABC-TV's *Smilin' Ed's Gang.* Necessary marine equipment is being supplied by **Capt. N. R. Dawley,** operator of the "Miss Honolulu" and former motion picture actor.

•

Phildan TV Productions Inc., Hollywood, has started filming 52 weekly half-hour wrestling

programs at Valley Gardens Arena, North Hollywood, for nation-wide syndication. To date, deals have been made with 14 stations. **Michael Phillips** is producer.

•

Shriner TV Film Co., Hobart, Okla., now is producing a series of 13 half-hour TV films featuring **Ted Shriner** and his 9-year-old son, Teddy, heading a cast of 10. Titled *Shriners at Home,* the series will be available for TV stations this fall, according to a company spokesman.

Random Shots

Princeton Film Center Inc., Princeton, N. J., has signed a long-term lease for the sound stage of **Frederick W. Rockett's** Hollywood film studio. The expansion was made because of increased film production for television, according to **Gordon Knox,** Film Center president. Occupation of the new studio is planned for Sept. 1, he said.

•

S. W. Caldwell Ltd., Toronto, pioneer Canadian TV program production, packaging and sales organization, has been signed by **Guild Films Co.,** New York, to serve as its Canadian sales representative.

•

Fall credit course in Shakespeare, to be given via **KNXT (TV)** Hollywood by **Dr. Frank C. Baxter,** U. of Southern Calif. professor of English, will be kinescoped and made available to U. S. educational video stations upon request. Each lecture in the 17 weeks' course is 45 minutes in length.

•

Pacific-Alaska Division of **Pan American World Airways** has announced a special commodity rate for TV motion picture film flown from the Pacific Coast to Hawaii. The new rate, which becomes effective Aug. 26, is 40 cents per pound for film shipments of 100 pounds or over.

Film People

John Downing Wilson, radio-TV director and account executive of the **Bloom Advertising Agency,** Dallas, to **Screen Gems,** as southwestern sales manager.

•

William F. Dubensky, director of TV department for **Margo Jones' Dallas '53 Theatre,** named southwest sales representative for **Atlas Television Corp.,** New York, TV film distributing firm.

•

Ancil Payne has been appointed manager of **Criterion Films,** Seattle. For four years, until the beginning of 1953, he was executive assistant to Washington state's Congressman Hugh B. Mitchell.

•

Ted Hudes, independent radio-TV producer, to **Rockhill Productions,** radio, TV and film producers, New York, to be in charge of news and publicity.

•

Ralph Berger, art director for Desilu Production, Hollywood, has been signed to a 52-week exclusive contract.

•

Les Hafner, New York producer, has acquired motion picture and TV rights to **Mark Hellinger's** final screenplay, "Thousand Dollar Window."

APRMA SEEKS BETTER RADIO NEWS IN NEW YORK MEETING WITH AP

AP radio members developed plans to improve news presentation which, they believe, will pay off in more sponsored programs and added community service. Importance of sharing local and regional news also was stressed.

AGREEMENT that news has become a major factor in radio, and plans to improve the quality of news programming were the major developments to come out of meetings of the News Report and Programming committees of the Associated Press Radio Member Assn., held Tuesday and Wednesday at the AP general offices in New York.

Formed Last Fall

The association was formed last fall to permit station members of AP to have an organized voice in the style and content of the AP radio wire.

Les Mawhinney, news director of KHJ Los Angeles and head of APRMA, said that while the news program will be carried on by AP stations its findings would be of value to the entire radio industry.

"AP stations," he said, "are taking this initiative because we see that more frequent and better developed news programming is more important to broadcasting now than ever before. That's why we are taking the bull by the horns within our own AP membership and making definite, concrete plans to improve our news presentation. We believe it will pay off more in station interest and more sponsored programs, not to mention the additional community service."

A study of listener interest in news, according to the time of the broadcast, is being planned by the programming committee, to use as a basis for suggesting new and perhaps more attractive news formats for stations. The committee also plans a clearinghouse for the exchange of ideas on tested methods of selling prospective sponsors on the value of news broadcasts, both spot and features. Tentative decision was to ask stations to send in their saleable ideas to AP's New York radio headquarters, where it can be circulated to all member stations. Contributions of ideas would be made on a purely voluntary basis, but committee members expressed confidence that stations would cooperate in wholesale fashion.

Study Radio News

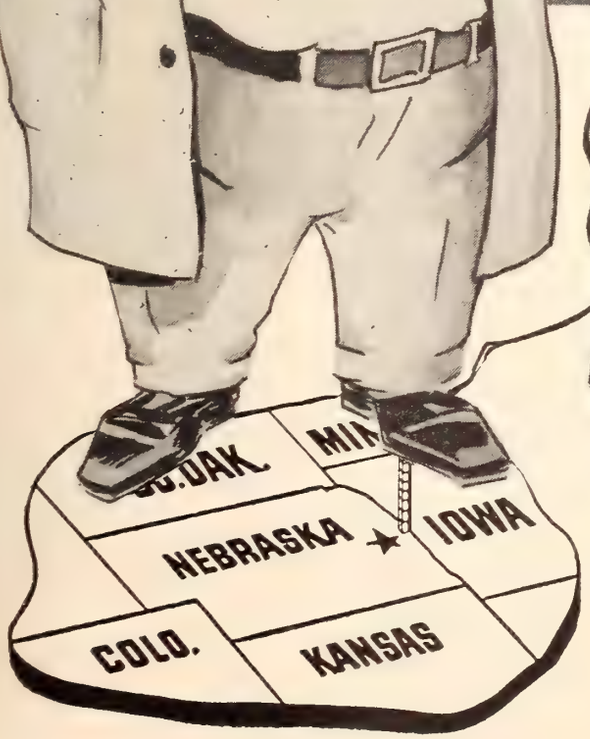
The news report committee members, under the chairmanship of Jack Krueger, WTMJ Milwaukee, devoted themselves chiefly to considering ways to interest station news staffs in contributing to the AP radio news report, giving it more detailed local and regional news coverage. The group adopted a resolution commending the monthly awards for stations making outstanding contributions to the radio news report and established by a half-dozen state groups and urged others to adopt similar plans. The committee also asked AP to prepare an instruction sheet on what news is



GATHERED around the AP conference table, discussing ways of improving news programming, are these members of the AP programming committee: (top row, l to r) Howard Pill, WSFA Montgomery, Ala.; Burl Ely, administrative assistant, AP New York; Lester Lindow, WFDF Flint; Oliver Gramling, assistant general manager, AP New York; Charles Crabtree, KWIK Pocatello, Idaho, and Donald D. Davis, WHB Kansas City. Seated (l to r): Les Mawhinney, KHJ Los Angeles; Dan Kops, WAVZ New Haven, Conn.; Jack Kreuger, WTMJ Milwaukee, and John A. Aspinwall, AP general radio news editor, New York. The meeting was held last week in New York.

BIG MIKE... THE FOOD PROCESSOR





The world's largest butter center and second ranking U. S. processing region . . . that's the area served by Big Mike . . . with Omaha as the center. Omaha's largest industry is food processing which accounts for 70% of the value of the city's manufactured products and employs 50% of the people engaged in manufacturing. In the Nebraska food processing field, the meat packing industry is the largest operation in dollar volume . . . with poultry, milk products, frozen foods, cereals and flour coming in for their share.

Food processing is BIG BUSINESS in the Nebraska area and helps to make it one of the richest areas in the land. Big Mike holds the key to this top market and will be glad to assist in your sales efforts. Call Free & Peters for details . . . or check with General Manager, Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO



"HE'S

REPRESENTING LEADING TELEVISION STATIONS:

WCSC-TV	Channel	5	CHARLESTON, S. C.
WIS-TV	Channel	10	COLUMBIA, S. C.
WOC-TV	Channel	5	DAVENPORT
KBTV	Channel	9	DENVER
WDAY-TV	Channel	6	FARGO
WBAP-TV	Channel	5	FORT WORTH--DALLAS
KGMB-TV	Channel	9	HONOLULU
KMBC-TV	Channel	9	KANSAS CITY
WAVE-TV	Channel	3	LOUISVILLE
WTVJ	Channel	4	MIAMI
WCCO-TV	Channel	4	MINNEAPOLIS—ST. PAUL
WPIX	Channel	11	NEW YORK
KSD-TV	Channel	5	ST. LOUIS
KRON-TV	Channel	4	SAN FRANCISCO



FREE

Pione

PIONEER WHO KEEPS ON

HUNTING FOR BUSINESS!"

During all the many years we've been in this business, we've been aware that there are two kinds of media salesmen. First, those who work hard *only* while they're hungry. Second, those who keep on working and succeeding because they have a built-in yearning for the action, the *achievement* that creative salesmanship brings, even after a square meal.

Here at Free & Peters, we pride ourselves that we're in the latter group. We have built our organization completely around that kind of people. We drive ourselves as hard today as we did in 1932, because that sort of effort, to us, represents the truly "good life". . .

"When you want a thing well done, go to a busy man." For one thing, he above anybody else will know that the way to *keep* busy is to give you the kind of service that brings you back for more — and more — and more.

& PETERS, INC.

tation Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO

desired and how it should be reported.

Howard Pill, general manager, WSFA Montgomery, Ala., pointed out that "some of us older ones in the radio field got our training on newspapers and understand the importance of sharing local and regional news through AP. But too many of our news staffs are youngsters who came straight into radio. We can't blame them for not seeing the value of exchanging news, that the items they rip off the printer got there largely through out-and-out AP membership cooperation."

Committee Will Coordinate

Mr. Mawhinney said that the executive committee of APRMA will coordinate the work of the two committees at a fall meeting.

Programming committee members are: Daniel W. Kops, WAVZ New Haven, chairman; Richard Mason, WPTF Raleigh; Lester Lindow, WFDF Flint; Donald Davis, WHB Kansas City; Howard Pill, WSFA Montgomery; Charles Crabtree, KWIK Pocatello; H Quenton Cox, KGW Portland, Ore.

News report committee members are: Jack Krueger, WTMJ Milwaukee, chairman; James A. Byron, WBAP Fort Worth; Maynard Dillaber, WMVA Martinsville, Va.; Robert Grant, KRNR Roseburg, Ore.; Ralph Knox, WHEC Rochester; Paul W. White, KFMB San Diego; Jack White, WJR Detroit.

AP was represented at the meetings by Frank J. Starzel, general manager; Oliver Gramling, assistant general manager; Paul R. Mickelson, general news editor; John Aspinwall, radio news editor; Andrew C. Lang, day radio news supervisor; James Wessell, night radio news supervisor; Al Stine and Tom Cunningham, executive representatives; Burl Ely, administrative assistant.

WWDC-FM, PEOPLES BEGIN 'DRUGCASTS'

POINT-OF-SALE FM radio will be applied to the drug store field in an agreement signed last week between WWDC-FM Washington and Peoples Drug Stores, a 75-store chain in the Greater Washington area.

"Drugcasting," as described by Ben Strouse, vice president-general manager of WWDC Inc., and Clayton R. Sanders, advertising director of Peoples, will feature instrumental music aired over FM receivers in the 75 drug stores and to WWDC-FM's home audience. The plan, which begins Oct. 1, is tailored specifically for drug and allied accounts which wish to increase sales through home FM radio and point-of-sale broadcasts in the 75 drugstores.

Messrs. Strouse and Sanders believe "drugcasting" is the first instance in which point-of-sale broadcasting will be applied to the drug field. Commercials will be aired on a rotating basis during store hours, they said.

Along with commercials, drug advertisers will receive prominent window displays of their products in Peoples Drug Store windows for two weeks of each month except for December, the announcement said.

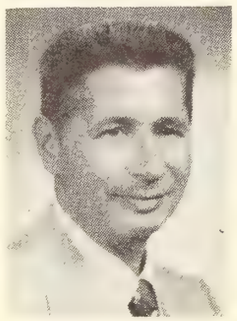
The WWDC-Peoples "drugcasting" offers either of two advertising schedules. Plan No. 1 is an all-inclusive schedule of spot announcements on WWDC-AM plus "drugcasting" announcements on WWDC-FM and the 75 Peoples Drug Stores. Plan No. 2 covers commercials on WWDC-FM and the 75 stores only, Messrs. Strouse and Sanders said.

"Drugcasting" is represented nationally by John Blair & Co. and in Washington is represented by WWDC Inc.

Jadassohn Quits SESAC; No Successor Announced

Mr. Jadassohn leaves the post of vice president and general manager. His future plans are not yet set. At SESAC, he handled negotiations with national networks.

KURT A. JADASSOHN has resigned as vice president and general manager of SESAC, effective today (Monday), ending an association of more than 20 years dating to the organization's founding. He will spend several months on his model farm in Monmouth County, N. J., before deciding his future business plans. No successor has been announced.



Mr. Jadassohn

Member of a musical family, Mr. Jadassohn began his career in Vienna with the music firm of L. Doblinger, publishers of the "Merry Widow" and other famous Vienese waltzes. After serving as assistant manager of a light opera company touring South America, he joined Shapiro Bernstein Co., New York music publishers, in 1925. Three years later he was named manager of the orchestra department of Associated Music Publishers, which since has merged with BMI. Subsequently he worked in the music departments of NBC and WOR New York.

At SESAC, Mr. Jadassohn for many years has handled all negotiations with the national networks and signed many major stations to SESAC contracts. He personally supervised production of the SESAC transcribed library. He also traveled throughout this country and abroad, putting under contract the 257 music publishers' catalogs comprising the SESAC repertory.

Macklin Marrow Dies; Was M-G-M Music Director

FUNERAL services were held last Tuesday for Macklin Marrow, 53, music director of M-G-M Records division of Loew's Inc. and composer-conductor for New York City's WNYC Concert Orchestra. Mr. Marrow died Aug. 8 after a long illness.

Jewell Productions Formed

FORMATION of Jewell Productions, a radio-TV-motion picture packaging agency to service Detroit advertising agencies, has been announced by James Jewell, TV technical director at WWJ-TV Detroit.

Mid America Announced

MID AMERICA Programming Service has been formed in Columbus, Ohio, for production of multi-voice and special-effect spots and syndicated material in the food, dairy and small loans fields. Custom and syndicated material will be supplied agencies, sponsors and stations.

'People Are Funny' Tops Nielsen AM for July 5-11

CBS' *People Are Funny* was the top evening once-a-week radio network show in homes reached for the week of July 5-11, according to the A. C. Nielsen Co. national ratings. The Nielsen listings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
JULY 5-11, 1953
NIELSEN-RATING*

Rank	Program	Homes Reached (000)
Evening, Once-a-Week	(Average for All Programs)	(1,298)
1	People Are Funny (CBS)	2,417
2	Mr. and Mrs. North (CBS)	2,238
3	Railroad Hour (NBC)	2,059
4	Dr. Christian (CBS)	2,014
5	Yours Truly, Johnny Dollar (CBS)	2,014
6	Gene Autry Show (CBS)	1,969
7	Arthur Godfrey's Scouts (CBS)	1,880
8	My Little Margie (CBS)	1,701
9	General Electric Playhouse (CBS)	1,701
10	FBI in Peace and War (CBS)	1,656
Evening, Multi-Weekly	(Average for All Programs)	(895)
1	One Man's Family (NBC)	1,701
2	News of the World (NBC)	1,522
3	Lone Ranger (ABC)	1,119
Weekday	(Average for All Programs)	(1,298)
1	Romance of Helen Trent (CBS)	2,506
2	Our Gal Sunday (CBS)	2,462
3	Ma Perkins (CBS)	2,148
4	Guiding Light (CBS)	2,104
5	Wendy Warren and the News (CBS)	2,059
6	Arthur Godfrey (Nabisco) (CBS)	2,014
7	This Is Nora Drake (Seeman) (CBS)	1,969
8	Aunt Jenny (CBS)	1,925
9	Arthur Godfrey (Liggett & Myers) (CBS)	1,925
10	Road of Life (CBS)	1,925
Day, Sunday	(Average for All Programs)	(716)
1	True Detective Mysteries (MBS)	1,925
2	World Music Festivals (CBS)	1,298
3	Sunday Gatherin' (8:30) (CBS)	1,074
Day, Saturday	(Average for All Programs)	(1,164)
1	Theatre of Today (CBS)	2,104
2	Stars Over Hollywood (CBS)	2,014
3	Fun for All (CBS)	1,701

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

Copyright 1953 by A. C. Nielsen Co.

Dr. Whan, Researcher, Joins Kansas State

DR. FOREST L. WHAN, formerly of the U. of Wichita, has joined the faculty of Kansas State College as professor of speech and radio. He will serve as a member of the college's committee on radio and television policy.

For more than a decade Dr. Whan has been nationally known in the radio research field for his continuing analyses of audience characteristics in several midwestern areas. He had conducted surveys for a number of stations and groups. At Kansas State he will have charge of student training in radio, television and audience research.

San Diego Tally Reissued

C. E. HOOPER Inc. has recalled its report of a special TV survey covering San Diego viewing in evening hours for the week of July 6-12. In its place subscribers have been sent the standard TV Hooperating Report for the week June 26-July 2. The "special" report, due to what Hooper termed "obviously inaccurate, probably dishonest interviewer work," showed XETV (TV) Tijuana having 5.3% of the total TV audience between 6 and 8 p.m., Sunday-Friday, in contrast to the 25.9% shown by the "complete" report.



now..  10 out of



every 100 televiewers



are in areas



reached by



Westinghouse TV Stations!









With only *two* of the nation's 200 TV stations, you can do a tremendously effective selling job! Check NBC Spot Sales for availabilities that will bring *results* in these two key markets.

WBZ-TV
BOSTON
Channel 4

WPTZ
PHILADELPHIA
Channel 3

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ
National Representatives: for TV, NBC Spot Sales; for radio, Free & Peters

at WCAN-TV, the EYES have it!



EXPERIENCED EYES, of course.

Eyes that can LOOK at the Milwaukee market (*America's* 13th largest) and SEE how to sell it for you.

Eyes WIDE-OPEN and AWAKE to program and production know-how. Eyes that can RECOGNIZE the best way to give your product *eye*-appeal and *buy*-appeal and do it for *less*.

At WCAN-TV *all the eyes are experienced.* And the men behind them would like to show you what they can do. So *look* at these eyes and see the TV experience they offer.

Then you'll know why
WCAN-TV is catching the 👁 in Milwaukee.



LOU POLLER
General Manager
WCAN-TV

A veteran radio station owner and manager for 30 years with successful operations at WPWA Chester, Pa., WARL, Arlington, Va., WCAN-TV, Milwaukee.



ALEX ROSENMAN
New York Business Mgr.
WCAN-TV

Vice President in charge of sales at WCAU, Philadelphia with 25 years sales experience. Also helped to organize Official Films. General Manager of WCAN before going to New York.



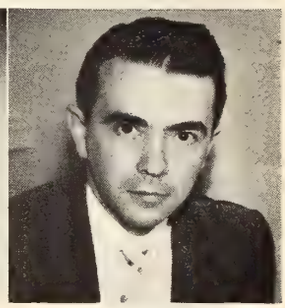
ELMER F. JASPAN
Assistant General Mgr.
WCAN-TV

As top producer-director for WPTZ, Philadelphia for 5 years, he produced and directed many network shows.



BUDDE MARINO
Producer-Director
WCAN-TV

Formerly assistant director on NBC-TV and stage manager for Martin Kane, All Star Review and Kate Smith Hour.



DEAN McCARTHY
Producer-Director
WCAN-TV

A sports specialist with extensive radio, TV and Newspaper experience. Also director of TV for National Council of Catholic Men.



WCAN-TV

WCAN-TV is catching the 👁 in Milwaukee

channel 25 Milwaukee

represented nationally by O. L. Taylor and Co.

TELESTATUS

Weekly TV Set Summary— Aug. 17, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,500
Montgomery	WCOV-TV	.....	11,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	.....
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,613,249	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	23,123	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	72,024
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	23,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	.....
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	15,500
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	66,023
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	53,114	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	31,500	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	486,913	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,069,414	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Duluth	WFTV	.....	23,070
Minneapolis	WCCO-TV	388,500	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	38,500	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	300,658	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	192,825	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,945
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	274,000	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	174,305	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	51,500
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	217,923	.....
Tulsa	KOTV	145,600	.....



K "DUB"-TV
LUBBOCK, TEXAS
the station with



the LOCAL TOUCH

CBS TELEVISION NETWORK

AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 .... ask your Avery-Knodel man.

W. D. "Dub" ROGERS
president

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

MIKE SHAPIRO
asst. mgr., director of sales

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

AFFILIATES: CBS DUMONT PARAMOUNT

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	104,528
PENNSYLVANIA			
Altoona	WFBG-TV	182,597	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	669,821	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,263,000	.....
Pittsburgh	WDTV	683,000	.....
	WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	96,628
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	31,500
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	120,505	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	28,076	.....
Austin	KTBC-TV	41,850	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,065	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	261,500	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	150,937	.....
Wichita Falls	KFDX-TV, KWFT-TV	37,500	.....
UTAH			
Salt Lake	KDYL-TV	127,200	.....
City	KSL-TV	129,700	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	192,680	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	34,395	.....
Tacoma	KMO-TV, KTNT-TV	271,000	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	202,437	.....
WISCONSIN			
Green Bay	WBAY-TV	58,886	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	441,642	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations in Air 219*
Total Cities with Stations on Air 154*
Total Sets in Use 26,274,403

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.

Daytime Serials Popular

DAYTIME SERIALS continue to attract listeners in large numbers and at low cost, A. C. Nielsen Co. reports. Average serial drama first week of May had a Nielsen Rating of 4.7 (2,104,000 homes), same as the average for evening dramatic shows and slightly above the 4.5 rating of mysteries. Cost-per-thousand homes reached for serials ranged from $1.53 to $3.13, averaging $2.13, lowest for any program type, according to Nielsen figures.

Researchers Study Censuses

RESEARCH Co. of America has invited leading market research men to a dutch treat lunch in New York on Sept. 10 "to determine the next and best steps to encourage congressional appropriations in the early weeks of 1954 for proper operation of the censuses of business, manufacture and agriculture and to plan a permanent program of dramatizations of census values and indoctrination of congressmen and others with regard to those factors."

Direct Mail Ads Gain Some 7%

ESTIMATED DOLLAR volume of direct mail advertising used by American business during the first six months of 1953 was $616,341,554, the Direct Mail Advertising Assn. disclosed last fortnight. This was said to represent a gain of nearly 7% over the first six months of 1952.

Nielsen Subscribers Increase

NEW NIELSEN radio-TV service subscribers, company reports, include N. W. Ayer & Son, BBDO and Quaker Oats Co. for complete NTI; Grant Advertising for NTI ratings; Ward Wheelock, Dan B. Miner and more than 40 AM and TV stations for NCS.

ARB to Cover 35 Cities

AMERICAN Research Bureau Inc., Washington marketing research firm, will begin immediately to cover 35 "leading metropolitan areas" regularly with its television audience surveys, James W. Seiler, ARB director, said last week. Of the reports 15 will be monthly, he said, adding that ARB expects to be covering 60 cities by March 1954. The current 35-report package is available for $275 monthly, he said.

Nielsen Opens S. F. Office

A. C. Nielsen Co., market research organization, has opened a new radio-TV sales service office in San Francisco. Joseph R. Matthews was appointed western manager of NRI-NTI Sales & Service. The office is located at 100 Bush St.



At long last, St. Louis televiewers can make their OWN choice of television programs. With the advent of television's "Big Mo", KSTM-TV, the captive St. Louis audience has been released. With a full power of 275,000 watts, ABC and CBS network programs and refreshing, entertaining local shows, KSTM-TV is already a favorite in the St. Louis area.

To adequately cover the country's eighth market, you must have "Big Mo" to fight and win your sales battles. For facts, figures and choice availabilities, contact KSTM-TV . . . now . . . or

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

275,000 watts ST. LOUIS William E. Ware, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

—NBC IS AMERIC

1. NETWORK COVERAGE
2. HOME DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS

5 NO. 1 NETWORKS

7

NBC programs rate highest in 71% of evening time periods

NBC programs reach the largest audiences in television...
And in the evening when all four networks are
most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods
(7:30-10:30 P. M.),* *NBC rates highest in 60 periods,*
or 71% of the time; and the No. 2 network in 20
periods, or only 24% of the time.

Here's how the networks rank by time periods:

NUMBER OF EVENING QUARTER-HOUR LEADS				
NBC	NETWORK #2	NETWORK #3	NETWORK #4	TOTAL
60	20	4	0	84

In ratings by time periods, as in every other measure of audience size,
the results are the same...**NBC is America's No. 1 Network.**

Next week... further proof.

NBC's Audience Advantage is to Your Advantage...Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

**All evening option time periods on NBC*

Baker Again to Head RETMA TV Committee

DR. W. R. G. BAKER, vice president of General Electric Co., has been reappointed chairman of the Television Committee of Radio-Electronics-TV Mfrs. Assn. The committee operates as the top policy group on RETMA TV matters and forms recommendations for the board of directors.

Other committee members are Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; Max F. Balcom, Sylvania Electric Products Inc.; H. C. Bonfig, Zenith Radio Corp.; L. F. Cramer, Crosley Division; Allen B. DuMont, Allen B. DuMont Labs; J. B. Elliott, RCA Victor Division; E. K. Foster, Bendix Radio Division; Paul V. Galvin, Motorola Inc.; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. L. Hoffman, Hoffman Radio Corp.; W. A. MacDonald, Hazeltine Electronics Corp.

A. M. Freeman, RCA Victor Division, has been reappointed head of the RETMA Tax Committee.

RETMA Tube Unit Meets

TRANSMITTER Tube Section of Radio-Electronics-TV Mfrs. Assn. will meet Aug. 20 in San Francisco, following the Aug. 18-19 session of the Joint Electronic Tube Engineering Council and coinciding with the Western Electronic Show and Convention in the city. Chairman of the tube section is Harold C. Vance, RCA Victor Div. Lt. Col. William F. Starr, of the Electronics Production Resources Agency, will speak to the section on general demand and availability of transmitting-type tubes.

CFAC Workshop To Begin

A SERIES of radio, TV and other workshop sessions, under the auspices of the Chicago Federated Adv. Club, will begin Sept. 28. Each clinic will meet once a week for eight weeks. Students will tour stations and studios. Instruction will be on advertising, building TV shows, direction, the role of film, script-writing, programming, commercials and management. Herbert S. Laufman, Herbert S. Laufman Co., is TV clinic chairman. Howard B. Meyers, O. L. Taylor Co., station representative, will head up the radio workshop.



FOOTE, CONE & BELDING account executives were guests at a spot radio clinic sponsored by Station Representatives Assn. at New York's Biltmore Hotel. L to r, standing, Reg Rollinson, SRA advertising relations director; F. Mitche, G. Milliken, both FC&B; Tom Campbell, Branham Co.; J. Marsicano, W. Ensign, P. Gerhold, all FC&B; John Francis (rear), Free & Peters; Ed Fillion, Robert Meeker Assoc.; Bill Morrison, F&P; Bill Reed, John Blair & Co., and G. Blake, FC&B. Seated, all FC&B, are R. I. Pardoll, W. Bambrick, A. Lowitz, A. Weil, H. Frier, H. Holt and D. Kaplan.

Two NARTB Meets This Week

TWO NARTB committees will hold meetings in New York this week. The Pubilc Events Committee will meet Tuesday-Wednesday at the Waldorf-Astoria. It is looking into freedom of access to radio-TV coverage of legislative, civic and other events. The Radio Standards of Practice Committee, revising the broadcast code, meets Thursday-Friday at the same hotel. The meeting dates were erroneously printed as Sept. 18-19 and 20-21 in the Aug. 10 B•T.

NATESA Sets Convention

THE fourth annual convention of National Alliance of Television & Electronic Service Assns., will be held in Chicago Oct. 9-11, Frank J. Moch, president, has announced. Plans call for product displays and an open forum on TV maintenance and repair. Manufacturers will exhibit products at the Morrison Hotel.

Emporium Seminar Aug. 21-22

FOURTEENTH annual summer seminar of the Emporium (Pa.) section of the Institute of Radio Engineers will be held Aug. 21-22, with "Electronic Computers" as the theme.

RETMA Training Course Begun in New York

RECRUITING of students in New York area for first pilot training course to train TV technicians was started last week by Radio-Electronics-Television Mfrs. Assn. Course is sponsored by RETMA at New York Trade School. It is designed to improve skill and methods of TV servicemen. RETMA members have donated $80,000 in money and gear for the course, which starts in mid-September. Development of an upgrading course for TV servicemen for nationwide use is planned. Of first 250 qualified applicants, 60 will be picked for initial class. Paul B. Zbar is chief instructor.

Johnson To Be TAB Speaker

SEN. LYNDON B. JOHNSON (D-Tex.), Senate minority leader, will be speaker at the Texas Assn. of Broadcasters meeting to be held Oct. 9 at the Baker Hotel, Mineral Wells, according to TAB President Boyd Kelley, KTRN Wichita Falls. TAB has set up an associate membership for those allied with the industry. Dues are half the full membership, or $30 per year. Four TV stations which recently joined TAB are KGUL-TV Galveston; KETX-TV Tyler; KDUB-TV Lubbock, and WBAP-TV Fort Worth.

Symposium Book Available

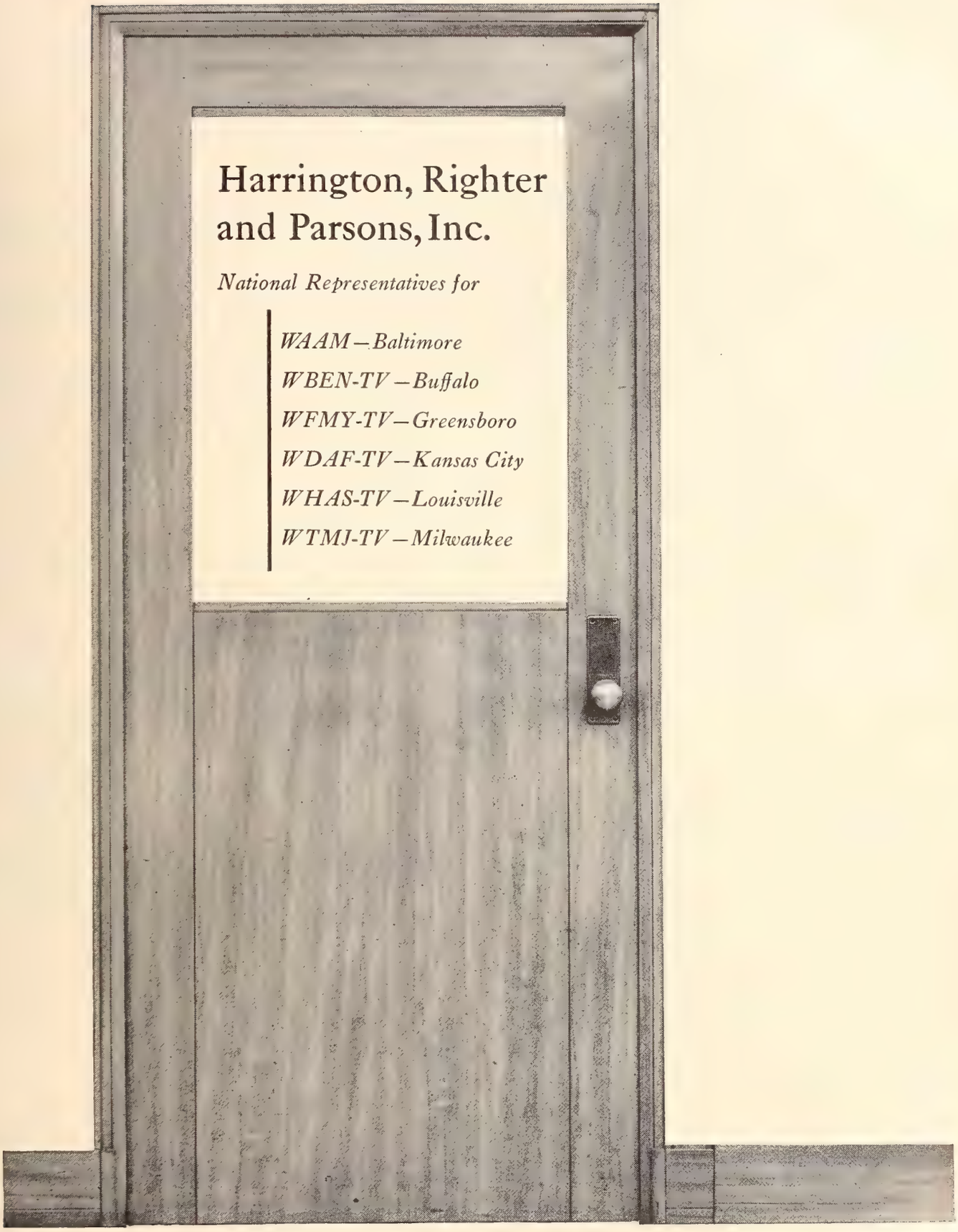
COPIES of "Proceedings of the 1953 Electronic Components Symposium," held early this year in Pasadena, Calif., are available at $4.50 per copy from the 1953 Electronics Components Symposium, Suite 1011, 621 South Hope St., Los Angeles 17, Calif., RETMA has announced. Book contains the full text of all the papers presented at the symposium, which was held under the auspices of RETMA, AIEE, IRE and the West Coast Electronic Mfrs. Assn.

WSAB Sets Sales Clinic

SALES CLINIC will be held Aug. 22 in Seattle by Washington State Assn. of Broadcasters. The day-long program will include leading retailers who will tell how they plan their advertising. Bill Simpson, commercial manager of KLAN Renton, is chairman of the WSAB Sales Committee.



LOS ANGELES' new mayor, Norris Paulson (2nd from l) met the Southern California Broadcasters Assn, at its July meeting. Greeting him are (l to r) Norman Ostby, vice president, Don Lee Broadcasting System and SCBA vice president; Mayor Poulson; Frank Burke Jr., manager of KFVD Los Angeles and SCBA president, and Thelma Kirchner, manager of KGFJ Los Angeles and SCBA secretary-treasurer.



ask any one of them why . . .

'EXTENSIONS MAY BE HARD,' FCC WARNS TV GRANTEES

The Commission will not be inclined to approve extension of the eight-month construction period originally granted to permittees unless they can prove true 'diligence,' say FCC spokesmen.

TELEVISION permittees who have shown little progress during the construction period allowed in their original grants will not find FCC inclined to approve their extension bids unless they can prove true "diligence," Commission spokesmen have advised.

In the coming weeks, more and more of the post-thaw grantees must make their accounting to FCC. And the Commission is expecting them.

Some 50 new permittees have won extensions since March of this year. But eight others have not been so fortunate.

Extension applications for six of these eight stations still pend before the Commission and all eight received McFarland letters in which FCC "advised" that their request "cannot be granted on the basis of present information" [CLOSED CIRCUIT, Aug. 10].

The other two subsequently have surrendered their permits rather than fight for extension. These are KTVW (TV) Wichita Falls, Tex. (uhf Ch. 22), and WKMI-TV Kalamazoo, Mich. (uhf Ch. 36).

Under the McFarland procedure, FCC has given these stations 30 days in which to reply and submit more detailed reasons for their delays in building the new TV facilities. Several such replies already are being studied by the Commission's staff and recommendations soon should be made to the Commission as to action, it was learned last week.

Chief Alternatives

FCC has two principal alternatives in these cases. It could find the additional explanation from such permittee sufficient and grant the extension of construction deadline without further procedure. Or, it could find the explanation of delay insufficient, in which case the permittee's extension application would be designated for formal hearing before an FCC hearing examiner.

The first McFarland letter to a permittee concerning its extension application, according to FCC records, was sent in June to KIRV (TV) Denver, uhf Ch. 20 outlet authorized Sept. 18, 1952, to locally-owned Mountain States TV Co. KIRV's commencement target date is listed as "unknown" in the B•T target date list (see page 122).

Also in June, FCC sent a similar notice to KITO-TV San Bernardino, Calif., uhf Ch. 18 station authorized last Nov. 6 to KITO Inc. The station has reported its target date for this month.

The Commission withheld action on five extension requests in July and sent the respective stations McFarland letters for further explanation. These included: KTVW (TV) Wichita Falls, Tex., White TV Co., uhf Ch. 22 granted Nov. 6 (subsequently surrendered); WKMI-TV Kalamazoo, Mich., Howard D. Steere (WGFG), uhf Ch. 36 granted Nov. 26 (also surrendered); KTVR (TV) Galveston, Tex., Rudman TV Co., uhf Ch. 41 granted Nov. 20; WRAK-TV Williamsport, Pa., WRAK Inc., uhf Ch. 36 granted Nov. 13; and WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Broadcasters Inc., uhf Ch. 21 granted Nov. 26.

KTVR lists late summer or early fall for its commencement date estimate while WEOK-TV specifies December. WRAK-TV lists "unknown."

Last week, FCC notified KCNA-TV Tucson, Ariz., vhf Ch. 9 outlet authorized Dec. 18 to Catalina Broadcasting Co., that additional information is necessary concerning its extension bid. KCNA-AM-TV is now controlled by fiction writer Erskine Caldwell following FCC approval of a transfer several weeks ago [B•T, July 6]. KCNA-TV lists this fall as expected starting date.

FCC expects an increasing number of the post-thaw grantees to file extension applications. The reason for this is that the TV construction permit allows eight months—two months to get started and six to build—in which the station must be completed, and, it was just about eight months ago when FCC was beginning to turn out grants in large numbers.

"From about here on, for a couple of months, we should be getting more and more extension bids," one Commission staff member observed. He noted that on the basis of the present totals, about one out of six will require further investigation and possible hearing.

Asked for general FCC policy on handling of extension bids, he recalled the precedent of the pre-freeze case of WJAX-TV Jacksonville, Fla., whose initial extension request was set for hearing. City-owned WJAX-TV, permittee for vhf Ch. 2, failed to commence construction or order equipment because of municipal problems over the TV financing. Although the hearing examiner recommended a grant of extension, the Commission majority (two dissenting) favored denial, an action later upheld by the U. S. Court of Appeals for the District of Columbia.

The majority found that "these purported financial difficulties cannot be regarded as adequate reasons for failing to complete construction within the time limit of the original grant."

WJAX presently is one of several applicants for Jacksonville's vhf Ch. 12, the others being WPDQ there and Florida-Georgia TV Co.

The Commission spokesman, on the basis

ATI READY TO OPPOSE NTSC COLOR BID

Report is that American Television Inc. would ask FCC for a public hearing before NTSC specifications can be adopted. ATI wants colorcasting limited to New York and other 'populous areas' until the rest of the industry . . . can catch up with RCA and CBS.

FIRST hint of objections to the color TV standards proposed by the National Television System Committee has come from Chicago where it was learned last week that U. A. Sanabria's American Television Inc. was preparing to file in opposition.

It was understood that ATI would ask for a public hearing before the Commission adopts the specifications recommended by NTSC and seconded by the following major companies: RCA-NBC, GE, Philco, Motorola, Sylvania, CBS and Hazeltine.

The opposing petition—only one known thus far—is being drawn by Harvey Levinson, Chicago attorney representing ATI. Mr. Levinson told B•T that "eight other TV manufacturers" would join in the objections, but declined to identify them.

The FCC two weeks ago issued a Notice of Proposed Rule-Making which proposed to establish the NTSC compatible color signal specifications as standards (for full text, see FOR THE RECORD, page 124). It called for comments by Sept. 8 and counter comments by Sept. 23. No pleadings were filed last week.

First to New York

American Television wants the Commission to limit colorcasting at first to New York and other "populous" areas "until the rest of the industry can obtain the know-how and technological information necessary to catch up with RCA and CBS."

ATI's position is that both RCA and CBS are too far ahead of other manufacturers on color TV development and thus competition on production of color sets will be stifled. The company, which originally opposed the CBS field sequential system, also looks with disfavor on the NTSC standards on the ground that it would promote "monopoly."

Another consideration raised by ATI is its belief that color television should be held up until such time as three-dimensional techniques can be adapted to television. ATI has been working on such a system in recent months.

Mr. Sanabria claimed that there is too much confusion now in TV set manufacturing ranks, without adding color before 3-D.

If the FCC were to hold back approval of color standards now, he stated, it "would clear the air and allow the manufacturers to produce a set that would last for years. As it now stands, we may start producing color TV sets, only to have 3-D come along and make the new sets obsolete."

American Television Inc. is a TV receiver assembler, which also sells receivers under its own name in a factory-owned retail store in Chicago. The same interests also manufacture cathode ray tubes under the name of American Television Corp., and operate a radio-TV-electronics trade school.

Meanwhile, permission may be requested from the FCC by the management of the International Sight and Sound Exposition to hold the first public demonstration of compatible color TV during the combined exposition-audio fair in Chicago's Palmer House Sept. 1-3.

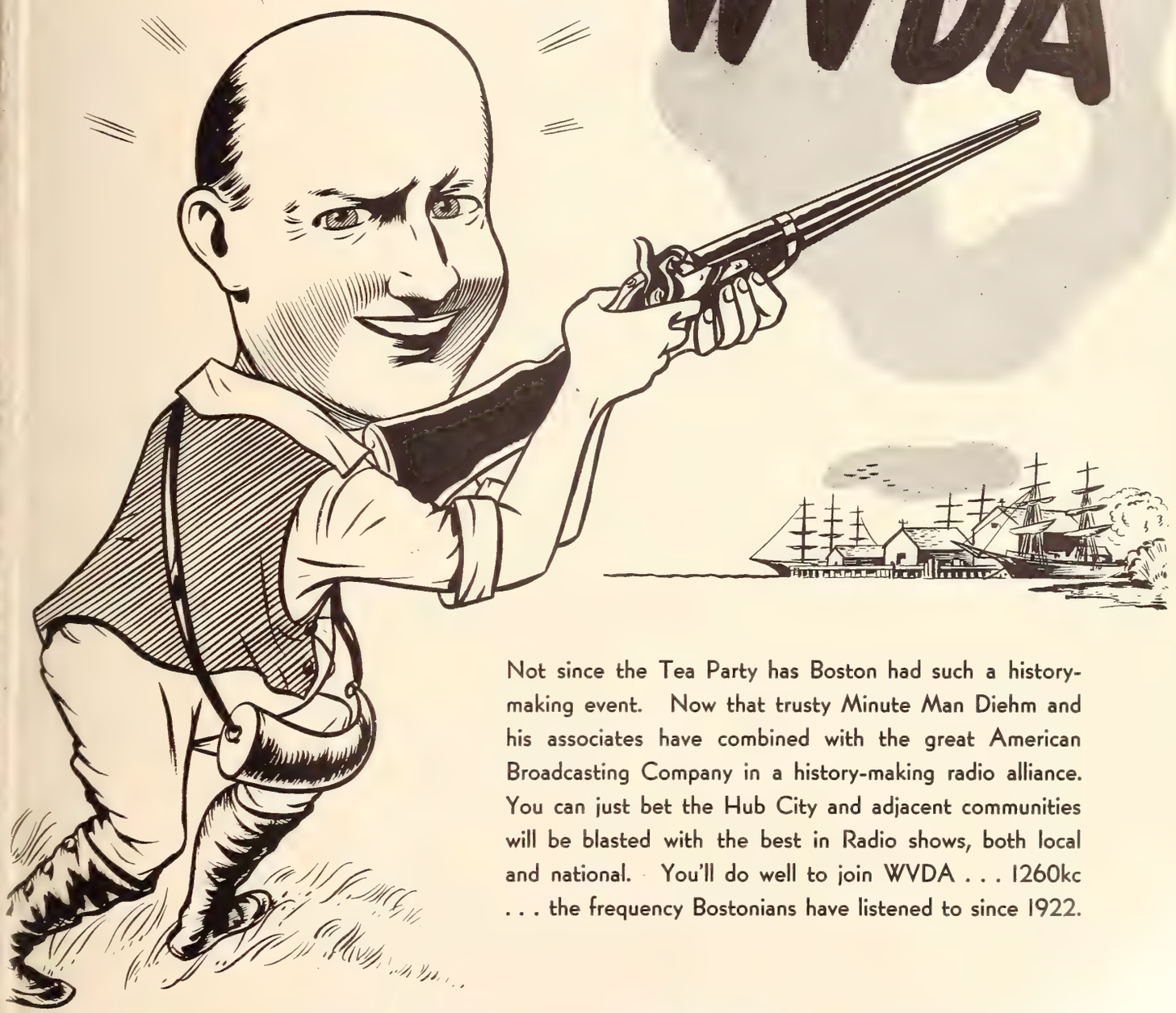
Kenneth Prince, general manager of the exposition and legal counsel for electronic firms, reportedly will seek an appointment with the Commission if the necessary equipment can be procured. Mr. Prince was in New York Thursday trying to arrange for the equipment.

Prediction that color TV receivers will be sold commercially by the fall of 1954 was made last week by Dr. Edward U. Condon, research director of Corning Glass Works. The former National Bureau of Standards' director said "several thousand" color tubes will be available this fall, but only to the eastern luxury market.

A New Boston Beam Has Been Added ... to this Traditionally American Market!

VIC DIEHM and ASSOCIATES and American Broadcasting Company

New Station WVDA



Not since the Tea Party has Boston had such a history-making event. Now that trusty Minute Man Diehm and his associates have combined with the great American Broadcasting Company in a history-making radio alliance. You can just bet the Hub City and adjacent communities will be blasted with the best in Radio shows, both local and national. You'll do well to join WVDA . . . 1260kc . . . the frequency Bostonians have listened to since 1922.

WAZL HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates)

WIDE BIDDEFORD-SACO, ME. MBS-YANKEE (Promotion Rep. Robert S. Keller)

WHOL ALLENTOWN, PA. CBS (Represented by Robert Meeker Associates)

WHLM BLOOMSBURG, PA. (Owned and Operated by Harry L. Magee)

WVDA BOSTON, MASS. ABC (Represented by Paul H. Raymer Company)

of the WJAX-TV case, agreed it is "pretty safe to assume" the FCC will stick to its pre-freeze policy of "one construction period opportunity to a customer."

"Of course," he said, "if a permittee is really digging but just struck rock in his efforts to get on the air, he won't have to worry much about an extension. It's the fellow who leans too long too often on the shovel who will have trouble."

Even if a delinquent permittee exercises his right to hearing on his extension request, "he will have to prove a pretty good case to win a grant," it was explained on the basis of the WJAX case.

Noting that some feel this attitude is "too tough," the Commission spokesman explained, "There are a lot of people who want to get into TV and the public wants television. If one fellow won't build, then someone else will and he should be given the chance."

Not Insurance Policy

"A TV permit is not an insurance policy," he said.

As an example, the FCC staff member pointed to the history of vhf Ch. 2 at Midland, Tex. Permian Basin TV Co. returned its permit for Ch. 2 there in early May and a couple of weeks later a new bid for the facility was filed by Midessa TV Co. Midessa, under common ownership with KSWO Lawton and KRHD Duncan, Okla., received the Midland Ch. 2 grant in early July.

In returning its uhf Ch. 36 permit at Kalamazoo, WKMI-TV wrote FCC as follows:

Upon further consideration in the light of the position taken by the Commission in its letter of July 22, 1953, and in view of the present economic uncertainties of uhf in markets such as Kalamazoo, where vhf service is well established, Mr. Steere has concluded that the public interest would not be served by his going ahead with the WKMI-TV Channel 36 construction at this time. Accordingly, construction permit BPCT-1382 is being returned herewith for cancellation.

KSOX Sale to Hofheinz Approved by Commission

WITH dismissal by FCC of an interference complaint by WCKY Cincinnati (see adjacent story), the Commission last week approved the sale of KSOX Harlingen, Tex., by Houston Mayor Roy Hofheinz for $225,000 to Harbenito Broadcasting Co., licensee of KGBS there. The approval is conditioned upon Harbenito divesting itself of KGBS.

Harbenito is owned by McHenry Tichenor, James Cullen Looney and Troy R. McDaniel. FCC also approved Mr. Looney's sale of KURV Edinburg, Tex., for $75,000 to Rogers Kelley and associates, a condition of the KSOX purchase. Harbenito, which holds permit for KGBS-TV on vhf Ch. 4, is expected to surrender the license for KGBS on 1240 kc with 250 w, but the KGBS call is to be switched to KSOX, assigned 50 kw day, 10 kw night on 1530 kc, directional.

House Committee Named To Investigate Foundations

FORMATION of a House Select Committee to Investigate Tax-Exempt Foundations was announced last week. The House voted the group $50,000 to carry on its year's work just before congressional adjournment [B•T, Aug. 10].

Members are Reps. Carroll Reece (R-Tenn.), chairman; Jesse P. Wolcott (R-Mich.); Angier L. Goodwin (R-Mass.); Wayne L. Hays (D-Ohio); Gracie B. Pfost (D-Idaho).

WILL FCC RESTRICT SECONDARY OUTLETS ON I-A, I-B CHANNELS?

Commission pushes for daytime skywave decision by separating case from clear channel proceeding, broadening application freeze on Class I-A and I-B channels, and denying WCKY protest on KSOX modification. Recognizing daytime skywave problem, however, FCC puts KSOX back on daytime directional operation.

SPECULATION was evidenced in Washington radio circles last week that FCC is considering further restrictions upon secondary AM stations operating with more than 1 kw on Class I-A and I-B clear channels because of daytime skywave interference to the dominant outlets on those channels.

Such restrictions would involve limitations upon the power or directivity of the secondary stations for the first 1½ hours after sunrise and the last 1½ hours before sunset, it was indicated, since daytime skywave interference is most in evidence during these periods.

Such a policy, if proposed, might result in modification of the assignments of some existing stations as well as affect the proposals of a number of pending applicants, scores of which (for daytime outlets) are "temporarily frozen" because of the clear channel proceeding.

The "professional guesses" were heard after FCC on Tuesday announced orders to:

- Sever the six-year-old daytime skywave case from the eight-year-old clear channel case so that the Commission can reach a conclusion as soon as possible on the daytime skywave question.
- Extend the freeze on applications for daytime-only stations on clear channels so as to "temporarily" preclude action on applications for full time stations proposing to operate with different power daytime from that at night on Class I channels.
- Dismiss the protest of WCKY Cincinnati against the modification of the permit of KSOX Harlingen, Tex., which specifies non-directional operation daytime, but revised the program test authorization of KSOX so as to return the station to directional operation daytime pending conclusion of the daytime skywave proceeding.

FCC acknowledged that the KSOX case precipitated its decision to pull the daytime skywave problem out of the clear channel proceeding for prompt action.

Precipitates FCC Action

KSOX on Nov. 14, 1951, was granted modification of permit without hearing. The effect was to change the construction permit for KSOX, which then specified unlimited hours on 1530 kc using 50 kw until local sunset at Cincinnati and 10 kw thereafter, with different directional antenna patterns day and night, so as to provide for nondirectional operation with 50 kw from local sunrise at Harlingen until local sunset at Cincinnati.

Seven days after the modification grant, KSOX filed for license and indicated the construction was completed. On Nov. 28, FCC authorized the station to commence program tests pending license action.

WCKY protested the actions in a pleading filed Dec. 3 of that year, charging that its license as a Class I-B station had been illegally modified because of daytime skywave interference as based upon propagation curves and evidence in the daytime skywave case. On Dec. 4 a similar complaint was filed by another Class I-B outlet on 1530 kc, KFBK Sacramento, Calif. KFBK alleged daytime skywave interference not only to its normally protected secondary service area but also, during certain periods of the year, to its 0.5 mv/m groundwave contour.

FCC last week ruled the KFBK complaint will be heard when it considered the KSOX license application.

The fact that FCC separated the daytime skywave case from the clear channel proceeding is seen by some to indicate that the Commission will stick by repeated testimony before Congressional committees that the clear channel decision cannot be made until after the Senate ratifies the 1950 North American Regional Broadcasting Agreement. Daytime skywave had been consolidated with clear channel for the convenience of oral argument in January 1948 and joint decision since the cases are related.

Delays Are Compounded

Final decision on the closed record in these cases subsequently was forstalled by Congressional intervention, chiefly from the Senate Interstate and Foreign Commerce committee's Sen. Edwin C. Johnson (D-Colo.) as well as by the 1950 NARBA negotiations. There is a chicken-and-egg debate as to which came first or was chiefly responsible. Just weeks after the 1948 oral argument, Sen. Johnson introduced his own bill to limit power on clear channels and hearings were held.

The daytime skywave case itself was ordered by FCC in mid-1947 after WCKY won its court suit against a non-hearing grant to Patrick Joseph Stanton for 10 kw daytime at Philadelphia on WCKY's 1530 kc. The court stayed the grant upon WCKY's complaint of daytime skywave interference, but the ruling hinged on WCKY's right to hearing before FCC on its protest rather than on the interference question. Mr. Stanton later was granted 1 kw daytime on 1540 kc, now WJMJ Philadelphia.

This initial court suit was followed by other clear channel station suits against the daytime-only authorization which FCC had begun to issue following World War II.

Since FCC's present rules and standards do not recognize daytime skywave interference *per se,* and because the WCKY-Stanton and other court suits cast a cloud upon this omission, the Commission instituted the proceeding to investigate the problem and construct a policy.

Considerable testimony in the clear channel and daytime skywave cases, according to those who recall the proceedings, claimed that daytime skywave interference was greatest the first 30 minutes after sunrise and the last 30 minutes before sunset, with a gradation of effect ranging through two hours at these periods.

They also recalled that testimony showed that the daytime skywave interference increased in greater proportion rather than direct ratio as power is increased, the interference being much more than 50 times greater at 50 kw than at 1 kw, for example.

Another matter gives support to the belief that FCC may increase restrictions on secondary stations operating on clear channels. It is the proposed agreement with Canada announced by FCC in April dealing with the assignment of Class II stations to clear channels of the other country. The agreement proposes to limit

he radiation of the secondary station on the Class I-A channel of the other country so as to educe or eliminate daytime skywave interfernce for 1½ hours after sunrise and 1½ hours efore sunset.

Nearly two dozen comments have been filed ith FCC on the U.S.-Canadian proposal, some pposing the agreement on the ground that it ill set precedent for domestic policy on dayme skywave. Clear Channel Broadcasting ervice, however, felt the proposed agreement "far more permissive than analysis of the ata developed in FCC Docket No. 8333 [dayme skywave case] indicate an allocation rule ould be."

On the other hand, the Assn. of Federal ommunication Consulting Engineers charged iat "bilateral agreement on matters affecting llocations of frequencies upon which long istance skywave interference occurs should not recede the establishment of domestic standrds."

Should the Commission choose to incorporate aytime skywave limitations in its rules, FCC okesmen last week indicated several means to fect the restriction upon secondary stations uring the periods at sunrise and sunset. The rastic policy would be to order no operation uring the periods, they said, but since this ould so severely cut back the hours of dayme-only outlets it would not be practical.

Gradations of Power

Another method would be to permit comiencement and cessation of operation by means f graduated power. A 10-kw daytimer would art with 1 kw for a half-hour, for example, ien boost to 5 kw and later to 10 kw. Or, a lltime secondary station assigned 50 kw ay, 10 kw night, might use the night power uring the interim periods. Still another alterative would be directional operation.

One FCC representative acknowledged that ie restrictions, if found necessary, probably ould be applicable only to stations of power reater than 1 kw. It was not known if such new policy would affect operating stations as ell as new applicants, but it was indicated that serious cases an existing station here or iere might be affected.

In extending its application freeze pending itcome of the case, FCC amended, effective mediately, footnote 10(b) to Sec. 1.371:

Pending conclusion of the proceeding in Docket o. 8333 action will be withheld on all of the folwing types of applications:
(a) Applications whether by existing stations or pplicants for new stations proposing new dayme or limited-time assignments on any of the equencies specified in §3.25 (a) and (b).
(b) Applications from existing daytime or limed-time stations presently assigned to a freiency specified in §3.25 (a) and (b) proposing increase in the power of that assignment or change of antenna pattern resulting in an inease in radiation towards any Class I station.
(c) Applications from existing daytime or limed-time stations presently assigned to a freiency specified in §3.25 (a) and (b) proposing change in that assignment involving a substanal change in transmitter location.
(d) Applications either by existing stations or pplicants for new stations proposing unlimited me Class II assignments on any of the freiencies specified in Sections 3.25 (a) and (b) hich would operate differently in the daytime om the operation proposed to be used nightme.

The order explained that "further authorizaon of such stations may render difficult the roper formulation and effectuation of any new ules which might be adopted as a result of this roceeding, because such stations may incur nancial and contractual commitments in reance on their extended daytime coverage hich would be a serious obstacle to their verting to an operation with a smaller daytime rvice area, and may develop a listening udience in the extended area which they serve



Yes, still growing

A NEW FISHER TANK PLANT
—August, 1951

A NEW BUICK JET PLANT
—January, 1953

A NEW TERNSTEDT PLANT
—August, 1953

A NEW CHEVROLET PLANT
—September, 1954

Flint, Michigan, the world's largest General Motors plant city is a BIG market (287,000 population) and a RICH market ($325,184,000 retail sales in 1952).* Because GM is still expanding operations in Flint, it's a GROWING market, too! . . . . and that means MORE jobs—MORE workers—MORE retail sales and MORE prospects for your sales message over busy WFDF, FLINT'S FIRST STATION. To make your sales grow, BUY WFDF, FIRST IN FLINT, the GROWING market.

* *Sales Management*
"Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

which might be discommoded by any future withdrawal of that service in the event that Docket No. 8333 results in the adoption of rules and regulations and standards of good engineering practice which would require such stations to restrict their daytime coverage."

The extension of the freeze now precludes action on all applications for new secondary assignments on Class I-A or I-B channels. FCC has not made any fulltime grants on I-A channels since before World War II. No daytime station grants have been made on I-A or I-B channels since mid-1947.

In its opinion in the KSOX case, FCC explained "it would be entirely inappropriate for the Commission in the context of a single licensing proceeding such as the present one to render a decision adopting standards of protection concerning daytime skywave propagation. Such a decision would necessarily affect the basic allocations policy of the Commission, and thereby a great number of existing and potential broadcast licensees."

Without a ruling in Docket 8333, FCC said it cannot be assumed that the exhibits in that proceeding, upon which WCKY and KFBK rely, "are sufficiently reliable or inclusive to warrant their use as a basis for allocation policy. Certainly, the existance of this evidence does not supply any guide to the extent or type of protection against daytime skywave interference, if any, which the Commission should ultimately afford by amendment of its rules and standards."

FCC explained that although the pleadings by WCKY "are not sufficient to show that it possesses the requisite standing to challenge the grant of the modification of construction permit, nevertheless these pleadings have brought to our attention for the first time the possible magnitude of the impact on existing stations of the daytime operation of a full-time station, such as KSOX as authorized by the modification of construction permit."

It was "in the light of this information" that FCC extended its application freeze to cover applications for such operation. The Commission here noted that it "will proceed to decide the daytime skywave proceeding with as much dispatch as is practicable."

AFCCE in its comments on the U.S.-Canadian agreement proposal recalled that when FCC instituted the daytime skywave case in 1947, the industry was promised "prompt action on the part of the Commission in order that it might resume the processing of applications in which questions of daytime skywave interference were in issue."

Observing that this promise has yet to be fulfilled, AFCCE said FCC "now almost six years later proposes to compound its omission through a bilateral proposal which was not in issue in 1947 and upon which evidence was not adduced. In fairness to the public and the industry, the Commission is under obligation to promulgate standards for domestic allocations prior to the establishment of international standards."

Color Test Extended

UPON request of NBC, the FCC last week extended the special temporary authority to the network for the transmission of "non-standard color television signals" conforming to the specifications approved by the National Television System Committee on July 21. The extension is for the period Aug. 15 to Oct. 15 and allows use of NBC's WNBT (TV) New York on an experimental basis.

CEDAR RAPIDS RECEIVES SECOND VHF; FCC GRANTS 2 OTHER VHFs, 6 UHFs

Cedar Rapids TV Co. granted Ch. 9 as KCRG withdraws and its licensee sells the AM station to the new grantee and acquires 30% interest in the TV permittee. Other vhf grants are made at Steubenville, Ohio, and San Juan, P. R., while uhf CPs are granted at Fresno, Calif.; Jacksonville, Fla.; Evanston, Ill.; Boston; Worcester, Mass., and Allentown, Pa.

SECOND vhf station for Cedar Rapids, Iowa, was authorized by FCC last week to Cedar Rapids TV Co. for Ch. 9 as the competitive bid of KCRG there was withdrawn.

Cedar Rapids TV has purchased KCRG for $100,000, subject to FCC approval, and the KCRG licensee, the Gazette Co., acquired 30% interest in the TV firm for $90,000, according to the merger agreement submitted to the Commission.

WMT-TV plans Ch. 2 commencement at Cedar Rapids Sept. 27.

At Steubenville, Ohio, FCC approved vhf Ch. 9 to WSTV there following withdrawal of the mutually exclusive application of theatre operator John R. Osborne. Mr. Osborne and his associates acquire option for 9% interest in the TV venture for about $40,000.

In other new station grants, FCC authorized uhf Ch. 53 at Fresno, Calif., to John Poole Broadcasting Co. (The McMahan Co. withdrew); uhf Ch. 30 at Jacksonville, Fla., to WOBS (Dubal TV Co. withdrew); uhf Ch. 32 at Evanston, Ill., to Northwestern TV Broadcasting Corp., which is headed by Angus D. Pfaff, one-third owner of WNMP Evanston; and uhf Ch. 44 at Boston to J. D. Wrather Jr., part owner of KFMB-TV San Diego and KOTV (TV) Tulsa (Massachusetts Teleradio Bcstg. Corp., Medford, Mass., withdrew).

Final decisions were announced in three hearing cases, resulting in grants for vhf Ch. 4 at San Juan, P. R., to WAPA owner Jose Ramon Quinones; uhf Ch. 20 at Worcester, Mass., to WAAB there, and uhf Ch. 39 at Allentown, Pa., to Queen City TV Co. All three were survivor applicants in comparative hearings from which competitive applicants withdrew.

Details of New TV Grants

Details of the new station grants:

Fresno, Calif.—John Poole Bcstg. Co. granted uhf Ch. 53; effective radiated power of 282 kw visual and 145 kw aural; antenna height above average terrain 340 ft.

Jacksonville, Fla.—Southern Radio & Equipment Co. (WOBS) granted uhf Ch. 30; ERP 18.6 kw visual and 9.33 kw aural; antenna height above average terrain 400 ft.

Evanston, Ill.—Northwestern TV Bcstg. Corp. granted uhf Ch. 32; ERP 24 kw visual and 12.9 kw aural; antenna height above average terrain 160 ft.

Cedar Rapids, Iowa—Cedar Rapids TV Co. granted vhf Ch. 9; ERP 33.1 kw visual and 16.6 kw aural; antenna height above average terrain 340 ft.

Boston, Mass.—J. D. Wrather Jr. granted uhf Ch. 44; ERP 282 kw visual and 145 kw aural; antenna height above average terrain 580 ft.

Worcester, Mass.—Wilson Enterprises Inc. (WAAB) in final decision granted uhf Ch. 20; ERP 181.5 kw visual and 92.8 kw aural; antenna height above average terrain 825 ft.

Steubenville, Ohio—WSTV Inc. (WSTV) granted vhf Ch. 9; ERP 229 kw visual and 115 kw aural; antenna height above average terrain 950 ft.

Allentown, Pa.—Queen City TV Co. in final decision granted uhf Ch. 39; ERP 107 kw visual and 54 kw aural; antenna height above average terrain 350 ft.

San Juan, P. R. — Jose Ramon Quinones (WAPA) granted vhf Ch. 4; ERP 56.5 kw visual and 33.9 kw aural; antenna height above average terrain 221 ft.

The Commission approved modification of the permit for Polan Industries' WUTV (TV) Youngstown, Ohio, on uhf Ch. 21 to increase ERP to 219 kw visual and 115 kw aural. FCC denied a protest by Valley TV Co. and dismissed Valley's tendered application for Ch. 21.

New Hearings Ordered

Two new comparative hearings were scheduled for Washington on Sept. 11. They are the Madison, Wis., vhf Ch. 3 case and the Montpelier, Vt., vhf Ch. 3 proceeding. Madison contestants are WISC and Badger TV Co. At Montpelier, contestants are WCAX and Colonial TV Inc.

Hearing on the transfer of WGBI-TV Scranton, Pa., uhf Ch. 22 permittee, was scheduled for Sept. 21 in Washington. Scranton Broadcasters Inc., licensee of WGBI, seeks to assign the Ch. 22 permit to MCL Telecasting Corp., one-third owned by Scranton Broadcasters; one-third by Meco Realty Co., controlled by the Comerford theatre interests; and one-third by Edward and Elizabeth Lynett. The Lynetts, as co-partners, do business as the *Scranton Times*, licensee of WQAN [B•T, July 13, June 29].

Oral argument before the Commission *en banc* was scheduled Aug. 31 on initial decisions in two comparative TV proceedings, the Flint vhf Ch. 12 case and the Portland-Vancouver uhf Ch. 21 case.

In the Flint proceeding, the initial ruling favored the application of WFDF Flint and proposed to deny the competitive applications of W. S. Butterfield Theatres Inc. and WJR Detroit for Flint.

The initial decision in the Portland-Vancouver case recommended a grant to KVAN Vancouver and proposed denial of the competitive bid of KGON Portland .

In a memorandum opinion and order, FCC last week denied a petition by WEBC Duluth, Minn., for amendment of its Superior, Wis., vhf Ch. 3 application to specify Ch. 6 and for inclusion in the Ch. 6 case for Duluth-Superior. WEBC, because of the hyphenated-city allocation, long has sought for the incorporation of both the Chs. 3 and 6 cases into a single comparative proceeding. Other Ch. 3 applicant is KDAL Duluth.

The Commission granted the petition of WDSM for completion of the Ch. 6 proceeding in which it would become the surviving applicant. Its Ch. 6 competitor, Lakehead Telecasters, seeks dismissal of its bid. Lakehead is part owned by the owners of former WREX, which has been merged with WDSM, WREX being deleted.

Solution to the Sec. 309 (c) protest suit by WGRD Grand Rapids against the uhf Ch. 35 grant to Versluis Radio and TV Inc. at Muskegon appeared last week as the Commission approved Versluis' petition to directionalize its antenna for greater radiation in the direction of Muskegon. At the protest hearing in April, WGRD charged that Verslius' WTVM (TV) actually would not cover all of Muskegon with the required signal [B•T, April 27]. WGRD's protest contended WTVM actually would be a Grand Rapids outlet.



HEIGHT
COUNTS MOST!

WAVE-TV's Far Higher Tower Increases Area Coverage By 85.5%!

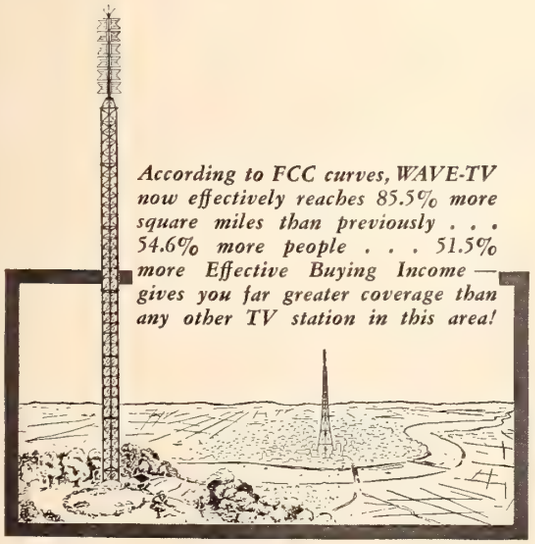
"Seeing Is Believing!"

In television, Tower Height is of course *far more important* than any other factor in "reaching out" to fringe TV areas. *Low Channel* is next most important, and *Power* is third.

WAVE-TV is now operating from a new 600-foot tower, located on top a 985-foot hill, giving an over-all height of 1585 feet above sea level. In addition, WAVE-TV is now telecasting on Channel 3 (instead of Channel 5), and with 100,000 watts of radiated power, instead of 24,000.

100,000 watts at our new tower height and lower channel is equivalent to 600,000 watts from our old downtown tower, on Channel 5!

Check these engineering facts against actual coverage results. Ask your local distributors about WAVE-TV *coverage,* and about the great WAVE-TV *television* market. It's actually far greater than the Louisville Trading Area itself!



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!



LOUISVILLE'S

WAVE-TV

Channel 3

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

Free & Peters, Inc., Exclusive National Representatives

In Chicago...WBBM is

GETTING BIGGE



ALL THE TIME!

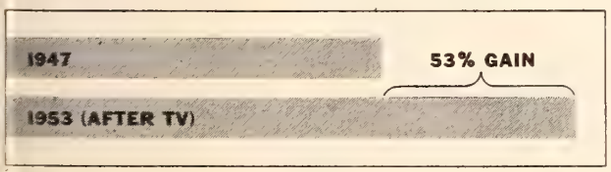
WBBM cops all the laurels for listening, year after year. And our laurels—*like our audiences*—are getting bigger as we go. Look at these:

SHARE OF AUDIENCE: WBBM's share of the Chicago radio audience is more than 50% bigger than our nearest competitor's...month after month!

QUARTER-HOUR WINS: WBBM is first in nearly six times as many quarter-hours as our nearest competitor...month after month!

LOCALLY-PRODUCED DAILY SHOWS: WBBM has 9 out of the top 10, 13 out of the top 15... month after month!

More significant, current ratings for WBBM-produced programs are *53% higher* than in 1947* (beforeTV). *They're also 15% higher than they were two years ago*—and this during TV's heyday!*



*Show*manship does it. On WBBM you'll find Chicago's top personalities, backed by Chicago's largest production staff. This combination produces the biggest shows, which draw the biggest audiences. That's why you'll get the biggest results on WBBM. For more information just get in touch with CBS Radio Spot Sales or...

WBBM 50,000 watts
Chicago's *SHOWMANSHIP* Station



*Same period
Source: Pulse of Chicago

SUBSCRIPTION TV PETITION LAUDED

Although pay-as-you-see TV's prime advocate, Zenith, had 'no comment' on the petition of four uhf stations which asked FCC to hold hearings on subscription TV, Telemeter and Skiatron executives lauded the proposal. FCC sources, however, believe little haste is likely on Commission's part in holding hearings.

PETITION for early action on subscription TV, filed last week with FCC by four uhf TV grantees [B•T, Aug. 10], called forth comments by two proponents of the fee system of telecasting.

In statements to B•T last week, Paul Raibourn, chairman of the board of International Telemeter Corp. and chairman of the NARTB committee on subscription TV, and Arthur Levey, president of Skiatron Electronics & Television Corp., lauded the move made by the four permittees.

Zenith Radio Corp., Chicago radio-TV manufacturer which has been in the forefront of the campaign for subscription TV, had no comment to make on the action of the prospective TV broadcasters. Paul V. Galvin, president of Motorola Inc. and chairman of the RETMA committee on subscription TV, could not be reached for comment.

No Hurried Activity

Meanwhile, the petition had not sparked any hurried activity at FCC. Understanding is that with various other activities confronting the Commission (like color TV), not much haste could be expected in the near future. Because of far-reaching legal and policy considerations, it was pointed out by one FCC source, the subject of subscription-TV would require a "careful" study before the Commission would move to the point of holding hearings.

Same considerations seem to prevail on Capitol Hill regarding the bill (HR 6431) introduced last month by Rep. Carl Hinshaw (R-Calif.) to make subscription TV and theatre TV common carrier services [B•T, July 27 et seq.]. The bill was referred to the House Interstate & Foreign Commerce Committee. No plans have been made to hold hearings on the bill at the present time.

The petition was filed by uhf TV grantees WDHN New Brunswick, N. J. (*New Brunswick Home News*), WIP-TV Philadelphia (Gimbel's), WELI-TV New Haven, Conn., and Stamford-Norwalk Television Corp., Stamford, Conn. It alluded to the potentially unprofitable telecast operations for uhf stations in or near major cities already served with vhf signals, expressed the view that subscription television might make the difference between black and red ink and asked the Commission to move quickly in holding a hearing on the Zenith petition for the establishment of pay-as-you-see TV. Zenith asked FCC to approve fee-TV early in 1952.

Mr. Raibourn, who also is a Paramount Pictures Inc. vice president, described the latest petition as an "eloquent statement that left little that could be added." He declared the move pointed up the problems facing many TV station operators and said that in certain situations subscription television would be a "great help." Paramount Pictures owns 50% of Telemeter.

More enthusiastic in his supprot of the petition was Mr. Levey.

"Approval of this application," he said, "would mean swift expansion of the television and related industries. Communities throughout the country would benefit from this opening of new sources of income for TV stations, the entertainment industries and educational institutions. Better programs would result. New stations would open, with many of them being in areas where TV broadcasting is not now available, or where it is held to a minimum by economic factors.

"Public demands for subscription TV already is high. At the recent public demonstrations of Skiatron's Subscriber-Vision in New York City, 93.6% of those filling in questionnaires stated they would be willing to pay nominal fees for TV programs that would bring Broadway hits, grand operas, first run motion pictures, leading sports events, educational courses and other outstanding programs into their homes. Other surveys in various parts of the country have shown similar demand for better programs through subscription television.

"Skiatron is happy to know that broadcasters now are recognizing not only the technical ability of subscription TV, but also the economic necessity of promoting and developing the range of telecasting through use of this system that would offer new and better choices to TV set owners."

Contract-Filing Revisions Made Final by Commission

FCC made final last week its revision of reports dealing with the filing of contracts by broadcasters which relaxes many of the provisions which have been in effect for many years [B•T, June 15].

In the final report and order, the Commission clarified provisions of Sec. 1.342 specifying documents, instruments and contracts relating to ownership, management, operation and control of stations required to be filed with the Commission. Among other changes were the following: Report of bulk sales to the same sponsor will be required only where four hours are involved, rather than two hours as previously; only management contracts with persons other than regular employes are required to be filed, except where a share of profits or losses is involved; all bylaws and amendments to a company's charter must be filed. Clarified were provisions regarding the filing of stock options and proxies, network affiliation contracts and correspondence and mortgage and loan agreements.

KOB Argument Set

ORAL argument was scheduled for Sept. 17 by FCC last week upon the initial decision to grant KOB Albuquerque, N. M., an extension of its special service authorization for 50 kw day, 25 kw night on 770 kc. The initial ruling was made in March [B•T, March 30]. WABC New York long has protested the KOB operation. FCC said participants will be allowed to "address themselves not only to the initial decision and the exceptions filed thereto, but also to issues raised by pleadings filed subsequent to issuance of the initial decision relating to reopening of the record."

RESNICK, CBS FILE '30-DAY' OBJECTION

OBJECTIONS were filed last week by Wa- ington attorney Leo Resnick and by CBS FCC's proposal to require publication of noti of filing for TV channels, with a 30-day c off for additional applications following pu lication [B•T, July 6]. At the same time, at t request of the Federal Communication B Assn., the FCC extended the deadline for co ments on the proposal to Sept. 15.

Mr. Resnick, a former FCC examiner, sa the proposal would impose an extra burden applicants that was not needed, now that t Commission is "fairly" current in processi applications. He referred to publicity given a plications in the trade press and by press a sociations, and said he did not think notice filing was required. If the Commission felt was necessary to apprise local interests that bid has been made for a local TV channel, M Resnick suggested that the notice, without cutoff date, would be sufficient.

Takes Issue

He also took issue with the Commission pr posal if it were meant to prevent strike applic tions. ". . . A strike application can be filed wit in 30 days just as readily as an application fil in good faith; in fact . . . strike applications c be prepared and filed in less time than applic tions filed in good faith," he said.

Objecting to the cutoff provision, which wou bar any further applications after 30 days fro the date of publication of the notice, Mr. Re nick said that such a provision would bar qual fied applicants, since many hearings might n be held for years and during that time "worth applicants may 'come of age'."

If the Commission wanted to establish a cu off date, Mr. Resnick suggested that the preser regulation—which forbids new filings after 3 days before the hearing date—be revised t forbid additional applications less than 60 day before hearing date.

CBS said that the Commission proposa would "unduly cut off the right of persons t file competing applications and the opportunit of the Commission to select the best qualifie applicants and yet not achieve its primary pu pose."

An applicant could "stake out a claim for channel" far in advance of the grant, thus ex clude others including more qualified appli cants, CBS said regarding the 30-day cutof proposal.

A revision of the proposal was suggested by CBS in this wise: In the event no competing ap plications are filed during the 30-day perio following publication, the Commission ma grant, within two months following that 30-da period, the original application without regar to applications filed subsequent to such 30-da period, or if the Commission cannot grant the original application within 90 days of the pub lication date, then all competing applications shall be considered with the original application.

KTXC, KFST Decisions

FINAL decision was issued last week granting renewal of license of KTXC Big Spring, Tex., and setting aside Commission's order revoking construction permit of KFST Ft. Stockton, Tex. The final decision supports the initial decision rendered on July 30, 1952.

Consolidated hearing on KTXC renewal and KFST revocation was originally called on the alleged illegal transfer of KTXC.


Einstein's theory says
Jack McElroy has
4½ Trillion Tons
of TV impact!
(e=mc² or 300 lbs/G × 186,000 mps)²=
4,521,005,280,000 ft. tons of energy)
This 300 pound one man sales force covers Southern California with the speed of light. Stars helping him are song stylist Ginny Jackson, western warbler Carrot-top Anderson, and music master Eddie Baxter. Jack McElroy sells to 53,000 TV homes each day... and how he sells! Says TAPPAN STOVE COMPANY: "Direct sales results were so definitely felt that we extended our campaign from 13 weeks to 39." SUNKIST extended a 2 week introductory campaign for their bottled lemon juice to 13 weeks. Both of these extensions were across the board! Other sponsors have shown similar enthusiasm over sales! Jack McElroy has the formula to convert theory into solid sales results for you, too!
The JACK McELROY Show
4:00-4:45 P.M. MON. THRU FRI.
For details contact KNBH, Hollywood, or consult your nearest NBC Spot Sales Office
NBC HOLLYWOOD
KNBH
Channel 4

BROADCAST BUREAU HITS TAMPA BID

FCC's Broadcast Bureau and the two unsuccessful applicants for vhf Ch. 8 in Tampa-St. Petersburg say the hearing examiner's reasons for selecting WFLA as the best applicant for the channel were unsound.

STIFF exceptions to the examiner's initial decision favoring WFLA-*Tampa Tribune* for Tampa-St. Petersburg's vhf Ch. 8 [B•T, July 20] were filed last week by competing applicants WTSP-*St. Petersburg Times* (Nelson Poynter) and Tampa Bay Area Telecasting Corp. and the Broadcast Bureau of FCC.

At issue by all three of the objecting parties were the reasons given by FCC Hearing Examiner Basil P. Cooper for proposing to grant the WFLA application and to deny the other two applications. All ask for oral argument.

WTSP termed the examiner's conclusions as having been determined by "undue weight and importance . . . to minor factors [while] accepted and long-standing precedents of the Commission [were] ignored."

Tampa Bay declared that "the *facts* were found by the Examiner (or not found) in such a manner as to justify a denial of the application of Tampa Bay through a preference for the Tribune Co., and not on an impartial, objective basis. . . ."

The Broadcast Bureau objected to the initial decision "because the grounds of preference therein are based on insubstantial, immaterial and unsupported differences among the applicants."

WTSP's exception also chided the examiner for not finding that WFLA is controlled by "absentee" owners, and has no strong "integration" of local ownership with management.

Tampa Bay stressed that one of the points the examiner should have found in its favor was that the other two applicants were owned by newspapers and owned radio stations, while it has no connection with any newspaper.

Broadcast Bureau called attention to the alleged failure of the examiner to consider the question of absentee ownership versus local ownership and integration, and also to diversification of ownership.

WFLA is 52% owned by David Tennant Bryan, John Stewart Bryan Jr. and other members of the Bryan family, 31% owned by James A. Griffin Jr. and family, and 10% by Tampa residents and 7% by non-Tampa residents. The Bryans live in Richmond, Va., where they own WRNL-*Richmond Times-Dispatch* and *News Leader*, and in New York. The Griffins live in Chicago.

Nelson Poynter and his wife own WTSP. Mr. Poynter has given his employes an option to purchase stock in the corporation which would reduce his control to 60%, with E. Joseph Kelly having 10%, and other employes up to 2% stock ownership.

Tampa Bay stockholders include a group of New York advertising and radio-TV men and a group of Tampa-St. Petersburg residents. Among them are Robert A. James, Tampa businessman; Hal James, vice president in charge of radio-TV of the Ellington Co., New York agency; John Trevor Adams Jr., former manager of WJZ-TV (now WABC-TV) New York; Harry W. Bennett Jr., Sherman & Marquette vice president; John S. Houseknecht, William Esty & Co., TV executive, and Robert W. Evans, business associate of Robert A. James in Tampa.

WKMI-TV Returns CP to FCC; TV Permits Dropped Total 11

WITH return by WKMI-TV Kalamazoo, Mich., to FCC last week of its construction permit for uhf Ch. 36, a total of 11 post-thaw TV grantees have given up their authorizations, chiefly for economic reasons. WKMI-TV surrendered its CP after the Commission questioned its delay in construction (see story page 58).

The other permittees to give up their grants were: KGKL-TV San Angelo, Tex., vhf Ch. 3; WTVS (TV) Gadsden, Ala., uhf Ch. 21; KTVA (TV) Austin, Tex., uhf Ch. 24; KMID-TV Midland, Tex., vhf Ch. 2, Permian Basin TV Co. (Ch. 2 subsequently has been reauthorized to Midessa TV Co. under same call); WROV-TV Roanoke, Va., uhf Ch. 27 (the only operating grantee to drop out); KRIO-TV McAllen, Tex., uhf Ch. 20; KCTV (TV) Austin, Tex., uhf Ch. 18; WHHH-TV Warren, Ohio, uhf Ch. 67; WWOD-TV Lynchburg, Va., uhf 16; KTVW (TV) Wichita Falls, Tex., uhf Ch. 22.

KWEM West Memphis, Ark., which holds permit for move to Memphis, Tenn., fortnight ago dismissed its application for uhf Ch. 46 at Memphis. It was incorrectly reported that the applicant had returned a permit for uhf Ch. 46 [B•T, Aug. 10]. KWEM gave up its application because it was unable to find a site where both AM and TV could be accommodated and it did not wish to delay its AM change.

Meanwhile, another TV applicant has withdrawn. KWSO Wasco, Calif., last week dismissed its application for uhf Ch. 33, the only TV bid pending there.

Yorty Publicity 'Astounds' Republican Spokesman

A REPUBLICAN National Committee spokesman last week said he was "astounded" by the publicity afforded to charges leveled by Rep. Samuel W. Yorty (D-Calif.) a fortnight ago. Rep. Yorty produced a TV script he said was being offered to stations which he characterized as "selling a bill of goods" to the American public on administration-favored Air Force cuts [B•T, Aug. 10].

The GOP spokesman said there was no secret about the making of TV films for congressmen to dub in their own comments. He said the Republicans "have been making them right along."

Rep. Yorty said the Democrats ought to demand equal time from TV stations using the films. The Republican committee spokesman, however, said he doubted the seriousness of this demand because, he asked, "What is political?" Rather, he said, such films are carried as public service.

Hearing Set on WNDR

APPLICATION of WNDR-AM-FM Syracuse, N. Y., for renewal of license has been scheduled by the FCC for hearing Sept. 9 in Syracuse, to determine the circumstances surrounding the discontinuance of FM operation and possible illegal transfer of control.

ZENITH SAYS FCC IN 'SHELL GAME'

Brief filed with U.S. Court of Appeals in Washington by Zenith Radio Corp. claims FCC erred in ruling Zenith waived its rights to a comparative hearing on Chicago Ch. 2

FCC is practicing "a shell game" regardin Zenith Radio Corp.'s application for TV Ch. in Chicago, the Chicago radio-TV manufa turer said last week in a brief filed with th U. S. Court of Appeals in Washington.

Like the old carnival pitchman, the Commi sion has switched the pea under the shells an claimed that Zenith has lost the game, th Zenith brief averred.

Failed to Take Part

The brief was filed in connection wit Zenith's appeal from an FCC ruling that Zenit had waived its right to a comparative hearin on Ch. 2 Chicago because it failed to participat in the allocations proceedings and in the WBK (TV) Chicago renewal hearings (part of th Paramount proceedings).

Zenith filed an application for Ch. 2 in 1948 Because the final allocation order deleted Ch. from Chicago, the Commission ordered WBK (now WBBM-TV) to move from that frequenc to Ch. 2. At the same time the Commissio by a 4 to 3 vote dismissed Zenith's applicatio [B•T, April 14, et seq.].

Premise of Zenith's argument is that th Commission erred in finding that Zenith waive its rights to a comparative hearing. The brie relates the various moves Zenith made to pro tect its position. It also refers to the Lancaste (Pa.) case, in which the Commission grante WLAN Lancaster a comparative hearing wit WGAL-TV, an existing station which also wa forced to move from Ch. 4 to 8.

WLAN's Claim

WLAN claimed its pending application fo Ch. 8 required the Commission to give it a comparative hearing. Pending the hearing, the FCC gave WGAL-TV temporary authority to operate on Ch. 8. This was fought by WLAN, as prejudicial to its hearing status, but two weeks ago the Court of Appeals upheld the Commission's action as the only "practical solution" to the problem of maintaining existing service [B•T, Aug. 10].

Zenith also fought the FCC's grant for WBBM-TV to move from Ch. 4 to 2 temporarily pending the outcome of the court appeal on the Zenith application dismissal. The court ruled that the Commission had acted in the best interests of all concerned [B•T, July 13].

Briefs by the FCC and CBS (which owns WBBM-TV) are due Sept. 11.

WEOK-TV Extension

WEOK-TV Poughkeepsie, N. Y., uhf Ch. 2 grantee authorized last November, has been advised by FCC that its application for extension of completion date "cannot be granted at this time on the basis of current information." Mid-Hudson Broadcasters Inc., permittee, has estimated that the station will begin operation in December of this year.



George M. Jolly, head of the Milium Division of Deering-Milliken & Co., tells how . . .

"We helped sew up $500,000!"

"A Kansas City coat manufacturer had $500,000 in sales sewed up—except for the linings! Buyers had flooded him with re-orders for 12,000 Milium-lined Fall coats. But the uncompleted coats were hanging in the loft.

"12,000 Milium linings had to catch up with 12,000 coats—and fast, too. We called in Air Express!

"As fast as the cloth was dyed and finished in New England, it was rushed to South Carolina and processed as Milium insulated linings, then speeded to Kansas City. Every deadline was met —and the deal was sewed up.

"Our customer's 12,000 coats were turned into a fast $500,000—thanks to the speed and reliability of Air Express!

"We face frequent customer deadlines. We can't afford any air service but the *fastest* — there's too much at stake. Yet in most of the weights and distances we ship, Air Express rates turn out to be lowest in the field!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CARNEVAL APPEALS COURT DECISION

The radio-TV writer contests action of N. Y. Supreme Court justice in setting aside a jury verdict of $10,000 against Campbell Soup for 'appropriating' his idea for 'Double or Nothing.'

A NOTICE of appeal has been filed in the Supreme Court of the State of New York from a court decision holding that an idea for a radio or television program cannot be protected "without contractual protection or its equivalent."

The notice of appeal was entered by Lawrence E. Brinn, New York attorney, on behalf of radio-TV writer Charles Carneval against a decision handed down by New York Supreme Court Justice James M. B. McNally on June 30. The decision set aside a jury verdict of $10,000 against the Campbell Soup Co. in a suit initiated by Mr. Carneval.

Mr. Brinn told B•T last week that the appeal itself will be filed within the next two weeks. He expressed the hope that the appeal would be considered during the September term of the court.

The original action by Mr. Carneval, started on Oct. 24, 1949, was for $457,000 and named as defendants the William Morris Agency, Ward Wheelock Co., and NBC, as well as Campbell Soup. It charged that the defendants ". . . appropriated to their own use, benefit and profit the combination of radio program ideas and format known as 'American Sweepstakes' and incorporated the same into a radio and television show known as 'Double or Nothing' which is sponsored by Campbell Soup."

Action against all the defendants except Campbell Soup was dismissed at the time the case went to the jury. The jury verdict was handed down on June 19. Justice McNally declared:

> In order for plaintiff to succeed as a matter of law . . . he must prove independent creation of a new, novel, unique idea or combination of ideas reduced to concrete form, disclosed to the alleged user in the course of a confidential relationship; that is, he must have contractual protection against disclosure, or its equivalent as a matter of law on the unsolicited submission of an idea or combination of ideas, disclosed without a mutually acceptable confidential relationship existent at the moment of disclosure to prevent a public dedication. . . .

Border TV Plea

ALVIN GEORGE FLANAGAN, San Diego, Calif., radio-TV executive, has petitioned FCC for prompt consideration and immediate grant of his application to originate programs in San Diego for XETV (TV) in nearby Tijuana, Mexico.

Arguing that his application proposes a definite service for the San Diego population and affords "an excellent opportunity to exchange entertainment and information which has a beneficial effect on the culture of each of the nations involved," Mr. Flanagan requests FCC to accord him the same streamlined hearing procedure accorded TV applications in other communities.

ADA Calls for Hearing On License Extension Bid

CALL for a public hearing on the FCC's proposal to extend TV licenses to three years—same as for radio [B•T, July 27]—came last week from the liberal Americans for Democratic Action. It urged that the public be heard from before the license periods of TV stations are changed. Fact that there will be no program review during a three-year period was cited by ADA as a reason for looking into the change of license terms. Only other comment so far—Sept. 1 is the deadline—was from WAAM Baltimore General Manager Kenneth Carter who said that he was in favor of the proposal.

Commission's proposal last month drew a strong dissent from Comr. Frieda B. Hennock who said that before the license period should be extended the Commission should review the program content of TV stations. In 1951 the FCC announced that it was considering looking into program standards of TV stations, but it has never done anything along these lines.

Otterman, World Radio Expert, Retires From State Dept.

HARVEY B. OTTERMAN, associate chief of the Telecommunications Policy Staff, State Dept., and international expert in communications and broadcasting, has retired from the department. He is living at Stony Brook, East Orange Road, West Topsham, Vt.

Mr. Otterman was born at Allegheny, Pa., Sept. 17, 1889. He attended Allegheny High School and Carnegie Tech, and holds masters degree in law and patent law from National U. Law School. He is a member of the D. C. bar.

After joining the department in 1909 as a clerk at a yearly salary of $900, he rose to the high telecommunications post as a career diplomat. He has attended more than a dozen international broadcast and communications conferences in official capacities and frequently was chairman of the U. S. delegation. He is known throughout the world for his role in resolving difficult problems at these conferences.

Belknap Granted Extension

FCC last week granted a 60-day extension to J. E. Belknap & Assoc., giving the community TV organization until Sept. 24 to reply to questions the Commission raised regarding its proposed operation [B•T, June 29]. The Belknap firm, which planned to establish a microwave relay to bring TV programs from Memphis and St. Louis TV stations to Osceola, Ark., and Kennett, Mo., where it intends to feed them to individual subscribers, asked for the 60-day extension. The Commission asked the firm to discuss such questions as (1) whether the proposed relay system should be common carrier, (2) how rates should be handled, and (3) nature of the property rights in program material on the part of the originating TV stations and community distributors.

TRINITY BROADCAS CASE BEFORE FCC

Legal ramifications must firs be taken in hand, it is indi cated. Complaints charg Trinity with unauthorize broadcasts of games played i clubs' home parks.

FCC's staff is considering both sides of dispute raging between the major league b ball clubs and Trinity Broadcasting C (KLIF Dallas, KLBS Houston), but it prob will be some time before all of the legal r fications can be worked out and Commis action taken, it was indicated by FCC sou last week.

The Brooklyn Dodgers and the New Y Yankees in June filed complaints with the C mission which requested a show cause order termination by Trinity stations of their creation" of ball games played by the cl [B•T, June 22]. The complaints charged stations with unauthorized broadcasting "purported" play-by-play descriptions of ga played in the home parks of various m league clubs.

Trinity Replies

Several weeks ago, Trinity replied to complaints and asked their dismissal or den contending they represented an attempt to ab the Commission's processes. Trinity alleged complaints are the big league clubs' atten "to involve the Commission in a private c troversy," coupled with their desire for Commission "to become their co-counsel in $12 million anti-trust suit now pending agai them."

Gordon B. McLendon, executive director Trinity and principal announcer of the alle unauthorized re-creation of major league gam formerly was associated with the defu Liberty Broadcasting System, which has a million damage suit pending in U. S. Dist Court charging restraint and monopoly on ba ball broadcasts [B•T, May 18]. The Dodg club is one of three big league clubs named in the LBS suit.

'No Court Would Grant'

Trinity charges that the clubs are carryi their complaints to the FCC because they " only too well aware" that "no court would gr them an injunction or damages and, in fa they have no legal or equitable rights.

"The reason they have singled out Trinity is because Trinity and Gordon McLendon ha led the fight in making available to the pub more—and not less—baseball broadcasts," t motion said in conclusion.

The clubs in their complaint to FCC h charged that the Trinity stations, "without a thorization or consent," had broadcast "pu ported" play-by-play descriptions of gam played in the home parks of various ma league clubs, giving the listening public t impression they are authorized by the clubs a are being made directly from the park whe the games are being played.

In its motion, Trinity said listeners are awa that the broadcasts are re-created from inform tion transmitted by wire, and that listeners a so informed by the announcer before and aft each broadcast.

On the Air with

TELEVISION STATION

WGLV

Easton, Pa.

HEADLEY-REED TV...

ELEVISION STATION REPRESENTATIVES

WGLV

Easton Publishing Co.

CHANNEL 57 Serving Easton – Allentown – Bethlehem, Pa.

appoints

HEADLEY-REED TV as its National Television Sales Representatives

Effective Immediately

Offices in

NEW YORK
CHICAGO
ATLANTA
NEW ORLEANS
PHILADELPHIA
LOS ANGELES
SAN FRANCISCO

EASTON EXPRESS

HOME EDITION

FIVE CENTS

Another

DU MONT

Station

COMPLETE TELECASTING EQUIPMENT

High Power*...

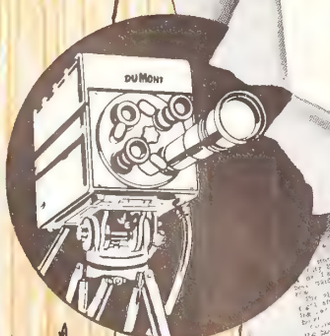
UHF DELIVERED TO



WGLV-TV

EASTON EXPRESS

*100 KW E.R.P.



DU MONT®

TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

Clifton, N. J.

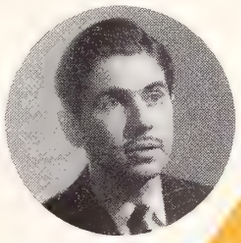
WGLV-TV is now on the air — with the latest and most advanced UHF equipment. Transmitting on Channel 57, WGLV-TV enjoys the finest dependability and performance.

The Du Mont UHF transmitter incorporates the 5 KW klystron as final amplifier. Through the use of this tube it will be possible for WGLV-TV to increase power to meet future coverage requirements. At the same time, the station will benefit by superior operating economies inherent in Du Mont design.

Here is proof of Du Mont's leadership in design, development and production of television transmitting equipment.



J. L. STACKHOUSE,
President and General Manager,
Easton Publishing Company,
Publishers of the Easton Express
and owners of
WGLV-TV and WEEX-FM



RICHARD W. HUBBELL,
Assistant to Mr. Stackhouse,
in charge of Radio and TV



NELSON S. ROUNSLEY,
Station Manager,
WGLV-TV and WEEX-FM



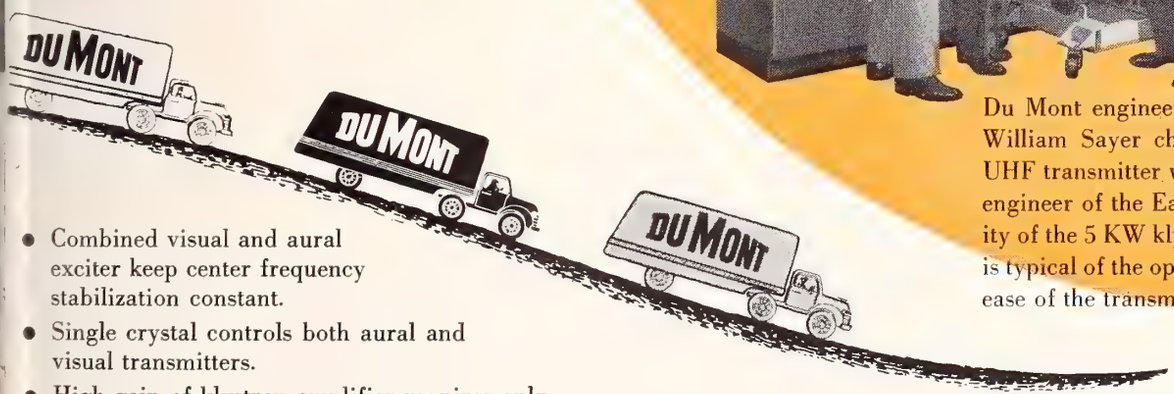
CHARLES R. THON,
Chief Engineer,
WGLV-TV and WEEX-FM

EASTON, PA.

Serving the Market Areas of Easton, Allentown and Bethlehem



Du Mont engineers William Cothron and William Sayer check out the WGLV-TV UHF transmitter with Charles Thon, chief engineer of the Easton Station. Accessibility of the 5 KW klystron on a roll-out dolly is typical of the operating and maintenance ease of the transmitter.



- Combined visual and aural exciter keep center frequency stabilization constant.
- Single crystal controls both aural and visual transmitters.
- High gain of klystron amplifier requires only very low driving power.
- Fixed cavities need not be replaced in the event of tube replacement.
- Driver in Du Mont UHF transmitter is simple, low maintenance unit using few tubes with ensuing operating economies.
- Clean, simple circuitry throughout transmitter design ensures quick, efficient maintenance and trouble-shooting.
- Klystron delivers longer, more dependable, full-power life than other final amplifier tube designs.

DU MONT DELIVERS THE FINEST...IN TELEVISION TRANSMITTING EQUIPMENT



DU MONT 5 KW UHF-TV TRANSMITTERS FEATURE EIMAC KLYSTRONS

Only Eimac Klystrons provide all these qualities for high power UHF-TV

- **ECONOMY**—low cost made possible through mass production and operating dependability.
- **LIGHT WEIGHT**—weighing only 37 pounds Eimac klystrons can be handled easily for installation and maintenance.
- **VERSATILITY**—three Eimac klystrons span the entire spectrum, 470-890 mc.
- **EXTERNAL CIRCUITRY**—superior electrical and mechanical properties of ceramic cavities allow convenient tuning without physical distortion of tube.
- **RESERVE POWER**—conservatively-rated Eimac klystrons are designed to give long life in television service.

Eimac

EITEL-McCULLOUGH, INC.

SAN BRUNO, CALIFORNIA

KYA Libel Case Set For Calif. Court Appeal

ARGUMENT will be heard Sept. 15 by Superior Court in San Francisco on request of defendants in the KYA San Francisco libel case for a "judgment notwithstanding" verdict.

Judgment of $55,125 was awarded Fern Gruner on Aug. 6 by a jury that found the school teacher had been libeled during a broadcast on KYA. The jury awarded $25,000 punitive damages against James Tarantino, KYA commentator; $5,000 against H. G. Fernhead, KYA general manager, and $25,000 against the station [B•T, Aug. 10].

Fight Financial

Miss Bruner's fight was financed by the California Teachers Assn. after its ethics commission had cleared her of "Communist" charges allegedly made by Mr. Tarantino, publisher of a magazine which deals with Hollywood film personalities. Mr. Tarantino faces trial next month on a series of criminal indictments charging extortion. These are not related to the KYA libel case.

Testimony failed to convince the jury that the station and commentator had made an effort to comply with request of Miss Bruner and the teachers' group for a retraction. California law absolves a broadcast station from liability if it can prove exercise of due care in editing and censoring of scripts, with responsibility then resting on the commentator.

Gardiner Johnson, attorney retained by the association, voiced belief the verdict was the first in which substantial damages were fixed for radio slander involving false imputations of communism.

Legion Attacks 'Air Smears'

CHARGING that "vicious vocal propaganda attacks over radio and television" are being made on veterans and other groups fighting communism and fellow-travelers, California State American Legion convention at Long Beach on Aug. 1 unanimously adopted a resolution recommending a full-fledged state legislative investigation of the "smear tactics." The resolution declared that the national welfare is threatened by "this warfare being waged by . . . 'Sixth Column of the Air' propagandists in our midst."

Writer Sues on Show Idea

A PLAGIARISM suit for $505,000 has been filed in Santa Monica (Calif.) Superior Court against CBS, N. W. Ayer & Son and Electric Light & Power Companies by Hollywood writer John W. Greene.

He charges CBS-TV's *You Are There*, sponsored until recently on alternating weeks by the utilities companies, is based on a radio program idea he co-created and submitted to the network in 1947.

Mrs. Marie Duffy Dies

MRS. MARIE DUFFY, 54, widow of Capt. Charles G. Duffy, USN, who was chief of the NATO southern headquarters public information division before his death last December, died July 30 in Bethesda Naval Hospital. She lived in Washington, D. C. She is survived by two sons.

'Lighting' Plan Denied

PROPOSAL of New York City to turn its street lighting system on and off by means of special signals from the city's WNYC has been turned down by FCC. The Commission held that the plan "would seriously hamper" the Conelrad civil defense system and make the street lighting system vulnerable to control or jamming by saboteurs. New York hoped to save substantial sums in annual operating expense by using WNYC to air special signals which would activate electronic control devices on the street lights.

KWBR Power Boost Bid Denied by Commission

APPLICATION of KWBR Oakland, Calif., to boost its daytime operating power from 1 kw to 5 kw, last week was denied by FCC on engineering grounds. KWBR presently operates on 1310 kc, with 1 kw unlimited.

KWBR requested FCC to waive its blanket interference rules because a search of the area indicated it was "impossible or impractical" to locate the station in accordance with normal Commission specifications. KWBR therefore asked that it be permitted to maintain its present transmitter site near the center of the northern half of Oakland.

FCC Comments

In denying the application, FCC pointed out there was no convincing testimony that the search for a suitable site was "exhaustive and diligently pursued" or the "other suitable sites are not available."

In reference to KWBR's offer to correct cross modulation interference, FCC concluded it did not believe it would be feasible "for the applicant to make satisfactory adjustments of complaints."

KWBR engineering witnesses, however, testified that the station could correct cross modulation and blanket interference complaints from listeners in the area.

FM Ch. 290 Change Proposed By FCC for New York

PROPOSAL to delete Class B FM Ch. 290 from New York City and assign it to Bay Shore, N. Y., has been made by FCC. Comments are due Aug. 31. The channel switch was requested by Great South Bay Broadcasting Co., Ch. 290 applicant at Bay Shore, 38 miles from New York City.

New AM Conductivity Map

NEW ground conductivity map for AM radio, prepared by FCC engineers with the assistance of the National Bureau of Standards, is to be included in Part 3 (standard broadcast) of the rules of the Commission, according to a proposed rules change announced recently. The new map would replace Figure 3 of the AM standards. New Sec. 3.36 also would be added to the rules to govern the issuance of field test authorizations. Comments are due Sept. 10.

FTC, AAAA, ANA Hold Parley; More Compliance Is Purpose

MORE and greater compliance with the law rather than a relaxing of the Federal Trade Commission's position on unlawful advertising claims was described as his purpose by FTC Chairman Edward F. Howrey at a July 30 meeting of FTC staff officials with representatives of American Assn. of Advertising Agencies and Assn. of National Advertisers.

The FTC, AAAA and ANA representatives, meeting for the third time, agreed on the practicality of forming a committee of advertising men from the two associations to offer help to the FTC where problems arise in the advertising industry as a whole, but not in specific cases involving individual companies. The FTC said it would study the suggested committee project.

Chairman Howrey said he believed the FTC should seek voluntary settlement of unlawful advertising claims where possible in "fringe" offenses, so it may "concentrate on bringing to justice the willful and flagrant violators." The FTC said the group recognized a need "for a better dissemination throughout the industry of FTC decisions on advertising matters."

Frederick R. Gamble, AAAA president, and Paul B. West, ANA president, headed delegations from the two advertising associations at the meeting.

Parrish, Akerman to FTC

CHAIRMAN Edward F. Howrey of the Federal Trade Commission Friday announced FTC appointment of Robert M. Parrish, St. Paul, Minn., formerly of the National Production Authority counsel staff, as executive director of FTC, and Alex Akerman Jr., former Orlando, Fla., municipal judge and member of the Florida Legislature, as secretary and director of FTC's Bureau of Administration. They will fill the dual vacancy created effective next Friday by the resignation of D. C. Daniel as FTC secretary and executive director.

Washburn to Aid Streibert

PRESIDENT EISENHOWER last week appointed Abbott Washburn as a special assistant to Theodore C. Streibert, director of the U. S. Information Agency and former MBS board chairman. Mr. Washburn, of Minneapolis, who is a deputy to C. D. Jackson, acting head of the Psychological Strategy Board, will be liaison man between USIA and the White House.

WWEZ Action Protested

REQUEST of WWEZ New Orleans for removal of the educational reservation on vhf Ch. 8 there has met with local, state and national opposition. WWEZ seeks Ch. 8 for commercial use. The Joint Committee on Educational Television, the Greater New Orleans Educational Television Foundation and the Louisiana Special Legislative Television Committee have filed petitions with FCC protesting the WWEZ move. They pointed out there is extensive local effort to make use of the educational facility.

WGLV (TV) TEST OFFERS PROOF OF UHF QUALITY

Clear pictures transmitted 70 miles from Easton, Pa., to New York, in demonstration of WGLV's DuMont Labs-made, 5-kw, Klystron-powered uhf transmitter, leads DuMont Labs' Dr. Thomas Goldsmith Jr. to declare uhf signals now are as strong, reliable and free from interference as vhf.

DRAMATIC PROOF that uhf TV signals need not be inferior to those in the vhf range was offered Tuesday, when clear pictures of top quality were received at the Empire State Bldg. in New York from WGLV (TV) Easton, Pa., telecast some 70 miles on uhf Ch. 57.

"Today, uhf reached maturity," declared Herbert E. Taylor Jr., manager of the television transmitter division of Allen B. DuMont Labs, which had arranged for the long-distance telecast to demonstrate the virtues of WGLV's DuMont 5-kw Klystron-powered uhf transmitter, first installation of its kind, which was to begin regular commercial operation Friday, when WGLV formally inaugurated its regular program service.

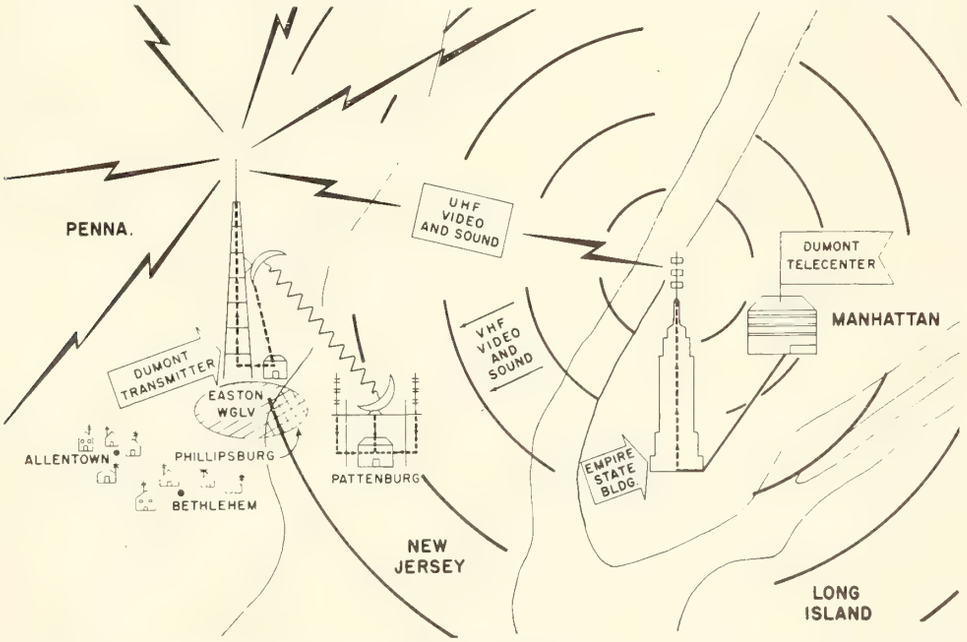
Speaking from Easton, where he conducted a televised tour of WGLV's transmission facilities, Thomas T. Goldsmith Jr., DuMont director of research, stated: "This new DuMont transmitter definitely puts uhf broadcasting and reception on a competitive par with the longer established vhf stations. This transmitter is more than a new piece of electronic equipment. It is the actuality of what the FCC envisioned when it made allocations for 1,436 new TV stations in these higher frequencies."

Declaring that "for the first time a uhf TV station is broadcasting a signal which is as strong, as reliable and as free from interference as are vhf signals," Dr. Goldsmith stated that from now on uhf will be of importance to advertisers, manufacturers of receivers and converters, TV networks and the viewing public.

"Advertisers," he said, "will know that their dollars spent for commercials and time are resulting in sharp reproductions of their programs and messages. Manufacturers will find a strong demand for uhf receivers and converters. Television networks will know that uhf affiliates are strong and worthy affiliates. And most important, the American public in almost every village and hamlet will eventually know good television reception and from not one, but three and four different stations."

Describing the new DuMont 5-kw uhf transmitter, Dr. Goldsmith noted that the output power is developed in the 5-kw Eimac Klystron, a "radical" new development in power tubes. The WGLV transmitter contains two of these tubes, metal and glass and ceramic cylinders about five feet long. One amplifies the picture signal, the other the sound signal, coming from the program location, and the tubes amplify these signals to 5 kw. The 20-gain antenna steps up this signal again to give an effective radiated power of 100 kw.

An additional advantage of this transmitter, DuMont engineers said, is the way it uses the "cavities" or tuning units as a part of the transmitter and entirely divorced from the tube. This allows for much simpler transmitter design and operation, they explained, making the job of tube-changing one that can be done rapidly without interrupting TV service to viewers.



THIS sketch shows how WGLV (TV) Easton, Pa., on uhf Ch. 57, picks up network programs broadcast as vhf in New York and rebroadcasts them as uhf. Programs originate at such studios as the DuMont Tele-Center, travel by cable to the Empire State Bldg. and are broadcast as vhf and are picked up by vhf receivers using "yagi" antennas at Pattenburg, N. J., from where they are relayed by microwave equipment to WGLV's 471-ft. tower at Easton, fed to the station's new DuMont 5-kw TV transmitter and rebroadcast as uhf. WGLV was to start commercial programming last Friday.

Bouncing Baby TV Station

WESTERN UNION "Storkgrams" are being sent to friends of WGVL-TV Greenville, S. C., announcing the birth of a new television station. The "Storkgram" says, "Announcing new arrival: Presented to Greenville, S. C., Aug. 1, 1953.

"Name—WGVL-TV.
"Weight—It's been a darn'd long one.
"Size—17 kw.
"Address—Ch. 23.
"Condition—Excellent. Look in any time.
"Godparents—ABC, NBC and DuMont."

Robert E. Wakeman, research engineer i the DuMont wave propagation departmen reported that through the painstaking selectio of WGLV's antenna site, atop Gaffney Hi with the antenna 1,460 feet above sea level, an the use of a 10-secant antenna which spread the signal evenly, the station has good coverag throughout the whole Lehigh Valley, wit 100% coverage in the Easton-Bethlehem-Allen town area.

This statement was backed up by Paul God ley, consulting radio engineer, who said tha a survey of the area made by his organizatio showed the ability of "a well engineered uh station to saturate the region with sharp, ghost free pictures," and that initial findings mad since WGLV began test transmissions indicat that this station greatly exceeds the 1,000 micro volts-per-meter signal strength required to de liver a noise-free signal. Comparisons of th WGLV signals with those of four vhf stations i the New York City-Philadelphia area and tw other uhf stations in Pennsylvania showe WGLV laying down superior signals at all o 36 locations throughout the area, he said.

Mr. Godley said he believed an effectiv radiated power of 100 kw would be enough t provide thorough coverage of most markets an if a station wanted more than the coverage tha power would provide the desire would be base on economic reasons rather than engineering ones. That is, he said, if a station wants more coverage it will be because its management believes it can sell this additional coverage to national advertisers and for that reason only.

Perfect Marriage

Edward Berman, manager of new market development, DuMont TV receiver division, called the demonstration the "perfect marriage" of transmitter transmission and receiver reception and said: "This scuttles the theory that uhf won't work." All manufacturers, he said, have been holding distributor, dealer and service-men meetings in and around Easton "because what happens in Easton may well determine the fate of uhf in the whole country."

There are 126,000 homes in the Greater Lehigh Valley, Mr. Berman reported, with 97,000 of them, or 77%, now having TV. Some 15,000 of these sets are already converted to receive Ch. 57, meaning WGLV. Network programs from New York and Philadelphia will be relayed to the station via a microwave link at Pattenburg, N. J., about 17 miles from Easton. WGLV will be affiliated with the DuMont and ABC-TV networks.

The demonstration was concluded with a program telecast by WABD (TV) New York, key station of the DuMont Network, and received at the Empire State Bldg. on three receivers via three routes. One set received the WABD telecast off the air from that station; the second set

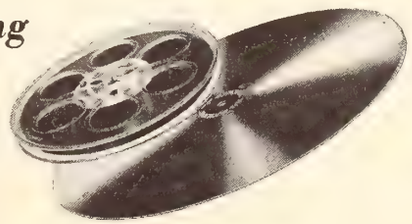
for the
FINEST
in recorded sound







America's leading phonograph record manufacturers use audiotape* for the original sound and audiodiscs* for the master recording



No one listens to recorded sound with a more critical ear than the professional recordists who make America's finest phonograph records. Here there can be no compromise with quality.

That's why it's significant that so many of them repeatedly specify Audiotape and Audiodiscs to meet their most exacting requirements. For example, it was found that 29 of the 30 best selling records of 1952 were made from Audiodisc masters. And over 43% were first recorded on Audiotape before being transferred to the master discs.

Remember - you get this same superlative sound by using Audiotape and Audiodiscs in *your* recording work.

℗ The exclusive trade-mark of Columbia Long Playing Records — Reg. U.S. Pat. Off.
** Trade Mark. Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

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Cables "ARLAB"



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got its image off the line; the third received the program from WGLV, which was picking up and rebroadcasting the WABD signal. To at least one observer, there was no apparent difference in the three images.

Mr. Taylor concluded the session by stating that it hadn't been easy for DuMont to hold back in the uhf field until the company had what it felt was the right equipment. "Of course, we lost some sales as a result," he said, "but we believe this equipment is right and that waiting was worthwhile. I'm sure we're going to do many millions of dollars worth of business in the high power uhf transmitters in the next few months, with much of it coming from uhf stations now on the air with low power."



DUMONT and WGLV (TV) executives see the result of the station's transmission test with DuMont's 5 kw uhf transmitter. Standing by a receiver in New York's Empire State Bldg. are (l to r) Chris J. Witting, DuMont TV Network director; Richard Hubbell, WGLV's TV activities chief; Herbert E. Taylor, DuMont Transmitter Division manager; Edward Berman, new market development manager, DuMont Receiver Division; James B. Tharpe, Transmitter Division sales manager; J. L. Stackhouse, WGLV president and publisher of the *Easton Express*; Robert Wakeman, propagation head, DuMont Research Division, and Ted Bergmann, network general manager.

Esau Resigns KTUL Post To Give Time to KTVQ (TV)

JOHN ESAU, vice president and general manager of KTUL Tulsa and other Griffin radio-TV interests, has resigned effective Sept. 1 to devote full time to personal enterprises, including the new KTVQ (TV) Oklahoma City, granted in February and scheduled to take the air late next month on Ch. 25.



Mr. Esau

The resignation winds up a 17-year tenure with KTUL and the Griffin interests. In this period he developed the first Tulsa exclusive radio center at Boulder-on-the-Park where KTUL studios are housed.

Mr. Esau, 43, has been in Tulsa since 1932 when he set up a display and advertising agency. He became KTUL promotion manager in 1935 and was named vice president and general manager in 1940. He will maintain his home at 2811 S. Cincinnati St., Tulsa.

John T. Griffin, president of Griffin Grocery Co. and head of the Griffin radio-TV interests, voiced regret at Mr. Esau's departure, crediting him with winning the organization's prominent place in Southwest broadcasting. He cited acquisition of KFPW Fort Smith, Ark., and development of the new KATV (TV) Little Rock, soon to take the air, among Mr. Esau's achievements.

Mr. Esau served from 1950-51 on the NARTB board as director-at-large for medium stations.

Post Race—Post Haste

WNBK (TV) Cleveland conducts its private race against time each weekday to present a film review of the feature horse race at Randall Park to viewers of Tom Manning's program, starting at 6:30 p.m. Immediately after the race is photographed, the films are processed at a laboratory in a specially-equipped truck at the track and sped to the station's studios more than 15 miles away.

Lamb Buys Bryant Corp.

EDWARD LAMB Enterprises Inc. has acquired full ownership of C. L. Bryant Corp. of Cleveland, it was announced last week. Bryant manufactures gas and oil furnaces, gas conversion burners and incinerators. Payment was in cash. Edward Lamb Enterprises is owned by Edward Lamb of Toledo, who is publisher of the *Erie* (Pa.) *Dispatch-Herald* and owner of WMAC-TV Massillon-Canton, Ohio; WICU-TV Erie and purchaser of the CP for WTVQ (TV) Pittsburgh. He owns the radio outlets WTOD WTRT (FM) Toledo, WHOO-AM-FM Orlando, Fla., and WIKK Erie, Pa.

WOR-TV Plan Adds 'Hickok'

ADDITION of *Wild Bill Hickok* as the latest filmed network program to be presented over WOR-TV New York under the "Double Exposure" plan has been announced [B•T, July 13]. The program started July 31 in the Saturday, 5:30-6 p.m. spot. The Kellogg Co. sponsors *Wild Bill Hickok* through the Leo Burnett Co.

WSAZ-TV Rejects Ad For 'War of the Worlds' Film

WSAZ-TV Huntington, W. Va., has rejecte advertising of the Paramount Pictures film "War of the Worlds," as "unsuitable for hom entertainment." The station acted on its ow initiative and explained it is a subscriber to th NARTB Television Code.

"We feel that a horror picture is one whic perhaps is best suited to theatre entertainmen where the viewer has a wide latitude of choic as to whether he attends or not," Lawrence H Rogers, WSAZ-TV vice president and genera manager, wrote Terry Turner, of General Tele radio Inc., replying to a request for schedule on the advertising.

"I hasten to assure in advance that this is no a categorical action with regard to the motio picture industry," Mr. Rogers wrote. "It ha only to do with the promotion material itsel and the general subject matter of the movie i question. . . . There is no question that unde our standards of operation, the 'War of th Worlds' is a motion picture which would be un acceptable for telecast on WSAZ-TV. We fee that a horror picture of this calibre is one whic perhaps is best suited to theatre entertainmen where the viewer has a wide latitude of choice as to whether he attends or not.

"To perform this show in the living room of our coverage area we believe would be a distinct disservice to the community and the area thus we feel the same thing applies to lurid advertisements of the picture itself. I cannot impress upon you too strongly the distinction between the rejection of the advertising of this movie and our wholehearted acceptance of advertising of any other motion pictures of the same calibre as our normal home entertainment.

"We believe that it is our duty under our license to protect our viewers from spectacles such as the 'War of the Worlds.' We agree wholeheartedly with the thought that they should pay admission to see this in our neighborhood movie theatres if they are of a mind for this type of diversion."

Murphy to KSTM-TV Post

PROGRAM director for KSTM-TV St. Louis which expects to begin telecasting Sept. 27 on uhf Ch. 36 as that city's first post-freeze TV outlet, will be Edward F. Murphy, William E. Ware, president, said last week.

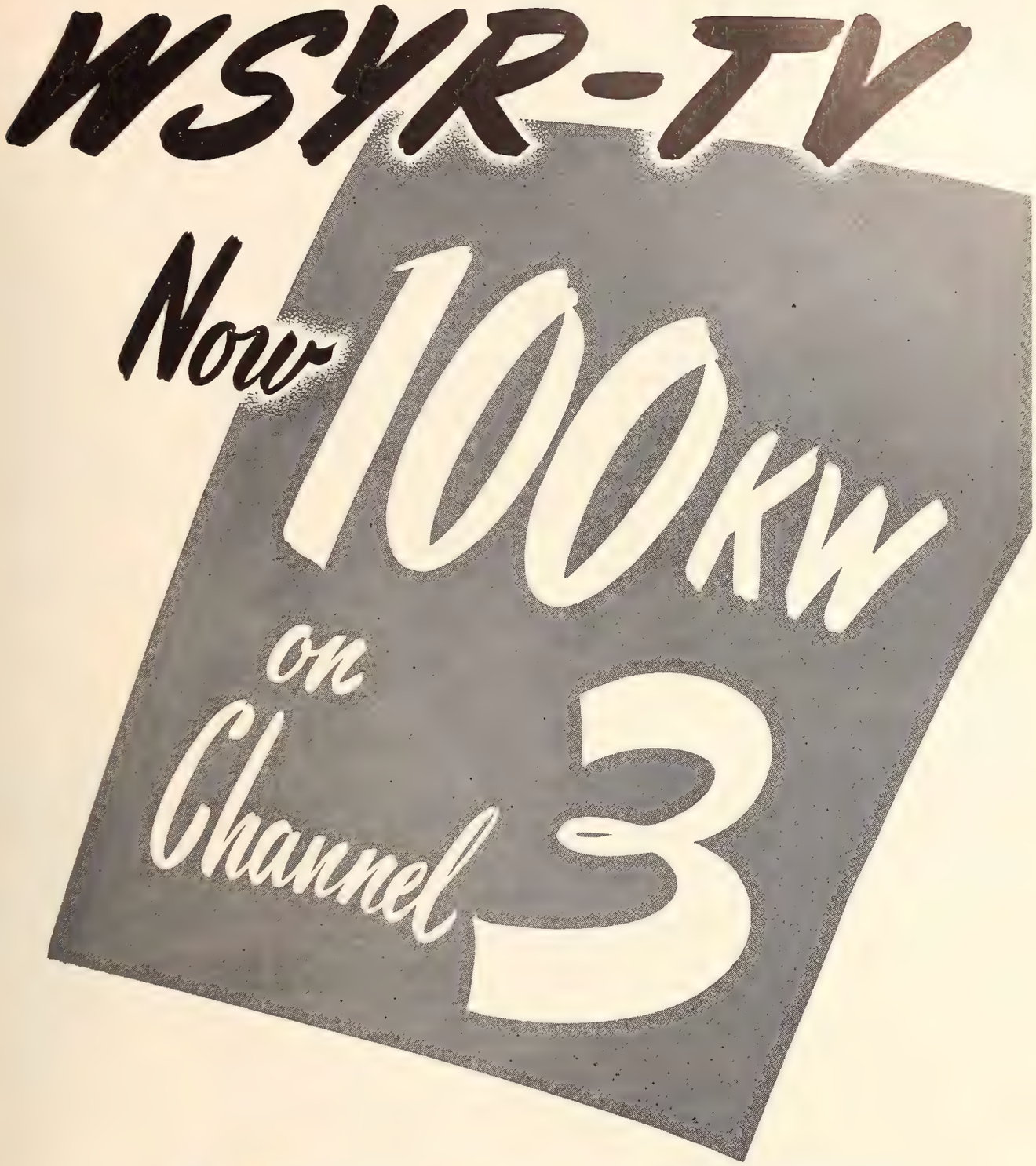


Mr. Murphy

Mr. Ware said Mr. Murphy has had more than 19 years' experience in radio and TV, including appearances on the four major radio networks and program and production positions with WGN-TV Chicago and WSYR Syracuse.

John R. Speer of WKZO Dies

JOHN R. SPEER, 43, died Aug. 10 in Kalamazoo, Mich. A pioneer radio-TV showman, Mr. Speer was head of programming of WKZO-AM-TV that city. He also had held the position of continuity chief at WGRD Grand Rapids, Mich.



...The Only Low-Band VHF Station in Rich Central New York

WSYR-TV **channel 3**

Write, Wire, Phone or Ask Headley-Reed

NBC Affiliate in Central New York.

Off Watch, Wins Watch

HARRY GUNTHER, conductor of the *Insomnia Club* on KOMA Oklahoma City, told listeners he would give a Longine-Wittnauer watch to the writer of the most interesting letter during that particular week. Ship fireman Edward J. Lewis listened and decided to write. He won the watch when his letter explained that Mr. Lewis heard the program during off-duty hours on a tiny five-tube set aboard the Matson freighter *Hawaiian Forester,* just out of Kahului, Hawaii, 3,500 miles from Oklahoma City.

YODER IS SHIFTED TO CLEVELAND POST

APPOINTMENT of Lloyd E. Yoder, general manager of KNBC San Francisco, as general manager of WTAM-AM-FM and WNBK (TV) Cleveland was announced last week by Charles R. Denny, vice president in charge of NBC's o & o division.

Replacing Mr. Yoder at KNBC, Mr. Denny added, will be George Greaves, who has been serving as assistant general manager of the station since August 1945. Both appointments take effect immediately.

Succeeds Shea

In his new post, Mr. Yoder succeeds Hamilton Shea, who recently was promoted to general managership of WNBC-AM-FM and WNBT (TV) New York. Mr. Yoder's responsibility will be enlarged to include managing an NBC television station as well as a radio station.

Mr. Yoder joined NBC in 1927 as manager of the Western Division press department. He was appointed general manager of KNBC (then KPO and KGO) in 1937 and was transferred to Denver in 1939 as general manager of KOA, then an NBC o & o station. He returned to KNBC as general manager in 1951.

Mr. Greaves has been with KNBC more than 25 years, having joined the station in 1928 as a member of the engineering staff. He was designated chief engineer in 1942 and assistant general manager in 1945.

Poole Gets 50-Yr. USFS Lease For Mt. Wilson Transmission

FIRST 50-year lease ever granted any station by the U.S. Forest Service was awarded John Poole Broadcasting System for its transmission center on Mt. Wilson. The center houses three stations: KPIK-TV Los Angeles, KEHT (TV) and KFWB-FM Hollywood.

The Forest Service previously granted only one year permits to stations for lands under its control, but Congress last year authorized long-term leases.

WKLO-TV Names Taylor

WKLO-TV Louisville, slated to go on air in September, has appointed O. L. Taylor Co., N. Y., as representative. Station, on uhf Ch. 21, is affiliated with ABC and DuMont. Joe Eaton is general manager.

THREE NEW TV MARKETS OPEN; WTVI FIRST UHF IN ST. LOUIS AREA

Four stations due to be in operation today (Monday) comprise operations in Easton, Wichita, Austin, and Belleville. They bring the nation's television outlets to 212.

THREE former non-television markets and one former single-station TV market were to be available to television advertisers today (Monday).

A single-station market, now opened to a second TV outlet in the area, is St. Louis, ranked as the U. S.'s ninth largest market by J. Walter Thompson Co.

WTVI (TV) Belleville, Ill., across the river from St. Louis, went on the air Aug. 10. Assigned uhf Ch. 54, it is the area's first uhf station to begin operating, according to John Hyatt, WTVI's vice president.

The other new stations, which were to have gone on the air over the past weekend and today, are WGLV (TV) Easton, Pa., uhf Ch. 57; KEDD (TV) Wichita, Kan., uhf Ch. 16, and KMMT (TV) Austin, Minn., vhf Ch. 6. Only KMMT has an AM affiliate (KAUS Austin); the other three stations are TV-only operations.

The population of the newly opened markets, plus St. Louis where KSD-TV has operated since 1947, is nearly two million. Retail sales in the four markets, figured on a trading area basis, amount to more than $950 million.

KEDD Wichita serves the largest city in Kansas—a population of 168,279, according to the 1950 census. Sedgwick County, which KEDD is expected to cover, had a 1950 population of 222,290.

Retail sales in this previously non-television market amounted to $301.4 million for Wichita and $337 mililon for Sedgwick County, according to *Sales Management's* 1953 estimates.

WGLV is the first TV outlet in Easton and the second in Northampton County (WLEV-TV Bethlehem started on uhf Ch. 51 last April). WGLV officials say the station will reach well beyond the boundaries of Northhampton County (see story page 76), where the population totals 185,243 (Easton's 1950 population was 35,632).

Easton's retail sales exceed $75.6 million annually, says *Sales Management,* while those in Northampton County are over $214.5 million annually.

KMMT, which is to go commercial today, is the first TV station in Minnesota's seventh largest market; the 1950 census gave Austin a population of 23,100 and Mower County, in which it is located, 42,277. Retail sales in Austin, *Sales Management* figures indicate, are over $36 million annually; in Mower County they're more than $50 million.

Retail sales in the three new areas open to



LIBERACE came to Denver for a piano concert and was honored guest of KBTV (TV) there at a luncheon held in the station's new $500,000 TV studios. Sharing the head table are (l to r) George Liberace, brother and fellow-performer of the piano artist; Jerry Lee, KBTV commercial manager; Liberace; Joe Herold, KBTV station manager; Clint Bowman, president, Bowman Biscuit Co. (which sponsors Liberace in Texas), and W. D. Pyle, KBTV president. In foreground is Bill Prescott, account executive, Ball & Davidson, Advertising.

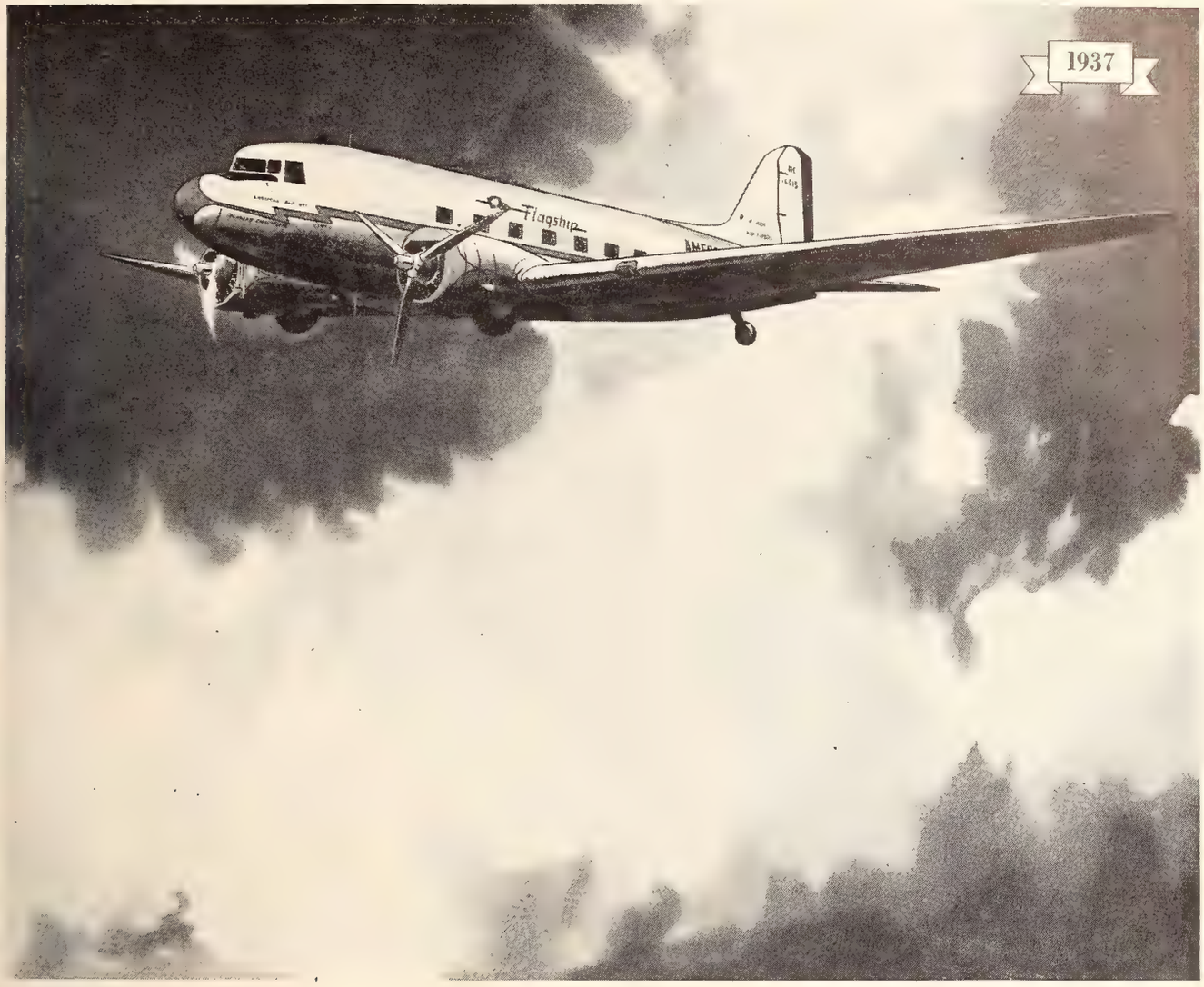
WGEM-TV Completes Tower

WGEM-TV Quincy, Ill., has completed its 600-foot tower and WGEM General Manager Joe Bonansinga states its 75-foot antenna will be hoisted into place to make the structure a total 675 feet. The station's announced target date is Sept. 1.

New Studios for WHYN

CONSTRUCTION of new radio and TV studies for WHYN-AM-FM-TV Springfield-Holyoke, Mass., will begin about Sept. 1, a station spokesman has reported. The new location will provide facilities for live audience participation programming for TV, new radio studios and enlarged modern business offices.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION



FULL-FEATHERING Propellers Put Greater Surety "Out Front"

American took a big step forward in passenger safety in 1937, when, on its DC-3 Flagships, it began to use full-feathering propellers that had been designed and built by the Hamilton Standard Propeller Company in conjunction with American Airlines.

Until then, propellers had just two pitches—one to use for take-off, the other for cruising. The new propeller could be "feathered"—its blades turned so that only the edges faced the airstream — in case of engine failure.

With these full-feathering propellers, the drag of a dead engine could be minimized. And the fact that the propeller remained stationary instead of turning, further reduced the risk of motor vibration and increased passenger safety. Thus it is not surprising that full-feathering propellers with automatic controls are now standard equipment the world over for commercial aircraft.

The introduction of the full-feathering propeller is only one of many milestones in the history of air transportation that have been inaugurated by American Airlines.



AMERICAN AIRLINES INC.

America's Leading Airline

Retail sales in the three new areas open to video timebuyers for the first time are over $601 million annually, for a population of nearly a half-million people.

With KMMT on the air, the total number of commercially operating TV stations in the U. S. and territories is 212. KUHT (TV) Houston, the nation's only noncommercial educational outlet that is programming, raises the total to 213.

Vhf outlets now total 160; post-thaw vhf, 53; uhf (all post-thaw), 51; commercial post-thaw (total), 104.

WTVI is operating with an effective radiated power of 20.7 kw. Its studio-transmitter location, 6½ miles from downtown St. Louis, is atop Illinois Bluffs, said to be the highest point in the area.

More than a half million dollars in business was signed by the WTVI sales staff before the outlet began telecasting, according to a station spokesman. He also said it is estimated that 100,000 sets in the St. Louis area are equipped to receive uhf Ch. 54.

Technicians from the Philco Corp., who have been measuring the signal strength of WGLV with a mobile laboratory, report that the uhf Ch. 57 station is covering the Easton area with a signal varying from 3,800 microvolts to 45,000 microvolts. Uhf signals of 550 microvolts and over are completely snow-free, they said. The technicians found "no dead spots" in the Easton-Phillipsburg, Allentown and Bethlehem areas. According to them, the WGLV signal in downtown Easton was 1,000 times stronger than the nearest uhf station and 100 times stronger than the best vhf signal from Philadelphia stations.

Harold G. Cowgill, general manager of WTVP (TV) Decatur, Ill., began testing on uhf Ch. 17 Aug. 10. By late last week, the date for commercial operation had not been established definitely, but it was believed by station officials that regular programming would begin early this week—perhaps today or tomorrow. The ERP is 17.1 kw.

Arden Braddock, for KFAZ-TV Monroe, La., said testing began Aug. 11 over uhf Ch. 43. An Aug. 24 commencement for commercial programming is contemplated.

Pittsburgh's second uhf station, WENS (TV) on uhf Ch. 16, plans its commercial debut Aug. 23. WKJF-TV, uhf Ch. 53, started a fortnight ago [B•T, Aug. 3].

Howard Barrett, general manager of KRBC-TV Abilene, Tex., vhf Ch. 9, expects the station will go on test pattern early this week and will start commercial programming Aug. 30. Mr. Barrett said a "comprehensive survey of distributors and dealers plus the RETMA figures through May 29 shows there is a total of 6,154 sets in the KRBC-TV area."

Dr. Adolph A. Suppan, director, extension program, Wisconsin State College, Milwaukee, reported last week that 16% of all those called in the current set survey say they will be able to receive WCAN-TV on uhf Ch. 25. There are 46% who intend to convert within 90 days, Dr. Suppan said. He said these figures indicate that there are about 70,000 uhf-equipped sets in the area and 192,000 additional sets ready for uhf within three months.

H. Moody McElveen Jr., manager of WNOK-TV Columbia, S. C., assigned uhf Ch. 67, said the first Andrew Corp. copper clad wave guide was installed last week. He asserted transmission line loss with the new Andrew wave guide is 7½%, "which is far less than the line loss resulting from the usual coaxial cable system."

The station's DuMont antenna also was installed last week. Mr. McElveen said component parts of a 5 kw DuMont Klystron transmitter are being shipped now and that testing should begin late this month. Commercial operation is slated for Sept. 1, he said.

William M. Morrow, commercial manager of KTVE (TV) Longview, Tex., advises that studios are nearly completed and installation of equipment has begun. He said KTVE will go on the air with full power Sept. 20.

Hecht S. Lackey, president-general manager of WEHT (TV) Henderson, Ky., uhf Ch. 50, says the outlet, which plans an Oct. 1 debut, will be a CBS-TV affiliate. He claims the station will cover a population of 362,000 with retail sales of more than $338 million.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.



HAWAIIAN Broadcasting System executives breaking ground for the new $100,000 KGMB-AM-TV Honolulu Radio-TV Center, to be located adjacent to the present KGMB building and which will house a 5,400 sq.-ft. TV studio, are (l to r) Dan Hunter, chief engineer; J. Howard Worrall, president; Wayne Kearl, assistant general manager, and Akiyoshi Hayashida, head of KGMB's Japanese Dept.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, August.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 1.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (now on test pattern).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBW-TV Salinas).

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and NBC-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KMBY-TV Monterey).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., late August.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 30.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Aug. 22 (test pattern started July 25).

ILLINOIS

WTVI (TV) Belleville, uhf Ch. 54 (DuMont), represented by Weed TV, Aug. 10.

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 18.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KANSAS

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 15 (granted STA).

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 30, Sept. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 24 (test pattern started Aug. 11).

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

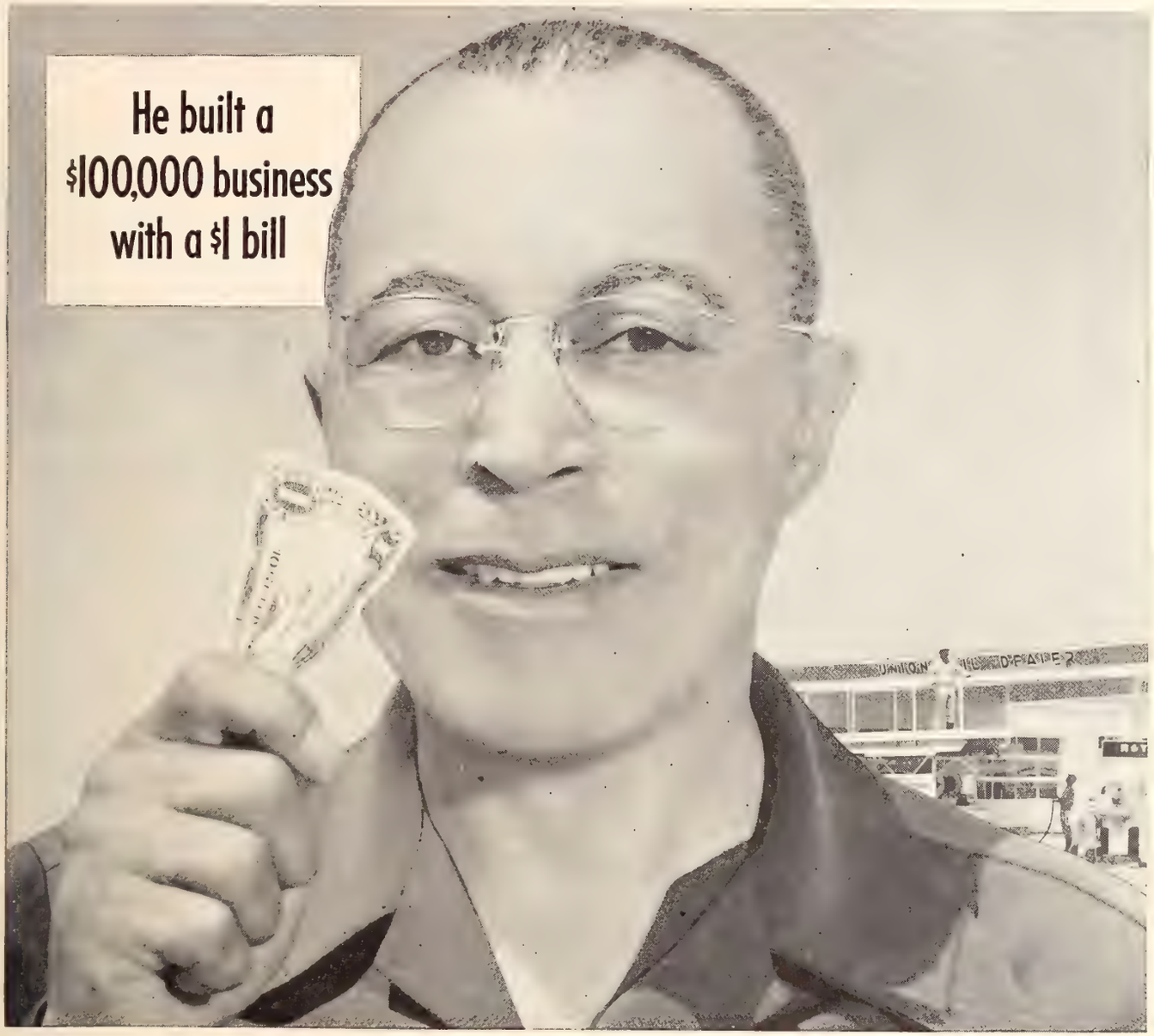
MINNESOTA

KMMT (TV) Austin, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by John E. Pearson TV Inc., Aug. 17 (test pattern started July 27).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV,



1. George Sevelle, at 26, had been a waiter, window dresser, candymaker and race driver's mechanic. In spare moments, he dabbled in home chemistry. Through this hobby he developed a paint cleaner and preserver. In 1939, he brought his product to Union Oil.

2. Sevelle demonstrated how it could be used to "launder" our service stations with better results and for less money than we had been spending. Naturally we were interested in improving station appearance at less cost. So Sevelle took on the job of cleaning several Union Oil stations on a regular schedule. He was in business for himself.

3. The sole drawback was that Sevelle had no truck to haul his equipment from station to station. His capital consisted of a single dollar. So Union Oil agreed to lease him one truck. He did such a good job that his contract was soon expanded to cover 150 stations.

4. Today Sevelle is almost an institution. He contracts for the cleaning of all Union Oil stations in 7 western states. He operates a fleet of trucks and several house trailers where his crews live in comfort. On top of running a $100,000-a-year business, he's a Southern California community leader, an active member of five local organizations.

5. This story is important, we think, for several reasons. First, it's a real rebuttal to the defeatists who say there's no opportunity left in the U. S. A. for a go-getter who'd like to be his own boss. We say (and Sevelle seconds us) that there's ample room for the ambitious to spread their wings.

6. Sevelle's success also points up something many people don't realize—the relationship between big and small business in every field of industry is healthy and helpful. Each is dependent on the other. So as Union Oil grows, it helps other enterprises grow, too. After all, any company keeps on growing only as long as it pleases people.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., August (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Oct. 15.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, August 20.

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (CBS-TV), Sept. 1.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Sept. 1.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Aug. 15.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall '53.

WUTV (TV) Youngstown, uhf Ch. 21, August.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., Aug. 14 (test pattern started June 26).

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV and CBS-TV), represented by Edward Petry & Co. (TV Div.), Aug. 23.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., September.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair TV, Sept. 15.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 30.

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV, CBS-TV and DuMont), represented by O. L. Taylor Co., Sept. 1.

KETX (TV) Tyler, Tex., uhf Ch. 19, represented by Headley-Reed TV, Aug. 30 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern due Aug. 15).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., Sept. 1.

Stations Make Plans For Corn-picking Event

NEXT meeting of the National Mechanical Corn-Picking Contest Assn., with membership comprising representative radio stations and other groups, will be held in Bloomington, Ill., Oct. 23.

First official meeting of the association was conducted in Chicago Aug. 4, with Chuck Worcester, WMT Cedar Rapids, and Norm Kraeft, WGN Chicago, presiding as president and vice president, respectively. State and national competition will be held in Bloomington that week, with WGN and the Bloomington Normal Junior Chamber of Commerce serving as national hosts. Both sponsor the state contest.

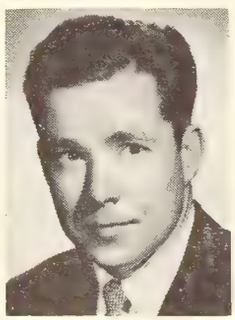
Attending the first meeting were:

Jim Chapman, WKFD Worthington, Ohio; Grant Ritter, WEKZ Monroe, Wis.; Bill Mason, WIBC Indianapolis; Chuck Worcester, WMT, Cedar Rapids, Iowa; C. L. Hamilton, National Safety Council, Chicago; Wendell Bowers, U. of Illinois, Champaign; John C. Steele, U. of Nebraska, Lincoln; K. E. Huddleston, Farm Equipment Inst., Chicago; R. M. Oakley, John Deere, Des Moines, Iowa; Jack Medley, Massey-Harris, Racine, Wis.; R. R. Poynor, International Harvester, Chicago; Elmer G. Carlson, Carlson Farms Inc., Audobon, Iowa; George D. Pedigo and Joe Morgan, Oliver Corp., Chicago; and D. H. Daubert, J. J. Case Co., Racine, Wis.

Bruce Dennis, Jim Hanlon and Norm Kraeft represented WGN at the meeting.

Molony Takes WEHT (TV) Post

DONALD P. MOLONY, former director of TV productions and an account executive at WJIM-TV Lansing, Mich., has been named assistant general manager and manager of TV operations for WEHT (TV) Henderson, Ky., which expects to begin operations on uhf Ch. 50 in the Henderson - Evansville, Ind., area Oct. 1. He will be responsible for programming, production, casting, directing, producing and sales supervision. Mr. Molony also was a former producer- director for the ABC-TV director on the Dodge Div. of Chrysler Motors account with Grant Advertising Inc.



Mr. Molony

WIBG Moves AM, FM Studios

WIBG Philadelphia began broadcasting from its new $150,000 studios last Wednesday, a station spokesman has reported. The AM studios and transmitter now are located on the same site on Ridge Pike in Lafayette Hill, Pa. New studios also have been added to the WIBG-FM transmitter at Cheltenham, Pa., where most of the FM programming will now originate, the spokesman said. Business and sales offices will be maintained in the former WIBG studio building at 1425 Walnut St. in downtown Philadelphia and station wagon service will be operated from the offices to both the AM and FM locations.



MARRIED in Detroit Aug. 10 were Edwin J. Wheeler, general manager of WWJ-AM-FM-TV that city, and Mary Jo Peterson, the stations' public service editor and formerly of NBC, New York.

Elliott, Truscott, Gennaro Appointed to WREX-TV Staff

APPOINTMENTS of Howard Elliott, formerly with WOW-TV Omaha, as chief engineer of WREX-TV, now under construction at Rockford, Ill., of Robert Truscott, from WBAY-TV Green Bay, as assistant chief engineer, and Jack R. Gennaro, formerly with Shelden-Cole Inc., as sales representative, were announced last week by Soren Munkhof, general manager of WREX-TV, who formerly was program director of WOW-TV Omaha.

Affiliation Noted

WREX-TV will be an affiliate of CBS-TV, Mr. Munkhof said. Alpha Erection Co. of Peoria was to start erection of the 12-bay RCA antenna today (Monday), foundations for tower and anchors having been previously completed. The station, which will broadcast on vhf Ch. 13, anticipates getting on the air in the fall.

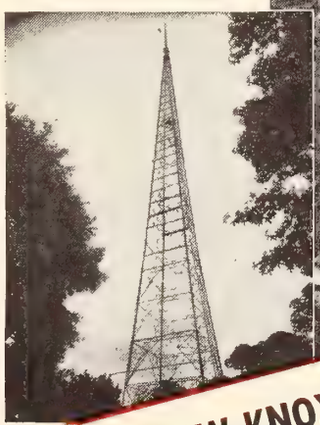


WFMY-TV Greensboro, N. C., adds two new account executives. With William S. Baskerville Jr. (r), commercial manager, are Edward D. Brandt (l), formerly of WLOS Asheville, and Arthur C. Stringer Jr., former WFMY-TV promotion manager who has switched to sales.

Designs Unlimited

WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.





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LONG-TERM contract is signed by Bruce Vanderhoof (l) with KDYL-AM-TV Salt Lake City. At the signing is G. Bennett Larson, president and general manager of the stations, who said Mr. Vanderhoof, radio disc jockey of Intermountain West fame, will begin his shows Aug. 24. Prior to that date, Mr. Vanderhoof will be in Hollywood gathering material for his new radio and TV series. He will be heard some 23 hours weekly on radio. TV schedule is to be mapped out. He previously was with KNAK Salt Lake City.

WNYC Operations Described

COMBINED operations of New York City's WNYC-AM-FM resulted in more than 13,404 hours of broadcasting service during 1952, the Municipal Broadcasting System disclosed last week in its annual report of operations to the mayor.

The report stressed the many educational and cultural programs carried by the station during the year. WNYC was described in the report as the "key station" for bringing news of civil defense to New York residents.

City-owned WNYC has been in operation since 1924. The station is assigned 1 kw on 830 kc directional.

WNYC-FM, Class B outlet, was established in 1943.

KNBC's New Rate Card

KNBC, NBC's o & o radio station in San Francisco, has a new interim rate card (No. 3), effective Aug. 15, which offers discounts of up to 35% for announcements and 22½% for programs based on time dollar volume per week, with additional discounts for 26, 39 or 52 weeks of consecutive broadcasting applicable to the program dollar volume discount schedule. The card makes minor changes in time classifications (Class A time is now 7-10:15 p.m., with 6-7 p.m. and 10:15-10:30 p.m. becoming Class B time). Class A base rate remains at $480 per hour; Class B rate is $360 per hour.

KNBC is assigned 50 kw on clear channel 680 kc.

David B. Stein Dies

FUNERAL services for David B. Stein, 49, account executive for WNEW New York, were held Aug. 3 in Washington. He died July 31 after a heart attack. He previously was associated with WHN (now WMGM) New York and with Kal, Ehrlich & Merrick agency, Washington.

GE TV EQUIPMENT SHIPPED TO SEVEN

SEVEN television stations were shipped GE equipment during the past week, a company spokesman reported Thursday. He said GE shipped two transmitters, a high-power amplifier and five antennas.

KOIN-TV Portland, Ore., vhf Ch. 6 permittee, was shipped a 5 kw transmitter and six-bay antenna. WCOC-TV Meridian, Miss., was sent a 100 w uhf transmitter for its Ch. 30 operation.

A 20 kw amplifier was shipped to WCPO-TV Cincinnati, vhf Ch. 9, a pre-freeze station.

Six-bay antennas went to KRBC-TV Abilene, Tex., vhf Ch. 9 permittee, and KLAS-TV Las Vegas, Nev., vhf Ch. 8. A five-bay helical antenna was shipped to WKAG-TV Fort Wayne, Ind., uhf Ch. 33, and a one-bay helical antenna went to KPIK (TV) Los Angeles for uhf Ch. 22.

To Air Chicago Event

WFMT (FM) Chicago and WNMP Evanston, Ill., will set up studios at the first International Sight and Sound Exposition and Audio Fair at that city Sept. 1-3, it was announced by the stations fortnight ago.

Cure for Blues

DURING a blue mood, WITH Baltimore morning man Buddy Deane bet program director Ellen Stoutenberg he didn't have more than five listeners. He promised to undress and give away money to prove it. In the stunt that followed, he literally got sheared and local police had an early morning traffic jam.

WITH told listeners to come to the show outside the studio building where WITH offered to exchange $1,000 in $1 bills, some of which bore serial numbers appearing on the station's regular "Wheel of Fortune" promotion. It was promised that with each exchange, another disc jockey would shear away part of Deane's apparel. Unbelievable station mascot, a "GoGo," also was on display.

In spite of rain, the stunt drew large crowds, jamming traffic. The $1,000 was exchanged in three hours and many were turned away.



WHAT's left of the disc jockey is negligible at this point. Mr. Deane can still smile—but Ellen Stoutenberg, who holds the few remaining bills, won the bet.



ALL WMT Cedar Rapids staffers these days are flashing the card shown above by (l to r) new station salesmen Buzz Hassett and Burns Nugent and General Manager William B. Quarton when they are asked when WMT-TV will go on the air. The card reads: "Glad you asked! Target date September 27 (this year). We *think* we'll make it!"

Dresser to WMAQ WNBQ (TV)

APPOINTMENT of Charles V. Dresser, NBC Central Division national TV spot sales manager, as sales director of the network's o & o WMAQ WNBQ (TV) Chicago, was announced last Monday by Harry C. Kopf, NBC vice president and general manager of the stations.



Mr. Dresser

John McPartlin, WNBQ sales manager, and Rudi Neubauer, WMAQ sales chief, will report to Mr. Dresser, who joined NBC Central Division last March after several years in NBC TV national spot sales in New York. Mr. Dresser's successor was not announced.

New Buys on WCBS-TV

SALE of three five-minute news show segments a week to Philip Morris & Co. for Dunhill Cigarettes and of two five-minute sports news segments a week to Anahist Co. for Super Anahist brings to 27 the total of five-minute programs or program segments a week now sponsored on WCBS-TV New York, George R. Dunham, general sales manager, reported Thursday. Only two of the 29 such units offered for sale are still available, he said. Biow Co., New York, placed the Dunhill Business; Ted Bates & Co., New York, the Anahist segments.

WQAN Sales Up 20%

WQAN Scranton's sales for the first seven months of 1953 increased 20% over the 1952 period, according to Cecil Woodland, general manager of the 500-w daytime independent on 630 kc.

JIVE-TALK JINGLE JUMPS TIRE SALES 25% IN MILWAUKEE

Discs Produced by WEMP Transcription Production Service

ONE OF MILWAUKEE'S biggest advertisers reports a 25% sales increase resulting from his first radio venture, and listeners are bombarding WEMP with *requests* to hear his singing jingles.

The happy advertiser is Charles Lubotsky, owner of Milwaukee's seven Charles Lubotsky Tire Stores, who credits his radio advertising success to WEMP's Transcription Production Service.

This service has been highly instrumental in skyrocketing the station into one of the nation's leading fulltime independents. In making these transcriptions, WEMP employs its own announcers, free-lance acting personnel, music, sound effects, and special novelties.

The Lubotsky jingles use the Tommy Sheridan Trio, local night club and TV favorites, on open and close identification. The selling copy in the middle insert is changed periodically.

In one of the inserts, WEMP's "Coffeehead Larsen" does a commercial take-off on the currently popular jive-talk disc, "Little Red Riding Hood and the Three Little Pigs." Others include a Phil Harris style commercial by Sheridan; straight material by Lubotsky and special live copy for short term promotions.

Sheridan gets frequent requests to do the jingles during his night club shows, and WEMP is flooded with calls from people who ask when the Lubotsky jingles are scheduled.

Products advertised are Goodyear Tires, outboard motors, fishing gear, seat covers and auto accessories.

Sales reaction to the first three months of WEMP advertising prompted Lubotsky to sign a year's contract with the station, increasing his already heavy schedule to include Green Bay Packers football adjacencies.

WEMP's Transcription Production Service has been particularly effective in introducing new advertisers to radio and revitalizing campaigns of veteran users.

Other advertisers using the service are the Milwaukee Sentinel; Smartwear Women's Clothes (Handmacher suits); Tavern Pale Beer; Hermax Furniture and Appliances; Droegkamp Furnace Company; Thiele meats; Bendfelt ice cream; Keller's beer depots; Wisco 99 gas; and American Calculating.



DRESSED FOR THE PART, Charles Lubotsky (left) and Tommy Sheridan record the novel Lubotsky commercials for WEMP schedule. ET's are made by WEMP's Transcription Production Service. Singing jingle commercials resulted in 25% sales increase for Lubotsky firm, and numerous phone calls to WEMP by listeners requesting jingle schedule.

Smaller Budget Adds More Radio; Boosts Sales 30%

A 30% INCREASE in sales in spite of a 35% smaller budget is reported by Droegkamp Furnace Company, Wisconsin's largest heating installer. Better results are attributed by Saxton Advertising Agency to more radio and use of color in newspaper ads. TV was eliminated from the 1953 budget while WEMP share of campaign was tripled.

Spots were transcribed by WEMP and used introductory "Yankee Doodle Dandy" music to tie in with theme: the spirit of 76 years of service to Milwaukee.

Encouraged by the success of WEMP advertising, Droegkamp Furnace Company has purchased a WEMP five-minute newscast six days per week on a 52-week contract.

HI-FI PROGRAM ON WEMP-FM HAS BIG MAIL PULL

Milwaukee's only FM service uses Hi-Fidelity records

A TERRIFIC MAIL RESPONSE attests to the popularity of WEMP-FM's High Fidelity recorded music programs aired Sundays at 8:00 P.M.

The two-hour programs, called "Sunday Fine Music Concert," are conducted by Leonard Helminiak, Florentine Opera Company manager.

Local guest commentators and visiting musical celebrities also appear on the show each week. John Anello, Milwaukee conductor and director of the Music Under The Stars concerts, produces the program.

A variety of works and composers are featured and interpreted on each program, and classical musical events in Milwaukee are discussed.

Full tonal range provided a new listening experience and unavailable in any other type of recording results from the program's exclusive use of High Fidelity recordings.

WEMP-FM, now the only FM outlet serving the Milwaukee area, is also the only Milwaukee station using High Fidelity recordings exclusively in its concert programs.

PACKER FOOTBALL

IT WAS ERRONEOUSLY reported in WEMP's July 27 broadcasting advertisement that WEMP will originate all Green Bay Packer football games this season. The story should have stated that WEMP's sports director, Earl Gillespie, will broadcast all games and that WEMP will originate all games except those played in Green Bay. Station WJPG, the Green Bay Press-Gazette station, will originate all games played in Green Bay.



SELECTING classical High Fidelity recordings requested by WEMP-FM listeners are John Anello (seated), producer of the "Sunday Fine Music Concert," and Elmer Ihrke, WEMP musical director.

REPRESENTATIVES APPOINTMENTS

KSO Des Moines, Iowa, appoints Avery-Knodel Inc. as its national sales representative effective Aug. 10.

WWON Woonsocket, R. I., appoints Robert S. Keller as representative in N. Y. area.

WKTY La Crosse, Wis., appoints Everitt McKinney as national representative.

WOKY-TV Milwaukee appoints H-R Television Inc. as national representative.

WBEL Rockford, Ill., appoints Don Rich as national sales representative.

KPOL Los Angeles opens new sales offices at 167 South Vermont Ave. Telephone is Dunkirk 7-6561.

WMTV (TV) Madison, Wis., appoints Meeker TV national representative.

WTAL Tallahassee, Fla., appoints Robert Meeker Assocs. as national representative.

WTCN-AM-TV Minneapolis appoints John Blair Co. and Blair TV.

WTNJ Trenton, N. J., appoints Grant Webb Inc., N. Y., as national representative.

The Lobster Network, consisting of WPOR Portland, WCOU Lewiston, WFAU Augusta, WTVL Waterville, WRKD Rockland and WRUM Rumford, all in Maine, appoints Richard O'Connell, N. Y., radio station representative firm, as national representative.

REPRESENTATIVES SHORTS

Donald B. Cooke Inc., national advertising representatives, announces move to larger quarters at 331 Madison Ave., N. Y. Telephone remains MUrray Hill 2-7270.

Kenneth E. Palmer & Co., regional representatives for Intermountain Network and other radio and TV stations, moves to 1554 California St., Denver, Colo.

H-R Representatives Inc., and **H-R Television Inc.,** S. F., relocate at 155 Montgomery St., effective Aug. 10. Telephone is Yukon 2-5701.

Lionel Colton, radio-TV representative, moves from 551 Fifth Ave., N. Y., to Shelton Hotel, 49th St. and Lexington Ave., N. Y.

Louis R. LaFonteese & Assoc., S. F., named representative in that city for **Gene Grant & Co.,** L. A., radio station representatives.

Branham Co.'s Charlotte, N. C., office moves to 2001 Liberty Life Bldg. Telephone is 2-8839.

KSD-TV Adds Listener

KSD-TV St. Louis reports a new record has been set for long-distance reception of the station's signal. A letter to the station from E. J. Antoine of Davidson, Sask., Canada, 1,400 airline miles from St. Louis, says Mr. Antoine picked up KSD-TV programs for two hours June 15 with a "very high gain" antenna array. Previous record, in 1949, was reception in Phoenix, Ariz., 1,300 miles away. KSD-TV recently increased effective radiated power to 100 kw.

NBC RADIO'S COTT SAYS OVERHAUL TO BRING 'NEW, WONDERFUL' SHOWS

'If TV killed off conversation, NBC radio is going to revive it,' promises Operating Vice President Ted Cott in previewing programs with which NBC is going to 'overwhelm the public.' In the works: A program on variations of the NBC chimes, a new giveaway, quizzes, a hit parade, midnight column, a radio version of the Sunday newspaper at its best titled 'Weekend,' and news and feature news shows.

ADOPTING the motto, "What's new in radio is good for radio," NBC is going to overhaul its present radio programming from stem to stern, retaining its strong features as a base and revitalizing the remainder with strong new material, Ted Cott, operating vice president of the NBC radio network, said last week.

"We're going to overwhelm the public with such a collection of new programs that they won't dare tune anyplace else for fear of missing something new and wonderful," Mr. Cott declared. We're not going to dribble out our new programs one at a time; We're going to start them all in as short a time as possible. And we're going to give them heavy promotion, both on the air and in print.

"Radio's trouble has been that it's had nothing to talk about. Well, we're giving it something to talk about. If, as they say, TV killed off conversation, NBC radio is going to revive it."

Just when NBC is going to launch its new programming has not yet been determined, but the opening program which will kick off the new fall-winter season has been decided, Mr. Cott said. It will be a one-hour show based on improvisations of the NBC chimes, aural symbol of the NBC network. Demonstrating the flexibility of radio (beyond that of any other medium, he noted), this chime show will include a jazz improvisation coming from New Orleans, improvisations by such modern musicians as Skitch Henderson and Meredith Wilson, classical improvisations showing how Beethoven, Mozart and Wagner might have handled this theme, a foreign treatment from the French Broadcasting System in Paris, and many more.

That opening show will be symbolic of NBC in more ways than the chimes, if Mr. Cott has his way. Going places to get program material at the source, instead of straining it all through the same New York and Hollywood studio mikes, is exactly what he intends to do with many new NBC programs now in the works.

Some of these shows will be a giveaway program, with each contestant standing before a microphone in his home city; a hillbilly hit parade, with a group of southern and western cities participating, one tune coming from each city; a university quiz, with two teams competing, each from its own campus, the winner to stay on the following week, prizes being awards to the school's scholarship fund; a midnight column five minutes each night seven nights a week, with a guest columnist from a different city each night.

On Sundays, Mr. Cott and his colleagues are planning a program that will be the radio equivalent to a Sunday newspaper, with all of its different varieties of news and with its Sunday supplement of features as well. It will run two to three hours; its name will be *Weekend*.

All Over the Map

This program will open and close in New York, with a permanent m.c., but its content will come from all over the map. Correspondents around the world will report on the highlights of the week ahead. Elmo Roper will discuss trends in public opinion. Richard Harkness will give a Washington summary. A roving reporter, probably W. W. Chaplin, will be heard from wherever the feature news story of the week has occurred. There will be a musical review of the most popular records of the week, a critical column by Leon Pearson, a woman's page, Hollywood column, sports review, new ideas in living, the top jokes of the week and a man-of-the-week feature which could be either an interview or a dramatization.

"There'll be something for everyone, just like a good Sunday newspaper—hard news and features."

Another new news program soon to be heard on NBC radio stations will be *Americana*, a weekly program based on the magazine type of operation, with a nationwide staff of reporters, the best men the NBC affiliates can contribute, handling the top stories of national interest occurring in their communities and reporting them from the spot.

Reporting a fine response to his wire asking NBC affiliates to suggest local programs they consider worthy of network broadcasts [B•T Aug. 10], Mr. Cott said many of the network's strongest and most successful stations have written enthusiastic replies and submitted a wealth of program ideas.

"I honestly feel that what we're doing is real public service," Mr. Cott said. "It will be good for NBC, of course. But it will be good for all radio, because the other networks will have to get into the act; they won't be able to sit back and let us carry the ball alone; radio is too competitive for that. And it will be good for the listening public, who must at times have begun to think that all of radio's creative program people had deserted to television. Before long they'll find out that it's not true not at NBC anyway."



NBC-TV affiliates hear on NBC radio closed circuit the format of NBC-TV's new Fred Allen show, *Judge for Yourself*, which begins tomorrow (Tuesday) at 10 p.m. EDT. Disclosing the plans are (l to r) Mr. Allen; Syd Eiges, vice president in charge of press, and James Nelson, advertising manager. P. Lorillard Co. will be sponsor.

Gifts for Editors

ANNOUNCING the move of Herb Shriner's *Two for the Money* program to CBS-TV starting last Saturday, the network sent boxes of Old Golds, advertised on the show, to radio editors. Same day, the same group—in New York—also received boxes of Ferrara's Honey Nougat, new sponsor of the *The Continental* on WMGM New York.

McTigue to Radio Press In Further NBC Split

IN LINE with plans designed to "revitalize" the NBC radio network, John D. McTigue of NBC's press department has been designated an account executive solely for radio network press activities.

Mr. McTigue, who rejoined NBC recently after a tour of duty as a psychological warfare officer in Germany, was a member of the NBC press staff from 1931-41. He later served as director of publicity for WJZ New York (now WABC) and as ABC manager of special events, among other assignments.

Mr. McTigue was described by an NBC spokesman as the "fourth radio veteran" to have been shifted to radio duties in the past few weeks. Previously the network had announced the appointments of Fred Horton as director of radio network sales; John P. Cleary as director of radio network programs and Merrill Mueller as radio news and feature executive [B•T, Aug. 3].

CBS Radio Spot Sales Ups Allison to Eastern Sales Mgr.

PROMOTION of Milton F. Allison to the post of eastern sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.



Mr. Allison

An account executive in the New York office since 1949, Mr. Allison joined CBS Radio Spot Sales from WLWT (TV) Cincinnati where he had been sales manager. He started in radio in 1932 as radio manager for the Skelly Oil Co., Kansas City, and later served as promotion manager of KMBC Kansas City.

N. C. Mutual Affiliates 'Favorable' to New Plan

MAJORITY of 18 North Carolina Mutual stations which met in Raleigh recently, reportedly thought the MBS plan to pay basic affiliates in programs rather than cash worth a try.

Most of the metropolitan stations at the session indicated they would sign the new plan for the upcoming year, it was said.

The meeting, held with Pete Johnson, vice president of Mutual's station relations division, was called by Jack Younts, WEEB Southern Pines, and Fred Fletcher, WRAL Raleigh.



The RCA 833-A, the Power Triode for 1-Kw AM transmitters

"Old Reliable" of the 1-KW's



WIDELY USED in 1-Kw AM transmitters, the RCA-833-A has become famous over the 14 years of its existence for its superior performance at low cost.

This power triode features a giant zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a husky filament that has tremendous emission reserve for peak loads.

It's hard to beat the dependability of operation, long service life, and operating economy of the 833-A; and it's harder still to beat the price. RCA-833-A's now cost you less than 60% of what they did originally.

For fast tube service, call your local RCA Tube Distributor.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

DuMont Shift Complete

MOVE of *Captain Video* from the Wanamaker Studios of DuMont to the network's new Tele-Centre effective today (Monday), marks the end of an eight-year association by the network with the New York department store which began in the winter of 1945 when the store's auditorium was converted into one of the nation's first studios designed exclusively for television. From now on, all DuMont programs originating in New York will come from the new Tele-Centre, the Ambassador or Adelphi Theatres.

Rapp Suit Against NBC, Others, Asks $1.25 Million

A SUIT for $1.25 million charging unfair competition and plagiarism was filed last Thursday in Los Angeles Superior Court against NBC (for its NBC-TV *Saturday Night Revue*), Hoagy Carmichael, Eddie Foy Jr., Sydney Miller and others by Phil Rapp, creator-owner of *The Bickersons*, radio-TV characters.

Mr. Rapp claims a sketch in the NBC-TV show imitates and burlesques *The Bickersons*, of which Mr. Rapp, in conjunction with Jack Denove, has completed four half-hour video films. He also asks a permanent injunction against further use of the sketch by NBC-TV. The suit asks $750,000 property and $500,000 punitive damages.

On July 22 Mr. Rapp had warned NBC against use of the sketch along with *Revue's* sponsors, Lever Bros., Bendix Home Appliances, S.O.S. Co., Benrus Watch Co. and Griffin Mfg. Co. Since then NBC-TV has used its weekly sketch twice and announced it would be a regular feature.

A second suit was expected against CBS-TV and its *Jackie Gleason Show*, which was said to use a similar sketch.



SIGNING a basic affiliation contract for CBS-TV and WHEC-TV and WVET-TV Rochester, which will share vhf Ch. 10, are (l to r): Ervin F. Lyke, WVET-TV president-general manager; Fritz Snyder, CBS-TV director of station relations; Herbert V. Akerberg, CBS-TV vice president in charge of station relations, and Glover Delaney, vice president-general manager, WHEC-TV [*At Deadline*, Aug. 10].

CBS-TV Adds to West Coast Programming Creative Staff

MORE creative executives have been added to the program staff of CBS-TV's West Coast operation because of increased activity in production, according to Harry Ackerman, vice president in charge of network programs in Hollywood.

James Fonda, producer of CBS-TV's *Amos 'n' Andy* and former CBS Radio network program supervisor, becomes director of network programs. Cecil Barker, formerly program-production director with ABC-TV's Western Div., was appointed executive producer. Hal Hudson, Mr. Ackerman's executive assistant, is general manager, a newly-created post. Ben Feiner, who as executive producer supervised many new shows for the network, will add to his duties the supervision of the new Bob Crosby five-times weekly show.

Fall schedule of CBS-TV programs, emanating from Hollywood, "represents approximately 33% increase in production over last year," Mr. Ackerman declared. This schedule includes *Jack Benny Show, George Burns and Gracie Allen Show, I Love Lucy, Our Miss Brooks, Bob Crosby Show, Art Linkletter's House Party, Red Skelton Show, My Friend Irma, My Favorite Husband* and *Life With Father and Mother*.

Programs in various stages of development include *Vanity and Mrs. Fair, Professional Father, That's My Boy, December Bride, Young Love* and *Jimmy Boyd Show*.

NBC-Affiliates Ad Push

PARTICIPATION by more than 70% of the network's affiliates in NBC's radio and television network-station cooperative newspaper advertising campaigns for the fall-winter season, starting Aug. 27, was announced last week by Jacob A. Evans, NBC's director of advertising and promotion. Television is being included in the plan this year for the first time. Under the plan, NBC and affiliates share space costs on a 50-50 basis.

Hicks Returns to ABC

GEORGE HICKS, NBC news commentator and one-time ABC war correspondent, will return to ABC on Aug. 31 as a member of the radio news staff, it was announced last week. Mr. Hicks will be heard in a program of news comment, beginning Sept. 7, over ABC radio, Monday to Friday, 6:45-7 p.m. EDT.

Ford's 'Excursion' to Debut

HALF-HOUR PROGRAM prepared for children from 8 to 16 by Ford Foundation's TV-Radio Workshop has been given working title of *Excursion*. Slated to premiere over NBC-TV, Sunday, Sept. 13, from 3:30-4 p.m. EDT, the program will be made available to two advertisers.

'Steel Theatre' Director

ALEX SEGAL, who joined ABC-TV as an assistant director in 1948 and subsequently directed some of the major dramatic productions for the network, has been designated director for the *U.S. Steel Theatre*, which will premiere over ABC-TV on Oct. 6 (Tuesday, 9:30-10:30 p.m. EDT).



ON THEIR way to a three-week holiday in Europe, J. Glenn Taylor, vice president of General Teleradio Inc. and member of the MBS board of directors, and Mrs. Taylor, take time out to wave goodbye before boarding their plane. Mr. and Mrs. Taylor left the U. S. Aug. 7 for Norway and Sweden. They plan to visit nine other countries.

Theodore Zaer Appointed NBC Radio Div. Controller

REFLECTING NBC's radio reinforcement program, the network announced last week the appointment of Theodore Zaer, controller for WNBC and WNBT (TV) New York, as divisional controller of the radio network division.

The announcement from Joseph V. Heffernan, NBC's financial vice president, also disclosed that Marian Stephenson, chief assistant in the NBC controller's department, has been named assistant to the divisional controller for the radio network division.

Mr. Zaer's shift of responsibilities from station radio and television to exclusively network radio duties is interpreted as one of a series of moves planned by Ted Cott, formerly vice president in charge of WNBC and WNBT (TV) who was named operating vice president for the radio network several weeks ago [B•T July 20].

WPTR Joins MBS Aug. 30

WPTR Albany, N. Y., 50 kw on 1540 kc, joins MBS as an affiliate Aug. 30, E. M. Johnson MBS vice president in charge of station relations, and Stephen R. Rintoul, WPTR general manager, announced jointly last week. This brings Mutual affiliates to 564, the announcement said.

WKJF-TV Signs With NBC

SIGNING of a working agreement between NBC and WKJF-TV Pittsburgh has been announced by Harry Bannister, NBC vice president in charge of station relations. He said WKJF-TV will be a secondary NBC affiliate offering NBC-TV programs not on WDTV (TV) Pittsburgh, NBC primary affiliate.

Danzig CBS-TV Color Produce

JERRY DANZIG, CBS-TV producer since 195 and previously program director of WINS Ne York, has been appointed producer-in-charge c color programs for CBS-TV.

features

Powerful
for the Long Run . . .



(Photograph courtesy of Frisco Lines)

"MOVING THE GOODS"
IN THE
Memphis Market

Nine railroad systems are on the move supplying the growing Memphis Market with one-line direct service from 56% of the nation. WREC—Memphis No. 1 station—supplies the greatest audience to keep the goods moving! The latest Standard Audit and Measurement Report and Hooper ratings show you why WREC delivers the "better half" of the listeners in 76 rich counties at the lowest cost. Retailers appreciate the importance of a WREC schedule . . . Leading advertisers have proved the value of this one-station coverage for both metropolitan and rural selling. And, WREC rates are 10% lower per thousand listeners than in 1946.

WREC

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REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC — 5000 WATTS

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

DR. W.R.G. BAKER REPORTS ON FACTS ABOUT COLOR TELEVISION

Editor's Note: Dr. W.R.G. Baker is Vice President and General Manager, General Electric Co., Electronics Park, Syracuse, N. Y. He is also Chairman, National Television System Committee, and Chairman, RTMA Television Committee. In this article Dr. Baker explains Color TV in uncomplicated terms and makes predictions on matters of vital interest to the entire industry. For additional copies of this report write: Section 283-17, General Electric Company, Electronics Park, Syracuse, New York.



Dr. W.R.G. Baker

When Will Color TV Reach the Market?

Any timetable depends, of course, on one fundamental—official FCC approval of the NTSC Color system and when this might come. The NTSC has concluded its technical work and has petitioned the FCC to adopt the technical transmission standards for commercial color television broadcasting. Even if lengthy FCC hearings are held it would be possible for the NTSC system to be approved by March 1, 1954.

If this should happen, we think we can safely predict that some Color programs would be available in key city markets shortly thereafter and that Color programs, on networks, might be available in many local markets certainly by the middle of 1954.

Color tube output by Mar. 1, 1954 would attain a monthly rate of 2,000 to 4,000 tubes. If this is accomplished, one or more Color TV models will be included in the Fall line of many manufacturers. Available quantities will be limited but there should be enough receivers to permit the public to compare Color TV with Black and White reception. Total Color television receivers in 1954 will probably be less than 1% of the industry's set production for the entire year. It can be expected that these Color receivers will cost $800 or more each.

How Does the NTSC Color System Work?

The great asset that the NTSC system contributes is this—every Black and White receiver ever sold . . . every set sold this year, next year or five years from now, will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

First—the NTSC system fulfills its primary function: the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to monochrome telecasts. In chromatic quality, the color television images match or excel color movies.

Second—it fulfills compatibility requirements. It reproduces the program on B&W receivers, producing images that are virtually indistinguishable from those provided by standard monochrome telecasts. No receiver modification is required; in fact—no adjustments are needed except as required for present-day operation.

Reception has been checked by transmissions over channel 4 in N. Y., channel 3 in Philadelphia, and channel 2 in Syracuse. Reports from viewers are overwhelmingly favorable. Many say that Color broadcasts, viewed in Black and White on today's TV receivers, are superior in pictorial quality to regular broadcasts. This is not imagination since the broadcaster's equipment "spruced up" for color programs, actually can do a better job of rendering the shades of gray.

A standard B & W transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the camera which views the scene in full color and transforms it into shades of gray. Thus, the camera removes the "color" aspect.

In transmitting a full-color image, it is necessary to consider the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, fitted into the channel between the picture and sound signals.

This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal. Color receivers are designed to accept and use both signals.

No basic changes are required in the existing FCC regulations governing standard broadcasting beyond tightening of tolerances which, in effect, improves the performance of present receivers and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards, which set up the color signal, specify its frequency, and outline the techniques by which hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated to the Wolverton Committee and to the Industry on April 16, 1953. It was acclaimed highly successful.

A television transmitter broadcasting a monochrome signal will accommodate the Color signal without basic change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper Color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

A transmitter which will take Color signals from the network will probably be required to utilize an additional piece of equipment known as a stabilizing amplifier to insure the adequacy of the received synchronizing pulse. This, fortunately is a simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with Black and White.

What Will Color Mean to TV Programs?

Limited Color programs will be on the air generally, on a national basis, in the last half of 1954. During 1955 that number will gradually increase.

Color alone cannot make a good program out of a poor one. This has been proved in the motion picture industry. It has been 31 years since full color movies have been available, yet today monochrome movies are still the backbone of the business. Many B&W pictures continue to be the box office hits, while many "color" films are among the "flops".

The cost of programming represents a real economic problem. Color will add to these costs—of this, there can be little doubt. How many advertisers will consider that Color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the basic entertainment value of most of the highly popular shows on television today—the situation comedies; the prize fights, and wrestling matches; the newscasts and most of the popular plays. However, some programs, like the variety shows, will be greatly enhanced.

Are the Broadcasters Ready for Color?

Signals have been satisfactorily transmitted over the Telephone Company's networks. Their engineers have taken a very active part in the affairs of the NTSC, and are thoroughly familiar with the NTSC proposal.

These two factors mean that a Color program originated at a network key station and put on the network, could, for a minor capital investment and at practically no extra operating expense, be taken off the network and re-broadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved.

It is in the Color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway, may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the Color camera.

The signal from the camera is directed to a system of rack mounted equipment, where the signal is dissected and each of the signal components is then optimized and dealt with individually. At this point, also, the special synchronizing pulse is generated. From this equipment then, there is delivered a complete signal which is ready to modulate a standard transmitter or to be fed to the networks.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of Color programs through the networks in parallel with the standard Black and White programs. And, as we see the situation, that is exactly what we may expect.

GENERAL ELECTRIC

features

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- Monopoly programming: New challenge to research? Page 98.
- A TV merchandising plan that pays off 10 to 1. Page 100.
- Big budget days aren't over in radio. Page 100.

A television success story:

SALES JUMP 66% FROM TV CAMPAIGN

NEW York's Yankee Stadium recently rocked to the organized cheers of 200 hotly partisan Chicago White Sox fans, visiting Manhattan on the annual "Go, Go Sox Tour" sponsored by Mages sports stores in Chicago.

This yearly event is put on by an organization which earnestly believes every member of the family should be a "good sport" and that television is one of the surest ways of encouraging sports participation, not to mention sales of goods.

Oddly enough, Mages Stores for Sport concentrates more on late evening films than actual sports events to put across its message. It has, however, sponsored such events in the past. Mages has used TV for the past two years, with phenomenal results, and currently sets aside perhaps 80% of an estimated $300,000 advertising budget for mostly TV and some radio—over $200,000 for television.

Not only have its gross sales jumped from $3 million to $5 million in that span, but the organization has opened three new stores in various parts of Chicago to accommodate new customers. Mages now has seven stores in the city—and apparently hasn't stopped expanding yet.

Mages had a change of heart some months ago on the type of audience it wanted to reach. As Morrie Mages, advertising and promotion manager, explains it: "We have spent a lot of money on institutional advertising to get consumer acceptance. We used a sports program on radio for a while and found that we were reaching sports fans. Then we decided to reach out for the whole family in an attempt to interest each one in active sports participation. We started using television."

That's when Mages turned to film presentations. It now sponsors the *Mages Playhouse* each Monday and Thursday on WGN-TV, a station with which it has done business almost exclusively the past two years. The commercials are handled by Jack Brickhouse, WGN-TV's sportscaster, and Morrie Mages, himself.

What makes Mages a go-getter in the sportsware field is probably the fact that it is owned by four brothers—Irving, Morrie, Sam and Ben—who think pretty much alike. Without teamwork and each handling certain functions, the firm probably would not be a going concern, they acknowledge freely. Irving is president and Sam is merchandise manager of the firm. It takes the full efforts of each brother, Irving admits, to keep the firm "on the alert" in the face of competition. He adds:

"Television is costly but has played a large effect from the standpoint of diminishing costs. It is a good but expensive medium of advertising. It places a terrific burden on advertisers." Irving looks to the day when television will expand, with more stations on the air, and perhaps stores like his will share the costs of TV. He noted that even large advertisers are hard-pressed to remain in TV.

Nor is radio forgotten by the Mages brothers. The firm orders periodic spot schedules to herald the opening of new stores. Says Irving Mages: "Radio definitely has its place." Television announcements also have been purchased.

The annual baseball trip to New York is only one of the promotion highlights offered by Mages. The organization has promoted sports in general through "Miss Bowling" contests, another contest in which a Cubs and White Sox fan received a free trip to watch their heroes in spring training and other gimmicks. It also makes frequent use of the services of golf, bowling and other sports experts to familiarize customers with goods.

Additionally, Mages has sponsored, from time to time, roller derby exhibitions and soccer matches, as well as other sporting events. Last year the "Go Go Sox Tour" to New York accommodated 100 people with all expenses paid. Mages also has been active in numerous civic and community enterprises in the public interest.

Working closely with the Mages brothers is Art Holland, account executive of Malcolm-Howard advertising agency. In fact, it was Mr. Holland who conceived the "moment of madness" as a permanent feature of the Monday evening *Playhouse*. Sport items and accessories are offered to viewers at fantastically low prices. "The giveaway" gimmick has been amazingly successful.

When the feature was first announced, Mages ordered 3,700 dozen golf balls and reported them all sold by noon the next day. They estimated that they could have disposed of 10,000 dozen if they had ordered them.

Five keys to better

A TV station has in its news programs one of its finest opportunities to build prestige and good will and to be of genuine public service.

To those who would like to see their stations have the best possible news programs, it should be of value to analyze the factors that enabled WTVJ (TV) Miami to win the "Distinguished Achievement Award for Television News in 1952" presented by the Radio-Television News Directors Assn. in cooperation with the Medill School of Journalism at Northwestern U.

What are the factors that brought this national recognition to WTVJ? More important, what are the factors that can enable any other television station to develop an outstanding news operation?

For what they are worth, the writer of this article offers five points which seem to represent the most important factors in the success of the WTVJ newsroom. This analysis is based on first-hand work and observation in the WTVJ newsroom this summer, while the author was on vacation from his professorial duties at the U. of Illinois.

At the outset, it is taken for granted there is no "magic formula"; likewise, it is taken for granted that WTVJ has no monopoly on successful newsroom practices. The WTVJ management and staff would be the first to concede that they have not climbed some Utopian peak of perfection.

Nevertheless, in the belief that an analysis of the WTVJ success story may be useful to others, these five points are offered for consideration:

Major Emphasis on Spot News

The news director's personal philosophy of the role of television as a medium of news dissemination is of primary importance. Ralph Renick, WTVJ news director, belongs to that group of television newsmen who believe that their first obligation is to cover the spot news of the day. Mr. Renick thinks first in terms of news. Like a good editor of a newspaper or of a radio newsroom, he is constantly weighing the news values of the day's happenings. Unlike those newsmen who permit themselves to be bedazzled when they enter the never-never land of television, Mr. Renick has not allowed himself to be so overcome by the visual gadgetry of the new medium that he has gone on an unending binge of superficial feature stories. Nor has he forgotten the value of immediacy, just because day-old pictures are conveniently available. Nor does he organize his newscast solely on the basis of: "What pictures do we have?"

As Richard Oberlin of WHAS-TV Louisville once told a group of fellow newsmen, "The spot news comes first!" It's as simple as that.

Although the basic concept may be simple, it's not so easy to put it into effect. One way to cover the day's happenings with an up-to-the-minute report of the timely developments would be to duplicate the newspaper-radio approach; that is, by direct contact or by telephone the reporter would get in touch with principal news sources, gather information, and prepare the most informative summary that time permits. On this basis, however, television is simply duplicating radio coverage of the event, and a viewer might argue that the uninterrupted camera-on-announcer presentation of the news not only fails to capitalize on television's unique advantages but it actually serves to distract the viewer's attention from the informational content of the newscast.

To capitalize on the special advantages of television and to record the chief events of the day with a newsreel camera is a much more challenging series of problems. But, in spite of the problems, WTVJ has an average of eight locally-filmed news stories on the principal newscast at 6:45 each evening.

This 6:45 p.m. newscast, *Renick Reports,* is the station's showpiece. The 15-minute period is devoted entirely to local and state news, with by far the greater bulk of it concerning events in the Greater Miami area. The newscast immediately follows the Doug Edwards show [CBS-TV]; so, in the belief that listeners have already received adequate coverage of national and international affairs, Mr. Renick concentrates his efforts on intensive coverage of the local scene.

If it is at all possible to cover these local events with film, a cameraman is assigned. Two full-time news cameramen who seem to know every street, alley, and canal of the Greater Miami area about as well as the average person knows his own house cover stories until late afternoon.

The normal deadline for getting film back to the laboratory for the 6:45 program is 4:30, but cameramen frequently and without undue turmoil cover assignments considerably later than that. Although it's too late for comfort, film in the processor at 6:15 can get on the 6:45 show. If the news story breaks very late and motion pictures are not available, occasional use is made of the polaroid camera. Stills will be used on the first broadcast and films obtained for use on the next program at 11 p.m.

Finally, if there is time for neither film nor stills, the very late-breaking news story is handled just as it would be on radio. The announcer simply reports verbally, as in the following: "A Miami businessman was fatally injured in a traffic accident shortly before broadcast time this evening. . . ."

Film No Fetish

Although there is strong effort to cover as much of the news on film as possible, there is no fetish in this respect. If a given news story falls chiefly into the realm of ideas (as many of them do), a straight oral report will supplement or entirely supplant film coverage.

In building up this pattern of speedy coverage of the day's chief developments, the WTVJ news department has been aided by a unique cooperative arrangement. The Miami plan has proved so successful for all parties concerned in the three-way arrangement that it might well be adapted to the needs of other communities.

The WTVJ news staff has the exclusive use of two station wagons, which furnish rapid transportation for men and equipment to any part of the Miami area. The station wagons are furnished free of charge by an automobile dealer. The dealer's name is prominently displayed in a large safety emblem on the doors, and this same emblem is briefly pictured in safety programs aired four times a week. These safety programs, in turn, are handled by a traffic safety police officer. In his broadcasts the officer uses films of accident scenes shot by WTVJ cameramen to illustrate his points on safe driving and prevention of accidents; the most newsworthy of these accident films are

tv news shows

By Donald E. Brown

used first on news programs and are later utilized for traffic safety educational purposes.

This tie-in with the Miami police department has other important advantages. There are police radios in both station wagons, as well as in the WTVJ newsroom. In addition to these FM units, a speaker in the newsroom is connected to the Miami fire department by telephone line. Staff members in this way are able to monitor all police and fire calls.

Going Into Action

When a "3-17" or emergency call is received, the news staff goes into fast action. A cameraman and a writer will make a beeline for one of the station wagons, a blinking red light flashes a warning to motorists and pedestrians, and the WTVJ crew is soon in action on the scene. Sometimes the newsmen are there in time to get a picture of the police emergency rescue vehicle just arriving. Even late at night or in the early hours of the morning, Mr. Renick or one of his men may get a call that will send him scurrying out on an assignment.

What kind of stories does WTVJ handle with this timely coverage? One answer would be—largely the same major news stories that are reported by the local newspapers. Another way to answer the question is to cite briefly some of the news events covered on a recent day (chosen at random).

The best film stories on that particular day included a fire in a bridge tower that caused the electric controls to quit functioning, and later shots showing river traffic blocked and workmen cranking up a section of the drawbridge by hand; a bad traffic accident in which a woman lost control of her car and struck two small boys on a bicycle; both sound and silent film on a Georgia Day celebration at the Miami Kiwanis club with excerpts of a talk given by Gov. Herman Talmadge; reports on two local controversies involving the moving of city hall offices and the Dade County blood bank. There were several stories of lesser importance, plus a human interest feature on the Miami fire department's observance of its 55th anniversary. During the entire program, there were only two feature stories, both of which were timely and merited inclusion. There were no out-dated stories dragged into the program because of their pictorial qualities and their availability; basic content was judged strictly on its news value, but the pictorial possibilities were carefully weighed in determining how the stories would be handled.

One more recent incident might be cited to show the emphasis that is given to significant news. Early on a hot July day when news was breaking slowly, a cameraman was assigned the task of working up a hot weather feature on silent film. The assignment was carried out with some originality and the finished product was reasonably interesting. As the day wore on, there were several developments with real news significance; consequently, the hot weather feature (Miami bathing beauties and all) was left on the shelf for a hotter and duller day . . . and two weeks later it was still shelved.

Cooperative Management

One of the major reasons why WTVJ was able to develop a prize-winning local news operation was the enlightened attitude of its management. Lee Ruwitch, general manager, recalls that in 1950 he made a tour of TV stations and he returned home feeling that the thing most lacking in the operation of most of them was a good presentation of the news. He made up his mind there was a void to be filled. He said, "We wanted the best news operation in the country."

In this aim, he had the support of Mitchell Wolfson, president of WTVJ, who urged that every effort be made to use television's news potential to the fullest.

When Ralph Renick, youthful newsman, returned from a national convention of news directors, he was filled with enthusiasm. He asked Mr. Ruwitch for "just 30 uninterrupted minutes" in his office. The plan that Mr. Renick outlined sounded expensive, but it fell on receptive ears, for management already had the desire to build an A-1 news department. Details of the planning fell largely on Mr. Renick, a graduate of the U. of Miami, who had just completed a national survey of television news practices while holding an H. V. Kaltenborn Research Fellowship.

In one sense, it is correct to say the WTVJ news department started from scratch, but in another sense that isn't quite true. Somewhat like many others, they started with a single Keystone camera, about $300 worth of equipment, and limited pro-



Photographer Jack Emley is about to take off on an assignment in one of the two station wagons furnished WTVJ (TV) by a local auto dealer in exchange for on-the-air advertising in safety program telecast four times a week.

gramming. But that fails to take into account a unique advantage that WTVJ has enjoyed. Affiliated with a chain of theatres and Reela Films, WTVJ had easy access to technicians and equipment that most other stations do not have. Because of this affiliation, management and employes were newsreel-minded.

Management has provided adequate equipment and manpower to do the job. Making a financial profit on the newscasts has not been a major consideration. With the overall operation of the station showing a substantial profit, management has not insisted that the news department operate in the black. Realizing the expense of the kind of news operation they were maintaining, executives have not gone overboard in endorsing wasteful expenditures. They simply believe that the advantages in prestige, audience good will, and public service are more important to the long term general welfare of the station than a dollars-and-cents profit on this one phase of programming.

Mr. Ruwitch expresses his viewpoint this way: "Our news department cannot be classified as a money maker for the station. I don't refer here to the sale of news programs to advertisers, for we have no difficulty in keeping sponsors happy with our news programs. But it is and always will be a costly operation from the standpoint of both equipment and manpower."

He adds, "I cannot put too much emphasis on the importance of news coverage to a radio or television station, regardless of the size of the community served. It is one of the forces which will contribute to your success or failure in public acceptance —depending on the kind of job you do."

Full Utilization of Visual Tools

As indicated in the discussion of spot news coverage, the WTVJ staff is very much aware of the advantages that television enjoys as a medium of communication. The various visual tools are utilized in such a way that there is a change of pace throughout each broadcast.

Heaviest reliance is placed on silent film. The news department has two Bell and Howell 70DL's, a Bell and Howell Model 70H, and a 1200 Keystone (all 16 mm). A proper lens is available to meet the needs of any news situation. For portable light, three Frezzo-lite battery packs are used.

One or two assignments are covered with sound-on-film almost every day. This coverage with an Auricon Pro sound camera takes more manpower and effort than silent film, but it can be most effective for the audience to hear the central figure in a local controversy summarize his viewpoint in his own words.

Stills are not widely used. However, there are occasions when there are late-breaking news stories or other situations when motion picture film is not available but still pictures can be obtained. If stills are available and if they really add something to the coverage of the story, they are used; stock photos are not used just for the sake of having some kind of picture on the screen.

Newsworthy personages are frequently brought into the studio for live appearances. These interviews are kept very brief, for they can easily consume time that is needed to give adequate coverage to other events of the day.

If there is any gimmick that has visual appeal and that will contribute to the viewer's understanding of the news, it is utilized. The most recent example of this was a scale model of a proposed dam and series of locks to be built on the Miami river. Army engineers were holding a hearing and the issues were complicated. To give the audience a better idea of what was proposed, the detailed model of the project was brought into the studio and an engineer explained how it would operate and answered questions from the news announcer.

Because of the extensive newsreel coverage, the station's specially-equipped remote truck sees relatively little use. When the right situation does arise, six or seven men are sent out to give two-camera coverage for instantaneous transmission to viewers' homes.

Detailed, Intelligent Planning

In line with the fallibility of human beings in general, WTVJ staff members don't score 100% in this respect, but their batting average is usually good.

Preliminary assignment sheets are set up the night before and additions are made as changing events dictate during the day. Unless there is reason to handle the situation otherwise, telephone calls are made and appointments are arranged in advance. Wise planning of routine assignments saves money, time, effort, and tempers; and it leads to better coverage.

One of the most impressive examples of intelligent planning, on a broader scale, is the way the WTVJ news staff covered the Florida state legislature this year. As the state capital is in Tallahassee, 475 miles from Miami, it is apparent that on-the-spot daily coverage would not be feasible. To give the best possible coverage under the circumstances, the news staff shot about 9,000 feet of film—6,000 of this during the opening week of the legislative session.

Some of this film was sent back to Miami for immediate airing, but the bulk of it was carefully planned footage to be held in reserve. Through careful planning, all the major issues that were almost certain to face the legislature had been outlined and committee chairmen, spokesmen for certain proposed bills, or other logical persons were asked to answer questions or give brief statements on the measures in question. As it worked out, many of these statements were quite pertinent when aired later in connection with legislative developments.

Stock footage of silent film was also made of the legislature in session, the governor's mansion, the secretary of state, attorney general, and other persons and scenes that would be almost certain to crop up in the news. This kind of advance planning could add luster to any news operation.

Elaborate Network of Contacts

This point has a bit in common with the old riddle about which came first—the chicken or the egg.

To do a first-rate job of covering the news, a television news department needs to develop many friendly contacts; at the same time, an alert news operation will create much prestige and viewer interest which means the station personnel will find a veritable army of friendly news sources.

Politicians are nearly always happy "to say a few words" in front of a TV camera they know this gives them an opportunity to get their ideas, their names, and their faces before the voting public. Representatives of airlines, hotels, construction companies, department stores, chambers of commerce, and a host of others may be moved by similar motives. Funeral homes will call at any hour of the day or night if the importance of their news tips justifies it.

WTVJ cameramen and reporters seem to have a first-name speaking acquaintance with just about every policeman and fireman in the city. The same thing goes for city officials from the mayor on down. Any news reporter or photographer needs to build good will with a wide range of sources. The TV cameraman needs this help even more; he can't be a hit-and-run operator. A cheerful smile and a friendly word will work wonders; they work even better when they are backed by a reputation of fair play and the prestige of television.

In addition to reporting the news, WTVJ sometimes makes news in its own right. Perhaps the most widely publicized example of this occurred during the last Presidential campaign. Through some adroit planning news director Ralph Renick succeeded in getting the two prominent Democratic candidates from the South to appear together for the first time. They appeared on Mr. Renick's special weekly program *What's the Story?* After some polite and guarded comments in the early stages of the half-hour program, Senators Richard Russell and Estes Kefauver got down to fundamentals and tore into each other's campaign in a way that drew national attention.

WTVJ is one of the stations that has developed some understanding of television's distinct advantages and limitations as a news medium. It has gone a long way in meeting the challenge of the new medium, in providing a news operation that is serving in the public interest and building up audience good will—a station's most valuable asset.

Spot news comes first! If this philosophy were more widespread, there would be less ground for criticism from such veteran newsmen as Elmer Davis and Paul White, who have been outspoken upon occasion with their comments about the limitations of television as a news medium.

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SOURCE: BROADCAST ADVERTISERS' REPORT—PHILADELPHIA WEEK OF JULY 5, 1953, 6 A.M.-12 MIDNIGHT—SUNDAY THROUGH SATURDAY

MONOPOLY PROGRAMMING: new

THE Nielsen Report shows the NBC Network Circulation and the NBC Station Circulation to be identical to the percentage point in markets where there is no overlap of NBC signals. First impression is that the network recruits its stations' circulations. If that's the case, how much or how little does a station itself generate with its own programming?

Radio programming can be divided between "monopoly" and "non-monopoly" programming.

There is ample evidence that the two categories do not generate the same "circulation," and that the difference between their circulations is a significant factor to spot advertisers. A station *can* have *two circulations.*

There are three types of monopoly programming:

(1) *NETWORK, SYNDICATED PROGRAMS.* If you want to hear Bob Hope in an area where there are no overlapping NBC signals, you must turn to the only NBC signal in your area.

(2) *LOCAL PERSONALITY, PATENTED FORMAT PROGRAMS.* If you want to hear Grady Cole every morning, you must tune WBT; you must dial WNOE for *Happiness Exchange.*

(3) *PLAY-BY-PLAY SPORTSCASTS.* If you want the Yankees, you want WINS.

Non-monopoly programming, on the other hand, is represented by the disc shows and news-weather reports, the bulk of station programming of staff-presented material equally available to all.

In circulation discussions, the term monoply programming is most generally applied to the first category, Network, because of the great body of network programming comprising the big variety and dramatic show, the "soaps", and the great comedy personalities. The other two categories are substantial, however; Mr. Godfrey belonged to Type #2 as a local station monopoly in Washington before he developed into a network monopoly, while the annual investments made in baseball play-by-plays bear ample witness to the stature of Type #3.

"Desirability" is as essential as exclusivity in a definition of monopoly. There must be an envied attraction to create a sense of "exclusion of others to the advantage of the monopoly-owner." There is no such thing as a monopoly that nobody wants.

The increase in the number of stations from less than 1,000 before the war to more than 2,000 since then has knocked out the old contour figures we once bought on.

The increase in the number of listening surveys of secondary markets within large contour areas made it even clearer that the new stations were tearing big holes in the audience fabric of the established big power stations.

It became obvious that the contour was useless and a national simultaneous study was necessary.

The first BMB came into being. In its essence it was a measure of network popularity. It was invaluable to network buyers, and almost equally useful to spot buyers, for almost all spot sales at that time were breaks adjacent to network shows. A measure of a network's popularity, then, was a pretty sound basis for a measure of a spot schedule's "popularity."

Changes In Spot

By 1949, however, radio spot buying had largely changed due to TV and to a general swing from breaks to minutes. TV knocked out most night-time buying and some afternoon activity. One national advertiser established a 9 a.m. curfew for radio in TV markets.

The swing to minutes knocked out most network adjacencies, reduced them to a handful soon sequestered by the 52-week advertisers.

The hour from 7-8 a.m. became the most sought-after hour in radio. Thus the typical spot campaign came to be two or three hours removed from the nearest network show, but spot advertisers couldn't afford to discard BMB. There was nothing else.

BMB's second study of network popularity continued, therefore, with one interpretation or another, to supply a station "coverage" figure upon which phone zone or metropolitan ratings of non-monopoly programs were projected across neighboring counties, even across neighboring states, at any hour of the day or night.

Now again important money has been invested in a brace of national surveys, inspired and backed by two networks. All the energy and money expended still does not answer the spot advertisers' major problem. Network stations draw on high budget network shows in addition to their power (coverage), which they lump into one overall "circulation" story, even when only a "local" program is in consideration.

What is a station's non-monopoly, *self-earned* **circulation?**

How great is the circulation differential between monopoly and non-monopoly programming?

Does carry-over, loyalty, or apathy retain any of this monopoly-recruited differential for a station's non-monopoly programming?

If the differential is substantial, the investment to get this information in future studies would pay off in better buying.

Here are four examples, typical of many others, which appear to indicate that the differential is a great deal larger than generally presumed.

First is the hour from 7-8 a.m. Every station can spin the same discs. In fact, the recording companies throw heavy promotions behind their new releases to influence disc jockeys to do just that.

Very few d.j.'s ever build a following outside of their own bailiwick, and all too frequently we've seen leading ones switch stations and not bring over enough of their "following" within their rated area to influence the ratings or switch national spot accounts. Aping each other makes them as undistinguished as the music they play.

News and weather are important from 7-8 a.m. The national news from the wire services is the same for great and small. The local news is a plus for the hometown station over the power station. The hometowner can afford to particularize the immediate for his compact audience; the power station must keep it general, because his audience is dispersed.

Weather is the hometowner's second plus. This important feature of get-up time is extremely local. The weather where you are dressing is the weather that counts.

The "musical clock" may eliminate the differential of one station, exemplify the disparity in others. It seems amply indicated that most "musical clocks" will not recruit

By Walt Dunn

challenge for research?

Mr. Dunn, a salesman for H-R Representatives Inc., has pointed out what appears to be a big gap in station circulation studies. His thesis: There are two types of programming, monopoly and non-monopoly, and different circulations can be generated by each. Agency research experts agree with him. After reading this article in manuscript form, E. L. Deckinger, vice president and director of research of the Biow Co., wrote Mr. Dunn: "What you've pointed out is of extreme importance for consideration in the next coverage studies and an area in which they should attempt to provide information. I think it is a very difficult area—not as easily handled as your suggested question might imply—but nonetheless of extreme importance."

circulation with the magnetism of monopoly programming.

A second example, typical of a situation duplicated all over the country in more or less degree, is the case of NBC-Sacramento vs. NBC-San Francisco.

Sacramento is in KNBC's front yard by any measure, yet when NBC-Sacramento also carries NBC shows as it does in the morning (a "shared" monopoly resulting from NBC signal overlap), KNBC's share of audience in Sacramento is only 2.5% (Hooper Nov. '51).

In the afternoon, however, when NBC-Sacramento does *not* carry the "soap" block —when in other words these programs become an absolute monopoly of NBC-San Francisco—San Francisco's share leaps to 15.4%*. If a spot buyer can get his minute buy next to these soaps, or any other equally desirable monopoly of NBC-San Francisco, he can count on Sacramento "coverage." Otherwise how can he count on anything? —that is, anything beyond San Francisco, or the actual "rated area," for that matter?

Grady Cole is today the very arch-example of local station monopoly programming. This unique personality enjoys a greater monopoly in the Carolinas than CBS itself.

Twelve CBS stations, 11 in the Carolinas and one in West Virginia, with a total of 36,750 watts duplicate WBT's CBS programming within its signal area, but nobody duplicates WBT's Grady Cole in the morning. It can be said that WBT has three circulations: WBT-Grady Cole, WBT-CBS, and WBT-non-monopoly.

Boston made baseball history this year, and in the making furnished a fourth and very graphic example for this discussion.

The Red Sox were a shared monopoly in New England last year among 27 stations.

This year, however, the Red Sox are a shared monopoly among 30 stations—only five of these the same stations as last year when the Nielsen interviewers were working New England.

Baseball play-by-play is a major monopoly attraction—unduplicable like Grady Cole or Mr. Godfrey—and its broadcast schedule is heavy enough to give maximum impact to station circulation during the season. It should build circulation to whatever degree any network monopoly programming can. Conversely, loss of the monopoly this year should slash circulation as much as losing a major network affiliation. Yet, for lack of information, spot advertisers must use the 1952 baseball circulation of 22 stations that are without baseball this year because NCS did not establish the non-baseball self-earned circulation for them.

There is only one conclusion. A station has different circulations at different hours of the day. There is a significant differential between the circulations generated by monopoly and non-monopoly programming.

The differential is not immeasurable; it has simply never been measured. Spot advertisers and their agencies should insist that future studies provide for its measurement. Enough spot money is at stake to justify it.

It would be ideal, but it would be impossible to get the average circulation generated by all of a station's non-monopoly programming in order to compare it to its network-generated NCS figures. The hours of network programming vary too much after 8 a.m. among signals heard in any area.

The hours from 6-8 a.m., on the other hand, are universally programmed by all stations. These are the hours that will give the nearest accurate indication of a station's ability to generate circulation on its own.

Perhaps, only one more question is needed—something like:

"Do you happen to remember what station (program, number on the dial) you tuned to this morning? (this week? generally?) . . . say, for example, from the time you got up until you got the kids off to school? . . . or your husband off to work? Did the entire family listen to the same station, or, if not, who was listening to what on another radio?"

This period expressed in terms of living has been distinguished by respondent from other periods of the day, but this case is undoubtedly more complex than can be solved by such a simple question.

The author is a general practitioner, however, and there comes a time when every good general practitioner will send his patient to the specialist the case cries for—and this case belongs to the research specialist, who must prescribe the procedure for measuring the circulation that has never been measured for spot buyers.

** The "soap" block covers only a portion of the hours of the period from 12-6 p.m. on which the share of 15.4% is based. Presumably the "soaps" do better during the time they are actually on.*

Going shopping by TV is a hit with sponsors



THROUGH its *Star Shoppers* program, which in itself is not for sale, KTTV (TV) Hollywood has built a long-range merchandising plan which offers advertisers "Supermarket Merchandising Added to Selling in the Home."

Known as the SMASH Plan and geared to station advertisers—active and prospective—who merchandise through food markets, the half-hour audience-participation program originates from various supermarkets in the greater Los Angeles area five times weekly, utilizing five different remote units.

One week in advance of each day's telecast, the selected store is equipped with shelf-strips identifying all KTTV Star Shopper Values, drawn from the product list of station clients. The day and date of the approaching telecast are listed along with naming the program each item sponsors or in which it participates. In cooperation with store management, a stack containing 18 KTTV advertised items is arranged. The station often suggests inclusion of items not normally stocked by the particular market.

Additionally, store employes wear badges featuring an invitation from host-m.c. Bill Welsh to attend the telecast, and the parking lot is flanked by life-size pictures of Mr. Welsh and the KTTV camera. The station provides the store with pictures, mats and other promotion material with which to build an advertising campaign. Retailer enthusiasm often results in full page and double truck ads in the local newspapers, featuring as many as 28 KTTV-advertised items.

Entertainment-wise, the program, which premiered March 23, features a continuous display and mention of these products through contests. One such contest has three women, after hearing a list of items read or seeing them only once, attempt to bring back as many of the remembered items as possible from the store shelves. Another features a series of questions, the answers to which contain key words in product names. Prizes are again KTTV items, packed in special station-identified sacks which each winner holds within camera range, while Mr. Welsh names the contents.

Promotion-wise, there are many facets to *Star Shoppers*. By displaying selected store products adjacent to KTTV items, new advertisers are attracted when they see the promotion afforded their product, according to John Vrba, station general sales manager. The markets themselves have benefited by the stimulated interest and sales. As many as 800 people have congregated for an individual telecast, he pointed out, adding that it is a homogeneous group that almost turns the program into a neighborhood party. This happens to the store at 2 p.m., an hour normally considered a dead time.

Advertisers and agencies in the Los Angeles area have become so conscious of th merchandising aspects that their represente tives are often found at each telecast, notin the immediate results. Canada Dry Ginge ale Inc.'s Los Angeles office, which sponso the *Terry and the Pirates* film series o KTTV, credits a 50-case order from a hitl erto unsold market to the fact that th sparkling beverage was brought into tha particular market by the station in conjun tion with *Star Shoppers,* reports Roy Mac the firm's assistant division manager.

Sponsors added to the station's roste wholly or partly because of the SMAS Plan, according to Jack O'Mara, station pr motion and merchandising director, includ O'Cedar Corp. (polishes, waxes); Bosco C (milk amplifier); Gordon Bread Co.; Ba bara Ann Bread Co.; Detergents Inc. (All American Maize Products Co. (Amazo i stant dessert); Arden Farms Co. (dai products); Best Foods Inc. (mayonnaise Hawaiian Pineapple Co. (Dole quick froz pineapple juice); Oscar Mayer & Co. (me products); Pepsi-Cola Co. (soft drink Ralston Purina Co. (cereals); Kellogg C (Rice Krispies and other cereals); Nehi Be erage Co. (Royal Crown Cola, Nehi ar Party Pak beverages), and Arrowhead Puritas Waters Inc.

At a program cost of $3,000 weekly, t SMASH Plan, the station believes, will p off from between ten and fifteen to on The main problem, according to the loc offices of station representative Blair-T will be how to accommodate fall busine Summer time schedules had been pretty w filled by the time the promotion fold reached the agencies.

In discussing the long-range SMASH Pla Mr. O'Mara advises against other statio attempting it unless they have the necessa remote equipment. He believes the impo tance of KTTV's five remote trucks cann be stressed enough as contributing to t success of the plan.



Herb Gordon, Ziv vice president in charge of production, and Ginger Rogers, one of four stars in company's new five-hours-a-week radio program.

A firm not given to gambling bets $24,000 weekly on radio

THINK the big budget days are over in radio? If so, the Frederic W. Ziv Co. is making a bad bet. Its new *Hour of Stars,* an hour-a-day, five-days-a-week series, is costing $24,000 a week, and in at least one market it has been put in an evening time slot for the express purpose of competing with evening TV.

William B. McGrath, managing director of WHDH Boston, has scheduled *Hour of Stars* in the 7-8 p.m. period with this explanation:

"Located in a heavily saturated TV market, we felt early the impact of TV on our evening hours. Advertisers were quick to desert the period between 7 and 10:30 p.m. on the mere assumption that the audience had taken a powder. Our experience in the last two years has proved this not to be the case, and advertisers are gradually r turning to nighttime radio.

"With this in mind, we are constant attempting to strengthen our evening pr gram structure and have decided to schedu the *Hour of Stars* between 7 and 8 p.m."

Alvin E. Unger, Ziv radio sales vice pre ident, has reported the show has been so to more than 150 stations. The progra stars Ginger Rogers, Peggy Lee, Tony Ma tin and Dick Powell, each playing h favorite records in individual 15-minute se ments. Ziv has arranged with music pu lishers and record companies to make a vance predictions of what tunes will becon hits, giving the Ziv company a good chan of coming up with popular records ev though the program is transcribed long b fore broadcasts.

PEARLS FROM KUDL

ALL PROSPECTIVE clients and agency heads in Kansas City received a string of simulated pearls from KUDL there with a note from General Manager David M. Segal saying: "Use KUDL and you'll soon be able to get your wife the real thing." Local agencies were recipients of another gift from the station—an enlarged photograph of Marilyn Monroe, now starring in "Gentlemen Prefer Blondes." Caption on the picture was: "Gentlemen prefer blondes, but all Kansas City prefers the new KUDL . . . 1380 on your radio dial!"

CLEAN UP

CLEAN UP with KITE! More results per dollar, more good music per minute, more listeners per hour!" is the slogan written in red on a dust cloth sent out by the San Antonio station. On the envelope is: "Here's your 'KITE gadget' of the month from San Antonio's leading independent station. . . ."

'THIS IS WTVP'

WTVP (TV) Decatur, Ill., is mailing to prospective clients a series of four cleverly illustrated booklets titled "This is WTVP." The series is to serve as an introduction to the new uhf station. First of the booklets gives information about the staff and coverage. The second pamphlet gives information about commercials —slide, film and live—and a picture of the station's floor plan. Pictured on the cover is a little man who holds a mike on the first booklet and a stack of coins on the second.

NBC 'FIRE'

A FOUR-PART, radio documentary series titled *Fire* is being presented weekly by NBC in cooperation with the U. S. Forestry Service and local and national fire-fighting agencies. The series, which started last Saturday, 6:30-7 p.m. EDT, is produced and directed by Harry Bubeck.

GIANT DOODLE PAD

HANDY king-size desk pad with plenty of room for "doodling" has been prepared by the Simpson Electronic Co. of Chicago, makers of radio-TV equipment. Each sheet on the 17 x 22-inch pad is flanked with illustrations of Simpson testing equipment. Printed in two colors selected for the elimination of eye strain, the pads are being shipped to the company's representatives for further distribution to customers. Copy reminds "doodlers" that "You can't sell from empty shelves—call Esterbrook 2-1121" accompanied by a list of Simpson representatives. The bottom of each sheet contains a 21-inch rule captioned: "A good business rule: Always specify Simpson."

THE MAN WHO SELLS

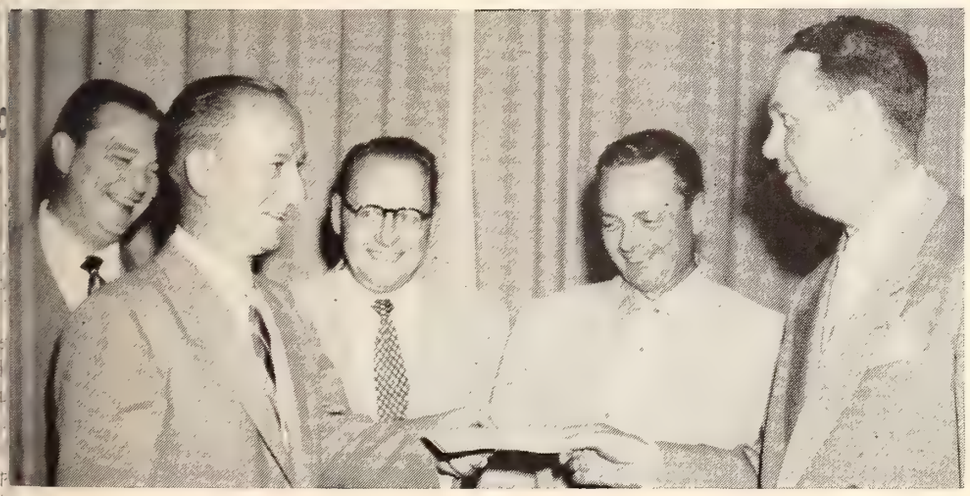
HANDSOME promotion piece issued by MBS bears the title "This is the man who" and many pictures of the man who "sells more goods for more sponsors than anyone else in radio," according to Mutual. The "man" is identified as Fulton Lewis Jr.

9 MILLION COOKBOOKS

WNBC WNBT (TV) New York reported last week that 9 million cookbooks have been sold through the tie-in promotion between the key NBC stations in New York and the more than 7,000 WNBC WNBT (TV) quality stores in the metropolitan area that participated in the promotion. The stations estimated an additional $1,700,000 in business accrued to retailers who sold the books for 19 cents a copy.

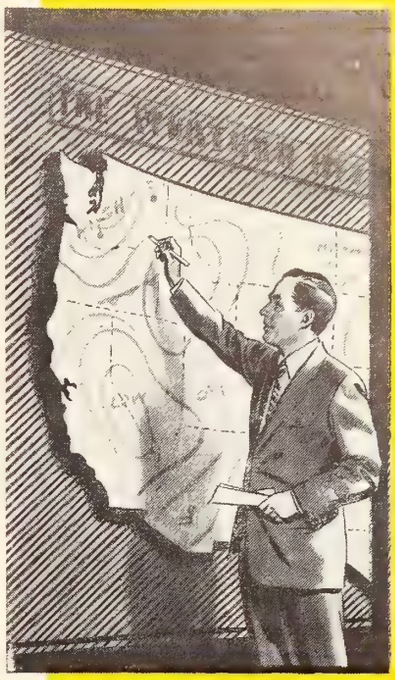
FOOTBALL TIPS PROMOTION

HEAVY exploitation is planned by RCA Victor Recorded Program Service for the 12th season of *Football Tips,* whose star, Elroy (Crazy Legs) Hirsch, is being featured in a motion picture of his own life story, "Crazy Legs—All American." Brochures, audition discs and other promotion pieces are now being mailed to sta-



CHECK for $1,500 is awarded Jack Frazier, Crosley merchandising director, for directing the merchandising and promotion project on behalf of Colgate-Palmolive-Peet products on Crosley Broadcasting Corp.'s Ohio TV staions. The C-P-P shows were on Crosley stations WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. At the presentation are (l to r) John T. Murphy, vice president, Crosley TV; Mr. Frazier; Ted Budach, Cincinnati manager, Colgate drug products; Robert E. Dunville, Crosley's president, and Don Madden, Cincinnati manager for C-P-P grocery products.

CUSTOMER WRITES:
"We have been very well satisfied with your long-range service, and definitely feel that it has been helpful in our sales planning."



Western Union offers tested Weather Forecasts

You can make or save *money* by making weather work *for* you. Accurate long range weather forecasts help you to plan and *time* your sales — purchases — production — inventory control — and advertising more effectively. Cooperating with famed National Weather Institute, Western Union provides scientifically based, time-tested forecasts. They range from one month to six months in advance, and can be pin-pointed to any desired specific areas.

For information and rates, wire or write to:

Director of Collateral Service
WESTERN UNION TELEGRA
60 Hudson Stree
New York



RADIO NEWSREEL

THREE-WAY congeniality is expressed by (l to r) Pat Gallicchio, new m.c. for WMAQ Chicago's *400 Hour;* Paul E. Feucht, pres. of the sponsoring Chicago & Northwestern Railway, and Harry Kopf, NBC v.p., Chicago.



PURCHASE of *Skip Maddox Show* on WANE Fort Wayne, Ind., by Bruce Williams Studebaker Sales & Service is attended by (l to r) Bob Bozer, Williams sls. mgr.; Mr. Williams; Charles (Bud) Kennedy, WANE mgr., and Mr. Maddox.



SMILING completion is made to arrangements whereby Pacific National Life Assurance Co. will sponsor 5:15 p.m. newscast on KDYL Salt Lake City. The negotiators are (l to r) Miss Ross Jurney, of the agency of that name; Douglas R. Clawson, KDYL sls. dir.; Ray H. Peterson, Pacific National pres., and Holly Moyer, KDYL acct. exec.

SECOND Federal Savings & Loan Assn. of Pittsburgh renews sponsorship of the KDKA Pittsburgh *Musical Clock program.* The signers: (l to r) Seated, Fred C. Reinhardt, Second Federal pres., and J. Fred Reinhardt, board chmn., Second Federal; Ed Schaughency, show m.c.; standing, George D. Tons, KDKA sls. mgr.; John E. Connelly, Connelly Agency, and Don Trageser, KDKA acct. exec.



tions plus exploitation of tie-in of movie and radio transcribed series, both due to start Sept. 11. *Touchdown Tips,* 13 quarter-hour programs, features Mr. Hirsch and Mike Kizziah, sports commentator, with predictions for 30 to 40 major football games each week.

'RADIO CONFESSIONS'

IN A PAMPHLET entitled "Radio Confessions" KCMO Kansas City, Mo., tells how its farm radio has grown. By means of working with rural leaders, by travelling throughout local farm areas and organizing contests, the station's farm staff has gained the confidence of the regional rural population, the booklet explains. Containing pictures and graphs, the folder closes by pointing out the station's resulting merchandising success.

REPORTERS GET THE BIRD

NINTH anniversary of CPRN *Meet the Missus Varieties* was celebrated August 15 by giving "the bird" to Los Angeles newspaper and trade radio reporters in the form of a freshly dressed turkey to each. Harry Koplan, now producer-m.c., was an assistant, the first person hired, when the program started Aug. 14, 1944.

CHOO CHOO TAKES TO THE AIR

CHARLIE (Choo Choo) JUSTICE, North Carolina football star who plays ball with the Washington Redskins, will take to the air in a different light this year with a special series of broadcasts on the Tobacco Sports Network, to be originated from WSOC Charlotte, N. C. Mr. Justice will broadcast a series of special pregame highlights each Saturday afternoon preceding the network's football games. The 11 programs which Mr. Justice will do will be recorded in Washington and heard over the 60 stations in the Carolinas affiliated with the network.

STATE FAIR BROADCASTS

PLANS for extensive coverage of the 1953 Wisconsin State Fair have been announced by WTMJ-AM-TV Milwaukee. The schedule of 24 radio broadcasts and 28 telecasts is the heaviest in the history of the stations. WTMJ announcers and personalities will make personal appearances as part of a "Meet and Greet Your WTMJ and WTMJ-TV Favorites in Person" feature at the fair.

Miss Washington Contest

PROMINENT Washingtonians have accepted invitations to be judges at the "Miss Washington" beauty contest, conducted for the 11th consecutive year by WWDC Washington. The winner will receive a jackpot of local awards and will represent the District of Columbia in the "Miss America" contest. Among the judges at the local contest are: Mrs. Ivy Baker Priest, Treasurer of the United States; Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING; Constance Bennett, screen star; William E. Coyle, president of the Advertising Club of Washington; Bernie Harrison, radio-TV editor of the *Washington Times-Herald,* and Harry Merrick, president of the Washington Board of Trade.

Mayor Interviews Mayor

THE MAYOR interviewed the mayor on a series of broadcasts from Cleveland's city hall recently. This came about when Bill Mayer, known as the "Mayor of the Morning" to his WGAR Cleveland listeners, was the guest of Cleveland's Mayor Thomas A. Burke. From the mayor's suite Mr. Mayer interviewed Mr. Burke, who is winding up the longest term in the city's history. Cabinet members were interviewed on subsequent broadcasts in discussions of civic affairs and accomplishments.

'STATE OF THE NATION' PROGRAM

WOR New York is presenting a new series, *State of the Nation,* which will be broadcast from each of the 48 state capitals. Presented in cooperation with Facts Forum, a national educational organization, each program will feature an interview with the state governor and one of his political opponents. Interviewed on the first program were Governor George N. Craig of Indiana and the state's National Democratic Committeeman Paul Butler. The program is aired Tuesday, 9:30-10 p.m.

ANTI-CRIME SERIES

TRANSCRIPTIONS of NBC radio *Confession* have been requested by Montana State Board of Health to use in the state's narcotic and alcoholism education program. NBC-TV, believing the anti-crime series to be a video potential, has asked producer Homer Canfield to prepare a TV script. Decision to film or kinescope it will be made later.

CANADA'S GROWTH

CANADIAN BROADCASTING Corp. on the Trans-Canada Network on Aug. 23 starts a weekly series on Canada's growth as influenced by means of the sea. The series *Days of Sail* will feature men and ships which made Canada a leading maritime power in the days of sailing ships, with interviews with survivors of the sail age and the descendants of famous Canadian sailors and shipbuilders.

GE SALES TRAINING

GENERAL ELECTRIC Co.'s radio and television department has announced a new program for its distributors designed to stimulate sales training for retailers and increase the retailer's knowledge of company products. Called "Payoff," the program makes use of four records which pose various sales problems. GE suggests that retail salesmen listen to records as part of sales meetings and discuss the problems with a view toward offering solutions.

PROMOTION BOOKLET

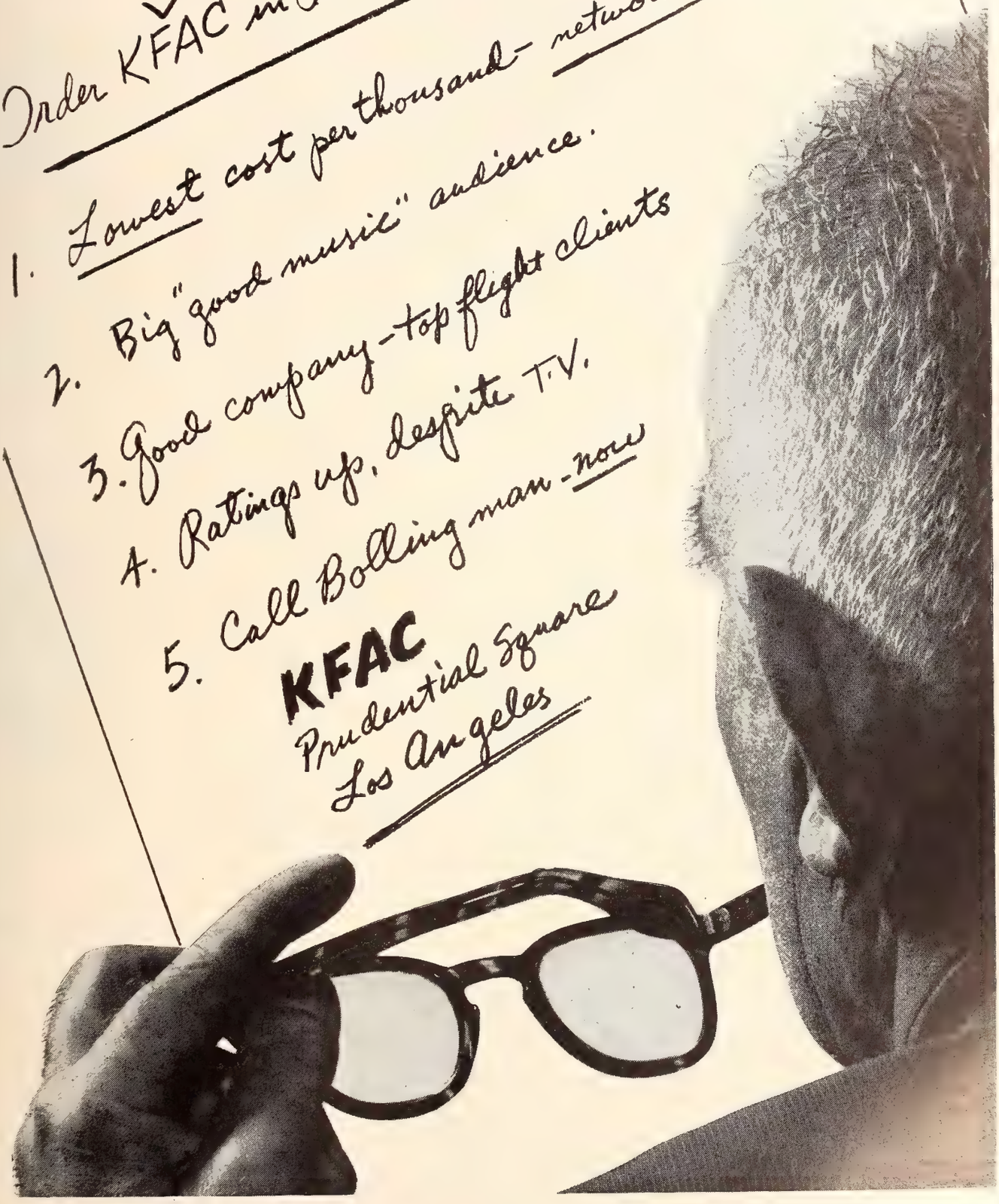
CFPL London, Ont., has distributed a promotion booklet to advertising agencies describing the composition and size of the southern Ontario market and stressing that "at its heart is CFPL." The station is represented in the U. S. by Weed & Co.

OFFICE MEMORANDUM

Order KFAC in Los Angeles for radio

1. Lowest cost per thousand— network or local
2. Big "good music" audience.
3. Good company—top flight clients
4. Ratings up, despite T.V.
5. Call Bolling man—now

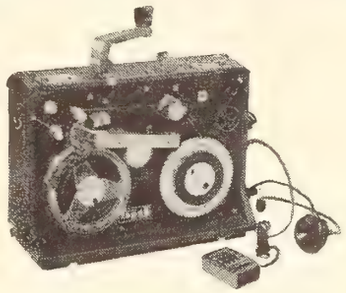
KFAC
Prudential Square
Los Angeles



WHEN *this* HAPPENS



BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 LIBERTY AVENUE
Richmond Hill, 19, L.I., N.Y.

BMI "Pin Up" Hit

"HEY JOE"

published by

TANNEN MUSIC, INC.

RECORDED BY

FRANKIE LAINE . . (Columbia)
CARL SMITH . . . (Columbia)
KITTY WELLS . . . . . (Decca)

BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PEOPLE

Advertisers

Howard R. Bloomquist, general manager of promotion division, Lever Brothers, named director of marketing for Post Cereals Division, General Foods Corp., N. Y.

Kenneth Pearson, brand advertising manager for Schenley Distributors Inc., N. Y., appointed national merchandising manager and coordinator.

Harry D. Almaine, formerly promotion-advertising manager of Wincharger Corp., to Howard Industries as general sales manager.

Harry T. Leithead, president of Cluett, Peabody & Co., N. Y., elected president of Father's Day Council Inc., advisory group that will help plan for Father's Day (June 20, 1954).

Agencies

Robert L. Nourse Jr., account executive at Roy S. Durstine, L. A., named vice president in charge of western div. operations, Hilton & Riggio, new Hollywood office, 1680 Vine St. Telephone is Hollywood 2-6343.

Everett V. Wile, sales manager, merchandising div., and **Murray Naiditch,** art director, Gregory & House Inc., L. A., and **Lawrence Bole Hicks,** of N. Y. agency bearing his name, have formed **Hicks, Naiditch & Wile Inc.,** 8584 Sunset Blvd., Hollywood. Mr. Wile is president of the firm, with Mr. Hicks vice president and Mr. Naiditch secretary and art director.

Parker Ekren, creative director, and **Douglas Huntington,** copy chief, elected vice presidents of Doremus & Co., Chicago advertising and public relations firm.

Alex T. Franz, president of advertising agency bearing his name, announces its incorporation, to be known as **Alex T. Franz Inc.**

Carol Pauker, copy chief, appointed radio-TV director of Brooke, Smith, French & Dorrance Inc., S. F.

Jack Daly, partner, Daly & Richardson, S. F., to Caples Co., that city, as account supervisor.

George B. Beaumont, Benton & Bowles, N. Y., promoted to associate account executive on Procter & Gamble (Canada) account.

Michael McGreal, camera dept. and process stage head, Warner Bros., Burbank, to Young & Rubicam Inc., L. A., as supervisor of technical film production.

Robert H. Higgins, advertising and sales promotion manager, American Paper Goods Co., Kensington, Conn., to Hicks & Greist Inc., N. Y., as assistant account executive

Mary Thompson, copy chief, W. H. Male Ltd., Honolulu, to BBDO, L. A., as copywriter.

Charles A. Pooler, senior vice president in charge of marketing at Benton & Bowles, N. Y., appointed chairman of projects development committee of Advertising Research Foundation, and **Fred B. Manchee,** executive vice president and treasurer of BBDO, N. Y., named projects progress advisor of ARF.

William Clark, production manager, West-Marquis Inc., elected president of Advertising Agency Production Men of Los Angeles.

Tom Slater, vice president in charge of radio-television, Ruthrauff & Ryan, N. Y., is father of boy, William Roy, Aug. 6.

Thad Horton, D'Arcy Adv. agency, Atlanta and formerly sports director at WSB-AM-TV there, signed by Georgia Tech in Atlanta to broadcast school's football games this fall.

Stations

Harold E. Graves, program and promotion director at WENE Endicott, N. Y., appointed station manager of WDOS Oneonta, N. Y.



Mr. Graves

Wallace E. Stone appointed national sales manager at WITV (TV) Miami.

J. Pascal (Pat) Swift of WGR Buffalo and previously assistant advertising manager at Bell Aircraft Corp., Buffalo, to WBUF-TV Buffalo as commerical manager.

Leonard H. Levitt, account executive on national accounts, WOV New York, appointed general manager of WTNJ Trenton, N. J.

Allen Hundley Jr., program director, KDSX Denison, Tex., appointed station manager. **William Duke** appointed chief announcer and production supervisor.



Mr. Hundley

C. M. Conner, account executive KENI Anchorage, Alaska, to KTVA (TV) that city as retail and national advertising manager.

Alexander M. Tanger, account executive at

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York



with the NEW GATES BCA-250 AUXILIARY TRANSMITTER!

- *ELIMINATES COSTLY OFF-AIR TIME*
- *FULFILLS CONELRAD DEMANDS*
- *SO INEXPENSIVE IT QUICKLY PAYS FOR ITSELF*

Without question the number one concern of radio broadcasters is "off-air" time — costly indeed in terms of station revenue and prestige!

You can eliminate this source of worry entirely at a price that's ridiculously low! Yes, the new 250 watt GATES BCA-250 Auxiliary Transmitter is truly an "Insurance Policy" transmitter meeting all FCC standby requirements.

Designed specifically for auxiliary service, the GATES BCA-250 is all transmitter and consists of all basic equipment for total operation from a 600 ohm audio line to a 50-250 ohm output line. Although response, distortion and regulation is only slightly in excess of that for standard broadcasting service, GATES BCA-250 transmission quality and component reliability are beyond reproach.

ONE "OFF-AIR" TIME CAN PAY FOR IT!

The price is so modest, it will pleasantly surprise! Since the power consumption is 1000 watts at 115 volts, the complete transmitter with 1000 watt gasoline generating plant can be bought for about $1500. The transmitter cost of about $1100 is often below that of materials necessary to alter the main transmitter in case of Conelrad. What's more, it eliminates the confusion and inconvenience such an alteration entails. The cost of the BCA-250 Transmitter and generating plant is less than that of a generator alone for 1000 watt or higher power stations. In addition the BCA-250 provides complete standby protection instead of protection from power failure alone.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.
MANUFACTURING ENGINEERS SINCE 1922

• 2700 Polk Avenue, Houston 3, Texas • Warner Bldg., Washington 4, D. C. • 51 East 42nd Street, New York 17, N. Y.
• International Division, 13 E. 40th Street, New York 16, N. Y. • Canadian Marconi Co., Montreal, Quebec
• 7501 Sunset Blvd., Los Angeles 46, California



solid south: 1953 style

The changing skyline of today's mid-South is a happy sight for any advertiser who wants to harness the real sales power of television.

Throughout 29 high income counties in our pivot of the Piedmont, more and more TV homes have their antennas set for Channel 2—WFMY-TV.

It's a solid array of selling potential — compounded of the most progressive families in an area with nearly $1,500,000,000 buying power.

WFMY-TV is *their* television station . . . the daily habit, welcomed, watched and *believed* in homes where the most buying is done. And, significantly, where real selling opportunities exist *for you* — when your message is solidly delivered by WFMY-TV!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

PEOPLE

WHDH Boston, named commercial manager, succeeding vacancy left by death of **Arthur Brush.**

Buzz Hassett, WFMY-TV Greensboro N. C., appointed TV sales director, WMT-TV Cedar Rapids, Iowa.

Dick Harris, sales service manager, WNAX Yankton, S. D., to KOA Denver as promotion manager.

Soterios (Buddy) Pappas appointed program supervisor for WBAL-TV Baltimore.

Jean (Spider) MacLean appointed program director at KGAE Salem, Ore.

Stan Shaw, formerly with WRC Washington, appointed program manager of WITV (TV) Miami.

Lin Mason, program director for WLWT (TV) Cincinnati, resigns to go into advertising field.

Len Hathaway, announcer, promoted to production manager of WENE Endicott, N. Y.

Art Hein, radio service manager at WBBM Chicago, appointed merchandising manager at WBBM-TV, newly created post. He is succeeded by **Ed Cotter,** formerly midwest division manager for Storecast Corp.



Mr. Schiavone

James Schiavone, assistant program and production manager WWJ-AM-TV Detroit, promoted to program and production manager of WWJ-TV. **Phyllis Hoffmann** appointed public service editor at WWJ-AM-TV, replacing **Mary Jo Peterson** who has resigned.

Don Weston, news staff of WBBM-AM-TV Chicago, returns to KGVO Missoula, Mont., as news director.

Charles E. Trainor, in charge of jobber co-op advertising for Shell Oil Co., N. Y., to WAGA-AM-TV Atlanta as manager of publicity and promotion, succeeding **Para Lee Brock,** who has resigned to enter motion picture field as free lance writer and director.

Ed Jordan, KGKO Dallas, Tex., to WALK Patchogue, N. Y., as sports and special events director. **Hal Fisher,** WWSC Glens Falls N. Y., to WALK as news director.

Beull Dalton, engineer, John Poole Broadcasting System, Hollywood, promoted to director of engineering, KBIG Avalon.

Charles Abel appointed chief engineer at KFMB-AM-TV San Diego. **Frank Aamodt** is replacing Mr. Abel as studio engineering supervisor.

Charles W. Curtin, formerly with CBS, and **Irvin G. Boudreau,** previously with WKNB New Britain, Conn., named account executives at WDRC-AM-FM Hartford, Conn.

Jack Cusick returns to WBBM-AM-TV Chicago as creative writer.

Jack Thomas, who conducted *Farm Reporter* program on KTHT Houston, named farm editor

OUTSTANDING PERFORMANCE!

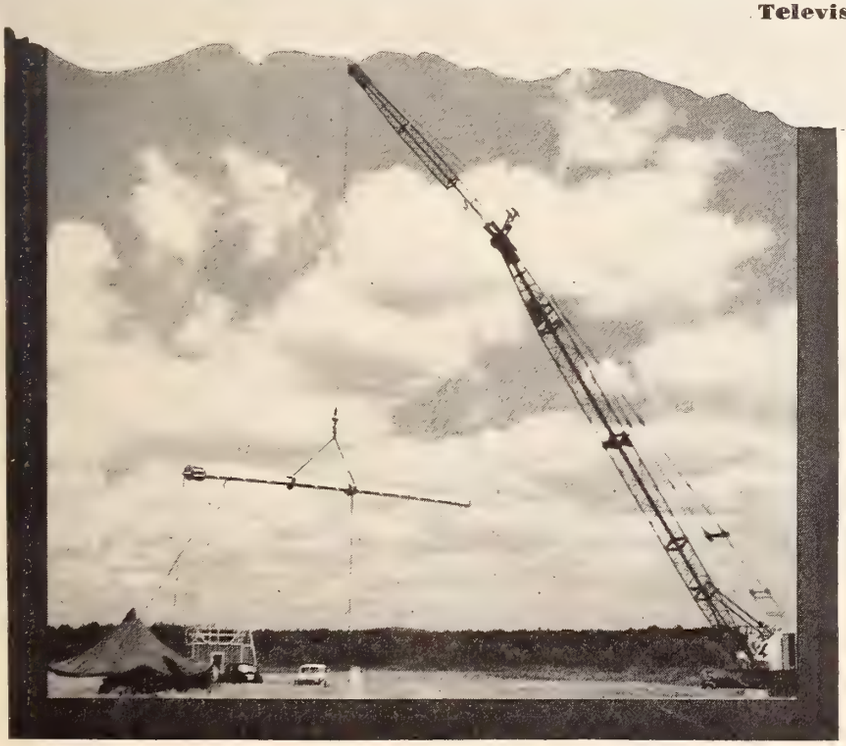


"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter – built for Easton Express WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas – he cited Milford, N. J. as example – are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."

Television Digest, July 4, 1953



Make your report as good as this one by installing a Gabriel Cosecant UHF-TV transmitting antenna.

NEXT!

Pattern testing of Channel No. 21 antenna for station KVFD, Northwest Television Co., Ft. Dodge, Iowa. Shipped July 17 to the transmitting site.

A GABRIEL PRODUCT

THE GABRIEL COMPANY ▸ WORKSHOP ASSOCIATES DIVISION

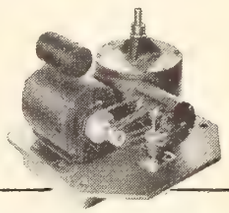
Endicott Street, Norwood, Massachusetts

NOW...ANY Station can have
EXACT TIMING

OF TRANSCRIBED **AM-FM** PROGRAM MATERIAL
OR LIP-SYNCHRONOUS SOUND FOR **TV** FILM...

Available in Fairchild 530 Transcription Turntable or as kit for converting existing equipment... new drive is SYNCHRONOUS at ALL THREE SPEEDS.





3-SPEED DRIVE, synchronous at 33⅓, 45 or 78 rpm, is integral part of 530 Turntable (left), or available as conversion kit. Turntable available with or without cabinet.

No other transcription table matches the Fairchild 530—and in kit form its exclusive new drive permits converting existing equipment to the *finest modern 3-speed.* With this change you prevent program material overlapping commercials at station breaks, achieve synchronized sound, insure quick starts, eliminate rumble, noise and vibration.

COMPLETE *High Fidelity*
PLAYBACK SYSTEM

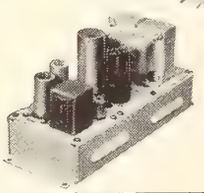
For superb professional sound reproduction use Fairchild components: Fairchild 3-way Turret Head Arm with Fairchild Moving Coil Cartridges for lateral and vertical recordings • 205 six-position Passive Equalizer for all records and transcriptions • For line-level output use the Fairchild 650 Preamplifier with high signal-to-noise, and 60 db gain.



3-WAY TURRET HEAD ARM

SERIES 215 CARTRIDGES





SELF-POWERED PREAMPLIFIER

Studio... Console... Portable
DISC RECORDERS

Use Fairchild Direct-drive Synchronous Recorders for absolute timing, faithful duplication of original sound on AM, FM, TV. Pitch continuously variable from 80 to over 500 lines per inch on model 523 shown. Now — make microgroove records with your present Fairchild 539 Recorder. Ask about special microgroove Adapter Kits.



Write for illustrated literature and prices.

FAIRCHILD RECORDING EQUIPMENT

154th St. & 7th Ave., Whitestone, N. Y.

VISIT US AT THE AUDIO FAIR, HOTEL NEW YORKER, OCT. 14-17

of new half-hour farm program on KGUL-TV Galveston, Tex.

Homer (Shag) Morrow, salesman at WGN Chicago, has transferred to sales staff of WGN-TV.

William T. Howard Jr., previously manager at WWOD Lynchburg, Va., to announcing staff of WDVA Danville, Va.

Tom Frandsen, until recently vice-president, Irwin Co., Beverly Hills, to KNBH (TV) Hollywood as host-m.c. on daily late feature film showing.

Bill Armstrong, KWBE Beatrice, Neb., to KLMS Lincoln, Neb., as salesman-announcer.

Perry Douthit, KFAB Omaha, Neb., to announcing staff of KLMS Lincoln Neb.

George Faber appointed executive assistant in news dept. of WBBM Chicago.

Bill Leyden, disc jockey, KFWB Hollywood, adds duties with KTTV (TV) that city under exclusive video contract, which permits one nonconflicting network TV program weekly.

Jerry Crocker, WJBK Detroit, to WSRS Cleveland as disc jockey.

Jo McCarthy, assistant on TV traffic desk, WOW-TV Omaha, Neb., transfers to film traffic dept. **Shirli Miller** succeeds Miss McCarthy on TV traffic desk.

Carl J. Raymond, manager of WHHH Warren, Ohio, served as director of Trumbull County (Ohio) sesquicentennial pageant at Trumbull County free fair on Aug. 6-7.

Reginald P. Merridew, program director, WGAR Cleveland, presented citation and American flag by American Legion for station's effort to promote display of flags on national holidays.

Richard (Dick) Rudolph, for 11 years top salesman at WITH Baltimore presented with plaque from station after breaking sales record.

David I. Ker, supervisor of CJSH-FM Hamilton, Ont., named research and labor statistics dept. head of Canadian Daily Newspapers Assn.

Pete Peterson, farm editor at WNAX Yankton, S. D., appointed state chairman of agricultural committee of S. D. Junior Chamber of Commerce.

Dorothy Klock, producer of WPIX-TV New York's *Living Blackboard* program, is serving as instructor in educational radio at summer session of Columbia U.

Julie Chase, co-star and director at WTAG Worcester, Mass., named Mass. state chairman of American Women in Radio and Television.

Anne Holland, director of women's activities, public affairs and information dept., WBAL-TV Baltimore, named Maryland state chairman for American Women in Radio and Television.

Dan Miller, sales service manager, KLAC-TV Hollywood, father of boy, Gregg Allan, Aug. 7.

Fred Gregg, promotion director for Crosley Bcstg. Corp., father of son, Michael Morrow, July 31.

Phil Sheridan, WFIL Philadelphia, father of twin boys, Philip Lee and Michael Alan, July 30.

Josh Barry, director of sports, special events



L. O. FITZGIBBONS, Manager
WBEL, Beloit, Wisconsin

"After 13-week trial, furniture company signed for 52 weeks."

"Ever since we started AP news, the biggest problem has been to find time for new advertisers — the old ones keep on renewing.

"Another sponsor, Wright & Wagner Dairy Co., with 15 AP newscasts a week, says he is delighted with the results in creased enthusiasm among drivers plus many new customers."

"AP news shows a good profit month after month."

sponsors STAY with AP NEWS

VICTOR C. DIEHM
President and General Manager
WAZL, Hazleton, Pennsylvania



"Sponsor of week-day AP news so pleased he bought Sunday slot on WAZL too."

"Robert Astleford, official of the Farmers Cooperative Dairy, says that since the inception of his AP news programs, business has in creased — not only for milk but for all his other dairy products.

"Much of WAZL's local weekly billing is derived from steady sponsors of AP news and there's a waiting list of prospec tive sponsors."

For full information on how you can join The Associated Press, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

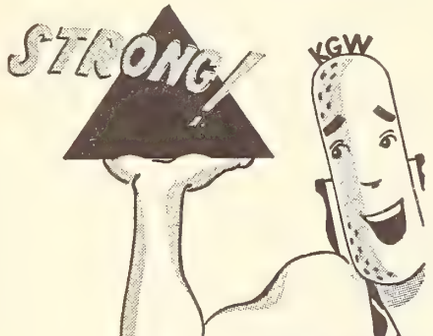
'THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."



CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

and publicity at WNOR Norfolk, Va., father of boy, Robert Jon.

Bill Whitley, news director, KNXT (TV) Hollywood, and Annette Taylor were married July 31.

Glenn Elliott, disc jockey and promotion manager, WANE Fort Wayne, Ind., and Lee Granoff were married July 19.

Networks

Don Goldsmith, formerly account executive at Jam Handy Organization and associate at Wilding Pictures, both production firms, to CBS-TV Chicago as film salesman.

Ben Brady, writer of pilot film for ABC-TV *Ray Bolger Show* and producer of former NBC-TV *Those Two,* signed to produce CBS-TV *Red Skelton Show,* which starts Tues., Sept. 15, 8:30-9 p.m. EDT.

Mort Green, radio and television writer, has become regular panelist on *Where Was I?* (DuMont, Tues., 9:30-10 p.m. EDT), replacing **Samuel Grafton,** who is devoting full time to writing.

Fred Gough, cameraman, CBS-TV Hollywood, father of girl, Anne Marie, Aug. 7.

Manufacturers

Clarence M. Clark, manager of accounting, Elmira, N. Y., plant, Westinghouse Electric Corp., appointed manager of Bath, N. Y., plant.

John P. Driver, field sales representative for Detroit district, RCA Tube Dept., to Shand Radio Specialties, Flint, Mich., as sales manager.

Maurice L. Alexander, assistant production manager and manager for TV and radio, appointed plant manager of Batavia, Ill., Tube Plant of Appliance & Electronics Div. of Avco Mfg. Corp.

Donald W. Jackson, eastern regional sales manager for Raytheon Mfg. Co., and E. A. Freiburger, formerly Milwaukee district representative for Philco Corp., named regional managers for Admiral Corp., with headquarters in Indianapolis and Des Moines, respectively.

Emil A. Mesics, Otis Elevator Co., named director of personnel of RCA International Div., N.Y.

Nat Welch, formerly account executive for WAFM-TV Birmingham, Ala., named sales manager of Orradio Industries Inc. (Irish Brand magnetic tape for tape sound recorders), Opelika, Ala.

Jerome Goldman, Tele King Corp., named senior electronic engineer on government equipment for CBS-Columbia, Long Island City, N. Y.

Matthew (Cully) Wilkin, vice president in charge of sales for Slick Airways, N. Y., to Packard-Bell Co., L. A., radio-TV set manufacturer, as assistant sales manager.

Robert Conner, director of engineering, KLAC AM-TV Hollywood, resigns to rejoin RCA Victor as administrative assistant to manager o engineering products division at Camden, N. J.

Robert W. Fordyce named district sales mana ger for eastern region, Raytheon Mfg. Co.

Representatives

Boyd B. Garrigan, sales staff of Arrow Tele vision Productions, Hollywood, to Forjoe & Co radio and television representative, as sales ac count executive in L. A. office.

Alfred J. Larson, assistant to sales promotio manager of Artra Cosmetics Inc., Bloomfield N. J., to Paul H. Raymer Inc., national radi and TV representative, as account executiv in N. Y. offices.

James T. Simler, account executive at KSTP TV Minneapolis, to Chicago sales staff of Adar J. Young Television Corp., TV stations repre sentative.

Edwin C. Metcalfe, KECA-TV Los Angeles, t Hollywood office of Weed & Co., radio-T station representative firm.

Edward R. Scannell, Weed & Co., appointe radio-TV director for Chicago Junior Assn. c Commerce.

Program Services

Hugh Grauel, salesman for ABC-TV on We Coast, has been appointed central northwester sales representative for RCA Thesaurus, su ceeding **Gregory Reeser,** who has joine NARTB.

Marvin P. Holtzman, syndicate sales manag of Columbia Records Inc., appointed directo of popular artists and repertoire for Colun bia's Okeh Records, replacing **Daniel A. Kessle** who has resigned.

John B. Bissell Jr., account executive with WO Recording Studios, N. Y., to advertising sal staff of *The Reporter* magazine.

David Pollard, writer at Young & Rubicam, t production staff of Bell Productions, TV pac ager.

Services

J. Z. Millar, director of research of Weste Union Telegraph Co., appointed vice presid of development and research.

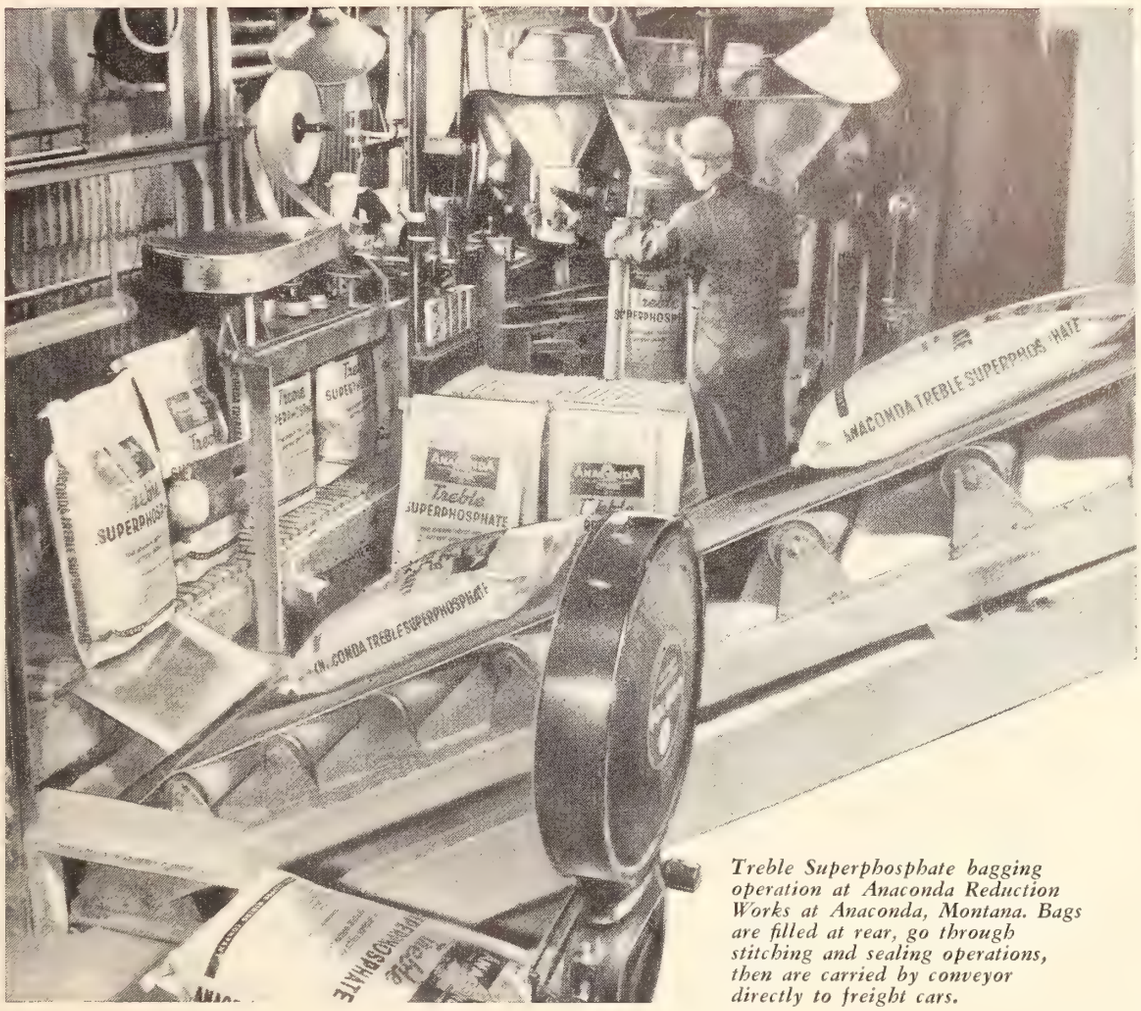
Government

Wallace A. Gade, formerly program direct for KQW (now KCBS) San Francisco and mo recently director of radio for ECA and MS named director of overseas information branc of U. S. Foreign Operations Administration.

Commander Edward F. Hutchins is new offic in charge of AFRS Hollywood. He reliev **Col. William Mason Wright Jr.,** now retired.

Trade Associations

Arthur Edeson named president of Americ Society of Cinematographers to serve remaini unexpired term of **Charles G. Clarke,** who h resigned.



Treble Superphosphate bagging operation at Anaconda Reduction Works at Anaconda, Montana. Bags are filled at rear, go through stitching and sealing operations, then are carried by conveyor directly to freight cars.

"ANACONDA" stands for more than metals!

A little known part of Anaconda is its production of high-strength phosphate fertilizers for Western farmers.

A plentiful supply of phosphate is vital to plant growth, a prime requisite for bountiful crops. The soils of many Western States, low in phosphates to begin with, lose more and more with each harvest. With Anaconda's Treble Superphosphate or Phosphoric Acid, farmers can easily replace this necessary chemical and substantially increase their per-acre production.

Anaconda's fertilizers are produced at the company's Reduction Works at Anaconda, Montana, from phosphate rock mined at Conda, Idaho. Containing about 42% available phosphoric acid (almost triple the amount available in ordinary low grade phosphate fertilizers) Treble Superphosphate's granular form permits easy spreading.

During 1952, Anaconda produced more than 100,000 tons of treble superphosphate and phosphoric acid. Based on numerous agricultural college and County Agents' tests conducted in the intermountain area, this production, properly applied, would increase food crops in 15 Western States by:

200,000 tons of beet sugar
300,000,000 pounds of vegetables
750,000 tons of alfalfa
4,500,000 sacks of potatoes
4,000,000 bushels of grain

Presently, a new sulphuric acid plant is being built to facilitate Anaconda's fertilizer production.

This mining and processing of phosphates is only a small part of Anaconda's operations. Producing a large family of metals for America, Anaconda is carrying on a far-flung modernization, improvement and expansion program, at mines, mills and fabricating plants. All phases of the program are directed to the same goal . . . more and better products for the country. 53274-A

ANACONDA
COPPER MINING COMPANY

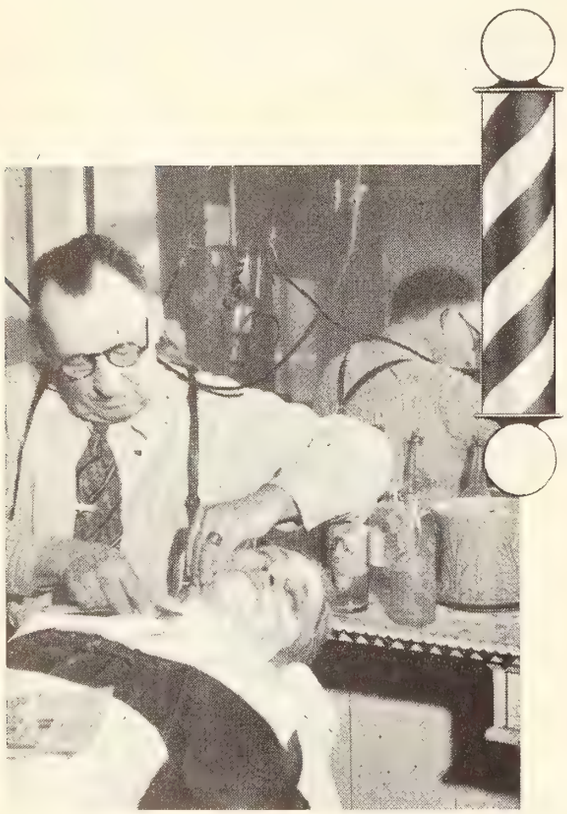
The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

NAEB Sends Hovey As Representative to Italy

NEWS ANALYST and Wisconsin U. Journalism Professor Graham Hovey has been named representative for the National Assn. of Educational Broadcasters to Italy, where he will spend the forthcoming academic year. Mr. Hovey's commentary, *Background of the News,* is heard over WHA Madison, Wis., and the Wisconsin FM network. The other NAEB representatives are Howard Kreschkopf, of the Lowell Institute Cooperative Broadcasting Council in Boston, who will go to France, and Buton Paulu, director of the University of Minnesota station KUOM Minneapolis, who will go to Britain.

As a part of the program, which is a two-way exchange between the American educational organization and radio-TV networks in the three European countries, a representative of Italian radio will come to Purdue U.; a French network representative will be stationed at Iowa State College, and NAEB hopes to provide a third grant at a university site of one of its stations for a specialist from BBC.

Mr. Hovey, who has been awarded a special Fulbright research grant, will arrange for an exchange of programs between Radio Italiana and the NAEB. In his visit to Italy, Mr. Hovey will return to familiar ground. He was a correspondent there for INS during World War II.



NEIGHBORLY and NEWSY as a Small Town Barber Shop

Here's why WIBW rings up such smashing sales totals on the cash registers of dealers who handle WIBW-advertised products. We're "folksy". We're newsy. We're sincere.

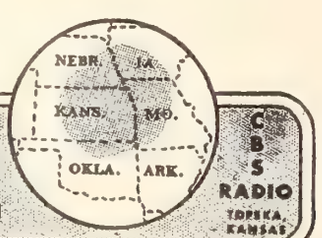
That's the way our listeners want us to be. How do we know? Because for the 16th consecutive year*, the statewide army of Kansas farm families have said, "We listen more to WIBW than any other station."

* Kansas Radio Audience—'52

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Religious Workshop Hears Boost for 'Untried' Ideas

UNTRIED programming devices are broad casting's "greatest resource reserve," Ralph W Hardy, NARTB vice president, told the Eight Annual Religious Broadcasting Workshop las Monday. The workshop was held at Indianap olis under auspices of the National Council o Churches of Christ in the U.S.A.

Urging religious leaders to keep uppermos in their minds that listening and viewing ar completely voluntary and informal, he de scribed the audience this way:

"You are talking to a truck driver roarin monotonously over the highway. You are talk ing to a teen-age girl who is putting her hai up in bobby pins and who has just three pin to go before she can get over to switch th dial from you to some music.

"You are talking to the aged and bed-ridde who want to see the world of now and here after through your eyes. You are reaching th good, bad and indifferent, each one in a differ ent frame of mind, each one in a different en vironment. The inflection of your voice, th tolerance of your spirit, and the skill of you attention-holding manner all should spea through your pulpit of the air presentation."

Mr. Hardy warned that religious broadcaster share with station management concern for th size and loyalty of the audience. "Your stew ardship of the period allotted to you may we determine the audience responsiveness for som hours to come in the broadcast day," he said

Staff of workshop, which will run for thre weeks, includes: A. R. Edyvean, professor o speech and broadcasting, Butler U.; Anne H Griffen, professor of speech and radio, Wesleya College, Macon, Ga.; Rudy Bretz, instructor i television, College of City of New York, an Gilbert Seldes, writer.

Illinois' Rep. Yates Says Educational TV Is 'Must'

AN EDUCATIONAL TV channel is a "must and the "wonder of television should not b exploited for profit-making purposes," Rep Sidney Yates (D-Ill.) has asserted in a lette to the *Chicago Sun-Times* on the propose educational TV station for Ch. 11 in Chicago

He noted the drive to raise funds is "mor than halfway to its goal" and expressed hop citizens within the 60-mile area of the propose station would support "this vital project."

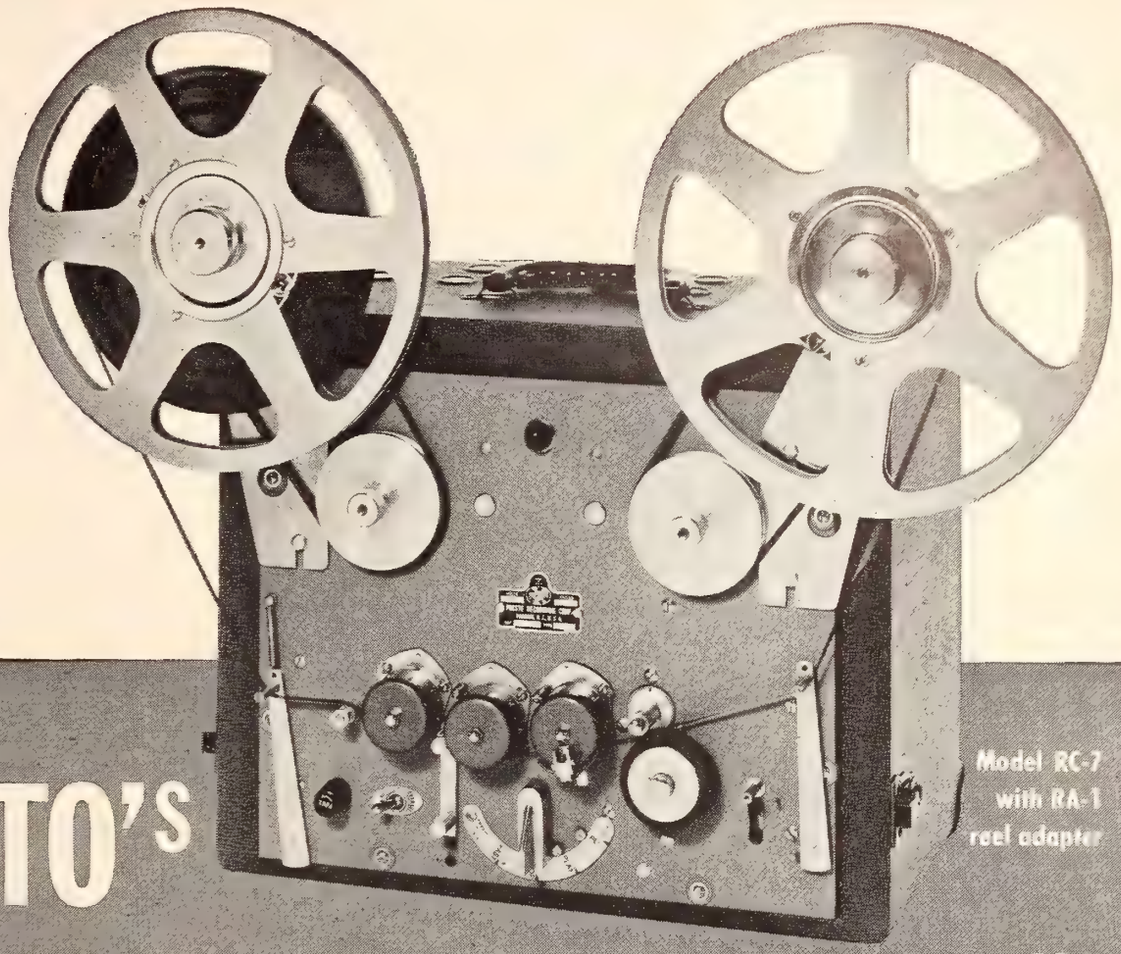
WCFM (FM) Airs Classes

WCFM (FM) Washington currently is broad casting its *University of the Air* series. Th programs, covering various academic sub jects, are presented from 9:30 to 10 p.m., fiv times weekly, and are scheduled for eight weeks

Participating in courses for the series ar Catholic U., Georgetown U. and George Wash ington U., all Washington; St. John's College Annapolis, Md.; Library of Congress; Pan American Union, and the Phillips Gallery.

NAEB's 'Way of Mankind'

NATIONAL Assn. of Educational Broadcast ers last week announced a second "Way o Mankind" series of 13 half-hour broadcast dealing with "the general pattern of human be havior, studying various known cultures of th world." The new series is part of an NAEI program made possible by a $300,000 gran from the Ford Foundation Fund for Adul Education, a spokesman said.



Model RC-7 with RA-1 reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd.
Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

'SHARE-TOWER' OFFER MADE BY WREC

OFFER to share the proposed 1,050-foot TV tower of WREC Memphis with Memphis Community TV Foundation which seeks educational reserved uhf Ch. 10 there has been made by WREC owner Hoyt B. Wooten. WREC is applying for vhf Ch. 3, which also is being sought by WMPS Memphis.

The Foundation already has been given nearly $190,000 in equipment, including a new transmitter and use of a 360-foot tower, from WMCT (TV) Memphis (Scripps-Howard station) [B•T, Aug. 10, June 22].

WREC's proposed TV tower would be the maximum height regulations allow, according to the educational television group.

Mr. Wooten also offered to construct a building for the educational station's transmitter at a reported cost of not less than $15,000, according to Julian B. Bondurant, chairman of the Memphis foundation.

Mr. Bondurant also said the offer was accepted on the basis that the Foundation's engineers must first survey what would be the best set up for the educational outlet. The foundation, made up of a cross-section of educational groups in the area, said $35,000 more is needed for studio equipment and a source of income for operating expenses. Aim is to put the station on the air shortly after Jan. 1.

Radio's
GROWING

Because radio delivers the results to advertisers at lowest cost.

A recent promotion on a WGN morning program brought in 20,156 letters—*each enclosing 25¢ and a product label.* An additional 11,400 came without the label due to lack of distribution of the product . . . A TOTAL OF 31,556 RETURNS.

Here again is proof of the pulling power of WGN in the middlewest—reaching more homes per week than any other Chicago station.*

* *Nielsen Coverage Service.*

A Clear Channel Station Serving the Middle West

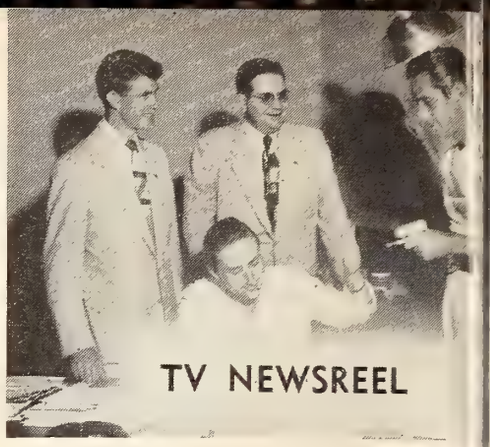
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

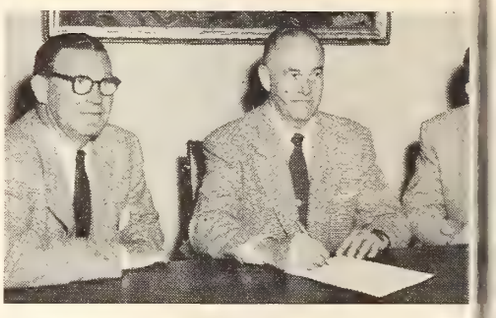


TV NEWSREEL

MORRIS Underwood (seated) signs for Underwood's Bar-B-Q Pit to sponsor Flash Gordon 52 weeks on KDUB-TV Lubbock. Standing (l to r) are KDUB-TV's Lloyd Wright, slsman.; W. D. (Dub) Rogers, pres., and Ken Cariker, announcer, in space suit.

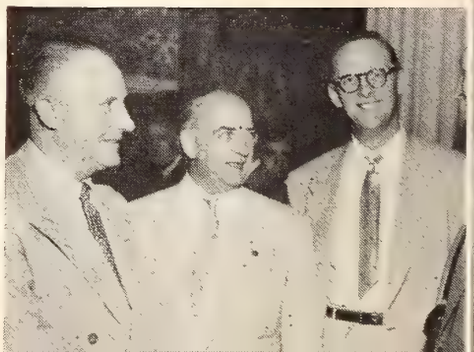


WWJ-TV Detroit telecasts of the Saturday feature race at Hazel Park Track are agreed to by Goebel Brewing Co., sponsor. L to r, Dick Connell, Hazel Park Racing Assn. pres.; George Krehbiel, commentator, and Jack Graham, Goebel adv. mgr.



YEAR'S contract to sponsor special events and traditional programs on KEYT (TV) Santa Barbara, Calif., is signed by Colin M. Selph (l), KEYT pres.; Joe D. Paxton (c), County National Bank & Trust Co., and R. Hill Carruth, KEYT sls. mgr.

DISCUSSING NBC research presentation "Why Sales Come in Curves" (on brand-switching) after Los Angeles showing are (l to r) Glenhall Taylor, radio-TV dir., N. W. Ayer & Son; Andy Potter, radio-TV dir., Calkins, Holden, Carlock, McClinton & Smith; Ben Potts v.p., Lennen & Newell, and Thomas C. McCray, asst. dir., NBC Western Div.



Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio



The **TRIO** *offers advertisers at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

Aloha Week Committee Drive

TELETHON on KGMB-TV Honolulu, arranged on seven hours notice, pushed Hawaii's Aloha Week Committee funds drive over the top 55 minutes after the telecast began, according to the station. The committee's campaign faced failure when collections lagged behind in an effort to provide matching funds to a legislative grant. Station reports the Beam & Milici agency in Honolulu thought of the telethon. The agency's Ray Buisseret and KGMB-TV Program Director Bob Costa handled the show. Vern Bruggeman and Carl Hebenstreit at the station emceed the program featuring Hawaiian talent.

WMRN Fetes FFA

WMRN Marion, Ohio, recently held its ninth annual luncheon in honor of outstanding members of the Future Farmers of America, with Charles Might, WMRN farm editor, representing the station for the program. It was the fourth time the station has feted an American Star farmer, highest honor in the FFA, from its listening area, according to R. T. Mason, WMRN general manager, who was elected Honorary State Farmer in 1950 by Ohio's FFA members.

Lubbock Blood Drive

LUBBOCK, Tex., stations KFYO KCBD-AM-TV KSEL KVSP and KDUB-TV and the local Junior Chamber of Commerce went all out in a two-week campaign for blood donations, with 654 pints being donated to exceed the 400-pint goal.

L. A. Community Chest Films

THREE four-minute Los Angeles Community Chest TV films, shot under supervision of Don Norman, KNBH (TV) Hollywood manager, by George Travell Productions, Los Angeles, have been released to all TV stations in the city. The films feature Community Chest work at the Variety Boys Club, Salvation Army USO Center and the local Orthopedic Hospital.

Letters to Korea

ADVERTISING COUNCIL announces it will launch a campaign through its radio allocation plan next month to stimulate letter writing to servicemen in Korea by their relatives, friends, neighbors and former co-workers.

Praise for KVOE

KVOE Santa Ana, Calif., has been commended by Arthur A. Schuck, chief scout executive of the Boy Scouts of America, for its public service coverage of the third national Boy Scouts Jamboree held in Orange County. Besides 22 hours of live broadcasts direct from the site of the Jamboree, the KVOE staff of 14, directed by owner-general manager Ernest L. Spencer, tape recorded two quarter-hour programs for MBS and made 101 open-end 12 minute on-the-spot tape interviews with Boy Scouts from all parts of the U. S. for release to their hometown stations.

WIRC Aids Polio Fight

WIRC Hickory, N. C., in the area hit by a polio epidemic first in 1944 and again in the past months, reports it has been busy helping provide information to the local residents and entertainment for quarantined youngsters. WIRC interrupts its regular schedule during the day to give emergency notices, news items, announcements of clinics, restrictions and suggested precautions. Station provides time seven days a week for special shows to entertain the youngsters in clinics. WIRC staffers give hours from their own time to assist in the clinics, according to the station.

WGN-TV Telethon Plans

PLANS for a Labor Day telethon to raise money for City of Hope, national, non-sectarian medical research center, have been announced by WGN-TV Chicago. The telethon will begin Sept. 6 and run to next day. It will feature celebrities. Malcolm-Howard Adv. Agency is drawing up the preliminary plans. Robert A. Hibbard, assistant to the manager of WGN-TV, will coordinate the project. A similar telethon was aired by WGN-TV in 1951.

KNOR Aids Blood Drive

NEWSMAN Clyde Davis of KNOR Norman, Okla., took a portable tape recorder to a Bloodmobile to interview blood donors before donating his own pint. The tape was played back on the air and the Red Cross reported the drive for blood successful.

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

AFM-INDUSTRY TALKS DEFERRED FOR MONTH

'Pressure of duties' will prevent Petrillo from entering into consideration of various issues until September. Exploratory talks have been held.

CONSIDERATION of various problems that have been sources of friction between American Federation of Musicians and the radio-television industry will be deferred at least until next month, it was learned last week, because of pressure of official duties placed on AFM President James Petrillo.

An AFM spokesman told B•T Thursday that exploratory talks were held by musician and TV network representatives on the question of using motion picture clips having musical backgrounds on television shows. While Mr. Petrillo was in Europe, the spokesman added, no headway was made in the talks which centered on AFM's position that each musician appearing in the filmed sequence be paid $25, and that the TV producer in addition make a contribution to the union's welfare fund.

Demands Affect 'Today'

AFM's demands have affected the five-minute film clips used on NBC-TV's *Today* show under sponsorship of Cameo Curtains Inc. Clips without musical background are currently being used on the show. Another projected program that has been limited in its planning by AFM restrictions is the TV series planned to be presented jointly by ABC-TV and the Motion Picture Assn. of America. It was this project that initiated talks between ABC-TV and AFM last month.

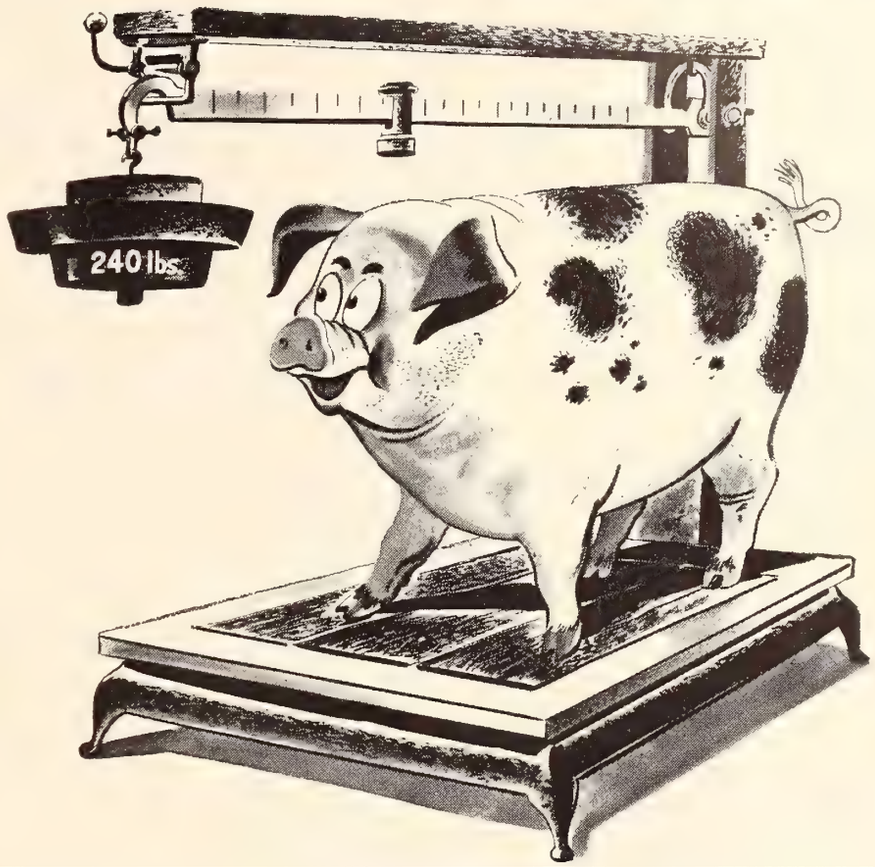
In another area of conflict, the spokesman said, AFM is preparing a battle against "excessive use" of canned music on radio and television programs. He said that Mr. Petrillo and leaders of AFM locals, particularly in New York, are expected to make the canned music issue a major topic of discussion in negotiations with radio and television broadcasters on a new contract. The present pact expires in January 1954.

Mr. Petrillo reportedly will visit New York next month to begin talks on the motion picture clips and canned music issues, the spokesman said. He added there was no indication at this time that Mr. Petrillo will press for immediate discussions with AFTRA with respect to the latter union's insistence that musicians doubling as emcees hold cards in AFTRA [B•T, Aug. 10].

WFPG-AM-FM-TV Signs AFTRA Contract

TWO-YEAR contract covering four fulltime and one parttime announcers has been signed by WFPG-AM-FM-TV Atlantic City and AFTRA. Announcers returned to assignments Aug. 10. They had not been at work since July 4. The contract cannot be re-opened until August 1955. The stations continued normal operations with executive and supervisory personnel.

How many pounds are pork chops?



☐ 50 lbs... ☐ 25 lbs... ☐ 10 lbs...

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porker that weighs-in at the meat packing plant at 240 lbs., shows up at your retail market as 115 lbs. of fresh and smoked pork products and 35 lbs. of lard. Only 150 lbs. altogether. And only 10 lbs. of this are center-cut pork chops.

That's why you usually pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping". They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

Did you know . . . pigs come into a packing plant in "one piece" . . . they leave in as many as 80 different pork products . . . that when you speak of the "meat packing industry" you mean *4,000 different companies* . . . that through competition, efficient modern methods and full utilization of by-products, your meat is marketed at a *lower service cost* between farm and table than almost any other food?

AMERICAN MEAT INSTITUTE • *Headquarters, Chicago* • *Members throughout the U. S.*

ABC Western Div. May 'Farm' Publicity to Independent Firm

Negotiations between the union and the network are at a standstill. One bid for doing publicity is from Foladare, Greeg & Bock, which asks $5,000 per month to handle the 11 Western states.

WITH negotiations on publicists' wage increases between the ABC Western Div. and National Assn. of Broadcast Engineering Technicians at a standstill, the network reportedly is considering "farming" out its publicity to an independent Hollywood firm.

If the network carries through on this, NABET is expected to call out picket lines from other ABC units it represents. These include among others, engineers, traffic, news writers, building maintenance, transcription clerks and carpenters.

A known bid for the network's publicity is from Foladare, Greeg & Bock. The requested price is $5,000 per month to handle the 11 Western states.

NABET recently completed negotiations with NBC bringing the publicists' average weekly salary to about $127. The union is attempting to raise ABC's average pay from the current $90 per week.

TWA Requests TV Talks With CBS, NBC, ABC

TELEVISION Writers of America, having recently won the representation election over Authors League of America-Screen Writers Guild, for free lance writers at the TV networks, has requested appointments with NBC, CBS and ABC to discuss bargaining agreements.

Meanwhile, the National Labor Relations Board has ruled out a TWA request to represent writers at McCadden Productions, Hollywood producers of the CBS-TV *Burns and Allen Show*. Tally of ballots at McCadden showed four voters, one voting for ALA-SWG, and one for TWA. The other two were challenged by ALA-SWG on the grounds they no longer were employed by McCadden with NLRB agreeing they were "ineligible to vote."

Screen Writers Guild now claims a total of 81 filmed TV shows represented by ALA-SWG to one for TWA.

NLRB Examiner Rules KMAC, KISS Must Bargain

KMAC San Antonio and its associated FM station, KISS, must stop refusing to bargain with IBEW Local 1348, under recommendations by Trial Examiner V. W. Whittemore of the National Labor Relations Board. The examiner found that the local has represented a majority of technical employes since Feb. 8, 1953; that the stations had refused to bargain with the local, and that "by unilaterally increasing wages of employes in the appropriate unit on March 1, 1953, the respondent also refused to bargain collectively with the union."



Manufacturers to Exhibit At Chicago Fair Sept. 1-3

RCA's four-pound television camera, the "T Eye," will be demonstrated, along with "breath controlled" television receiver, at t International Sight & Sound Exposition a Audio Fair at Chicago's Palmer House Se 1-3.

Entire control unit for the "TV Eye" weig only 18 pounds. It is a closed circuit TV sy tem using a standard type receiver as a mon tor and utilizing a free channel that can b tuned without interfering with reception o other channels. "Breath controlled" TV will b exhibited by Lion Mfg. Co., which initial built the apparatus for polio victims.

Other manufacturers scheduled to sho TV models at the fair: Admiral, Crosley, Ge eral Electric, Hallicrafters, Motorola, Pilo Radio Craftsmen, Zenith and Video Corp. o America.

100 Remote Systems Sold By Rust Industrial Co.

RUST Industrial Co. Inc., Manchester, N. H reported last week that more than 100 of i remote control systems for operating unatten ed transmitters have been bought by the indu try since an FCC order early this year autho izing station transmitter operation by remot control. Some 75 stations have ordered th equipment of which 50 now are operating r motely, while the others were bought by tw "major transmitter manufacturers."

New Channels Added on AT&T N. Y.-Boston Link

COMPLETION of installation of additiona channels on the New York-Boston radio rela system, first link in the Bell System microwav network, in operation since 1947, was a nounced last week by the Long Lines Dep of AT&T. The New York-Boston system no provides eight channels, two northbound for T service, two in each direction for telephon service and two for maintenance and protectio

AT&T also said that WTVI (TV) Belleville Ill., second TV station in the St. Louis are had been connected to the TV network facil ties, getting network program service from S Louis via an 11-mile microwave link provide by Southwestern Bell Telephone Co. Networ system now connects 147 TV stations in 9 U.S. cities.

RCA Transmitter to WITV

RCA Victor Engineering Products Dept. las week announced it has shipped a 1-kw uhf T transmitter to WITV (TV) Fort Lauderdale Fla., which with the outlet's high-gain antenn and special transmission line will multiply th strength of the signal 20 times. RCA expect to ship the antenna and auxiliary equipmen later this month, the announcement said. WIT will be on Ch. 17 and is owned by Gerico In vestment Co.

DuMont Gear for KFBB-TV

BUTTREY BROADCAST Inc., holder of Ch 5 CP for KFBB-TV Great Falls, Mont., ha ordered a 5-kw vhf transmitter and associate station and studio equipment from the tele vision transmitter division of Allen B. DuMon Labs. Inc., it was reported last week by Du Mont Labs. No on-the-air date for KFBB-T has been set as yet.

Garage Becomes TV Studio Under WGN Designing

TO serve as a studio for television merchandising, WGN-TV Chicago has remodeled a garage on the near north side of the city.

The new garage-studio was officially placed in operation with the launching of the film series, *Ringside With Rasslers,* serving as origination point for Downtown Motor Sales' live commercials. WGN-TV expects to use the garage-studio for automotive and other commercials on an extensive scale.

The garage-studio also will serve to house WGN's mobile radio-TV equipment (including 14 cars and trucks) and to store engineering equipment. Remodeling was supervised by Carl J. Meyers, engineering director of WGN Inc. (WGN-AM-TV), and George Petterson, production facilities manager.



ENGINEERING personnel of WGN-TV Chicago discuss features of garage remodeled by station to serve as combined TV merchandising studio, housing center for AM-TV remote equipment and storehouse. They are (l to r) Curt Norling, engineer; Carl J. Meyers, engineering director of WGN Inc.; Don Romer, engineer; George Petterson, WGN-TV production facilities director, and Willard Strickland, engineer.

Gates AM Transmitters Shipped to 7 Outlets

GATES Radio Co. shipped AM transmitters o seven stations during the week preceding Aug. 6, L. J. Cervone, general sales manager, as announced. A 250-w replacement transitter went to WDSR Lake City, Fla., and a -kw transmitter went to WKWF Key West, la., for a power increase.

The others went to new stations: WBTO inton, Ind. (500-w); Wayne County Broadasting Co., Fairfield, Ill. (500-w); Canadian Marconi Co., Montreal (1-kw); WITY Danville, Ill. (1-kw), and CHED Edmonton, Alta., anada (1-kw).

CORRECTION

Inadvertently, the call-letters of KXYZ, Houston, were mis-printed in the August 10 Frederic W. Ziv Company color spread.

Telechrome Color Gear Ready

"WITH color TV programs about to go on the networks, Telechrome is now producing and delivering the equipment necessary to convert network stations for color pick-up and broadcasting," J. Raymond Popkin-Clurman, Telechrome president, announced Thursday. Telechrome, he said, has opened a second plant to meet the demand for conversion equipment. Company is located in Amityville, N. Y.

WEEX Takes RCA AM Unit

RCA Victor has shipped one of its new type BTA-250M AM radio transmitters to WEEX Easton, Pa., which expects to go on the air "in the near future" on 1230 kc, RCA announced last week. The licensee, Easton Publishing Co., also is licensee of WEEX-FM and WGLV (TV) that city, the latter scheduled to go on the air last Friday.

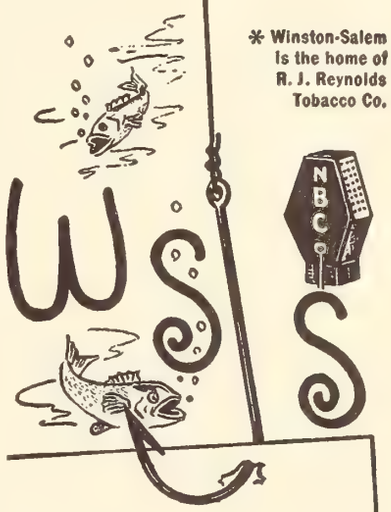
Norfolk Uhf Forum

CONVERSION of TV sets to uhf was the topic of chief concern to about 800 TV set dealers and service men of the Virginia Tidewater area who attended a Uhf Technical Forum last Monday at Norfolk's Monticello Hotel. Main speakers included Tom Chrisman, president of WVEC-TV Hampton, NBC affiliate scheduled to begin operation on uhf Ch. 15 Sept. 19; Fred N. Dodge, NBC, and others.

SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.



DRUG SALES for WINSTON-SALEM'S WSJS 15-COUNTY MARKET $16,949,000*
Sales Management 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HENDLEY-REED CO.

GE to Up Tube Output

UPON completion of General Electric Co.'s "multi-million-dollar retooling project" now underway at its Buffalo and Syracuse plants, the firm will increase production of its "aluminized" TV picture tubes 50%, J. Milton Lang, GE Tube Dept. general manager, said last week. He said the metallic reflective coating on the rear of the viewing screen increases a tube's output up to 100% and improves picture contrast.

Admiral Corp. Sales Rise

ADMIRAL Corp. sales for 1953's first half were $131,222,438, up 58% over $83,015,391 for the 1952 first half. Net earnings of $4,762,152 were a jump of 89% over the $2,523,355 net earnings for the 1952 period, John B. Huarisa, executive vice president, said last week. Net earnings per share were $2.42 on 1,965,230 outstanding shares, compared to $1.28 in 1952, he said.

Allied Takes New Quarters

ALLIED Radio Corp., Chicago (electronics parts and equipment distributor), has moved into new quarters at 100 N. Western Ave., A. D. Davis, president, has announced. The $2 million building is a two-story structure covering a total area of 147,000 square feet. Firm has been located at 833 Jackson Blvd.

Magnavox Names Two V.Ps.

MAGNAVOX Co. has named John A. Rankin and John S. Sturgeon to vice presidencies, it was announced by the radio-television-phonograph company last week. Mr. Rankin is treasurer; Mr. Sturgeon will be director of engineering.

24-Hour Tape Recorder

PRODUCTION is underway for commercial use of a new device which permits 24 hours of automatic sound recording without being attended, Walter Niles, president of SoundScriber Corp., New Haven, Conn., said last week. Some 500 of the magnetic tape recorder-reproducers, as they are called, have been in use during the past year at Naval stations, he said, adding that the device was developed by the U. S. Navy Bureau of Ships and SoundScriber engineers.

Air Force Gets Microwave

THE U. S. AIR FORCE has installed a microwave transmitter at the Far East Air Logistic Force in Japan, according to Theodore W. Gibson, technical representative for the Philco Corp., which manufactures the microwave units. The new system set up in Japan is capable of transmitting telephonic and teletype messages from one station to another 24 hours a day, seven days a week, he said. The unit will replace costly radio facilities and eliminate cables and wires, he added.

Federal Ships Transmitters

FEDERAL Radio & Telephone Corp. in th last two weeks has shipped 1-kw uhf tran mitter to WTVI (TV) Belleville, Ill. (Ch. 54 KFAZ-TV Monroe, La. (Ch. 43) and WTV (TV) Scranton (Ch. 73).

McGraw Electric Sales Up

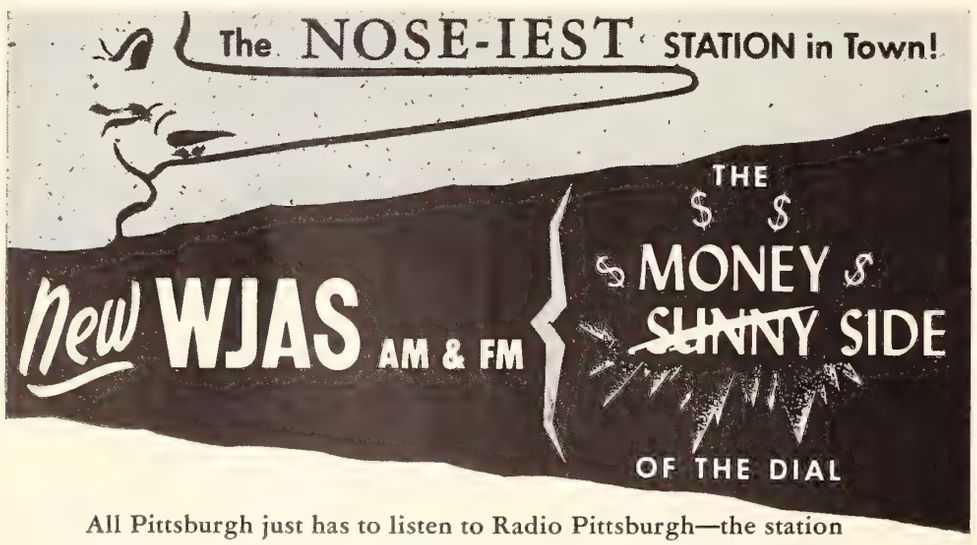
McGRAW Electric Co., Elgin, Ill., has reporte net sales of $61,991,000 for the first six monti of 1953, compared to $51,256,000 for the sam period last year. Net income also was up fro $3,641,000 to $3,651,000, according to Ma McGraw, company president. He said sal were at a "record level," equal to $3.60 a sha on common stock.

Raytheon Profits Rise

RAYTHEON Mfg. Co., Waltham, Mass., r ported profits after federal taxes for fiscal ye ended May 31 were $3,859,672 on sales $179,179,379 as against profits after feder taxes of $2,047,898 on sales of $111,286,78 for previous year. Profit before federal tax this year was listed at $13,009,672 as compare with $5,947,898 in preceding year.

Bercraft Campaign

BERCRAFT CORP., Chicago, CBS-Columb distributor, will launch a large promotion campaign in that area Sept. 20 on behalf CBS-Columbia Inc.'s line of TV receivers. Car paign will utilize radio, television and oth media over a 90-day period to saturate th Chicago market.



All Pittsburgh just has to listen to Radio Pittsburgh—the station with a nose for news. Sharp, documented news coverage ALL DAY by HERB MORRISON and his WJAS news staff, establishing WJAS as Pittsburgh's radio NEWS leader.

FIRST—with a report of the Steel settlement . . . A FULL SEVEN MINUTES *BEFORE* the wire services.

FIRST—with on-the-spot interviews with the principals in the steel dispute.

FIRST—with on-the-spot reports of the Worcester, Mass. tornado disaster.

No wonder all Pittsburgh *naturally* turns to WJAS ALL DAY for complete news coverage.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts 1320 KC.

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

MANUFACTURING SHORTS

Amperex Electric Corp. has released its late condensed catalog, available upon request fro Amperex Electronic Corp., 230 Duffy Ave Hicksville, N. Y.

Wilcox-Gay Corp., Charlotte, Mich. (tape r corders), appoints Aldolph L. Gross Assoc Inc., N. Y., as sales representative in N. area.

Dage Electronics Corp., Beach Grove, Inc appoints Allen B. DuMont Labs., TV transmi ter division, as sales representative for broadca TV cameras and camera equipment.

RCA Victor Tube Dept., Camden, N. J., a nounces what is believed to be smallest alkalin type "B" battery designed for portable radio

TapeMaster Inc., Chicago, announces produ tion of model HF-500 new, compact profe sional model, single-speed tape recorder.

Electronics Components Div., Stackpole Carbo Co., St. Mary's, Pa., announces standard ½-wa fixed composition resistors with specially forme and trimmed leads.

National Union Radio Corp., Hatboro, Pa., a points Bill Bartleson Co., Minneapolis; Antle Smith, Dallas, W. H. Ellinger Sales Co., Ch cago, and L. F. Waelterman Co., St. Louis an Kansas City, Kan., as representatives for sa of all products to parts distributors.

Transmitter Equipment Mfg. Co., maker electronic and communication products, h been purchased by **Otis Elevator Co.** Latter h set up electronics division.

CANADA AGENCIES' BILLINGS UP 12%

Dominion Bureau of Statistics says Canadian advertising agencies increased billings to $120,628,827 in 1952 from $107,461,752 in 1951. Gross revenue was up, too.

CANADIAN advertising agencies last year had 12% more billings than in 1951, according to a report by the Dominion Bureau of Statistics.

CANADA

Total commissionable billings for all media were $120,628,827 in 1952 compared to $107,461,752 in 1951. Gross revenue on commissionable billings amounted to $18,246,232 in 1952 compared to $16,255,059 in 1951.

Radio and TV accounted for 17.6% of commissionable billings last year, up from 17.3% in 1951. Publications accounted for 59.9% in 1952 as compared to 59.3%, and there was a drop in other media and in production expenditures.

Last year there were 88 agencies as compared to 83 agencies in 1951 and 49 agencies in 1941. There were five agencies instead of four the previous year, with billings over $5 million each. A staff of 2,698 was employed by Canadian agencies as compared with 2,532 in 1951. Annual payroll in 1952 amounted to $11,482,910, up from $10,128,050 in 1951. Net revenue before income tax totalled $2,535,195 in 1952 compared to $2,328,015 in 1951.

Of the 88 agencies in 1952, 15 did less than $100,000 each in billings; 33 from $100,000-$500,000; 15 from $500,000-$1,000,000; 10 from $1,000,000-$2,500,000; 10 from $2,500,000-$5,000,000 and five over $5,000,000. Radio and TV billings ranged fairly evenly percentagewise with each of these classifications, from a low of 14.3% in the group of $500,000-$1,000,000 billings group to a high of 19.1% in the group from $2,500,000-$5,000,000 group.



CANADIAN privately-owned TV outlet, CFCM-TV, which plans an air start in the early fall, signs for a DuMont 500 w vhf transmitter and associated studio equipment. Gaston Pratte (c), president of Television de Quebec Ltd., Quebec City, Quebec, signs for the Ch. 4 station. Russel R. Desaulniers (l) is executive vice president, Canadian Aviation Electronics Ltd., Montreal, sales representative for DuMont transmitting equipment in Canada. Henri LePage (r) is general manager of CFCM-TV.

English Firm Buys Control

ENGLISH ELECTRIC Co., London, England, has purchased control of the Canadian Marconi Co., Montreal, manufacturer of transmitters and receivers, as well as electrical appliances, and operator of CFCF Montreal.

ENGLAND

The British company has purchased 50.6% of Canadian Marconi Co.'s shares for an undisclosed amount. English Electric bought control of the Marconi Wireless Telegraph Co. of England about seven years ago. Control of Canadian Marconi Co. in recent years has been with Cable & Wireless Ltd., London, which is largely owned by the British government. No change in organization and operation of the Canadian Marconi Co. is anticipated, according to an official announcement.

WOR-FM In Belgium

WOR-FM New York was surprised to learn that its quiz show, *Take a Number*, reportedly has been heard by a man in Anvers, Belgium. The station, noting that FM signals are short range, reported that the Belgian listener even submitted a question to be used on the quiz show. He wrote that he would monitor his FM receiver every Friday night in the hope of hearing his question used, the station added.

Live TV Production by Five For Christmas Is Under Study

POSSIBILITY of producing live television programs at Christmas time for broadcast in Belgium, France, the Netherlands, Great Britain and Germany is being explored by television authorities of the five countries, the British Broadcasting Corp. said last week.

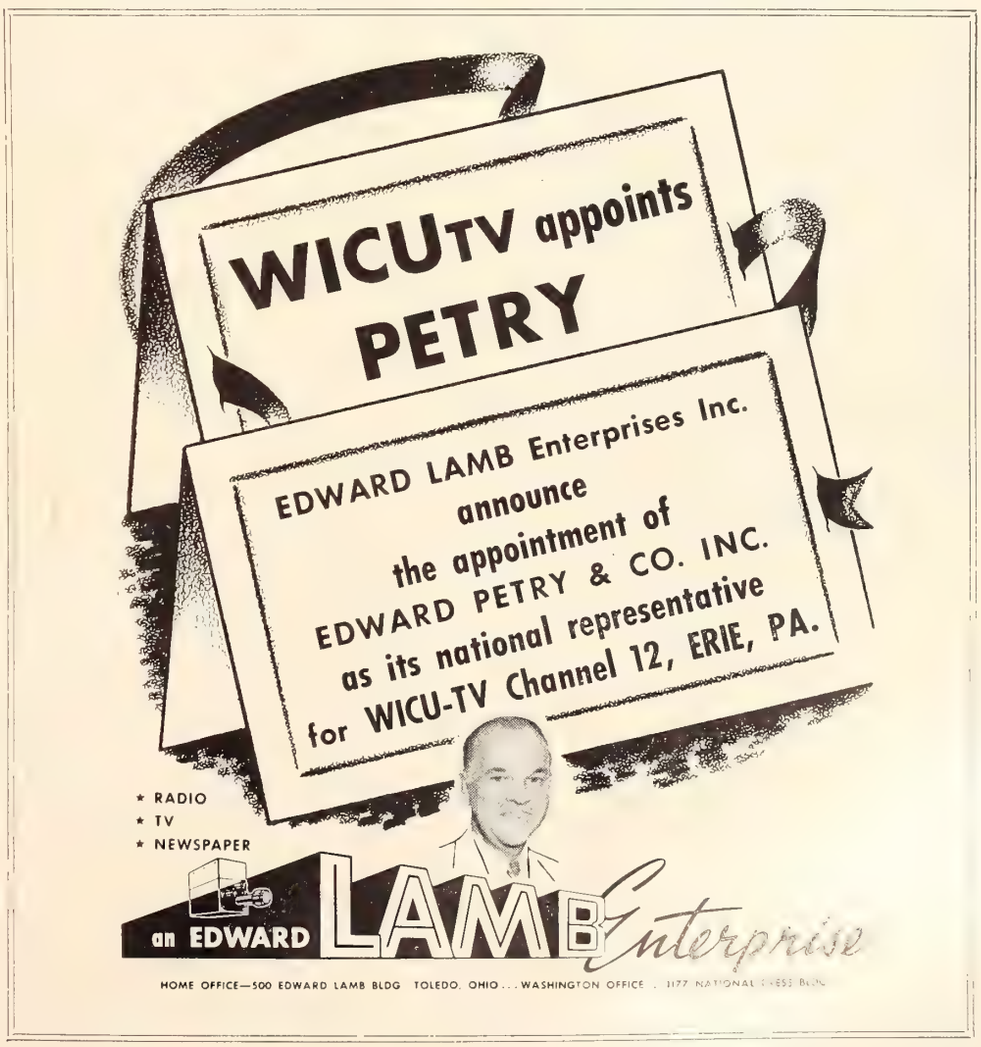
EUROPE

BBC said the joint programming was proposed last month by a spokesman for Radiodiffusion et Television Francaises at a conference of technical representatives of the five nations in London. It was said technical arrangements could be made for an exchange among the four Continental countries but that a cross-Channel link with Great Britain would cause a heavy demand on manpower and equipment. BBC reported the conferees agreed to a further study.

James Lovick Issues Booklet on Canada TV

A BOOKLET on *Television as a Medium in Canadian Advertising* has been published by James Lovick & Co. Ltd., Toronto advertising agency. In his foreword, James Lovick states that while "television was not a real factor in Canadian advertising last year, in the closing months of 1953 and certainly in 1954, television will require strong, definite consideration. It will

CANADA



no longer suffice to dismiss the medium by saying it is too expensive or too restricted."

The booklet reviews TV development in the U. S. and delves into Canadian TV, its control by Canadian Broadcasting Corp., its immediate future and potentialities. Data reports on government and private TV broadcasters in Canada, rates of CBC stations, spot announcement rates of U. S. border stations, production costs, and audience figures for southern Ontario. The booklet also describes TV advertising techniques based on experience in the U. S.

Because of CBC control of TV programming, Mr. Lovick says "the Canadian advertiser must constantly bear in mind the proximity of many American TV stations and the readiness of Canadians to avail themselves of American programs. . . . Twice the number of Canadian eyes are presently on American television as are on Canadian TV programs."

WAB Sets Meet Aug. 30-Sept. 2

CANADA

TELEVISION in Western Canada, Canadian Broadcasting Corp. regulations and sales studies will feature the annual meeting of the Western Assn. of Broadcasters at Jasper Park Lodge, Jasper, Alberta, Aug. 30-Sept. 2. Gerry Gaetz, CJCA Edmonton, WAB president, will open the meetings. Reports will be heard from Canadian Assn. of Broadcasters directors and executives. A report also will be made on this year's BMI program clinics.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA** (TV) (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53.
Los Angeles, **KETH** (TV) (*28), 8/28/52-Aug. '53.
Los Angeles, **KPIK** (TV) (22), 12/10/52-Late '53.
Monterey, **KMBY-TV** (8) 2/19/53-9/1/53, CBS, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC** (TV) (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-12/1/53.
Salinas, **KICU** (TV) (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/1/53, CBS, NBC, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Francisco, **Bay Area Educ. TV Assn.** (*9), 7/24/53-10/1/53.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT** (TV) (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-Nov. '53.
Fort Myers, **WINK** (TV) (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WETV** (TV) (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14/53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53—Fall '53, ABC, Hollingbery
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53—1954, ABC.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53—12/1/53.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-8/10/53, DuM Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP** (TV) (17), 11/20/52-8/18/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53. ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD** (TV) (16), 2/18/53-8/15/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-Early Sept. '53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/24/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Fall '53.
Worcester, **WAAB-TV** (20), Initial Decision 7/15/53.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.

MICHIGAN

Battle Creek, **WRCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53—Nov. '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown, ABC.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53, DuM.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Austin, **KMMT (TV)** (6), 3/26/53-8/17/53—ABC, CBS, DuM, Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '53—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, ABC, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-9/15/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-Aug. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-10/15/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill-Perna.

NEBRASKA

Kearney, **KHOL (TV)** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM (TV)** (41), 7/16/53—Unkown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53—CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53, ABC.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/20/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Wilmington, **WMDF-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53—DuM, NBC, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.
Valley City, **N. D. Bcstg. Co.** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-Fall '53, Headley-Reed,
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Youngstown, **WUTV (TV)** (21), 9/25/52—Aug. '53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/25/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), Initial Decision 7/22/53.
Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-8/14/53—ABC, DuM, Headley-Reed.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-8/23/53, ABC, CBS, Petry.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **Sterling Telecasting Co.** (17), 7/30/53-Jan. '53.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.

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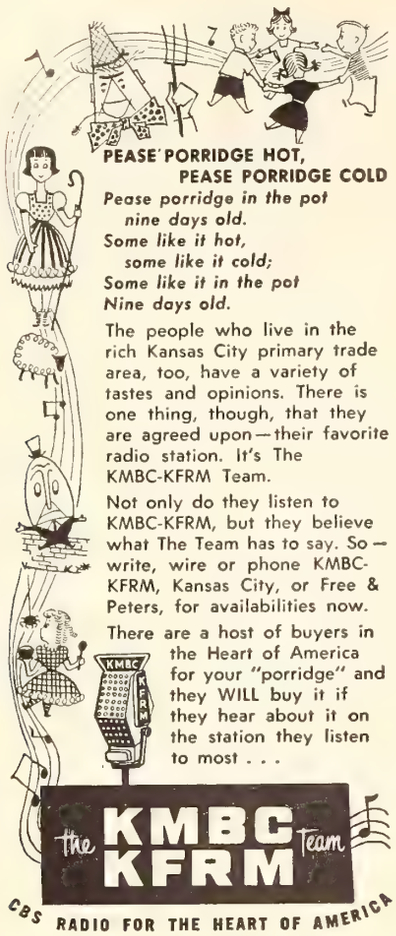
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Oct.	2	8:00 PM BOWLING GREEN
	17	2:00 PM BUCKNELL
	24	8:00 PM SCRANTON
	31	2:00 PM BAINBRIDGE NTS
Nov.	7	1:30 PM YALE
	14	1:30 PM FORDHAM
	21	1:30 PM BOSTON UNIV.

For further information write, phone or wire

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RADIO REPRESENTATIVES, INC.

FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Johnson City, **WJHL-TV** (11), 1/29/53-Sept. '53, Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), 7/31/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-11/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/20/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-9/1/53, ABC, CBS, DuMont, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53-8/30/53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53—NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WVVW-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **Kiggins & Rollins** (2), 7/30/53-Dec. '53.
Anchorage, **Northern TV Inc.** (11), 7/30/53—Unknown.
Fairbanks, **Kiggins & Rollins** (2), 7/1/53-Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), Initial Decision 7/10/53.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Color TV Rule Making

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of
Amendment of the Commission's Rules Governing Color Television Transmissions. } DOCKET NO. 10637

NOTICE OF PROPOSED RULE MAKING

1. The Commission has before it for consideration several petitions requesting the Commission to institute rule-making proceedings looking toward the adoption of new signal specifications for commercial color television broadcasting in place of the present rules. Petitions were filed by the Radio Corporation of America, and the National Broadcasting Company, Inc., jointly, on June 25, 1953, amended July 22, 1953; the National Television System Committee on July 22, 1953; the Philco Corporation, on July 23, 1953; Sylvania Electric Products, Inc., on July 24, 1953; the General Electric Company, on July 28, 1953; and Motorola, Inc., on July 30, 1953. All of the petitions propose the adoption of the signal specifications advanced by the National Television System Committee and which were formally adopted by that body on July 21, 1953.[1]

2. The Commission's present rules for color television transmissions were adopted on October 10, 1950, following the proceedings in Docket 8736 *et al.*; and the Commission's action was affirmed by the Supreme Court on May 28, 1951. On June 25, 1951, the Commission announced that television stations were permitted to broadcast color programs in accordance with the new rules. However, color television broadcast equipment for the field sequential system is not now being produced, nor are color broadcasts in accordance with the present color rules being televised or contemplated.

3. When the Commission adopted rules for color television in 1950, it recognized and provided for the consideration of further experimentation and research in the field of color

[1] The National Television System Committee is a voluntary association of engineers and scientists interested in development of television, and its members include representatives of the other petitioners as well as many of the companies engaged in the manufacture of television equipment.

ALLEN KANDER

Negotiator

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television. In a Public Notice (FCC 51-592) of June 11, 1951, the Commission pointed out that "In a field as relatively new as radio in general and television in particular, there is always room for genuine programs of experimentation." In that Notice the Commission stated, however, that in the interests of orderly procedure and stability, the following steps would be required of the proponents of new color systems:

(a) An appropriate petition must be filed requesting rule-making proceedings with respect to color television standards.

(b) Representative receiver apparatus must be delivered to the Commission's laboratory at Laurel, Maryland.

(c) A signal must be put on the air in Washington, D. C., for the purpose of demonstrating the system.

(d) The above tests must show to the Commission's satisfaction that the proposed system has a reasonable prospect of satisfying all of the criteria for a color television system set forth in the reports. These criteria are as follows:

(1) It must be capable of operating within a 6-megacycle channel allocation structure.

(2) It must be capable of producing a color picture which has a high quality of color fidelity, has adequate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly prominent dot or other structure.

(3) The color picture must be sufficiently bright so as to permit an adequate contrast range and so as to be capable of being viewed under normal home conditions without objectionable flicker.

(4) It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

(5) It must be capable of operating through apparatus at the station that is technically within the competence of the type of trained personnel hired by a station owner who does not have an extensive research or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of persons who can afford to operate a television station.

(6) It must not be unduly susceptible to interference as compared with the persent monochrome system.

(7) It must be capable of transmitting color programs over inter-city relay facilities presently in existence or which may be developed in the foreseeable future.

4. The field sequential system adopted by the Commission in its prior proceeding is "incompatible" in the sense that black and white sets existing at that time could not receive color transmissions in monochrome without adaptation. While adopting this system, the Commission stated in its color report that if a satisfactory compatible color system had been available at that time, it would certainly have been desirable to adopt it. In 1950 the Board of Directors of the Radio-Television Manufacturers Association directed the National Television System Committee to conduct necessary studies and experimentation to develop new and compatible color television signal specifications. The Commission has been kept advised of the progress of NTSC in this field by means of various reports submitted to the Commission and by attendance at demonstrations. Numerous authorizations for on-the-air experimentation have been granted.

5. The petitioners now request that the Commission institute rule-making proceedings looking toward the adoption of new rules for color television. The question is presented whether petitioners have taken the necessary steps provided by the Commission for this purpose:

(a) The first requirement specified is the filing of a proper petition. This has been met by petitioners.

(b) The second requirement is the delivery of representative receiver apparatus to the Commission's laboratory at Laurel, Maryland. The NTSC represents that it will cooperate with the Commission in forwarding representative receiver apparatus to the Commission's laboratory at Laurel. All of the other petitioners, who are receiver manufacturers, have either already delivered such apparatus to the Laurel laboratory or have indicated their willingness and intent to do so.

(c) The third requirement is a signal on the air in Washington, D. C. for the purpose of demonstrating the system. None of the petitioners proposes to put a signal on the air in Washington at this time, either because they lack the facilities to do so or for other reasons: and waiver of this requirement is requested. NTSC does, however, express its intent to cooperate with the Commission in arranging demonstrations, and the other petitioners all indicate their willingness and intent to conduct and participate in demonstrations and tests. In light of petitioners' representations, our study and review of the signal specifications proposed, and our observation of various earlier demonstrations and field testing of the proposed signal specifications, we are of the view that it is not necessary that a signal be put on the air in Washington prior to the institution of rule-making proceedings. The Commission will determine at a later date whether during the course of the proceedings a signal on the air in Washington will be required.

(d) Finally, it is required that petitioners demonstrate to the Commission's satisfaction that the proposed system has a reasonable prospect of satisfying all of the criteria specified above for judging a proposed new color television system. Upon our review of all of the petitions and the data submitted therewith, our study and review of the proposed signal specifications, and our observation of earlier demonstrations and field tests, we are of the view that petitioners have made the required showing that the proposed system has a reasonable prospect of satisfying the listed criteria to the extent necessary for the institution of rule-making proceedings.

6. In view of the foregoing, the Commission is of the view that rule-making proceedings should be in instituted looking toward the adoption of new rules for color television transmissions. Accordingly, notice is hereby given of proposed rule making in the above-entitled matter. The signal specifications for color television which petitioners propose that the Commission adopt are set out in the Appendix attached hereto. **[This sets out the color television technical signal specifications proposed by NTSC, reprinted in full in B•T, July 27—Editor.]** Any interested party who is of the view that the signal specifications proposed by petitioners should not be adopted, or should not be adopted in the form set out, may file with the Commission on or before September 8, 1953, written comments setting out data, views and arguments. Written comments in support of the signal specifications as proposed may also be filed by the same date. Written comments in reply to the original comments may be filed within 15 days from the last day for filing the said original comments. An original and 25 copies of any written comments should be filed. The subject petitions of NTSC, Radio Corporation of America and National Broadcasting Company, Inc.; Philco Corporation; Sylvania Electric Products, Inc.; General Electric Company, and Motorola, Inc. are incorporated as comments in this proceeding.

8. Authority for the adoption of the standards as proposed is contained in Section 303(b), (e), and (g) of the Communications Act of 1934, as amended.

9. The Commission will specify in subsequent notices the time and nature of demonstrations and tests, and such further proceedings as may be necessary.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie,
Secretary.

Attachment:
Adopted: August 6, 1953.
Released: August 7, 1953.

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WSLI-TV CHANNEL 12

MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

ACTIONS OF FCC

Aug. 6 through Aug. 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through Aug. 12

	On Air	Licensed	CPs	Appls. Pending	In Hearing
FM	578	549	54	7	0
AM	2,472	2,456	142	251	82

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	156	261	417[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	160	51	211
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	818	337	643	511	1,157[2]
Educational	50		24	26	50[3]
Total	868	337	667	537	1,207[4]

[1] Ten CPs (2 vhf, 8 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 438 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures go into effect on Aug. 24 [B•T, July 27, 20].

New TV Stations . . .

ACTIONS BY FCC

Jacksonville, Fla. — Southern Radio & Equipment Co. (WOBS), granted uhf Ch. 30 (566-572 mc), ERP 18.6 kw visual, 9.7 kw aural; antenna height above average terrain 400 ft., above ground 428 ft. Estimated construction cost $150,370, first year operating cost $120,000, revenue $130,000. Post office address 10 East Forsyth St., Jacksonville. Studio location 1036 Mary St. Transmitter location 247 Margaret St. Geographic coordinates 30° 19′ 37″ N. Lat., 81° 40′ 53″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **E. D. Rivers Sr.** (60%), majority stockholder in WLBS Birmingham, and WMIE Miami, Fla.; Treasurer **Jack R. Sharpe** (10%), Secretary **Carmen Macri** (10%), **Mrs. J. J. Mangham Jr.** and **Wyolene Rivers** (10%). Granted Aug. 12.

Fresno, Calif—John Poole Bcstg. Co. granted uhf Ch. 53 (704-710 mc); ERP 282 kw visual, 145 kw aural; antenna height above average terrain 340 ft., above ground 363 ft. Estimated construction cost $288,000, first year operating cost $160,000, revenue $120,000. Post office address Top Floor, Security Bldg., Long Beach 2, Calif. Studio and transmitter location; Security Bank Bldg., Fulton and Mariposa Streets. Geographic coordinates 36° 44′ 5.1″ N. Lat., 119° 47′ 23.6″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer T & T Radio Measurements Co., Long Beach, Calif. Sole owner is **John H. Poole**, of KBIG Avalon, Calif., KPIK (TV) Los Angeles and KBIC-TV Sacramento. Granted Aug. 12.

Evanston, Ill.—Northwestern TV Bcstg. Corp. granted uhf Ch. 32 (578-584 mc); ERP 24 kw visual and 12.9 kw aural; antenna height above average terrain 160 ft., above ground 233 ft. Estimated construction cost $165,300 first year operating cost $200,000, revenue $200,000. Post office address 2201 Oakton St. Studio and transmitter location 2201 Oakton St. Georgraphic co-

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ordinates 42° 01′ 40″ N. Lat., 87° 42′ 18″ W. Long. Transmitter and antenna GE. Legal counsel Arthur H. Schroeder, Washington. Consulting engineer John Creutz, Washington. Principals include President and Treasurer **Angus D. Pfaff** (50%) and Vice President and Secretary **Howard S. Martin** (50%). Mr. Pfaff is vice president and one-third owner of Evanston Bcstg. Co., licensee of WNMP Evanston. Granted Aug. 12.

Cedar Rapids, Iowa — Cedar Rapids Television Co., granted vhf Ch. 9 (186-192 mc); ERP 33.1 kw visual, 16.6 kw aural; antenna height above average terrain 340 ft., Estimated construction cost $215,608 first year operating cost $190,000, revenue $225,000. Post office address 915 Merchants National Bank Bldg., Cedar Rapids. Studio location Cedar Rapids, to be determined. Transmitter location 1.5 mi NW of Robins in Monroe Township, Linn County, Iowa. Geographic coordinates 42° 05′ 09″ N. Lat., 91° 42′ 09″ W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Sutherland C. Dows,** president and more than 25% stockholder in Iowa Electric Light & Power Co.; First Vice President **Harry G. O'Donnell;** Second Vice President **William C. Culver;** Secretary-Treasurer **Donald T. Hines,** and **Harrison E. Spangler.** Grant was made possible by withdrawal of competitive application of Gazette Co. (KCRG-AM, KCRG-FM), Cedar Rapids, which sells stations to Cedar Rapids TV for $100,000 and purchases 30% interest in TV venture for $90,000. Sales agreement is subject to FCC approval. Granted Aug. 12.

Cedar Rapids, Iowa—New TV, uhf Ch. 20. Name of grantee for new TV station on uhf Ch. 20 reported last week in B•T, should be changed from Cedar Rapids TV Corp. to Hawkeye Co.

Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot) granted vhf Ch. 4 (66-72 mc); ERP 10.7 kw visual, 5.37 kw aural; antenna height above average terrain 660 ft., above ground 582 ft. Estimated construction cost $147,450 first year operating cost $96,000, revenue $170,000. Post office address 15A W. Central Ave., Minot. Studio and transmitter location Highway 10, 5 miles E of Valley City. Geographic coordinates 46° 55′ 19″ N. Lat. 97° 53′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Lloyd R. Amov, Des Moines. Principals include President **John W. Boler** (0.35%), president and principal stockholder of KSJB Jamestown, N. D., president of KIOA Des Moines, Iowa; Secretary **John Hjellum** (0.02%). Jamestown Bcstg. Co. (KSJB) owns 73%. Granted Aug. 6.

Boston, Mass.—J. D. Wrather Jr., granted uhf Ch. 44 (650-656 mc); ERP 282 kw visual, 145 kw aural; antenna height above average terrain 580 ft., above ground 539 ft. Estimated construction cost $466,385, first year operating cost $610,000, revenue $650,000. Post office address 172 Delfern Drive, Beverly Hills, Calif. Studio location to be determined. Transmitter location 1.92 miles SW of Dover, Mass. Geographic coordinates 42° 13′ 31″ N. Lat., 71° 18′ 30″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Sole owner of applicant is **J. D. Wrather Jr.,** 25% voting interest in KOTV (TV) Tulsa, Okla., 50% interest in application for new vhf Ch. 11 TV station in Little Rock, Ark., and 25% interest in applicant for new vhf Ch. 10 TV station in Corpus Christi, Tex.; president and 50% owner of Jack Wrather Productions Inc. (motion picture production), Los Angeles, president and 51% owner of Freedom Productions Inc., Los Angeles, president and 60% owner of Wrather TV Productions Inc., Los Angeles, and owner of oil production interests in Texas. Granted Aug. 12.

Steubenville, Ohio—WSTV Inc. (WSTV), granted vhf Ch. 9 (186-192 mc); ERP 229 kw visual, 115 kw aural; antenna height above average terrain 950 ft., above ground 874 ft. Estimated construction cost $500,000, first year operating cost $300,000, revenue $400,000. Post office address Exchange Realty Bldg., Steubenville. Studio location Exchange Realty Bldg. Transmitter location Altamont Hill. Geographic coordinates 40° 20′ 35″ N. Lat., 80° 37′ 10″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Jack N. Berkman** (11.3%), Executive Vice President **John L. Laux** (5.7%), First Vice President **Louis Berkman** (11.3%), Treasurer and Assistant Secretary **Richard Teitlebaum** (11.3%) and Secretary and Assistant Treasurer **Carl A. Weinman** (2.8%). Granted Aug. 12.

Old Hickory (Nashville), Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville), granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 930 ft., above ground 1,009 ft. Estimated construction cost $781,175, first year operating cost $518,900, revenue $461,797. Post office address 159 Fourth Ave., N., Nashville. Studio location to be determined. Transmitter location Remmington Bend Road. Geographic coordinates 36° 13′ 46″ N. Lat., 86° 41′ 48″ W. Long. Transmitter GE, antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **Guilford Dudley** Jr., Vice President **Holt Bean,** Vice President **C. M. Herron,** Vice President **C. H. Hutton,** Vice President **George R. William** and Chairman of the Board **Paul Montcastle.** Grant made possible upon withdrawal of competitive application of WKDA Nashville. WKDA acquires option to purchase 50% and contract to employ T. B. Baker Jr. as general manager [B•T, Aug. 10]. Granted Aug. 6.

APPLICATIONS

Wilmington, N. C.—Wilmington TV Corp., uhf Ch. 29 (560-566 mc); ERP 18.55 kw visual, 10.01 kw aural; antenna height above average terrain 224 ft., above ground 247.5 ft. Estimated construction cost $161,967.83, first year operating cost $117,000, revenue $117,000. Post office address Box 604, Carolina Beach, N. C. Studio and transmitter location 101-103 Market St., Wilmington. Geographic coordinates 34° 14′ 07″ N. Lat., 77° 56′ 55″ W. Long. Transmitter and antenna GE. Legal counsel Wheeler & Scott, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals in partnership include President **O. C. Tucker** (25%), real estate; Vice President **Glenn M. Tucker** (25%), real estate and construction; Secretary **Milton Hammer** (25%), TV producer and president of Washington Spotlight Inc., TV discussion program, and Treasurer **A. L. Wheeler** (25%), Washington attorney. Filed Aug. 6.

Eugene, Ore.—TV Air Ways Inc., uhf Ch. 26 542-548 mc); ERP 20.9 kw visual, 11.2 kw aural; antenna height above average terrain 1,546 ft., above ground 247 ft. Estimated construction cost $234,700, first year operating cost $175,000, revenue $175,000. Post office address 210 Tiffany Bldg., Eugene. Studio location Day Island Road, Eugene. Transmitter location top of Spencer Butte. Geographic coordinates 43° 59′ 01″ N. Lat., 123° 05′ 40″ W. Long. Transmitter and antenna, RCA. Legal counsel Mason, Spalding & McAtee, Washington. Consulting engineer Thomas B. Friedman, Portland, Ore. Principals include President **E. L. Kincaid** (25%), president and stockholder KASH Eugene; Vice President **Floyd Githens** (1.6%), auto dealer, and Secretary-Treasurer **Clyde W. Kincaid** (0.3%), secretary-treasurer and stockholder KASH Eugene. Filed Aug. 10.

APPLICATIONS AMENDED

Evansville, Ind.—South Central Bcstg. Corp. amends application for new TV station on vhf Ch. 7 to change ERP from 68.5 kw visual, 32 kw aural to 67.77 kw visual and 33.885 kw aural. Filed July 29.

Jackson, Miss.—Mississippi Bcstg. Co. amends application for new TV station on uhf Ch. 47 to change ERP from 205 kw visual, 102.5 kw aural to 22.7 kw visual and 12.4 kw aural; antenna height above average terrain from 500 ft. to 258 ft. Filed July 22.

Elyria, Ohio—Elyria-Lorain Bcstg. Co. amends application for new TV station on uhf Ch. 31 to change ERP from 75 kw visual, 40 kw aural to 96 kw visual and 51.8 kw aural; transmitter location to on Indian Hollow Road, near Elyria; antenna height above average terrain from 473 ft. to 357 ft. Filed July 31.

Roanoke, Va.—Times-World Corp. amend application for new TV station on vhf Ch. 7 to change antenna height above average terrain from 1,936 ft. to 1,997 ft. Filed July 22.

Madison, Wis.—Badger TV Co. amends application for new TV station on vhf Ch. 3 to change antenna height above average terrain from 753 ft. to 756 ft. Filed July 22.

APPLICATIONS DISMISSED

Portland, Me.—Oliver Bcstg. Corp. granted dismissal of bid for new TV station on vhf Ch. 7 at request of attorney. Dismissed July 28.

Beltsville, Md.—Montgomery County Bcstg. Co. granted dismissal of its bid for new TV station on uhf Ch. 14 at request of attorney. Dismissed July 17.

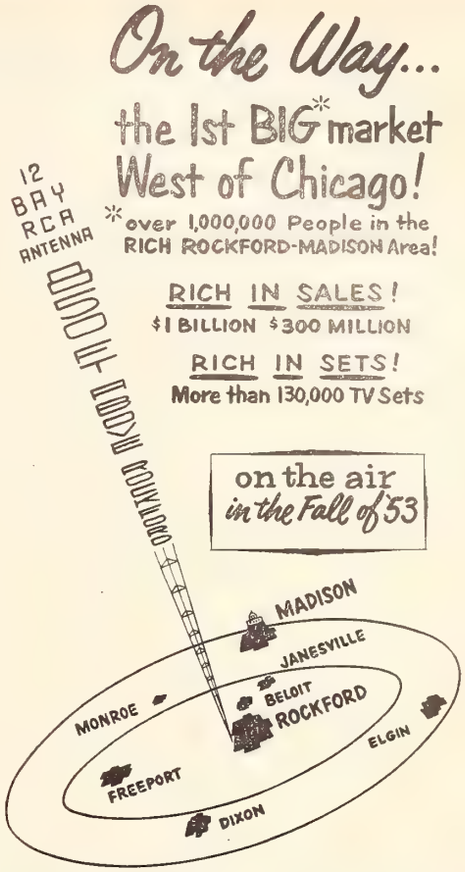
Coldwater, Mich.—Twin Valley Broadcasters Inc. granted dismissal of its bid for a new TV station on uhf Ch. 24 at request of attorney. Dismissed July 20.

Jackson, Miss.—T. E. Wright, et al d/b as Rebel Bcstg. Co. granted dismissal of its bid for new TV station on vhf Ch. 10 at request of attorney. Dismissed July 21.

Kearney, Neb.—Central Nebraska Bcstg. Corp. granted dismissal of its bid for vhf Ch. 13 at request of attorney. Dismissed July 21.

Claremont, N. H.—Granite State Bcstg. Co. granted dismissal of bid for new TV station on uhf Ch. 37 at request of attorney. Dismissed July 27.

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Wilmington, N. C.—WGNI-TV Co. granted dismissal of bid for new TV station on vhf Ch. 6 at request of attorney. Dismissed July 28.

Oklahoma City, Okla.—KOMA Inc. granted dismissal of its bid for new TV station on vhf Ch. 9 at request of attorney. Dismissed July 21.

Greenville, S. C.—Textile Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed July 28.

Greenville, S. C.—The Greenville News-Piedmont Co. granted dismissal of bid for new TV station on vhf Ch. 4 at request of attorney. Dismissed July 28.

Spartansburg, S. C.—Piedmont Radio Co. granted dismissal of bid for new TV station on uhf Ch. 17 at request of attorney. Dismissed July 28.

Nashville, Tenn.—Volunteer State Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed July 28.

Sheboygan, Wis.—TV of Sheboygan Inc. granted dismissal of its bid for new TV station on uhf Ch. 59 at request of attorney. Dismissed July 27.

Existing TV Stations . . .

ACTIONS BY FCC

KERO-TV Bakersfield, Calif. — Kern County Bcstrs. Inc. granted modification of CP for vhf Ch. 10 to change transmitter location to on Breckenridge Mt., approximately 0.5 miles WNW of Breckenridge Fire Tower; increase ERP from 11.7 kw visual, 5.89 kw aural to 30.9 kw visual and 17.4 kw aural; antenna height above average terrain 3,740 ft.; completion date 4-5-54. Granted Aug. 7; announced Aug. 11.

KCOK-TV Tulare, Calif.—Sheldon Anderson granted modification of CP for uhf Ch. 27 to change ERP to 282 kw visual and 148 kw aural; change transmitter location to 3.9 miles E of Badger, Calif.; antenna height above average terrain 820 ft.; completion date 4-1-54. Granted Aug. 7; announced Aug. 11.

WFIE (TV) Evansville, Ind.—Premier TV Inc. granted STA to operate commercially on uhf Ch. 62 for the period ending Aug. 16. Granted Aug. 7; announced Aug. 11.

WTVP (TV) Decatur, Ill. — Prairie TV Co. granted STA to operate commercially on uhf Ch. 17 for the period ending Feb. 12, 1954. Granted Aug. 7; announced Aug. 11.

WOI-TV Ames, Iowa—Iowa State College of Agr. & Mech. Arts granted modification of CP for vhf Ch. 5 to change ERP from 29.5 kw visual, 15 kw aural to 100 kw visual and 50.1 kw aural; antenna height above average terrain 550 ft.; completion date 3-11-54. Granted Aug. 7; announced Aug. 11.

KGVO-TV Missoula, Mont. — Mosby's Inc. granted modification of CP for vhf Ch. 13 to change ERP from 11 kw visual, 5.6 kw aural to 26.9 kw visual and 13.5 kw aural; change transmitter location to 4 miles E of Evaro, Mont.; antenna height above average terrain 1,950 ft. Granted Aug. 7; announced Aug. 11.

WCAU-TV Philadelphia, Pa.—WCAU Inc. granted modification of CP for vhf Ch. 10 to change ERP from 25 kw visual, 14 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 632 ft. Granted Aug. 7; announced Aug. 11.

KOIN-TV Portland, Ore.—Mt. Hood Radio & TV Bcstg. Corp. granted STA to operate commercially on vhf Ch. 6 for the period ending Feb. 5, 1954. Granted Aug. 7; announced Aug. 11.

KPIC (TV) Salem, Ore.—Lawrence O. Harvey granted STA to operate commercially on uhf Ch. 24 for the period ending March 29, 1954. Granted Aug. 7; announced Aug. 11.

WIS-TV Columbia, S. C. — WIS-TV Corp. granted modification of CP for new vhf Ch. 10 to change ERP from 265 kw visual, 160 kw aural to 269 kw visual and 135 kw aural; antenna height above average terrain 640 ft.; completion date 2-11-54. Granted Aug. 7; announced Aug. 11.

WNOK-TV Columbia, S. C.—Palmetto Radio Corp. granted modification of CP for uhf Ch. 67 to change ERP from 780 kw visual, 390 kw aural to 741 kw visual and 372 kw aural; antenna height above average terrain 630 ft.; extension of completion date from Aug. 8 to Feb. 28, 1954. Granted Aug. 7; announced Aug. 11.

WVEC-TV Hampton, Va. — Penninsula Bcstg. Corp. granted STA to operate commercially on uhf Ch. 25 for the period ending Oct. 24, 1953. Granted Aug. 7; announced Aug. 11.

PERMITS DELETED

WHHH-TV Warren, Ohio—The Warren Tribune Radio Station Inc. FCC granted request to cancel CP for new TV station on uhf Ch. 67. Deleted July 10; announced July 20.

WWOD-TV Lynchburg, Va. — Old Dominion Bcstg. Corp. FCC granted request to cancel CP for new TV station on uhf Ch. 16. Deleted July 10; announced July 20.

APPLICATIONS

KTVU (TV) Stockton, Calif. — San Joaquin Telecasters seeks modification of CP for uhf Ch. 36 to change ERP from 145 kw visual, 78 kw aural to 280 kw visual and 147 kw aural; change transmitter location to 10 miles N of Livermore, Calif.; studio location to East end of Ralph Ave., Stockton, Calif.; antenna height above average terrain 1,623 ft. Filed Aug. 3.

WTTV (TV) Bloomington, Ind.—Sarkes Tarzian Inc. seeks modification for vhf Ch. 10 to change transmitter location to 3 miles SE of Cloverdale, Ind.; antenna height above average terrain 1,000 ft. Filed July 22.

WFIE (TV) Evansville, Ind.—Premier TV Inc. seeks modification of CP for uhf Ch. 62 to change ERP from 89.1 kw visual, 49 kw aural to 180.31 kw visual and 97.35 kw aural; change studio and transmitter location to Tenth Ave. at Buchannan Road, Evansville; antenna height above average terrain 550 ft. Filed July 31.

KVTV (TV) Sioux City, Iowa—Cowles Bcstg. Co. seeks license to cover CP for new TV station on vhf Ch. 9 and to change studio location to 614 Pierce St., Sioux City. July 22.

WOOD-TV Grand Rapids, Mich.—Grandwood Bcstg. Co. seeks modification of CP for vhf Ch 7 to change transmitter location to Southline Section 29 and Five Mile Road, Grand Rapids; antenna height above average terrain 1,000 ft. Filed July 28.

KSWS-TV Rosell, N. M. — John A. Barnett seeks modification of CP for vhf Ch. 8 to change ERP from 105 kw visual, 53 kw aural to 114 kw visual and 57 kw aural; antenna height above average terrain 905 ft. Filed Aug. 3.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change transmitter location to U. S. Hwy. 83, 15 miles S of Minot; studio location to 15-A West Central, Minot; change ERP to 26.2 kw visual and 13.1 kw aural; antenna height above average terrain 812 ft. Filed Aug. 4.

WMMB North Adams, Mass.—Northern Berkshire Bcstg. Co. granted voluntary transfer of control to Robert Hardman, James A. Hardman, James Gordon Keyworth and Harold E. Crippen through sale of one-third interest by Herbert B. Clark for $7,000. Stock transfer will increase combined stockholdings of James A. Hardman and his son Robert Hardman to 50%, giving them negative control of licensee corporation. Mr. Crippen (10.3%), insurance broker, is new stockholder. Granted Aug. 12.

KURV Edinburg, Tex.—James Cullen Looney granted voluntary assignment of license to KURV Inc. for $75,000. Principals include President **Rogers Kelley** (85%), Edinburg attorney, real estate and transportation, Secretary **Albert C. Ryan** (5%) and **V. D. Raimond** (10%), transportation. Granted Aug. 12.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. seeks modification of CP for vhf Ch. 9 to change ERP from 25.7 kw visual, 12.9 kw aural to 29.5 kw visual and 15.9 kw aural; antenna height above average terrain 772 ft. Filed July 31.

New AM Stations . . .

ACTION BY FCC

Corpus Christi, Tex.—International Radio Co. granted 1150 kc, 1 kw daytime, directional. Estimated construction cost $38,496, first year operating cost $72,000, revenue $79,000. General partners are **Aroldo O. Lerma** (20%), owner of Lerma's Pharmacy, Corpus Christi; **Gaberiel Lozano** (20%), 50% owner of Southwestern Beverage Co. (beer distributor); **Hector de Peña** (20%), Corpus Christi attorney, now serving as assistant county attorney of Nueces County, Tex.; **Dr. Hector P. Garcia** (20%), Corpus Christi physician and surgeon, and **Dr. José A. Garcia** (20%), Corpus Christi physician and surgeon. Messrs. Lerma and Lozano each hold 10% interest in Coastal Bend Television Co., applicant for new TV station on uhf Ch. 22, Corpus Christi, Tex. (BPCT-1066), a mutually-exclusive application with that of A. L. Hunt (BPCT-1032). Post office address 3022 Morgan St., Corpus Christi, Tex. Granted Aug. 6.

APPLICATIONS

Central City, Ky.—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co., 1380 kc, 500 w daytime. Estimated construction cost $16,950, first year operating cost $24,000, revenue $30,000. Principals in co-partnerships are equal owners of *Messenger & Times-Argus*, Central City. Post office address c/o Paul Huddleston, Price Bldg., Bowling Green, Ky. Filed July 31.

Plymouth, Mass.—H. Scott Killgore, 990 kc, 1 kw daytime. Estimated construction cost $15,647, first year operating cost $40,000, revenue $50,000. Mr. Killgore is vice president and 20% stockholder of WKBR-AM-FM Manchester, N. H., WTSV-AM-FM Claremont, N. H., WTSL Hanover, N. H., and WHOB Gardner, Mass. Filed July 20.

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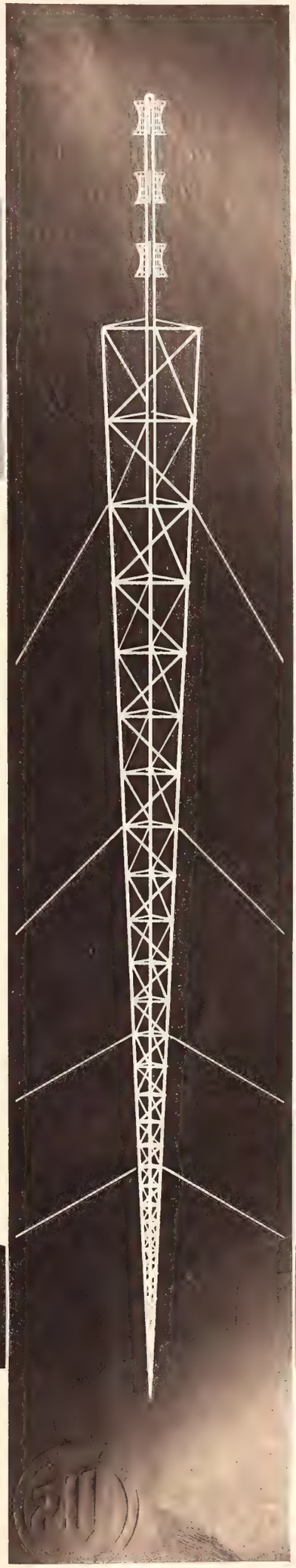
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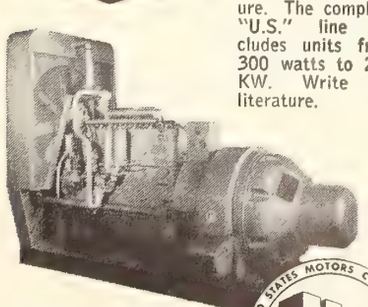
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Existing AM Stations . . .

ACTIONS BY FCC

WWPA Williamsport, Pa.—Williamsport Radio Bcstg. Assoc. Inc. granted application to change from 1340 kc, 250 w unlimited to 1330 kc, 1 kw night, 5 kw daytime, unlimited, directional day and night. Granted Aug. 5; announced Aug. 6.

WWPF Palatka, Fla.—Palatka Bcstg. Co. granted application to change from 800 kc, 250 w day to 1260 kc, 500 w unlimited, directional night. Granted Aug. 12.

KIVY Crockett, Tex.—Pioneer Bcstg. Co. granted application to change from 1570 kc, 250 w daytime to 1290 kc, 500 w daytime. Granted Aug. 5; announced Aug. 6.

KFST Ft. Stockton, Tex.—Ft. Stockton Bcstg. Co. granted CP to replace expired CP which authorized new AM station on 860 kc, 250 w daytime; also granted assignment of CP to new partnership composed of four of the original five partners; no consideration. Granted Aug. 10.

APPLICATIONS

KXOC Chico, Calif.—KXOC Inc. seeks modification of CP which authorized change in frequency to increase nighttime power from 5 kw to 10 kw. Filed July 20.

WJHP Jacksonville, Fla. — The Jacksonville Journal Co. seeks modification of license to change studio location from 500 Laura St., Jacksonville, to 3794 Phillips Hwy., 0.7 miles S of Jacksonville city limits. Filed July 28.

WELO Tupelo, Miss.—Birney Imes Jr. seeks CP to change from 1490 kc with 250 w to 580 kc, 1 kw day and 500 w night. Filed July 22.

WBUD Trenton, N. J.—Morrisville Bcstg. Co. seeks CP to change daytime power from 1 kw to 5 kw. Filed July 27.

WJPG Green Bay, Wis.—Green Bay Newspaper Co. seeks CP to increase daytime power from 1 kw to 5 kw. Filed Aug. 4.

New FM Stations . . .

ACTIONS BY FCC

Honolulu, T.H. —Christian Bcstg. Assn. granted CP for new Class B FM station on Ch. 238 (95.5 mc); ERP 5.7 kw; antenna height above average terrain minus 290 ft. Granted Aug. 12.

Ownership Changes . . .

ACTIONS BY FCC

KTXC Big Spring, Tex.—Big State Bcstg. Corp. Granted assignment of license to a newly organized corporation of the same name and ownership to fulfill state corporation requirements. Granted Aug. 10.

KSOX Harlingen, Tex.—Roy Hofheinz granted assignment of CP to Harbenito Bcstg. Co. (KGBS) Harlingen, for $225,000. Principals include President McHenry Tichenor (39.5%), 50% owner of Magic Triangle Televisors, Inc. (KGBS-TV); Vice President James Cullen Looney (39%), owner of KURV Edinburg, Tex., and Secretary-Treasurer Troy R. McDaniel (10%). Assignment is not to be consummated until Harbenito Bcstg. Co. and J. C. Looney divest themselves of all interest in stations KGBS and KURV. Granted Aug. 12.

WWCO Waterbury, Conn.—William G. Wells, Marinus Koster and R. Sanford Guyer d/b as The Mattatuck Bcstg. Co. granted assignment of license to corporation of the same name in which the partners will each own ⅓ interest. No consideration. Granted Aug. 7; announced Aug. 11.

WNLA Indianola, Miss.—W. L. Kent, Edward M. Guss and John M. McLendon d/b as Central Delta Bcstg. Co. granted voluntary assignment of license to W. L. Kent and John M. McLendon d/b as Central Delta Bcstg. Co. Mr. Guss sells his ⅓ interest for $2,000 owed to assignees. Messrs. Kent and McLendon will now each own 50%. Granted Aug. 7; announced Aug. 11.

WGAI Elizabeth City, N. C.—WGAI Radio Co. granted transfer of control from Peele family to C. Aldon Baker through sale of 189 shares to licensee corporation for $10,500 and 11 shares to Mr. Baker for $500 payable in six years. Mr. Baker is president of licensee corporation and will now own 100% of stock. Granted Aug. 12.

WBTN Bennington, Vt.—Catamount Bcstrs. Inc. granted voluntary acquisition of positive control of permittee corporation by James Gordon Keyworth. Mr. Keyworth assumes the balance of subscription of James F. Nelson and will increase his total interest to 64.90% by acquisition of other stock from the corporation. Granted Aug. 7; announced Aug. 11.

APPLICATIONS

KYOR Blythe, Calif.—William B. Ross, trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

KROP Brawley, Calif.—William B. Ross, trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

KREO Indio, Calif.—William B. Ross, trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

KPRO Riverside, Calif.—William B. Ross, trustee in bankruptcy, seeks voluntary assignment of license to Fred E. Carr, trustee in bankruptcy. Filed July 16.

KIMO Independence, Mo.—Frank E. Fowler, Craig Siegfried, Cedric Siegfried and Charles Siegfried d/b as The Blue Valley Co. seek voluntary assignment of license to Craig Siegfried. In consideration Craig Siegfried transfers all his rights in Diamond Bowling Alley, Independence. Filed July 22.

WISO Ponce, Puerto Rico—South Puerto Rico Bcstg. Corp. seeks relinquishment of control by Jose R. Freyre Montero and Luis E. Freyere Montero through increase of 30 shares outstanding stock for $3,500. Principals include Jose R. Freyere Montero (2.78%), formerly 46.77%, Luis E. Freyere Montero (17.85%), formerly 16%, Juan Celon Medina (6.95%), Manuel Celon Medina (2.78%), Andres Grillasca (19.41%), Ramire L. Colon (0.5%), Manuel Piralle (27.78%), Carles Piralle (14.72%) and Jose L. Piralle Lopez (7.23%). Filed July 21.

Hearing Cases . . .

FINAL DECISIONS

KTXC Big Spring, Ft. Stockton, Tex.—FCC announced final decision which (1) granted application of KTXC Big Spring for renewal of its license and (2) set aside its order of March 14 revoking CP of KFST Ft. Stockton. Action Aug. 5; announced Aug. 10.

Anadarko, Okla.—New AM, 1250 kc. FCC announced its decision granting the application of J. D. Allen tr/as Caddo Bcstg. Co. for new AM station on 1250 kc, 500 w daytime and denying the competitive application of Lawton-Ft. Sill Bcstg. Co. for the same frequency in Lawton, Okla., with power of 1 kw day, 500 w night. Action Aug. 5; announced Aug. 7.

Allentown, Pa.—New TV, uhf Ch. 39. By order, FCC made effective immediately hearing examiner's initial decision granting application of Queen City TV Co. for CP for new TV station on uhf Ch. 39 in Allentown. Action Aug. 10; announced Aug. 11.

KWBR Oakland, Calif.—FCC announced decision denying application of S. W. Warner and E. N. Warner d/b as Warner Bros. to increase power from 1 kw unlimited to 1 kw night, 5 kw day. Action Aug. 10; announced Aug. 11.

OTHER ACTIONS

WVOK Birmingham, Ala.—Voice of Dixie Inc. FCC designated for hearing application to change directional antenna system and made WWEZ New Orleans, party to the proceeding. Action Aug. 5; announced Aug. 6.

KXXL Monterey, Calif.—S. A. Cisler. FCC designated for hearing application to increase power on 630 kc from 500 w daytime to 1 kw unlimited. Action Aug. 5; announced Aug. 6.

Wilmington, Del.—New TV, uhf Ch. 83. FCC scheduled for hearing in Washington on Sept. 4 competitive applications of Independence Bcstg. Co. and Delaware Bcstg. Co. for new TV station on uhf Ch. 83. Action Aug. 5; announced Aug. 6.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. FCC, by order and on request of Midwest, dismissed application for modification of CP on vhf Ch. 3 to change transmitter site and increase antenna height; vacated order of July 3 designating same for hearing. Action Aug. 5; announced Aug. 6.

Pontiac, Mich.—New AM, 1460 kc. By memorandum opinion and order, FCC postponed effective date of May 8 grant to James Gerity Jr. for new AM station on 1460 kc, 500 w unlimited and designated same for hearing; made WKMF Flint, party to proceeding; placed burden of proof on WKMF; otherwise denied petitions of WKMF and Chief Pontiac Bcstg. Co. Action Aug. 5; announced Aug. 6.

Saginaw, Mich.—New TV, uhf Ch. 51. FCC scheduled for hearing in Washington on Sept. 4 competitive applications of Tri-City TV Corp. and Booth Radio & TV Stations Inc. for new TV station on uhf Ch. 51. Action Aug. 5; announced Aug. 6.

Honolulu, T. H.—New TV, vhf Ch. 2. Comr. E. M. Webster granted petition of Pacific Frontier Bcstg. Co. for leave to dismiss its application

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for new TV station on vhf Ch. 2; ordered retained in hearing docket application of Royaltel for same channel. Action Aug. 4; announced Aug. 6.

KSOX Harlingen, Tex.—By memorandum opinion and order, FCC (1) dismissed petitions by WCKY Cincinnati, Ohio, directed against the Nov. 14, 1951, grant to KSOX for modification of CP to provide non-directional operation from sunrise at Harlingen to sunset at Cincinnati; (2) modified the program test authorization granted KSOX on Nov. 28, 1951, to provide that 30 days from release of order that station may operate in conformity with its prior construction permit on 1530 kc, 50 kw day, 10 kw night; and (3) ordered that application for license of KSOX be considered after the conclusion of the daytime skywave proceeding and that petitions for reconsideration and hearing filed by KFBX Sacramento, Calif., be considered at that time. Action Aug. 10; announced Aug. 11.

KXLY-TV Spokane, Wash.—Symons Bcstg. Co. FCC, by order dismissed application for modification of CP for vhf Ch. 4 to increase ERP from 48 kw visual to 146 kw visual and denied associated petition for waiver of rules to accept and grant. Action Aug. 5; announced Aug. 6.

Daytime Skywave and Clear Channel Proceedings—FCC announced orders which (1) severs the proceedings concerning daytime skywave transmissions of AM stations from the clear channel proceedings and (2) extends the freeze on day-

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Help Wanted

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Managerial

Manager, excellent opportunity, manage 5 kw, fulltime station, programming to colored audience in large eastern metropolitan market. Prefer man now managing or experienced in managing similar type station. Must be young, aggressive, with sales experience. Give complete background and experience including photo in first letter. Reply Box 559X, B•T.

Young man financially able to purchase interest in and manage radio station. Write or wire Ed Bishop, Dalhart, Texas.

Manager with proven record. New southern California 1 kw station. Room 103, 442 Cochran, Los Angeles 36.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

Excellent opportunity for aggressive salesman. Salary plus commission. One station market in Ohio's fastest growing city. No floaters. Box 432X, B•T.

North Carolina station in excellent market wants experienced, young, aggressive salesman. Top money proposition to man with plenty of energy and ability. Send full details to Box 440X, B•T.

Tower manufacturer interested in representation in N. Y. area. Applicant must be conversant with design and sales of TV and radio towers. Send complete information and references to Box 496X, B•T.

Salesman wanted: Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 529X, B•T.

Salesman for new station. Salary plus commission. KCHR, Charleston, Missouri.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

Good opportunity awaits right man who can sell part-time and do a good announcing job. WHIT, New Bern, North Carolina.

Aggressive salesmen, capable of moving to commercial manager position. Salary and commission. Excellent future for right man. Send full information first letter. Howard Dahl, WKBH, La Crosse, Wisconsin.

Salesman. Terms open. WKEI, Kewanee, Illinois.

Excellent opportunity for radio salesman with proven sales record. Exceptional salary and incentive plan for right man. Unlimited possibilities in the Greater Hartford market. Write giving complete data including references and past billing to Gustave Nathan, Commercial Manager, WKNB, 11 Asylum Street, Hartford, Connecticut.

Radio time salesman for combined TV-radio operation. Must have previous experience in radio selling. Aggressive, promotion-minded and mature. Salary, commission, car allowance. Write W. C. Porsow, Station Manager, WNAM, Neenah, Wisconsin.

Salesman for fastest growing station in east Tennessee. Salary and commission. Must know selling. Background resume, photo, present and past earnings, first letter. Write Harry Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Announcers

Hillbilly jockey. Chicago area. Salary and sales opportunity. Send full details and audition tape. Box 352X, B•T.

Help Wanted—(Cont'd)

Announcer. Some experience. 250 watt net affiliate, east Tennessee town of 13,000. Box 358X, B•T.

North Dakota network station has an immediate opening for announcer. Box 435X, B•T.

Two good announcers wanted by North Carolina station in good market. Good deal for men who can really pitch. Send details to Box 441X, B•T.

Experienced announcer for progressive southern station. Send full details first letter and audition tape. Box 455X, B•T.

Are you ready for the big time? Progressive midwest indie offers chance of a lifetime to good news and music man. Send details and audition to Box 457X, B•T.

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

Wanted: announcer-engineer. Must have first class ticket, emphasis on announcing. Immediate opening leading network station. Write Box 506X, B•T.

Announcer. Good possibilities — news and DJ work. Furnish disc, tape, photo, background. Augusta, Georgia. Experience not necessary. Box 507X, B•T.

Combo-chief. Announce shift plus maintenance-repair 500 watt profitable independent daytimer, small midwestern town. Up to $82.50 weekly for right man on permanent basis. Box 527X, B•T.

Announcer-engineer with emphasis on announcing. State minimum acceptable salary. Very best equipment and working conditions. Box 540X, B•T.

Wanted by September 7th; a staff announcer, 40 hour week. Prefer person with football play-by-play ability. 250 Mutual affiliate in Carolina. Send resume, tape, expected salary to Box 553X, B•T.

Wanted—Experienced announcer for night shift in aggressive new station with TV plans. Send tape, qualifications and photo to Box 558X, B•T.

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Sports director. 1000 watt midwest sports station. Football, basketball, special events, some news. $350 to start. Available two weeks. Apply Box 562X, B•T.

Opening immediately for announcers, emphasis on air work. First phone desirable, but not necessary. KAWT, Douglas, Arizona.

Experienced sports man for station carrying 100 football and basketball games. Must be capable of handling other staff duties. Send complete resume of experience and tape to WCNT, Centralia, Illinois.

Experienced announcer for good daytime independent. Morning shift, 40-hour week. Send audition, photo, background and salary expected. WDZ, Decatur, Illinois.

Sportscaster, play-by-play. Must be top flight and with thorough knowledge of football, basketball, baseball. Send complete details first letter and air check recording. Program Director, WEEX, WEEX-FM, Easton, Penna.

Wanted: General staff announcer with emphasis on hillbilly record shows and sportscasting. Salary plus per-game for play-by-play. Write WMPA, Aberdeen, Mississippi.

Personality announcer for morning shows plus children's programs and staff work. Good pay, fine future. Background resume, photo, present salary, first letter. Write Harry Weaver, General Manager, WOKE, Oak Ridge, Tennessee.

Experienced announcer, with or without first class ticket, wanted by outstanding, small-market, NBC fulltime affiliate in western North Carolina. Top pay and ideal working conditions. WPNF, Brevard, North Carolina.

Help Wanted—(Cont'd)

Experienced engineer-announcer. First class ticket for 5 kw NBC affiliate Virginia's Shenandoah Valley. Emphasis announcing. Good working conditions. Contact Johnson, WSVA, Harrisonburg, Virginia.

Staff announcers and newswriters. Competent experienced in AM-FM operation. Complete details first letter together with audition disc. Program Director, WEEX, WEEX-FM, Easton, Penna.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Maintenance engineer capable of announcing. Permanent position. CBS, southwest. Top wages. Box 437X, B•T.

Assistant chief engineer. WE 10 kw FM transmitter. WKJF, Pittsburgh 11, Penna.

Immediate opening for engineer-announcer capable of being chief and making installation in new station. Contact Bill Brown, KBTO, El Dorado, Kansas.

Chief engineer. 1000 watt station in southwest, daytime only. Good salary. Experience required. Car necessary. Send photo, references first letter. If good mike man, send tape. KSCB, Liberal, Kansas.

Immediate opening—chief engineer. NBC affiliate in metropolitan Georgia needs capable, qualified man to handle full technical responsibility. 250 watt AM; 3 kw (rated) FM. Salary open. Write for interview, disclosing experience and salary requirements. WBML, Macon, Georgia.

WFNC, Fayetteville, North Carolina, needs first class engineer. AM-FM operation. 5 kilowatt AM; 14 kilowatts FM. Television application. Desirable working conditions.

Combo man, first phone, emphasis on announcing. 40 kw FM station, specializing in background music. Pleasant work. WKJF, Pittsburgh 11, Pa.

Wanted before Sept. 1: First class combo man. No experience necessary. Write or wire WTWA, Thomson, Georgia.

Production-Programming, Others

Male continuity writer. Must be sober, congenial. Able to do some sales and service work. Small southern market with good opportunity for advancement. Excellent working conditions. Box 534X, B•T.

Nebraska editor. Need trained men for local news editor. Gather, write and broadcast local news. Applicants must have news training or background. 20-35 years. Radio Station KCOW, Alliance, Nebraska.

Copywriter radio, good starting salary. All details first letter. WILS, Lansing 30, Michigan.

Continuity writer for 5000 watt independent sports-music station. Opening immediate. Apply WTVB, Coldwater, Michigan.

Television

Managerial

New TV station, excellent market, New England, looking for program manager. Must be experienced idea-man who can organize and operate program department to do most effective live-local and film programming to supplement network, build audience, at sensible local level cost. Submit all details, including salary requirements, first letter. Box 514X, B•T.

Salesmen

Salesmen and wives who are free to travel can earn $300-$600 weekly commissions while building a permanent, pleasant and very profitable arrangement for themselves in television. Work consists of contacting small, select group of merchants and manufacturers, and the heads of leading civic clubs for sponsorships and participation in an entirely new and copyrighted series of program features and studio parties for several TV stations in Ohio and other midwestern states. Three to four weeks are needed to organize plan, and 90% of sponsors should renew yearly. Will consider only men 25-40 years of age with cars and able to finance themselves, who have sold successfully for radio or TV stations for at least five years, and whose wives have had some sales, business, or club organization experience. Write Box 557X, B•T, regarding your qualifications, and for confidential interview.

Help Wanted—(Cont'd)

TV salesman with radio and TV experience. Good opportunity in rich market. Phone, wire or write Joe Bonansinga, WGEM-TV, Quincy, Illinois.

Technical

Chief engineer for new, excellent market, New England TV station. Must be experienced and able to assume full responsibility installation, supervision, technical operation and organization of efficient technical staff. State all first letter, including salary requirements. Box 517X, B•T.

Immediate opening: Master control engineer. Video operator. WKJF-TV, Pittsburgh 11, Pa.

Situations Wanted

Managerial

Manager, thoroughly experienced, successful. Top references. Small or medium market. South, Southwest. Box 498X, B•T.

Experienced in management, programming, heavy on sales. Six years present market. Reliable family man, age 38. Expect to continue selling. Box 502X, B•T.

Experienced commercial manager with proven ability to clinch sales for his salesmen is available. Currently employed in midwest. Wants position in middle Atlantic area. Box 519X, B•T.

Looking for a manager who's a specialist at turning profitless stations into profit-making operations? Have proven managerial record in three stations—all of which went from the red to black in record time. Background includes complete knowledge of all phases of station operation—announcing, commercial, programming—but first and foremost—balancing the budget in favor of the station owner. Not afraid of hard market or hard work. Available 30 days notice. Can bring complete staff if needed. For details, write Box 530X, B•T.

Manager. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

Devoting time to television or losing money on present AM operation? I offer 12 years all phases radio, 7 years successful management. Experienced network and independent operation, single and multiple station markets. Can operate economically and show good profit margin. Not cheap, but a bargain at my price. Travel for interview, south or southwest. Box 535X, B•T.

General manager. 16 successful years radio executive experience. Top industry references. Some TV. Strong on sales. Permanency desired. South preferred. Sober family man with community and civic interests. Box 537X, B•T.

Commercial manager. Last 6 of 17 radio years in like capacity. Thorough knowledge national and local sales. Now employed. Wish connection with high calibre operation. Married, mature thinking, sober. Welcome investigation. Box 538X, B•T.

Administrative assistant. Hard-headed analysis of capabilities; 16 years in all phases radio and some TV indicate my qualifications for assistant to top executive of large single operation or group. Experience dictates this decision. Ready and able to lighten load for executive needing more leisure or time for other interests. Can pinch-hit anywhere including public speaking. College graduate, married, mature, honest, personable, and clean-cut with proven executive ability. Box 539X, B•T.

General manager of 50,000 watt indie available soon due to merger. 11 years radio; 5 years at present position. Good executive, strong sales, civic leader. Exceptional background, high adaptability. Married, children. Excellent references. Write Box 548X, B•T.

Salesman

Salesman. Mature, well experienced in radio and other lines. Qualified to supervise, but not too good to "pound." Interested only in high class, well-lucrative proposition. Box 509X, B•T.

Announcers

Sportscaster, 6 years experience play-by-play football, basketball, baseball. Outstanding play-by-play, excellent voice, thorough knowledge of sports, reliable, accurate. Tape, top references. Box 309X, B•T.

Announcer-engineer. First phone, news, DJ, commercials, console, transmitter. 26, veteran, single. 1½ years experience. Box 505X, B•T.

Situations Wanted—(Cont'd)

Married, age 30, ambitious. Control board, recent broadcasting school graduate. Solid, non-drinking non-drifting. Live-wire. Desires station N. Y., Penn., Conn., N. J.—New England area. Resume, tape. Box 503X, B•T.

Experienced announcer—news, sports. Detroit area only. State salary, requirements. Box 510X, B•T.

Announcer, single, draft exempt. News, sports, DJ shows. 3rd class ticket. Box 520X, B•T.

Light staff, heavy news, sports, interviews, strong baseball, football, PBP. Broadcast experience Army, recent SRT graduate, recording hobbies. Five years newspaper forecasting football, near 80%. Box 525X, B•T.

Announcer—beginner with promise. Complete professional training; willing to start at bottom. Resume, tape, references. Box 541X, B•T.

Announcer. Independent and affiliate experience. Desire opportunity within 500 miles of N. Y. Excellent references. Tape and resume on request. Box 543X, B•T.

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

Versatile DJ. Fine, resonant voice. 5 years experience—network and independent. 1st class ticket. Excellent news and commercials. Delivery top Conlan rating in highly competitive market. Excellent references. Desires more progressive organization. Tape and resume on request. Box 549X, B•T.

Versatile chief announcer, DJ, eastern metropolitan area, desires affiliation with TV or established radio outlet or both. Six years solid experience all phases in both network and independent operation. Married and seeking permanent location. Top references. Box 554X, B•T.

Sportscaster—Top football, basketball. Now employed. Seeking sports-minded station. 5 years experience. Vet, 27. Discs, references. Box 556X, B•T.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Colored announcer, DJ, control board operator. Well-trained; limited experience. Married vet. Tape, resume on request. Available Sept. 8. William J. Banks, Jr., 126 Winthrop Avenue, New Rochelle, N. Y.

Need an announcer, control board operator who does well on DJ, news, commercials with limited experience? Play accordion, sing. Sober. Tape, resume, references. Cesare Cottone, 615 Pelham Pkwy., Bronx 67, New York.

Versatile, experienced, 26, married veteran available. Keen interest in sports. 500 mile radius of New York City. Disc and resume on request. Peter Franklin, 73 Propp Avenue, Franklin Square, L. I., New York.

Announcer, experienced. Strong news, sports, commercials, DJ. Draft exempt. Steve Gary, 151-10 Jamaica Ave., Jamaica, N. Y.

Announcer, first phone, good voice, some experience, 1000 watt directional AM and FM. Interested position northeastern states. Prefer location near large city. No automobile. W. Jackson, 251 Park Place, Harrisonburg, Va.

Announcer. Experienced all phases. Versatile; good, mature voice. Excellent references. Write, wire Dick Martin, 22-55 33rd St., Astoria, L. I., New York.

Situations Wanted—(Cont'd)

Technical

Combo man, first phone, strong on news, available September 10. Desire TV future. Box 468X, B•T.

College town. First phone, BA music, graduate work, some physics, want more. 5 kw NBC AM FM, independent, educational FM, phone company. Recording tape, disc, concert, editing. Veteran WW2, Korea. Married, 26. Box 526X, B•T.

Second phone. Some radio experience. Studio remote work desired. First class ticket pending. Box 542X, B•T.

Technician. First class license, experienced transmitter, console, remotes, recordings. Box 555X, B•T.

First phone. No experience. Schooling includes TV, radio servicing. Morris Kohrn, % Richter, 934 Myrtle Ave., Brooklyn 6, New York.

Production-Programming, Others

Program director-announcer. Five years experience. Excellent references. Prefer south or east. Box 499X, B•T.

First phone. Versatile—trained in writing, production, programming. Now airline radio operator. 45. Want opportunity in TV or AM broadcasting. Prefers southwest. Box 513X, B•T.

Ability unlimited. Working program director-production man for AM or TV. Thorough background in all phases of radio. Can handle authority. Married, settled, looking for permanency. Want station with one boss who doesn't try to run everyone's job. Excellent references. Box 523X, B•T.

Program director-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

Am looking for the next step up—full program director. Have written, directed, produced TV and have administrative knowhow in TV and film to save time and cash in getting a new channel airborne. Have the best references ability can supply. Box 550X, B•.T

Experienced writer-announcer desires befter opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

Western states. Capable woman experienced servicing accounts, commercial copy; family, children, special events programs; broadcasting; traffic. K. Blake, Twin Falls, Idaho.

Television

Managerial

Administrative or managerial position desired by attorney with broad radio-communications background, television experience, first class license. Age 35, married. Box 551X, B•T.

Salesmen

Topflight advertising salesman. Energetic, personable, 4 years successful experience. Anxious to sell television. Missouri journalism. Veteran. Relocate. Box 547X, B•T.

(Continued on next page)

Wanted:

Station Manager in $12,000 class

Independent station programming Negro and hillbilly in one of the south's fastest growing cities with a population of 130,000 wants an experienced top-notched manager. Station has just been rated No. 1 by Hooper survey and is operating in the black. You must be capable salesman, have ability to supervise a sales force, have a proven record of administrative ability, attend to station details and manage personnel. You will have a number of important accounts assigned to you, and you also will be expected to sell others and carry your share of the sales. The market potential is big enough so that on your salary and percentage arrangement you can make even more than $12,000. You must have excellent references and a good record of success in radio. All answers confidential.

BOX 545X, B•T

Situations Wanted—(Cont'd)

Announcers

Experienced all phases TV—announcing, production, control room, projection and film. Employed, married and available. Box 501X, B•T.

Technical

Television audio engineer, fully experienced. Also experience as cameraman, video control operator and floor manager. College training in television. Available Sept. 1st. Box 500X, B•T.

SRT-TV graduate wishes work with station. Experienced on RCA and DuMont equipment. Prepared to relocate. Box 521X, B•T.

Seeking control room. Supervisor; TV experienced. Married, first phone, permanent. Box 522X, B•T.

Production-Programming, Others

Production manager. Presently employed at one of the country's largest and best known TV stations. 4 years TV, 3 years radio experience includes production-direction of all types of shows. Box 524X, B•T.

Assistant program director in major market TV station desires full program directorship. Seven years experience in radio and three in major market TV station. Assist new station in economic film buying and live programming. BS degree. Box 546X, B•T.

For Sale

Stations

Rocky Mountain 250 watt independent. Bills over $65,000 year. Good field. Priced to sell. Box 497X, B•T.

Southwest 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

500 watt daytime station in Dalhart, Texas. Terms, if desired. Write Ed Bishop, Dalhart, Texas.

Equipment, etc.

Heavy duty self-supporting structural steel Lehigh tower. Extra heavy 7x7½ steel base. 140 feet high. Complete with CAA lighting and base insulators. State price offered to Box 439X. B•T.

Antennas for sale. Used RCA, type TF-5A 5-bay super turnstile, tuned for TV channel 5 but tunable to channels 4 or 6. Used 4-section RCA, type BF-14K heavy duty FM pylon with pedestal mount. New Collins type 37 M4 ring for 101.1 MC FM. Two used Hewlett-Packard FM monitors. Used GE type BMIA FM monitor with regulated power supply. One RCA TX-2A 5 kw ceiling mounted diplexer channel 3. Write to Box 386X, B•T.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

One 175' Wincharger type 101 triangular radio antenna mast complete with flasher, obstacle lighting and Weston photo switch to meet C.A.A. A-3 specifications. Box 516X, B•T.

FM transmitter. Latest model 3 kw GE (101.5 megacycles), Andrew 4 section multi-V antenna, monitors, spares and other accessories. All in new type condition. Would consider selling 250 watt driver transmitter separately. $5,000 or best offer. Reply Box 560X, B•T.

Rek-O-Cut Challenger portable disc recorder almost new. Complete with microphone, extension cord and 30 12" discs. $250.00. Doug Kahle, KCSJ, Pueblo, Colorado.

For sale: Mobile transmitter-type 604, and receiver-type 603D with dynamotor PE 103. Used 10 times, excellent condition. Write for details to Chief Engineer, WARA, Attleboro, Mass.

1 kw Raytheon transmitter, used 5 years, excellent condition, available now. $4,000 with extra set of tubes. Also 1 Western Electric dual channel console. Warren Anderson, WBEL, Beloit, Wisconsin.

For Sale—(Cont'd)

TV tower & turnstile available, knocked down, after September 1. Tower is Blaw-knox special LT 300' guyed, insulated, triangular uniform cross-section, 3' faces, built to support 3-bay turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. Material listed in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.

RCA 10 kw FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

General Electric BT3A three kilowatt FM transmitter complete with station monitor and associated equipment. Make offer. WTRY, Troy, New York.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

FM transmitter, 250 or 1000 watt with monitors. Price must be right. WVOP, Vidalia, Georgia.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

We have two salesmen; one earns *$20,000.00;* the other *$14,000.00.* No ceiling on earnings for another *top* man. Good market and top station. If you can sell in a competitive market, send complete resume to *Box 552X, B•T.*

SALESMAN

GO-GETTER

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

WGAT
UTICA, NEW YORK

Television

Salesman

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 865, Rockford, Illinois.

Help Wanted—(Cont'd)

Announcers

TV ANNOUNCER - PRODUCER

with experience can utilize full potential in unique, new VHF operation. Qualified man can become Prod. Mgr. Good pay, interesting work in University community. Want unusual man for unusual position with a good future. Send full details and you'll get same. Box 518X, B•T.

Technical

ARE YOU **QUALIFIED**
TO **CHIEF ENGINEER**
TELEVISION

CONTACT:

M. N. BOSTICK

K W T X

WACO, TEXAS

Production-Programming, Others

WANTED TV
OPERATIONS MANAGER

We want to hire a man who is experienced in TV programming, production and operations. Chances are he is now a TV Program Director. His job will be to work with the General Manager in training and building a staff for directing, camera work, film, lighting, artwork, etc. He'll program the station and be boss of station operations. Position is available immediately. Station on the air in about 100 days. Write Don C. Wirth, WNAM-TV, Box 602, Neenah, Wisconsin.

Available:
Manager AM operation

12 years of radio. Seven years of outstanding experience with a proven record of taking stations in the red and putting them in the black. Would welcome TV competition.

Took present station from $3,000 a month to $12,500 in 8 months. Station had lost over $80,000 in 3 years and now is doing over $4,000 a month profit.

AM manager who gets out and sells. Will make your station one that will meet competition.

Interested in profit-sharing plan rather than flat salary. Family man with three youngsters.

Would welcome complete investigation of past record.

Box 479X, B•T

Situations Wanted

Salesmen

SALES EXECUTIVE

Successful record with leading producer of Top-Talent Transcribed Shows—Selling top regional and local accounts. 52-week firm contracts covering several states. Formerly with major CBS Affiliate. Prefer Florida market with minimum travel. Will only consider five figure opportunity. Top drawer references. Box 511X, B•T.

Announcer

AVAILABLE

One of America's Top Disc-Jockies capable of building ratings in any time segment. Smooth, clean and commercial. 26, single, twelve years experience—some network. Can prove big ratings and clients in city of over a million. Not expensive. . . . Let's talk! Box 512X, B•T.

Television

Managerial

Available December 15 - January 1.
Presently employed as TV-radio director of advertising agency.
14 years in radio and television, in all departments.
Married—3 children
Seeking contract in executive capacity with TV station.
Box 563, B•T

TELEVISION

Programming and Film Consultants
Jim Bentley Al Preiss
Accelerated staff training in Film, Camerawork, Lighting, News, Sports, Directing, and allied phases of studio operation. For information, contact: P. O. Box 464, Hollywood, California.

Production-Programming, Others

Six years TV program and production experience. Two top major metropolitan stations. Set up operations new UHF station. Radio-stage background. Now agency employed. Family man wants job with future. Box 495X, B•T.

WOMAN-MERCHANDISER-Coordinator will accept position with new TV station. 12 years experience directly for national mfgs. thru agency in Radio City, N. Y. Program-production coordination and point-of-safe follow-thru. Dealer, wholesaler tie-ins, promotions and direct mail. Sell clients, know commercials, creative ideas, orig-formats. Background: Theatre, Radio producer—USA and abroad. Desire Calif., Colo., or adjacent. Box 1354, Beverly Hills, Calif.

For Sale

FOR SALE
IMMEDIATELY AVAILABLE

Entire physical properties of former WXKW, Albany, N. Y., including studio equipment, RCA BTA-10F transmitter, towers, etc. Complete package or individual items. For details, write or wire Box 528X, B•T.

For Sale—(Cont'd)

STOP-MOTION TV FILMS at "SLIDE PRICES"
CTI
10-20 second silent shorts of highest quality as low as $22.50 . . $30.00 (art furnished). Scene-action Films . . Silent, "Sound-over"; "Lip-sync".
LET US QUOTE ON YOUR STORY-BOARDS
CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

FOR SALE

TWO CONTEMPORARY HOMES (JACKSON AND CALLANDER, ARCHITECTS). ALSO 30x20 MODERN KENNEL, RADIANT HEATING, SITUATED IN SIX ACRES SECLUDED WOODS OF OAK AND DOGWOOD, YET RAILWAY STATION LESS THAN MILE AWAY. SYOSSET, LONG ISLAND. FOR FURTHER INFORMATION, TELEPHONE SYOSSET 6-2043-J.

Wanted to Buy

Equipment, etc.

5 kw AM transmitter
Good condition. Submit details.
Box 504X, B•T.

WANTED
CHANNEL 10
USED TV
ANTENNA AND DIPLEXER
Box 564, B•T

Miscellaneous

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

time applications of AM stations on clear channels to include applications by unlimited-time stations proposing to operate differently daytime and nighttime. Actions Aug. 10; announced Aug. 11.

AM Procedures—On petition by the Federal Communications Bar Assn., FCC extended to Sept. 15 the time for filing comments in the proceeding regarding amendment of Sections 1.304, etc. of the rules relating to filing and actions on applications for broadcast facilities. Action Aug. 7; announced Aug. 11.

WUTV (TV) Youngstown, Ohio—Polan Industries. By memorandum opinion and order, FCC granted modification of CP for uhf Ch. 21 to change ERP to 219 kw visual and 115 kw aural; denied opposing fillings by Valley TV Co. and dismissed Valley's application for new TV station on the same channel. Action Aug. 12.

Milwaukee, Wis.—Hearst Corp. FCC returned amendment of March 19 to its bid for new TV station on vhf Ch. 10 pursuant to memorandum opinion and orders of March 31 and June 30. Returned July 16.

Hartselle, Opp, Ala., Atlanta, Douglas, Ga.—AM 860 kc. FCC designated for consolidated hearing applications of Dorsey E. Newman for AM station on 860 kc, 250 w day at Hartselle, Ala.; WERD to increase power on 860 kc from 1 kw day to 10 kw day directional at Atlanta; and WDMG to increase power on 860 kc, from 1 kw day to 5 kw day; made WAMI Opp, Ala., party to proceeding. Action Aug. 12.

AM Reports—By report and order, FCC finalized its rule making of Feb. 19 and further rule making of June 11 relating to filing of contracts by broadcast licensees and permittees. It clarifies provisions of Sec. 1.342 of its rule specifying documents, instruments and contracts relating to ownership, management, operation and control of broadcast stations which are required to be filed with the Commission. Action Aug. 12.

Scranton, Pa.—New TV, uhf Ch. 22. FCC scheduled hearing in Washington on Sept. 21, on application of Scranton Bcstrs. Inc. for assignment of CP for uhf Ch. 22 to MCL Telecasting Corp. Action Aug. 12.

WTVM (TV) Muskegon, Mich.—By memorandum opinion and order, FCC granted petition of Versluis Radio & TV Inc. and designated for hearing its application for modification of CP for new TV station on uhf Ch. 35 to directionalize the antenna for greater radiation in the direction of Muskegon, in consolidated proceedings with hearing on protest by Music Bcstg. Co., Grand Rapids, to original grant of CP to Versluis, and placed burden of proof of new proposal on Versluis; made Music party to consolidated proceeding and denied its request to place Versluis application for modification of permit in pending file. Action Aug. 12.

Opinions and Orders . . .

Color TV Proposal—FCC announced rule making looking toward adoption of new rules for color TV transmissions on basis of petitions proposing the adoption of signal specifications advanced by NTSC. Comments will be received on or before Sept. 8. Announced Aug. 7.

WEKY Richmond, Ky.—Dages T. Boyle. FCC, by memorandum opinion and order denied protest of July 24 by WLEX Lexington to June 24 grant of modification of CP to WEKY. Action Aug. 5; announced Aug. 6.

NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

MEXICO

Change List No. 161, July 13, 1953

570 kc

XERR Monterrey, Nuevo Leon, 5 kw daytime, 150 w nighttime, unlimited. Reduction in nighttime power from 250 w. Class IV. 10-13-53.

610 kc

XEGS Guasave, Sinalon, 5 kw daytime, 750 w nighttime, unlimited. Delete assignment on 630 kc. Class III-B. 1-13-54.

770 kc

XEHB San Francisco del Oro, Chihuahua, 500 w daytime. Class II. Delete assignment in Santa Barbara, Chihuahua. 7-13-53.

860 kc

XENL Monterrey, Nuevo Leon, 5 kw unlimited, directional night. Class II. Increase in power and change in frequency from 1190 kc. 10-13-53.

1080 kc

XEUS Villa Hermosa, Tabasca, 1 kw unlimited, directional night. Class V. 1-13-53.

1130 kc

XEJW Jalapa, Veracruz, 10 kw unlimited, directional night. Class II. Increase in power and change in frequency from 1270 kc. 10-13-53.

1150 kc

XESO Ciudad Obregon, Sonora, 5 kw day, 300 w night unlimited. Class III-B. Increase in daytime power. 10-13-53.

1320 kc

XEUI Teapa, Tabasco, 500 w unlimited. Class III-B. Change in frequency from 1410 kc. 10-13-53.

1360 kc

XEUE Tuxtla Gutierrez, Chiapas, 1 kw day, 500 kw night unlimited. Class III-B. Reduction in nighttime power from 1 kw. 10-13-53.

1480 kc

XEGW Acambaro, Guanajuato, 500 w day, 200 w night unlimited. Class IV. Increase in daytime power. 10-13-53.

1500 kc

XERH Mexico, D. F., 20 kw unlimited, directional nighttime. Class II. Change in power from 50 kw. 11-15-53.

Routine Roundup . . .

August 6 Decisions

By Commission En Banc

CBS NETWORK TO TEST NON-STANDARD COLOR TV SIGNAL

Commission waived its rules to permit experimental transmission of non-standard color television signals, conforming to specifications approved by National Television Committee on July 21, 1953, over facilities of Columbia Broadcasting System television network, for period beginning Sept. 10, 1953, and ending Dec. 10, 1953. Color transmissions may be made at any time during day but shall be limited to noncommercial sustaining programs. Network programs will be distributed via intercity television transmission facilities of American Telephone & Telegraph Co.

CBS proposes to study technical problems involved in broadcasting of color television programs and to determine character of reception on conventional monochrome television receivers. This authorization should not be construed as indicating Commission approval of color television system involved in these tests.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp. Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10273; BPCT-949), to substitute up-to-date balance sheet, financial data, etc.

Ordered that hearing conference now scheduled for Aug. 6 be continued to Aug. 17 in re applications of The Brush-Moore Newspapers Inc., Stark Telecasting Corp., and Tri-Cities Telecasting Inc., applicants for TV station in Canton Ohio (Docket 10272 et al). (Action of 8-3-53).

By Commissioner John C. Doerfer

Tampa Bay Area Telecasting Corp. St. Petersburg, Fla.—Granted in part petition for extension of time in which to file exceptions to Initial Decision in re its application (Docket 10252 et al), and extended time to and including Aug. 10; otherwise the petition is denied.

By Hearing Examiner Annie Neal Huntting

Granted motion by Southern Television Co., of Baton Rouge Inc., for postponement to Aug. 10, 1953, of further hearing conference scheduled for Aug. 5, in re its application and that of Louisiana Tele Bcstg. Corp., Baton Rouge (Doc. 10550-51). (Action of 8-4-53).

Radio Fort Wayne Inc. Fort Wayne, Ind.—Granted in part petition for correction in certain respects of transcript in re its application and that of Anthony Wayne Bcstg. (Doc. 10424-25). (Action of 8-3-53).

By Hearing Examiner Benito Gaguine

Ordered further conference on Aug. 17, 1953, in re application for license to cover CP of Poole Bcstg. Co., (KBIG) Avalon, Calif. (Docket 10536; BL-4897), to ascertain progress of stipulations agreed upon at Aug. 3 conference.

By Hearing Examiner Basil P. Cooper

KTBS Inc. Shreveport, La. International Bcstg. Corp. Shreveport, La.—Ordered that motion filed July 13 by International Bcstg. Corp. for order directing that depositions not be taken pursuant to July 9, 1953 notice of KTBS Inc., be granted, and depositions pursuant to said notice will not be taken, and subpoenas and subpoenas duces tecum will not be issued; this order, however, is without prejudice to right of KTBS Inc. to file another notice of intent to take depositions.

By Hearing Examiner William G. Butts

Orange Belt Telecasters, San Bernardino, Calif.—Granted petition to amend its application (Docket 10579; BPCT1252), to correct data with respect to antenna specifications, etc.

By Commission En Banc

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley and Doerfer, took the following actions on Aug. 5:

McFarland Letter

Port Bcstg. Co., Wilmington, N. C.; Wilmington Bcstg. Service, Wilmington, N. C.—Are being advised that their applications for new AM stations to operate on 1230 kc, 250 w unl., are mutually exclusive and indicate necessity of consolidated hearing (BP-8798, 7930).

August 7 Applications

ACCEPTED FOR FILING

License to Cover CP

WTAN Clearwater, Fla., Clearwater Radio Bcstrs. Inc.—License to cover CP (BP-8890) which authorized change in trans. and studio locations. (BL-5078).

WINX Miami-Hollywood, Fla., Hollywood Bcstg. Co.—License to cover CP (BMP-3205) as mod., which authorized increase power, installation of new trans., make change in DA and move studio location. (BL-5082).

WNRV Narrows, Va., Giles Bcstg. Co.—License to cover CP (BP-8437) as mod., which authorized new AM. (BL-5083).

Modification of CP

WCPO Cincinnati, Ohio, Scripps-Howard Radio Inc.—Mod. CP (BP-8536) which authorized change in trans. location, installation of new trans. and changes in ant. system, for extension of completion date. (BMP-6281).

KRON-TV San Francisco, The Chronicle Publishing Co.—Mod. CP (BMPCT-859) which authorized changes in facilities of existing station, for extension of completion date to 3/2/54. (BMPCT-1287).

KGMB-TV Honolulu, Hawaiian Bcstg. System Ltd.—Mod. CP (BPCT-1004) as mod., which authorized new commercial TV, for extension of completion date to 3/1/54. (BMPCT-1282).

Remote Control

Following stations request to operate transmitters by remote control:

WFMD Frederick, Md., The Monocacy Bcstg. Co. (BRC-139); WTNS Coshocton, Ohio, Coshocton Bcstg. Co. (BRC-138); WMOA Marietta, Ohio, William G. Wells (BRC-137).

Renewal of License

Following stations request renewal of license:

WTSP St. Petersburg, Fla., Pinellas Bcstg. Co. (BR-1030); WALB Albany, Ga., Herald Publishing Co. (BR-1134); KHON Honolulu, Aloha Bcstg. Co. Ltd. (BR-1285); WGRD Grand Rapids, Mich., Music Bcstg. Co. (BR-1822); WTHI Terre Haute, Ind., Wabash Valley Bcstg. Corp. (BR-1966); KNOE Monroe, La., James A. Noe (BR-1203); WLTC Gastonia, N. C., Gastonia Bcstg. Service Inc. (BR-1903); WAKR Akron, Ohio, Summit Radio Corp. (BR-2002); WTJS Jackson, Tenn., The Sun Publishing Co. (BR-741); KCNY San Marcos, Tex., Central Bcstg. Co. (BR-2052).

August 10 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WTTG (TV) Washington, D. C., Allen B. DuMont Labs Inc. (BRCT-101); WWJ-TV Detroit, Mich., The Evening News Assn. (BRCT-70); WSFA Montgomery, Ala., Montgomery Bcstg. Co. (BR-778); KEEN San Jose, Calif., United Bcstg. Co. (BR-1602); WROY Carmi, Ill., Carmi Bcstg. Co. (BR-2204); KCRG Cedar Rapids, Iowa, The Gazette Co. (BR-1955); WTVB Coldwater, Mich., Twin Valley Bcstrs. Inc. (BR-2393); WHEC Rochester, N. Y., WHEC Inc. (BR-258); WFBL Syracuse, N. Y., Onondaga Radio Bcstg. Corp. (BR-266); WTOB Winston-Salem, N. C., Winston-Salem Bcstg. Co. (BR-1636); WVJS Owensboro, Ky., Owensboro on the Air Inc. (BR-1960); WSAN Allentown, Pa., Lehigh Valley Bcstg. Co. (BR-334); KFDA Amarillo, Tex. (BR-1005); KTSM El Paso, Tex., Tri-State Bcstg. Co. (BR-761); WJPG Green Bay, Wis., Green Bay Newspaper Co. (BR-1824).

Remote Control

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—Requests to operate trans. by remote control. (BRC-140).

August 11 Decisions

BY BROADCAST BUREAU

Actions of August 7

License to Cover CP

WBVP Beaver Falls, Pa., WBVP Inc.—Granted license to cover CP (BP-8633) authorizing increase in antenna height (BL-5076).

Granted License

WHVF Wausau, Wis., Lakeland Bcstg. Corp.—Granted license for AM staion; 1230 kc, 250 w, unl., and specify studio location (BL-5077).

WTTR Westminster, Md., Carroll County Bcstg. Corp.—Granted license for new AM station; 1470 kc, 1 kw-D (BL-5071).

KFAD Fairfield, Iowa, The Fairfield Bcstg. & Television Corp.—Granted license for AM station; 1570 kc, 250 w-D (BL-5073).

Extension of Authority

National Bcstg. Co., New York, N. Y.—Granted extension of authority to transmit programs to stations CBL and CBM and other stations under the control of the Canadian Bcstg. Corp. for period beginning 9/15/53 and ending 9/15/54.

Granted CP

KCCA Kilgore, Tex., Radio Station KOCA Inc.—Granted CP to install new trans. (BP-8928).

Request for Authority

WKBS Oyster Bay, N. Y., Key Bcstg. System—Granted request for authority to operate from 7 a.m. to 3 p.m. to facilitate vacations for 30-day period from August 7, 1953.

Modification of CP

KRON-TV San Francisco, Calif., The Chronicle Publishing Co.—Granted mod. CP for extension of completion date from Sept. 2, 1953, to March 2, 1954 (BMPCT-1287).





Modification of License

WOMC Royal Oak, Mich., Royal Oak Bcstg. Co.—Granted mod. of license to change name to Sparks Bcstg. Co. (BMLH-66).

Modification of CP

KCLS Flagstaff, Ariz., Saunders Bcstg. Co.—Granted mod. CP to make changes in ant. system (BMP-6259).

Modification of License

WEXL Royal Oak, Mich., Royal Oak Bcstg. Co.—Granted mod. license to change name to Sparks Bcstg. Co. (BML-1552).

Modification of CP

KSCU (FM) Santa Clara, Calif., The University of Santa Clara—Granted mod. CP for extension of completion date to 11/9/53 (BMPED-267).

WABC-TV New York City, American Bcstg.-Paramount Theatres Inc.—Granted mod. CP for extension of completion date to 3/7/54 (BMPCT-284).

WLWA (TV) Atlanta, Ga., Crosley Bcstg. Co. of Atlanta Inc.—Granted mod. CP for extension of completion date to 3/10/54 (BMPCT-1280).

Extension of Completion Date

KACY (TV) Festus, Mo., Ozark Tele. Corp.—Granted extension of completion date to 11/30/53 (BMPCT-1283).

Modification of CP

WTTV (TV) Bloomington, Ind., Sarkes Tarzian Inc.—Granted mod. CP to change trans. location; ant. 1,000 ft. (BMPCT-1251).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—Granted mod. CP to change type of trans. (BMP-6276); completion date 9/10/53.

The following were granted mod. CP's for extension of completion dates as shown:

WBTM-TV Danville, Va., to 12/17/53 (BMPCT-241); KEYL (TV) San Antonio, Tex., to 2/19/54 (BMPCT-1278); WAUG-FM Augusta, Ga., to 1/1/54 (BMPH-4839); WNHC-TV New Haven, Conn., to 2/28/54 (BMPCT-1277); WITH-TV Baltimore, Md., to 12/31/53 (BMPCT-1242).

Granted License

WHEP Foley, Ala., Alabama-Gulf Radio Inc.—Granted license for AM station; 1310 kc; 1 kw-D (BL-5031).

Extension of Authority

WGNR WGNR-FM New Rochelle, N. Y., Radio New Rochelle Inc.—Granted extension of authority to remain silent for period ending Sept. 20, 1953.

National Bcstg. Co., New York, N. Y.—Granted extension of authority to transmit recorded programs to all broadcast stations under control of Canadian authorities that may be heard consistently in United States, for period ending Sept. 15, 1954.

Extension of Completion Date

WBRY Waterbury, Conn., American-Republican Inc.—Granted extension of completion date to 10/1/53; conditions (BMP-6272).

August 11 Applications

ACCEPTED FOR FILING

License to Cover CP

WERH Hamilton, Ala., Marion County Bcstg. Co.—License to cover CP (BP-7954) as mod., which authorized increase in power and installation of new trans. (BL-5086).

WOOW New Bern, N. C., Craven Bcstg. Co.—License to cover CP (BP-8142) as mod., which authorized new AM. (BL-5085) resubmitted.

WSAI-FM Cincinnati, Ohio, Buckeye Bcstg. Co.—License to cover CP (BPH-1710) as mod., which authorized new FM (BLH-913).

WALK-FM Patchogue, N. Y., Suffolk Bcstg. Corp.—License to cover CP (BPH-816) as mod. (BLH-912).

Modification of CP

KIBE Palo Alto, Calif., Sundial Bcstg. Corp.—Mod. CP (BP-8361) as mod., which authorized change daytime power and installation of new trans., for extension of completion date (BMP-282).

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Mod. CP (BPH-1723) as mod., which authorized new FM, for extension of completion date (BMPH-4839).

KSCU (FM) Santa Clara, Calif., U. of Santa Clara—Mod. CP (BPED-213) which authorized new noncommercial educational FM, for extension of completion date (BMPED-267).

Renewal of License

Following stations request renewal of license: WGES Chicago, Radio Station WGES (BR-557); WIRE Indianapolis, Ind., Indianapolis Bcstg. Inc. (BR-494); WHRV Ann Arbor, Mich., Huron Valley Bcstrs. Inc. (BR-2094); KGCX Sidney, Mont., E. E. Krebsbach (BR-128); KCBD Lubbock, Tex., Caprock Bcstg. Co. (BR-1686); KTRE Lufkin, Tex., Forest Capital Bcstg. Co. (BR-1954); KNAL Victoria, Tex., Victoria Bcstg. Co. (BR-2269); KBRC Mount Vernon, Wash., Beckley Radio Co. (BR-1382); KWYO Sheridan, Wyo., Big Horn Bcstg. Co. (BR-827); WBKY (FM) Beattyville, Ky., U. of Kentucky (BRED-3); KUOW (FM) Seattle, Wash., Board of Regents of U. of Washington (BRED-88).

Remote Control

Following stations request to operate transmitters by remote control:

WHBS-FM Huntsville, Ala., The Huntsville Times Co., 301-A (BRCH-46); WRLD-FM Lanett, Ala., Valley Bcstg. Co., 301-A (BRCH-45).

APPLICATION RETURNED

Renewal of License

KBMX Coalinga, Calif., Pleasant Valley Radio Co.—Application for renewal of license returned (BR-2581).

August 12 Decision

BY COMMISSION EN BANC

McFarland Letter

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Is being advised that application to change operation on 860 kc from 5 kw, D, to 10 kw, D (BP-8347) involves engineering considerations which indicate necessity of hearing.

August 12 Applications

ACCEPTED FOR FILING

Modification of CP

WOKE Oak Ridge, Tenn., Air Mart Corp.—Mod. CP (BP-8287) which authorized change in frequency, to change hours of operation from D to unl., install DA for N use, make changes in ant. system, and change trans. location (geographical coordinates only). Amended to make changes in DA system. (BMP-6148) amended.

KEAN Brownwood, Tex., Lyman C. Brown tr/as Lyman Brown Enterprises—Mod. CP (BP-8149) which authorized new AM, for approval of ant., trans. and studio location as Fisk Ave. and Texas St., Brownwood. (BMP-6283).

License to Cover CP

KSD-TV St. Louis, Mo., The Pulitzer Publishing Co.—License to cover CP (BPCT-894) as mod., which authorized changes in existing commercial TV. (BLCT-144).

Renewal of License

Following stations request renewal of license: WAPX Montgomery, Ala., United Bcstg. Co. (BR-2117); KBIO Burley, Ida. (BR-1307); KLIX Twin Falls, Ida., Southern Ida. Bcstg. & TV Co. (BR-1395); WGRY Gary, Ind., WGRY Inc. (BR-2578); WAAB Worcester, Mass., WAAB Inc. (BR-189); KTRI Dakota City, Neb., Sioux City Bcstg. Co. (BR-968); WAWZ Zarephath, N. J., Pillar of Fire (BR-239); WGTC Greenville, N. C., Carolina Bcstg. System Inc. (BR-1065); KXIT Dalhart, Tex., Dalrad Assocs. (BR-1970); WWOD Near Peakland, Va., Old Dominion Bcstg. Corp. (BR-1604); WTVR (TV) Richmond, Va., Havens & Martin Inc. (BRCT-31).

Remote Control

Following stations request to operate transmitters by remote control:

WCCP Savannah, Ga., Dixie Bcstg. Co. (BRC-142); WKEI Kewanee, Ill., Kee Bcstg. Co. (BRC-141); WWGP Sanford, N. C., Sandhills Bcstg. Corp. (BRC-143); WAYZ Waynesboro, Pa., Richard Field Lewis Jr. (BRC-144).

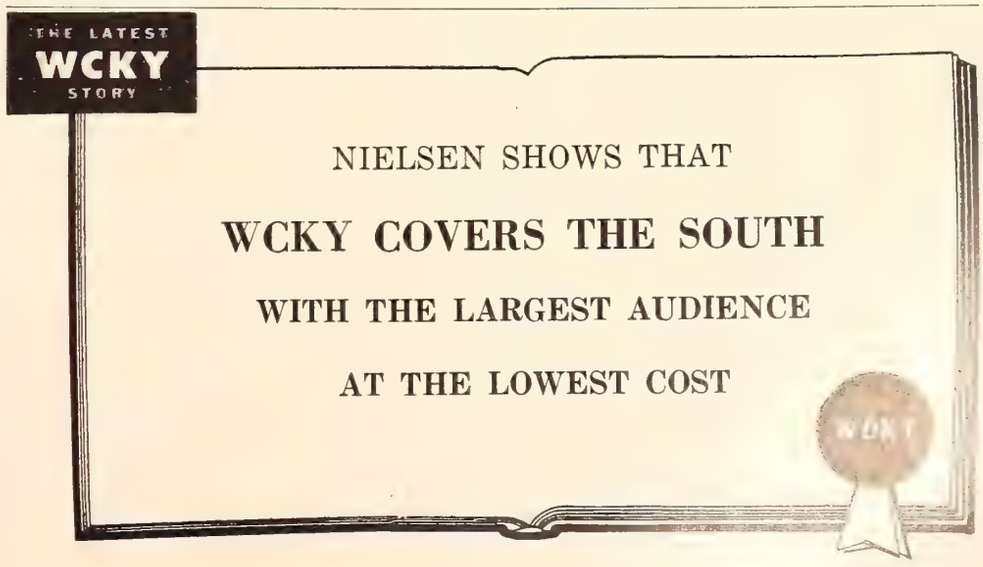
Upcoming Events

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.
Aug. 17-22: TV Institute, sponsored by King Broadcasting, Seattle.
Aug. 18-19: NARTB Public Events Committee, meeting, Waldorf-Astoria, New York.
Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.
Aug. 20-21: NARTB Radio Standards of Practice Committee, meeting, Waldorf-Astoria, New York.
Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.
Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, convention, Jasper Park Lodge, Jasper, Alberta.
Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.
Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.
Sept. 11-12: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.
Sept. 15-17: RTMA board meeting, Biltmore Hotel, New York.
Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.
Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.
Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.
Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.
Sept. 25-26: Advertising and Sales Promotion Conference, Ohio State U., Columbus.
Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.
Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago
Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.
Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.
Oct. 1-8: National Newspaper Week.
Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.
Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.
Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

SPECIAL LISTING
(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22. N. Y. ELdorado 5-0405



TV Allocations: They're Legal

IT NOW may be recorded that the FCC has the legal right to establish nation-wide allocation tables, wherein specific facilities are assigned, geographically, to specific localities. This was done in both FM and TV. In AM it was—and is—different. It's catch-as-catch-can. An applicant applies for any facility that may work in any given area in compliance with engineering standards.

The "planned allocation" has been subjected to frequent attack ever since it was first projected in FM in the late '30s. Many broadcasters in AM thought the FCC was forcing FM down their throats by saying, in effect, "Apply now for one of the FM assignments in your community, or you won't have the chance later."

When the FCC proposed the same format for TV in the 1945 original channel-by-channel allocation table, there was the same criticism, even in the FCC itself. The argument of the opponents was that the law of supply and demand should control. But the FCC majority decreed otherwise.

Until Aug. 3 there had been no clear-cut court test. On that date the U. S. Court of Appeals for the District of Columbia, in deciding an appeal in the so-called "Lancaster cases," sustained the FCC's right to set up geographical allocations, and to change them. Peoples Broadcasting Co. (WLAN), after several rebuffs from the FCC, went to court to protest the FCC action moving pioneer WGAL-TV from Ch. 4 to Ch. 8. The three judges agreed that the FCC has the right to establish an allocations table, and held it was correct in its Lancaster action. This appears to settle several other cases attacking channel-by-channel allocation tables.

The court's action does not, however, preclude a return to a method of allocating facilities based on need for service in given areas. It's ludicrous to suppose that the Government will allow assignments now allocated to communities which can't conceivably support TV stations to lie fallow indefinitely. Indeed, the time may be approaching when a change in procedure will be in order.

Into this category are destined to fall many of the channel assignments now "reserved" for non-commercial educational stations. To date only 48 applications for educational stations have been filed, as against 245 "reservations." Most of these 48 haven't been prosecuted, and the FCC is much more lenient with them than with commercial applicants. There have been just 20 educational grants (some with practically no financial showing). One station has begun operation since last year's freeze lift.

But the educational reservations have become a political issue, stirred up by emotions. It will take time to bring all concerned, starry-eyed pedagogues included, to their senses.

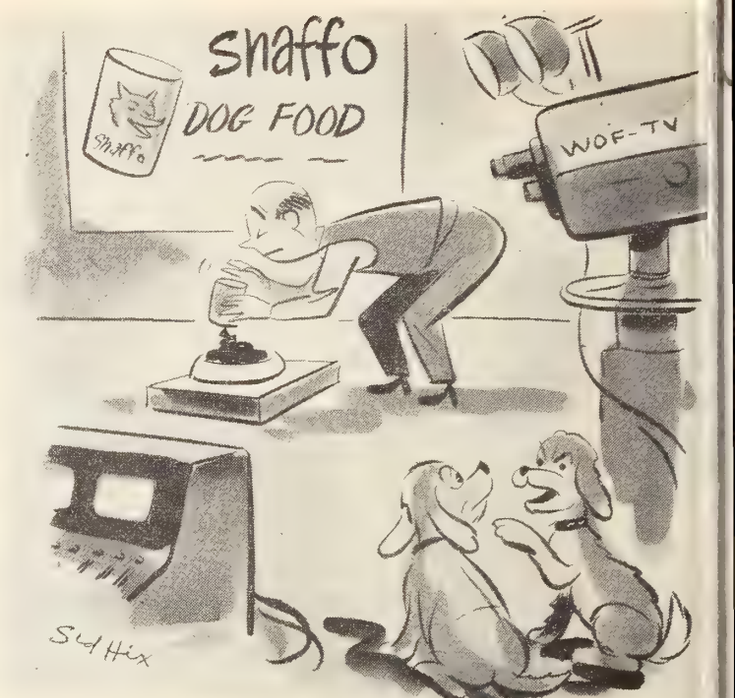
Credit Rating: Low

THERE's no doubt that it takes a lot of people to produce a television show, and to prove it you need only look at the list of credits that unrolls upon your screen at the conclusion of almost any program on the air.

Members of the cast, producer, supervising producer, director, assistant director, technical director, audio and video chiefs, music director, choreographer—and sometimes others who had a hand in the show—are carefully identified, especially if the other parts of the program have run short.

The technique of naming everybody in the company who earned more than a stagehand's wage has been borrowed by TV from the movies. Most movie credits run at the beginning of a show and hence may serve a useful purpose in giving the audience time to quit rustling its popcorn bags before the actual show starts. No similar need exists in TV.

We can understand the desire of production people to be accorded mention on the screen. It is their way of acquiring a reputation. We hope, however, that a way will be found to satisfy that objective at less expense of valuable air time. A minute out of a half-hour network show is worth several thousand dollars. We've seen credit lists run longer than a minute.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"On radio we only had to bark for it, but now we have to eat the damn stuff!"

Are Ethics Unethical?

THE Dept. of Justice is investigating whether a rate clause in the standard contract form endorsed by the American Assn. of Advertising Agencies and the NARTB violates the anti-trust laws. As first reported by this publication a fortnight ago, the investigation is into the recommendation that a station charge all advertisers alike for like time.

We don't pretend to understand the intricacies of the anti-trust laws. For all we know the Dept. of Justice may find grounds for action. But if the laws *can* be interpreted as prohibiting the AAAA and NARTB from trying to keep their businesses on a decent ethical plane, the laws should be scuttled.

The clause under the department's scrutiny guarantees that a station give one advertiser the best rate given any other for "like broadcasts." It is nothing more or less than a promise to refrain from the deplorable practice of rate-cutting.

Use of the standard contract form of which this clause is a part is not a condition of membership in either association. Neither does the form make any effort to establish the rates of any station. It merely suggests that a station should be consistent in whatever charges it sets.

How this sort of contract could be interpreted as "collusion," the crime which the Dept. of Justice seems to suspect, is difficult for us to understand. Since when is it a crime to suggest that business be conducted ethically?

Stock in Wrong Trade

THE brokerage house of E. F. Hutton & Co. has issued a report saying that movie stocks are now selling at bargain prices and stand a good chance of rising in value. As one reason for its optimism regarding movie securities Hutton cites "the declining novelty of TV."

We don't profess to know anything about the stock market, but we do know enough about TV research to be concerned over the financial welfare of E. F. Hutton clients who accept the company's advice. If price advances in movie stocks depend upon a declining interest in television, it will be a long time before an investor can count a profit.

No business growth in U. S. history has been more spectacular than that of television, and its expansion is only beginning. The records show that after years of exposure to TV people watch it almost as much as they did when it was first available to them. The novelty of television may indeed have worn off, but the habit hasn't.

Talk about an Idea



Think Chris had trouble trying to sell his idea back in the 1400's? You've got problems, too – when your *sales ideas* lack effective TV production facilities!

But no such problems when you turn your ideas loose on WLW-D! Here, in Dayton's rich, industrial market, WLW-D provides facilities and talent for *live* productions you'd expect to find only in the "high rent" TV centers.

Weekly Auto Racing – Professional Wrestling right from the WLW-D studios are two big reasons why WLW-D ratings have been on top for over 3½ years! And exclusive client services exploit your ideas through active promotion and merchandising!

WLW-D gives "life" to selling ideas!

WLW-D dayton's favorite

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

weed

and company

RADIO STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

UGUST 24, 1953 35c PER COPY

BROADCASTING TELECASTING

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22ND year

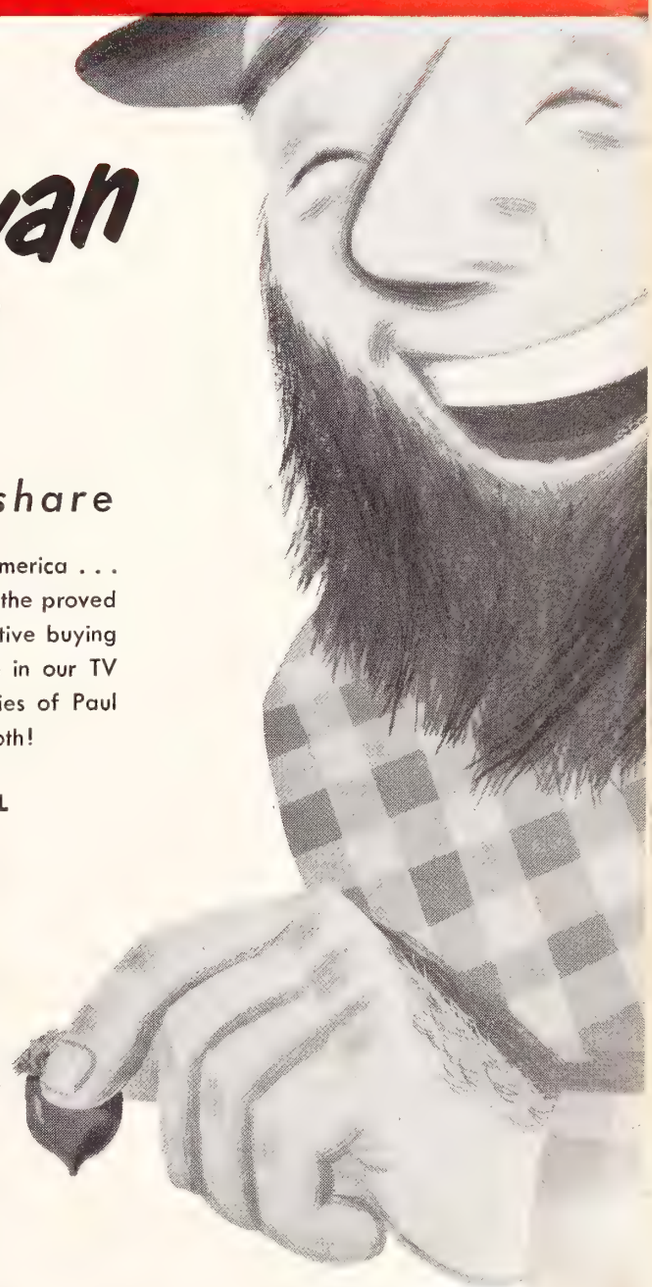
E NEWSWEEKLY RADIO AND TV

Plenty of ACORN$ in Paul Bunyan Land!

And how to get your share

Whatever you want from this rich section of America . . . be it acorns or sales . . . *WCCO-Radio and TV* is the proved way to get it! Over 3½ billion dollars in effective buying income among the 2½ million people who live in our TV area; much more than *that* in the radio counties of Paul Bunyan Land: And our one station can deliver both!

MINNEAPOLIS • ST. PAUL
WCCO
CBS
RADIO—50,000 Watts—830 K.C.
(Radio Spot Sales)
TELEVISION—100,000 Watts—Ch. 4
(Free and Peters)





Fables of the leopard and the hippo

ON TIMES AND PLACES



THE HIPPO: "Alas, how the cooling shade always creeps away . . . . . just when I go off to snooze."

THE LEOPARD:

"Then study, sir, the simple task of keeping your habits —of time and place—completely flexible."



WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WICU	Erie
KPRC-TV	Houston
KECA-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

REPRESENTED BY

THE MORAL:

Wily TV advertisers, too, (like the Spotted Leopard) know how especially profitable it is to sell in the right place at the right time.

Because no matter what their product is, they find it moves faster in some markets than others. So they use **Spot** TV. And choose just the right markets, times, stations.

Doesn't your own product have a similar sales pattern? You can easily capitalize on or correct it with Spot TV.

Just ask about good selling times currently available in these prime markets. On these seventeen leading stations.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

FLANAGAN & DONOVAN





PAUL FLANAGAN
4:05-4:55 P.M., *Mon. thru Fri.*

JOYCE DONOVAN
5:00-5:25 P.M., Mon. thru Fri.

Excellent buys in afternoon radio: 3.6 Pulse; low cost per thousand; terrific audience response; popular personalities; long list of top sponsors, both local and national; success stories; No. 1 station.

WTRY



Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE







WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes —the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

NBC
TV·AFFILIATE

Represented by

MEEKER TV *Incorporated*
NEW YORK LOS ANGELES
CHICAGO SAN FRANCISCO

A Steinman Station

closed circuit

S IF TO re-affirm its faith in future of uhf, CBS will enter primary affiliation agreement with new WCAN-TV Milwaukee, effective Sept. 15. Herbert V. Akerberg, CBS Television station relations vice president, and Lou Poller, president of Milwaukee Ch. 25 outlet, expected to sign affiliation agreement today (Monday). WTMJ-TV (Ch. 4) now is all networks' outlet, being only station operating in Milwaukee.

★ ★ ★

FCC WON'T be doing anything immediate on smattering of complaints of uhf stations against networks. After full discussion last week, Commission instructed Hyman H. Goldin, asst. chief accountant in Economics Division, to keep an eye on developments. Simultaneously it was learned U. S. Budget Bureau early this year turned down FCC proposal for new investigation of networks, looking toward updating of 1943 chain monopoly regulations.

★ ★ ★

HAILED AS "the biggest news in radio since the advent of TV" by W. B. Way (KVOO), president of Associated Tulsa Broadcasters, is revelation that Brown Dunkin, Tulsa's largest department store, has signed with all commercial radio stations in Tulsa for saturation announcement campaign of more than 3,000 spots per station per year. Store is hiring radio director and an "exclusive voice."

★ ★ ★

YOU CAN take it or leave it, but latest word is that "final" FBI check on Robert T. Dean, KOTA Rapid City, S. D., has been completed and is "favorable" to his appointment to FCC vacancy. His name had been held up at 11th hour, just before Congress quit Aug. 3, reportedly after question had been raised by an unidentified mid-western Senator. There's no known formidable candidate running against him.

★ ★ ★

L. T. (Ted) STEELE, vice president and account supervisor, Benton & Bowles, N. Y., expected to be named vice president in charge for radio and TV for that agency. Tom McDermott, recently named vice president in charge of radio and TV production, will continue in that capacity.

★ ★ ★

OVERTURES looking toward acquisition of KXLY-TV Spokane have been made by group headed by Joseph Harris, New York financier and executive head of Motion Pictures for Television, at reported price of $1,750,000. Also in transaction is Richard E. (Dick) Jones, former Storer Broadcasting Co. vice president and later manager DuMont's owned and operated stations. Principal owners of KXLY-TV are Ed Craney and Harry L. (Bing) Crosby.

★ ★ ★

WHEN NEW GOP secretary is appointed by FCC, he'll have vastly more important status than his predecessor, T. J. Slowie. Notion is that secretary should be "chief of staff" rather than "grand privy seal" and that efficient operation of office could eliminate several other highly-paid staff positions. Among those under consideration are wealthy Francis B. Murphy, for six years Secretary of Labor of Illinois under Gov. Dwight Green; Mary Jane Morris, FCC staff attorney and ardent Eisenhower worker, and Lt. Col. William B. Campbell, now winding up active tour with Signal Corps. Mr. Slowie, after 16 years under Democratic administrations, has worked his last day. He's now on leave.

★ ★ ★

WHAT WILL FCC do about community antennas? Answer is probably nothing for foreseeable future. There's feeling that when FCC reaches point of considering satellite and booster stations in TV, community antenna problem question will come into focus. There's further curbstone view that free service will prevail against pay or "box office" extensions.

★ ★ ★

FROM NO radio-TV at all in 1950 to one of largest accounts in area is history of Peoples Drug Stores, which on Oct. 1 begins "Drugcasting" (point-of-sale FM) on WWDC-FM to 75-store chain in Greater Washington [B•T, Aug. 17]. Handled by William D. Murdock Advertising Agency of Washington, account now uses both radio and TV but doesn't disclose budget which, nevertheless, is understood to be well up in six figures. Mr. Murdock, former Washington station sales executive, took over Peoples' account in Oct. 1950 and now is purchasing spot radio in 30 markets where chain has stores in addition to Washington. "Drugcasting" was created by Mr. Murdock and Clayton R. Sanders, advertising director of Peoples.

★ ★ ★

KEY to FCC thinking regarding changes of educational, reserved channels to commercial wavelengths may be indicated this week when Commission reports on request by New Orleans group for elimination of asterisk from Ch. 8 there. In this case, guess is Commission will point to activity of educational groups, although no application filed, as reason for preserving reserved status of channel. But, it may imply that where educators have not been active, it will agree to open reserved channels to commercial interests.

★ ★ ★

GOOD chance Washington will have additional uhf TV channel added to existing four vhf, one commercial uhf, one educational uhf. New channel will be commercial. Pending are three applications for the present single commercial uhf wavelength open.

★ ★ ★

REVISED city-priority list for processing of contested TV applications which FCC is to issue today (story page 44), represented weekend of checking by Commission staff to assure correct reshuffle under amended processing plan. FCC's concern is that despite effort to make fair reappraisal of TV picture, there will be complaints from those who feel slighted. Solution: "Hardship" clause of new rule, by which petition may be filed for priority exemption.

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A dozen big-spending advertisers are dickering for fall network radio time. *Page 31.*

FILM

Consolidated Television Sales had gross sales of $3 million in first year of operation. *Page 35.*

Edward Madden joins Motion Pictures for Television Inc. as vice president. *Page 35.*

PROGRAM SERVICES

Uhf grantees who've asked for subscription television plan Philadelphia meeting, with other like-minded stations invited. *Page 36.*

FACTS & FIGURES

TELESTATUS summary of TV set distribution. *Page 41.*

Advertest Research announces new method of measuring TV reception. *Page 42.*

GOVERNMENT

B•T presents an advance report on new FCC city priority list for processing contested TV applications. *Page 44.*

Sylvania Electric Products will petition FCC to establish rules for satellite TV station operation. *Page 48.*

FCC names new general counsel and makes three other high-level staff appointments. *Page 54.*

STATIONS

Weekly B•T story summarizing new TV operations shows five uhf stations went on air in the week and rounds up other news of impending operations. *Page 62.*

NETWORKS

NBC-TV and MGM are negotiating deal to get MGM stars on television in exchange for TV plugs for MGM pictures. *Page 72.*

MANUFACTURING

American Television Inc. urges FCC to go slow on color—so far the only dissent to speedy adoption of NTSC compatible system. *Page 76.*

PERSONNEL RELATIONS

IBEW strikes at WEVD and WOR-AM-TV New York. WEVD goes off air, and WOR operations are disrupted. *Page 78.*

FEATURES

Joseph Weed advises TV stations to cultivate TV servicemen. *Page 81.*

How the Communists took over the state-controlled radio systems of Central Europe. *Page 82.*

Kenneth Baker answers the question, posed in a B•T article last week: Can monopoly programming circulation be measured? *Page 84.*

An experiment with regional TV news programming. *Page 86.*

FOR THE RECORD

New TV grantees' commencement target dates. *Page 96.*

Are You Getting Your Share?

Even the largest and strongest puppy may not be getting enough, for the sheer force of numerical competition may be preventing any of the pups from receiving the proper nourishment for maximum development.

The same situation may exist in your present national sales representation. With too many stations to serve or not enough manpower to do the proper job, each station may receive enough sales effort to survive, but not nearly the share of business it deserves.

By our high ratio of manpower per station represented we are able to channel our efforts to the special features of each one of our stations and, then, to devote the necessary time and resources properly to exploit these advantages. This twenty-one year old policy of individualized selling, "Personalized Representation," results in greater sales for every station.

If you feel that this kind of representation would accomplish more for you, we would be pleased to demonstrate how successful it has been for our stations, and can be for you.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD





Things have changed in ARKANSAS, too!



From one-room schools to Fulbright scholars . . . from "one-crop" farms to a booming economy—Arkansas is getting its share of the South's new progress and wealth. One example: *Effective Buying Income per family is up 195.1% over ten years ago*!*

There's been a big change in Arkansas radio, too. You can now cover almost *all* the State with 50,000-watt KTHS from Little Rock—now CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS offers *primary* daytime coverage of more than a million people—secondary, interference-free daytime coverage of more than 3¼ million people, including practically all of Arkansas (and 387,409 radio homes in six adjacent states)!

Ask your Branham man for all the KTHS facts, *today*.

*Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Telecommunications Post For ODM to Porter

APPOINTMENT of William A. Porter as assistant director of Office of Defense Mobilization in charge of telecommunications effective Sept. 8 was announced Friday. Mr. Porter is member of Washington law firm of Bingham, Collins, Porter & Kistler.

Office has responsibility of setting policy on radio spectrum allocations and coordinates government use of spectrum space. Intergovernmental Radio Advisory Committee (IRAC) will report to Mr. Porter. Position has been vacant since abolition last June of office of Telecommunications Advisor to President, held by Haraden Pratt [B•T, June 22]. Mr. Pratt, IT&T executive, was named to post when it was established in 1951 by President Truman. ODM is part of executive office of President.

Mr. Porter, past president of Federal Communications Bar Assn. (1951), was born in Chicago in 1906. He spent his youth in Grand Junction, Colo., was graduated from National U., Washington, in 1929. He has been engaged in private legal practice in Washington since 1930, except for World War II years when he served as a Navy lieutenant commander as a member of several committees under Joint-Combined Communications Board. He is member of D. C. Bar Assn., was member of House of Delegates of American Bar Assn. in 1952, and was charter member of FCBA. He is member of University Club of Washington and of Washington Board of Trade. He is married to former Miss Frances Oyler. Mr. and Mrs. Porter live in Bethesda, Md., suburb of Washington.

MBS Postpones Final Decision on Plan

MBS postponed final decision on new affiliation plan Friday on ground FCC had not approved proposed contract (see earlier story on page 74). Announcement was made on closed circuit conference call to MBS stations by Vice President E. M. Johnson Friday afternoon. President Thomas F. O'Neil, in urging MBS affiliates to accept idea of giving up time to network in exchange for programs available for local sales said on same call it was unlikely that four radio networks could continue to exist, with two of them "pale imitations" of top two. He said idea for new plan came from MBS station committees and asked for majority of MBS affiliates to support it. Charge that MBS plan is spot sale idea drew from Mr. O'Neil reference to ABC, CBS and NBC proffers of various combinations of network programs for sale to local advertisers. He referred to engineers' strike of WOR New York stations as key element in streamlining MBS operations.

Drug Official Favors TV

USE of TV to educate public on health problems urged by Thomas J. Winn, manager of Pfizer Labs., in address to American Pharmaceutical Assn. at Salt Lake City. He said pharmacist and doctor "have an unparalleled opportunity to supply sound information."

COURTESY ON SUBWAY

RADIO-TV and New York's subway and elevated train systems are teaming up in promotion effort. Starting in few weeks, 10- to 30-second "spot announcements" by television personalities will be presented via public address systems, giving passengers advice on safety and etiquette, and tips on traveling. Recompense for personalities and stations is in identifying announcement. As of last Friday, NBC, ABC and DuMont stations had agreed to participate in project, which was conceived by former network executive A. A. (Abe) Schechter of A. A. Schechter Assoc., New York public relations firm which has been retained by New York transit authority to promote use of subways and elevated trains.

TV Set Shipments Far Exceed 1952 Level

SHIPMENTS of TV receivers to retail outlets in first half of 1953 ran 43% above same 1952 period, according to Radio-Electronics-TV Mfrs. Assn. Total of 3,022,250 sets shipped to dealers in six months compared to 2,118,510 in same 1952 period. June shipments of TV sets totaled 326,394 compared to 318,533 in June 1952.

Set shipments to dealers by states for first half of 1953 follow:

State	Total	State	Total
Ala.	49,413	Neb.	26,152
Ariz.	21,264	Nev.	1,038
Ark.	20,389	N. H.	9,847
Calif.	232,840	N. J.	81,773
Colo.	41,794	N. M.	8,155
Conn.	46,057	N. Y.	286,953
Del.	7,114	N. C.	59,592
D. C.	25,504	N. D.	7,197
Fla.	53,862	Ohio	182,433
Ga.	52,382	Okla.	58,262
Idaho	6,601	Ore.	40,263
Ill.	175,286	Pa.	261,516
Ind.	99,413	R. I.	13,667
Iowa	61,452	S. C.	24,713
Kan.	28,067	S. D.	8,178
Ky.	44,110	Tenn.	44,494
La.	43,366	Tex.	200,049
Maine	22,856	Utah	21,799
Md.	38,508	Vt.	5,554
Mass.	95,277	Va.	68,605
Mich.	121,420	Wash.	72,506
Minn.	52,434	W. Va.	40,634
Miss.	24,629	Wis.	59,088
Mo.	73,633	Wyo.	1,422
Mont.	659	Total	3,022,250

NARTB May Shift Meeting

ONE-DAY shift in NARTB District 16 (So. Calif., Nev., Ariz.) meeting in Los Angeles being considered by association because of conflict with Yom Kippur, Jewish Holyday. Meeting was originally scheduled Sept. 18-19 but may be moved to Sept. 17-18 if mechanical arrangements can be made. Yom Kippur starts at sundown Sept. 18. Change would mean one-day overlap with District 15 (No. Calif., Nev., T. H.) meeting, to be held Sept. 16-17 in San Francisco. Inadvertent conflict had drawn protests from District 16 membership.

• BUSINESS BRIEFLY

MAXWELL HOUSE SPOTS • General Foods (Instant Maxwell House) placing four to five week saturation radio spot campaign using as many as 200 spots per week on some stations, with minutes and ten-second quickies, starting today (Aug. 24) in some markets and Sept. 1 in others. Agency: Benton & Bowles, N. Y.

WHITEHALL CAMPAIGN • Whitehall Pharmacal Co., N. Y., through John F. Murray agency, same city, planning radio spot campaign to start early in September in more than 200 markets for its Anacin. Television schedule will follow.

STERLING DRUG REALIGNING • Sterling Drug, N. Y. (Fletcher's Castoria), through Carl S. Brown, N. Y., realigning its 52-week radio spot announcement effective Sept. 1, by pulling out of number of large markets and adding markets in South. Firm will use total of 80 radio markets.

COFFEE ACCOUNT • Hills Brothers (coffee), San Francisco, through N. W. Ayer & Son, N. Y., preparing radio spot announcement campaign in from 20 to 30 markets, starting in September for 52 weeks.

PRINCE ALBERT CONSIDERS • R. J. Reynolds Tobacco Co.'s Prince Albert tobacco, network advertiser for many years, considering spot radio campaign for first time, starting this fall. Agency: William Esty, N. Y.

BURLINGTON MILLS ADDS • Burlington Mills (Cameo hosiery), in addition to its ABC radio time buy last week (see story page 31), also will place 13-week radio campaign starting Sept. 15 in few widely scattered markets, in 7 to 9 a.m. and 5 to 8 p.m. time. Agency: Donahue & Coe, N. Y.

SUN OIL PLACES • Sun Oil Co., through its newly appointed agency, Ruthrauff and Ryan, N. Y., placing two-week spot radio campaign using minutes and 20-second announcements in 25 markets.

FARM MARKET DRIVE • U. S. Industrial Chemical Co., division of National Products Corp., starting spot radio campaign for Pyrenone (plant protectant) today (Monday) through Oct. 10 on 46 stations in Virginia, Tennessee, North and South Carolina, Georgia, Mississippi and Alabama. Agency: G. M. Basford Co., N. Y.

KDYL Separates AM, TV

FOLLOWING NBC's lead, KDYL Salt Lake City, Utah, Friday announced separation of its AM and TV station management. Douglas R. Clawson, KDYL-AM-TV sales director, will continue to direct overall sales operations, but working under him will be three radio and three TV salesmen. "Competition between our radio and TV sales staffs will be just as intense as it will be with other stations," Mr. Clawson said. He will continue to head national spot sales for radio-TV.

Rub-a-dub-dub- 19 kids in a tub!



Mary Ellen

And how those kids can sell mom on the products advertised on WSPD-TV's "Fun Farm".

Dow Chemical Company, through its Saran Wrap Division, purchased participation to promote its new crystal clear plastic wrap in the Toledo Test Market. After a few short months, Saran Wrap enjoys 21% of the total wrap sales in Toledo. Happy local and regional sponsors include Toledo Edison, Kuehmann Potato Chip Co., and Corn City Chicken.

Lovely and talented Mary Ellen superbly handles the fun-making and the commercials five mornings a week. Activities range from dancing the Hokey Pokey* to learning about safety in the water (above picture with Red Cross Instructor). A weekly drawing contest attracts over 300 entrants, with such prizes as bicycles, phonographs, popcorn poppers, and pet shop certificates being awarded.

Personal appearances of Mary Ellen in Toledo's leading super markets the past six weeks have drawn over 8,000 kiddies and parents to watch her draw funny faces from their initials. She has definitely proven to be the idol of the younger set. Letters from parents indicate strongly that the adults drop everything to watch "Fun Farm" also, and mail pours in from every town within the WSPD-TV coverage area.

A call to the Katz Agency's nearest office, or Adams 3175 in Toledo will be the first step in bringing you outstanding sales results in Toledo's Billion Dollar Market.

*

BEN RUBIN DISTRIBUTING CO.
1034 GRAND AVENUE • TOLEDO 6, OHIO

WHOLESALE DISTRIBUTORS
APEX
DECCA

May 18, 1953

Miss Mary Ellen Colchagoff
WSPD* Television
Huron St.
Toledo, Ohio

Dear Mary Ellen:

I want to thank you for your cooperation in the promotion of Decca Children's Records.

Our sales on any and every Decca Record that you have played on your "FUN FARM" program has been sensational.

You of course remember a record "Hokey-Pokey" by Stubby and the Buccaneers, I am glad you did, because by your playing this on your program we have sold 1386 of this record in the past few months. When this record was released, 2½ years ago, we sold a grand total of 86. This record was as dead as any record could be until you started promoting the "Hokey Pokey". The same can be said of "The Little Engine That Could" by Guy Lombardo and many, many more.

It is very seldom that we can attribute the sudden sales of any record to just one program or one disk jocky, but in this case it was all "FUN FARM with MARY ELLEN" that sold these records.

Mary Ellen, THANKS A MILLION.

Very Truly Yours,
William Wieland
William Wieland
Manager
Decca Records

WSPD-TV AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

WLEC-TV Sandusky Turns In Grant; Other FCC Items

WLEC-TV Sandusky, Ohio, returned grant for uhf Ch. 42 to FCC last week, making even dozen post-freeze permittees who have returned CPs to Commission. Of 12 who dropped TV grants, 10 involved uhf, two vhf [B•T, Aug. 17].

It is impossible "under present conditions" to operate a TV station in Sandusky "and give the type of public service we have given through our radio operation and that the community justly deserves," Jay Wagner, president of Lake Erie Broadcasting Co., wrote in his letter to FCC returning CP. "Because of the unavailability of network service, without which programming costs would be prohibitive, and for other reasons which were not apparent at the time we filed our application, we feel it best to take this action," Mr. Wagner said.

Erie Applicant Withdraws

CIVIC TV Inc., applicant for uhf Ch. 35 in Erie, Pa., withdrew application late Friday, leaving field open for grant to Great Lakes Television Co., which includes principals of WERC, Erie, Pa. Hearing had been scheduled for Aug. 28 on two competing applications. Civic included principals of WDOK Cleveland.

Deny Hearing on 3-Year License Plan

REQUESTS of Americans for Democratic Action and UAW (CIO) asking for public hearing on FCC's proposal to establish three-year licenses for TV stations [AT DEADLINE, July 27] were denied Friday by Commission. FCC called attention to proposal which stated that after written comments are received (deadline for which is Sept. 1), Commission would decide whether hearing or oral argument required. Comr. Frieda B. Hennock dissented, as she did in original proposal.

Grant to KARK Reinstated

GRANT to KARK Little Rock, Ark., for TV Ch. 4 reinstated effective immediately Friday when FCC announced it had granted request of KLRA Little Rock to dismiss its protest against the Little Rock. Commission had accepted protest, stayed KARK grant, ordered hearing [B•T, July 20].

WJOL Joliet Grant Final

Grant of uhf Ch. 48 to WJOL Joliet, Ill., and denial by default of application for same facility by Sanders Bros., was made final by FCC Friday.

Hearing between KFRE and KARM for Fresno's vhf Ch. 12 was scheduled for Sept. 21 in Washington, FCC announced Friday.

Show Cause Order on Revocation

Show cause order on revocation of license of WKNK Muskegon, Mich., issued Friday by FCC on charge that station permitted unlicensed and unqualified operators to operate transmitter and equipment, that antenna tower was not lighted and that beacon light was not maintained. Station owners, Nicholas W. and Gladys Kuris, ordered to notify FCC in 10 days of appearance at Sept. 24 hearing in Washington on why license should not be revoked. Station operates on 1600 kc, with 5 kw, directional, was founded in 1949.

WJIV Request Denied

Request of WJIV Savannah, Ga., to delete issue regarding its financal qualifications in TV hearing for Ch. 3 with WSAV same city, denied by FCC Friday.

STRIKES CONTINUE

STRIKES continued late Friday at WOR-AM-TV N. Y. and WEVD N. Y. (see story page 78) after mediation attempts during day reportedly brought no progress. James M. Gaines, vice president in charge of WOR-AM-TV, announced late Friday that "effective tonight, WOR-TV will resume normal program schedule, both live and film. WOR is now operating on normal schedule." WEVD continued off air.

Reaction to Phonevision 'Gratifying,' Says Zenith

"INCREASE in public acceptance of . . . subscription television has been very gratifying" and Zenith Radio Corp.'s petition to FCC for approval of idea and authorization of Phonevision on commercial basis "expected to be set for hearing in the near future," E. F. McDonald Jr., Zenith president, said Friday in statement accompanying financial report for first half of 1953. Company reported estimated net consolidated profits (including subsidiaries) of $2,776,190 after all taxes. Consolidated sales of $82,207,474 represented all-time high for this period any year, topping six months of last year by 75%. Radio-TV receiver sales were "up sharply," with TV showing over 150% boost.

Time Standards Unchanged

WITH completion of year-long task of rewriting NARTB Standards of Practice, covering aural broadcast stations, five-year-old document now goes to association's broad for action following New York meeting of special code committee (early story page 58).

Committee headed by John F. Meagher, KYSM Mankato, Minn., decided no change should be made in portion of code governing amount of time to be devoted to commercial announcements. NARTB board to take up revamped code at its January meeting.

WBGE in Bankruptcy Suit

WBGE Atlanta ordered by Judge Claude D. Shaw, of Fulton Superior Court, that city, to show cause why receiver should not be appointed. Five employees and former employees of station charged it owes them $2,185 in back salaries. Named defendant with WBGE was Mike Benton, Atlanta, who sold station to General Broadcasting Co. last year.

UPCOMING

Aug. 25-26: NARTB AM Committee, NARTB Headquarters, Washington.

Aug. 27-28: NARTB FM Committee, NARTB Headquarters, Washington.

Aug. 30-Sept. 2: Western Assn. of Broadcasters Convention, Jasper Park Lodge, Jasper, Alberta.

For other Upcoming, see page 95

PEOPLE

MICHAEL M. SILLERMAN, sales executive for ZIV Television Programs Inc. and former president Keystone network, resigning effective immediately. Upon return to N. Y. from West Coast, spokesman said, he will announce formation of film production distribution-firm.

RICHARD D. BUCKLEY, president of John Blair & Co., national representative, married Janice Dannerth of New York last Tuesday in Venice, Italy. Following wedding trip they will make their home in New York City.

THOMAS J. SLOWIE, secretary of FCC since 1937, resigned Friday. **WILLIAM P. MASSING,** assistant secretary, named acting secretary pending appointment of Mr. Slowie's replacement (see CLOSED CIRCUIT, page 5).

JAMES F. O'GRADY, assistant manager of ABC's radio co-op department, named assistant manager of ABC's co-op program department covering both radio and television.

Eleven New Sponsors Announced by NBC-TV

SIGNING of 11 new sponsors for five NBC-TV programs announced Friday by George Frey, vice president in charge of TV sales.

Three clients who have signed up for *Today* (Mon.-Fri., 7-9 a.m. EDT) are General Mills Inc., Minneapolis (O-Cel-O), through Comstock & Co., Buffalo; Harry & David Corp. (Royal Riviera pears and Fruit-of-the-Month Club), Medford, Ore., through Guild Bascom & Bonfigli, San Francisco, and Beatrice Foods Co. (La Choy sauce), through Foote, Cone & Belding, both Chicago.

Three new advertisers for *Your Show of Shows* (Sat., 9-10:30 p.m. EDT) are Cat's Paw Rubber Co., Baltimore, through S. A. Levyne Co., Baltimore; Johnson & Johnson (Band-aids), New Brunswick, N. J., through Young & Rubicam, N. Y., and Bourjois Inc. (perfumes), N. Y., through Foote, Cone & Belding, N. Y.

New sponsors on *Kate Smith Hour* (Mon.-Fri., 3-4 p.m. EDT) are Corn Products Refining Co., N. Y., through Miller Co., N. Y., and Gerber Products Co. (baby foods), Fremont, Mich., through D'Arcy Adv., N. Y. Block Drug Co., Jersey City, has signed to sponsor *Name That Tune* (Mon., 8-8:30 p.m. EDT) on alternate weeks through Cecil & Presbrey, N. Y.

Consolidated Cosmetics, Chicago, signed as sponsor on *Show of Shows* and on *Kate Smith Hour*, through Frank E. Duggan Adv., Chicago, and Consolidated Royal Chemical Corp., Chicago, for *Arthur Murray Dance Party* (Mon., 7:30-45 p.m. EDT), starting Oct. 12, through Dancer-Fitzgerald-Sample, Chicago.

Hadacol to Expand Use Of Radio Advertising

EXPANDED radio campaign covering wider area and including more intensive schedules of spots to be started by Hadacol, according to President Harry B. Goldsmith, of LeBlanc Corp.

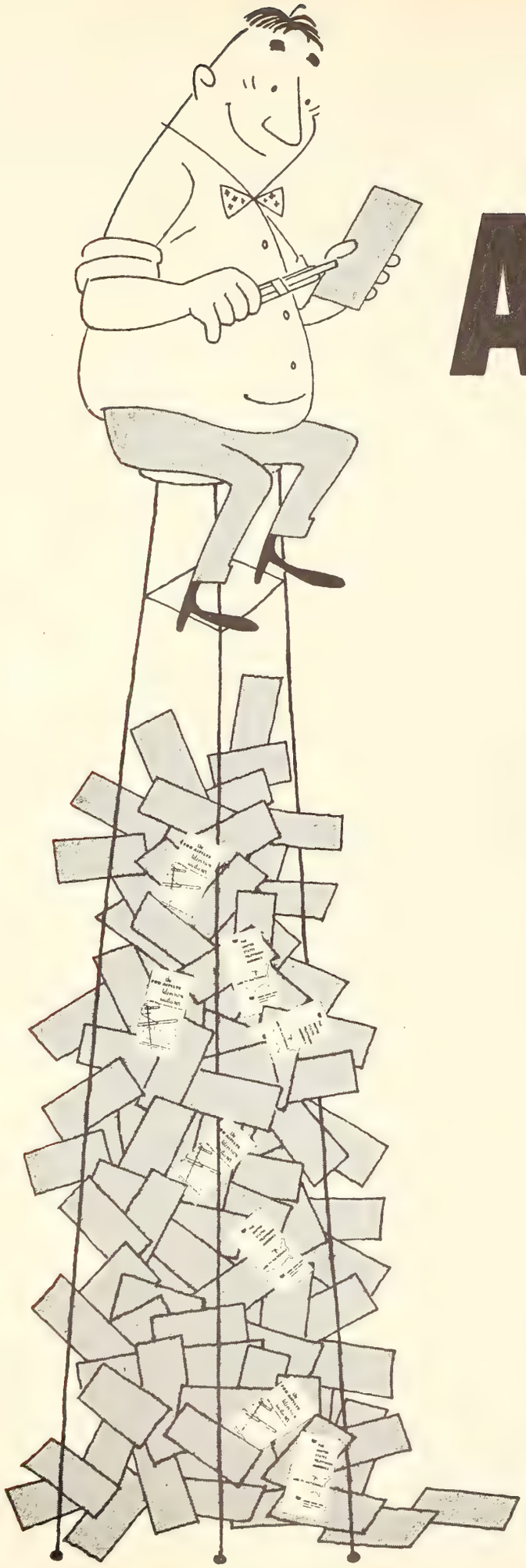
"Last season's radio campaign was so successful in our primary area," he said, "that our schedule of spot announcements will be stepped up substantially in this section of the country. In addition, regular spot schedules are now being run in many new parts of the mid-western and mid-Atlantic states, and by the end of the year all of Hadacol's most important markets will be reactivated. The campaign will include an all-out radio saturation drive on the new enriched Hadacol and Hedacol Capsules, plus newspaper advertising in certain areas."

NBC Resumes Colorcasts

NBC-TV slated to resume series of experimental color telecasts on network basis with presentation of Kukla, Fran & Ollie production of *St. George and the Dragon*, carried previously in black-and-white, next Sunday, 5-5:30 p.m. EDT.

RCA Ships Transmitters

THREE transmitters shipped by RCA Victor Division as follows: 10 kw vhf to KFDX-TV Wichita Falls, Tex.; 1 kw uhf to WTAP (TV) Parkersburg, W. Va., and 1 kw AM to KRIO McAllen, Texas.



ARB's COV

ARB's television audience reports are no
available on a regular basis in THIRTY-FIV
major TV markets. By March, 1954 a total of SIXT
metropolitan areas will be covere
For the cities just added this expansio
means a new, higher standard in TV researc
For the TV spot timebuyer it means more trustworth
information on local audience behavior. For th
network advertiser it means more individual mark
data to compare . . . on the same yardstick . .
with ARB's TV-National report
There's other good news, too. The fact tha
ARB produces both local and national reports mean
substantial savings to subscribers. The end result i
faster delivery of better research at lower cos
This new expansion of individual market report
has been made possible by strong client support an
by an organization built up over the years throug
unwavering use of the one best metho
of obtaining TV audience fact
Progress isn't stopping here. Today 35 citie
are ready . . . soon 60 . . . and even more to come

May we be of help to you

AMERICAN RESEARCH BUREAU, *incorporated* **NEW YORK** • *Jack Gross, 516 5th Ave., MU 7-3787*

erage is up!

ARB schedule of television audience reports by cities.

monthly

ATLANTA
BALTIMORE
BOSTON
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DAYTON
DETROIT
LOS ANGELES
MINNEAPOLIS-ST. PAUL
NEW YORK
PHILADELPHIA
SAN FRANCISCO
WASHINGTON

quarterly

DALLAS-FT. WORTH
DAVENPORT-ROCK ISLAND
GREATER HOUSTON
KANSAS CITY
NORFOLK
OMAHA
PITTSBURGH
ST. LOUIS
SALT LAKE CITY
SEATTLE-TACOMA

three times yearly

BUFFALO
DENVER
MILWAUKEE
PORTLAND, ORE.
PROVIDENCE
SAN ANTONIO
SAN DIEGO

twice yearly

MIAMI
PHOENIX
RICHMOND

Schedule of costs

To all advertisers or agencies subscribing before October 1, 1953, the price for the complete 35-city package will be $275 per month. These same subscribers may then receive the 60-market package beginning in March for an additional $75 per month.

Prices will increase approximately 25% for subscribers joining after October 1st, but all prior subscriptions will be protected at the lower rate for a minimum of one full year. No contracts are ever required.

ARB TV-National subscribers are entitled to an additional 25% discount on all city reports purchased.

LIST OF SUBSCRIBERS (as of May 1953)

KNXT, KNBH, KTLA, KHJ-TV, KECA-TV, KSL-TV, KTTV, KLAC-TV, WNBT, WCBS-TV, WABC-TV, WCAU-TV, WPTZ, WFIL-TV, WBBM-TV, WNBQ, WBKB, KGUL-TV, KPRC-TV, WLW-D, WHIO-TV, WLW-A, WSB-TV, WBAL-TV, WMAR-TV, KSTP-TV, WCCO-TV, WBZ-TV, WNAC-TV, WBNS-TV, WLW-C, WWJ-TV, WNBW, WTOP-TV, KRON-TV, WLW-T, WNBK, WTVR
Adamson, Buchman & Associates
Allied Advertising
Arrow Productions, Inc.
N. W. Ayer & Son, Inc.
Batten, Barton, Durstine & Osborn, Inc.
Chuck Billing & Co.
Biow Company, Inc.
A. S. Black Advertising Agency
Boone & Cummings Advertising
Bottsford, Constantine & Gardner
Brooke, Smith, French & Dorrance
Ellis Brooks Motors, Inc.
The Buchen Company
Buffington Productions
Leo Burnett Company, Inc.
Cahn-Miller, Inc.
California Advertising Agency
Campbell-Mithun, Inc.
Al Carmona Advertising Results
Cayton Advertising, Inc.
Christiansen Advertising Agency
Cecil & Presbrey, Inc.
The Clements Company
Columbia Broadcasting System, Inc.
Coleman-Packard Advertising
Spade Cooley Enterprises
Cunningham & Walsh, Inc.
D'Arcy Advertising Company
Doherty, Clifford, Steers & Shenfield
W. B. Doner & Company
Jack Douglas
John C. Dowd, Inc.
Courtland D. Ferguson, Inc.
Jimmy Fritz Advertising Agency
Foote, Cone & Belding
Robert M. Gamble Advertising
Geyer Advertising, Inc.
Gillette Safety Razor Company
Gillham Advertising
Guild, Gascom & Bonfigli, Inc.
Gunther Brewing Company
R. T. Harris Advertising Agency, Inc.
The Hecht Company
Hicks & Greist Agency
Jerry Hill Advertising
Hixson & Jorgensen, Inc.
Hoffman Radio Corporation
Horn & Cox, Inc.
Hutchins Advertising Company, Inc.
Hutzler Advertising Agency, Inc.
Irwin Company, Inc.
Jarman & Skaggs Advertising Agency
Kamin Advertising Agency
Joseph Katz Company
Henry J. Kaufman & Associates
Abbott Kimball Company, Inc.
Lang, Fisher and Stashower, Inc.
Los Angeles Brewing Company
Luckoff & Wayburn, Inc.
James R. Lunke & Associates
Market TV Associates
The Mayers Company, Inc.
Mays & Company
McCann-Erickson, Inc.
McManus, John & Adams, Inc.
Harry M. Miller, Inc.
Milloy Advertising, Inc.
Emil Mogul Company, Inc.
Raymond R. Morgan Company
William Morris Agency, Inc.
Charles Mottl Company
Music Corporation of America
National Brewing Company
National Broadcasting Company, Inc.
Official Films, Inc.
Robert W. Orr & Associates, Inc.
Ruthrauff & Ryan
Pabst Brewing Company
Elwood J. Robinson
Roche, Eckhoff & Associates
Lewis-Edwin Ryan Agency
Scholts Advertising Service
Sears, Roebuck & Company
Russell M. Seeds Company, Inc.
Simons-Michelson Company
Sports, Vision, Inc.
Hal Stebbins, Inc.
Stockton, West, Burkhart, Inc.
Charles R. Stuart
J. Walter Thompson Company
Tatham-Laird, Inc.
TV Digest
Van Sant, Dugdale & Company, Inc.
Milton Weinberg Agency
Wilkinson, Schiwetz & Tips Inc.
William H. Weintraub & Company, Inc.
Weiss and Geller, Inc.
Young & Rubicam



NOW SERVING OVER
217,900* TV HOMES
IN OKLAHOMA!

*June 1, 1953

WKY-TV
Channel 4
OKLAHOMA CITY

Affiliated with
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY Radio
Represented by KATZ AGENCY, INC.

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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Louis Rosenman, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Ruth Barker, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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444 Madison Ave., Zone 22, Plaza 5-8355.
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360 N. Michigan Ave., Zone 1, Central 6-4115.
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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It's a winner . . .

the combination you get from

WJTV

Mississippi's First Television Station

Some combinations are winners right from the start . . .
like a four and a three at a roll of the dice,
like blue eyes and yellow curls on a pretty girl,
and like the winning combination that WJTV offers:

UHF INTERFERENCE-FREE PICTURE
. . . PLUS VHF COVERAGE

Yes, it's a winner, the unbeatable combination that WJTV has down in Central Mississippi, one of the nation's fastest-growing markets. An interference-free signal received at distances up to 55 miles in all directions from our broadcasting site. That was the result of a survey conducted by the Product Performance Division of the Philco Corporation during WJTV's first month of operation.

Then, Mississippi's viewers discovered the quality performance WJTV was delivering. Viewers, like everybody else, talk. They spread the word about WJTV. Non-viewers heard it, decided they'd better become viewers, and went out and bought sets. From fewer than 5,000 just before WJTV hit the air last January, the number of sets in the area has increased to more than 22,000.

And advertisers spotted the winning combination right at the start; they were quick to recognize its advantages. In a recent article headed "Advertisers Eagerly Add New TV Stations", BILLBOARD especially cited WJTV's acceptance by national spot and network advertisers. Currently the total is 43 network, 20 national and more than 50 regional-local advertisers.

It's because of acceptance like this—by Mississippi's thousands of viewers and by national spot, regional and local advertisers—that we feel we've been proved right when we say we offer a winning combination, when we say we offer

UHF INTERFERENCE-FREE PICTURE
. . . PLUS VHF COVERAGE

WJTV UHF

CHANNEL 25 JACKSON, MISSISSIPPI

M I S S I S S I P P I ' S F I R S T T E L E V I S I O N S T A T I O N

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

Hooper Proves It . . .

NOW PULSE CONFIRMS IT!

WDIA IS FIRST

Over All Other

Memphis Radio Stations!

"THE PULSE of MEMPHIS"

June 1953 Monday thru Friday

	WDIA*	B	C	D	E	F	G	H
6 AM-12 N	24	20	12	16	8	8	7	2
12 N-6 PM	23	19	18	9	11	10	6	3

* Note: Out of 48 Daytime ¼ Hours, WDIA was FIRST 31 times (1 tie); SECOND 16 times (1 tie); THIRD 1 time!

Thus—once again it is proved—with WDIA's *fulltime* Negro programming, you *completely dominate* in selling to the 562,212 Negroes that make up 46.9% of the total population in Memphis and the 27 WDIA Nielsen counties surrounding Memphis! Get full facts TODAY!

MEMPHIS WDIA TENNESSEE

SOON 50,000 WATTS!

John E. Pearson Co., Representative; Dora-Clayton Agency, Southeast

AWARDS

17 Stations Receive Awards For Religious Programming

PROGRAM awards for 1953 were presented last week to radio and television stations by the Broadcasting and Film Commission of the National Council of The Churches of Christ in the U. S. A. as part of its eighth annual religious broadcasting workshop which is in progress at the Butler U. School of Religion, Indianapolis. The awards:

Radio — "Religious Education": WTAX Springfield, Ill., with honorable mention to WLAW Boston and WCSH Portland, Me.; "Radio Talks": CHAB Moose Jaw, Sask., Canada, with honorable mention to WBZ Boston; "Christian Family Living": WNBS Murray, Ky., with honorable mention to WJAR Providence; "Religious Newscasting": WPEN Philadelphia, with honorable mention to WNAC Boston; "Services of Worship and Devotion": WCSH Portland, Me., with honorable mention to KGLO Mason City, Iowa; "Religious Music": WONE Dayton, with honorable mention to WJAR Providence, WAKR Akron and WONS Hartford.

Television—Special awards to WHEN (TV) Syracuse and WOI-TV Ames, Iowa, for "singular service in the broadcast training of religious leaders," and to WNHC-TV New Haven for "exceptional cooperation in the area of experimental religious programs."

Broderick, WDRC Engineer, Wins Sound Recording Award

FIRST prize award of $250 in the International Sound Recording Contest sponsored by Audio Devices Inc. has gone to Henry M. Broderick Jr., chief engineer of WDRC-AM-FM Hartford, Conn., it was announced last week by Bryce Haynes, Audio Devices vice president.

The other prize winners:

Second prizes: Jesse C. Durham, USNR, Armed Forces Radio Service (now with WSB-TV Atlanta, Ga.); Bob Holden, WMBD Peoria, Ill.; Agostino Bottinelli and Dr. Ausilio Scerri, Servicio Tecnico Radio Lugano, Switzerland; Thomas L. Ward Jr., U. of Texas, Austin. Third prizes: Arthur C. Statter, New York; W. E. Bradford, KSST Sulphur Springs, Tex.; Robert Leonard, WMMN Fairmont, W. Va.; W. H. Purdy Jr., Texas Education Agency, Austin; M. Fleming, Board of Education, St. Louis; E. L. Shook, WONE Dayton, Ohio; Lyle C. Thompson, John Keating Co., Seattle; Burton Waterman and William Winn, WJOC Jamestown, N. Y.; Mortimer Goldberg, CBS Radio, New York; David S. Foley, KRKO Everett, Wash.; WAPI Birmingham, Ala.; Robert Musberger, Missoula, Mont.; James A. Hartley, WGGA Gainesville, Ga.; Egmont Sonderling and Sidney Schneider, WOPA Oak Park, Ill., and William C. Marchand, Lakeland Broadcasting Co., Oshawa, Ontario.

Dr. Everitt To Get IRE Medal of Honor for 1954

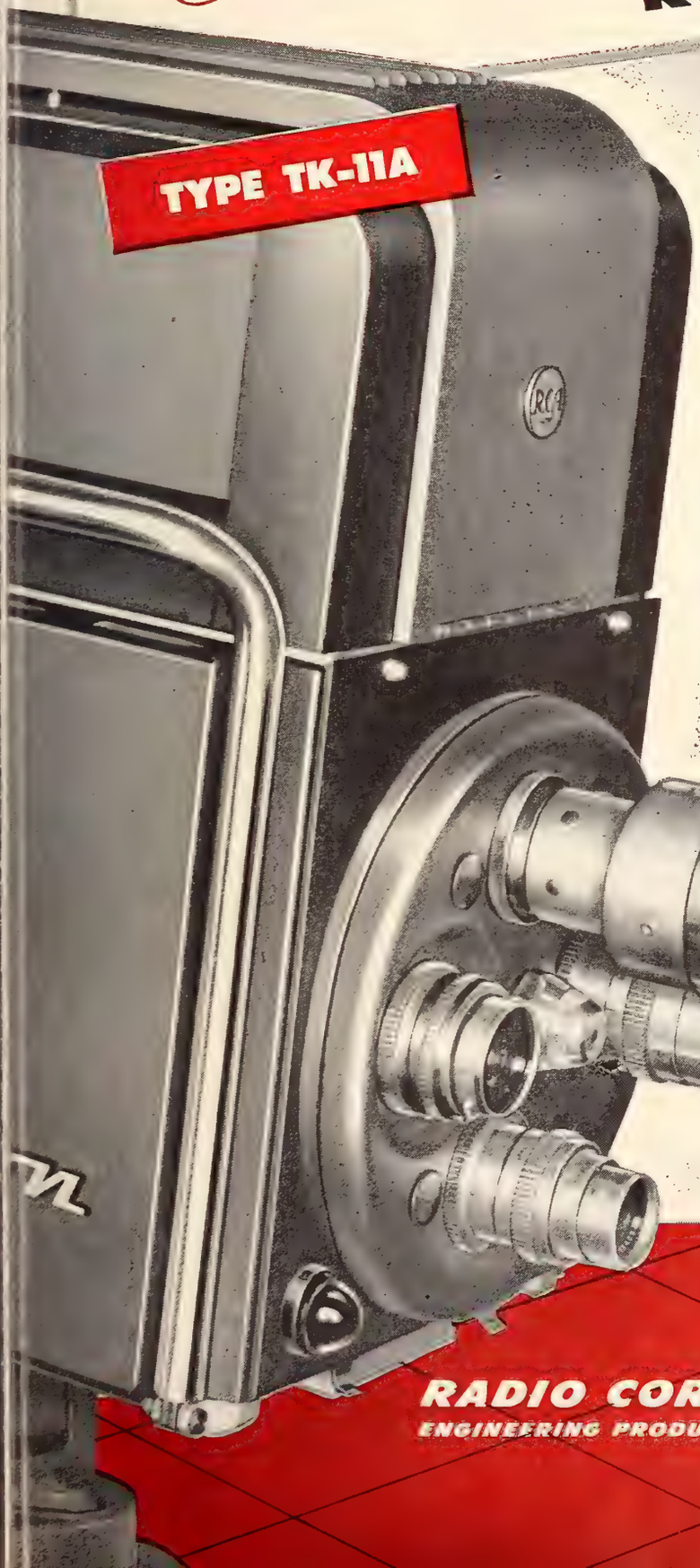
DR. WILLIAM L. EVERITT, radio authority and dean of the College of Engineering, U. of Illinois, last week was designated the recipient of the Institute of Radio Engineers' Medal of Honor for 1954.

In naming Dr. Everitt, the Institute cited "his distinguished career as author, educator and scientist; his contributions in establishing electronics and communications as a major branch of electrical engineering; his unselfish service to his country; his leadership in the affairs of the Institute of Radio Engineers."

Presentation will be made during IRE's annual banquet at the Waldorf-Astoria Hotel, New York, next March 24 during the Institute's national convention.

Completely New!

RCA TV CAMERA



Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera — **PLUS THESE NEW FEATURES:**

NEW **7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.**

NEW **plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!**

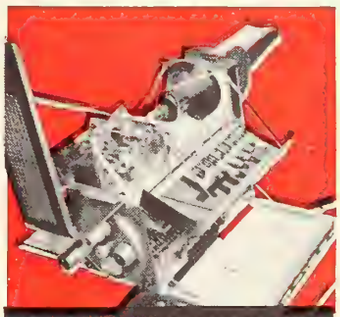
NEW **fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!**

NEW **plug-in blower for cooling the deflection coil and Image Orthicon!**

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

NEW **electronic-protection system guards Orthicon against deflection failure, or loss of driving signals.**

NEW **"overscan" control takes burden off Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pickups.**



One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

RCA®

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N. J.

IN THE
Upper Midwest...

KSTP-TV
Now
Reaches
Over a
Million-
and-a-Half
People
Regularly
With
100,000
Watts
On Channel 5



IN REVIEW

JUDGE FOR YOURSELF

Network: NBC-TV
Time: Tues., 10-10:30 p.m. EDT
Star: Fred Allen
Cast: Panel of professional show business people and guest panel chosen from studio audience.
Producer: Mark Goodson-Bill Todman
Assoc. Producer: Arnold Peyser
Director: Jerry Schnur
Musical Director: Milton De Lugg
Sponsor: P. Lorillard Co. (Old Gold cigarettes)
Agency: Lennen & Newell

SOMETIMES it's unfortunate that first impressions are generally lasting. Under consideration here is a first TV impression made last Tuesday evening by Fred Allen when he joined the ranks of regular video m.c.'s on a new NBC-TV show, *Judge for Yourself*. Mr. Allen's first go-round with what turned out to be a pretty standard sort of show was most disappointing. He showed only a slight resemblance to the satiric comedian regarded by many as one of the sharpest wits and most capable entertainers in show business.

During the past few years when television sets have graduated from luxury items to necessities in American homes, Mr. Allen has stayed out of the picture except for an occasional guest appearance and a short-lived stab at his own show which met with little success. The prolonged vacation, sadly enough, appears to have rusted his wit. Everybody and everything were comic sources for the Fred Allen who gathered a tremendous radio following. The present Fred Allen has apparently imposed limits on his own sense of humor. On the Aug. 18 telecast, his jokes were pointed only at competitive networks and the mediocre quality of television programming. The latter category seemed a particularly unwise choice since Mr. Allen's half-hearted efforts on *Judge for Yourself* did little to remedy the ills of the medium.

His introductory chatter dealt largely with panel and quiz programs and the respective nonsense of them all. His show at least was going to be different. As it developed the difference so stressed by Mr. Allen was rather subtly concealed. He didn't have a panel. Instead, he had two panels. And there wasn't any quiz, either. There was just a $1,000 prize.

Panels I & II

Panel I was composed of three persons in show business, Cheryl Crawford, Broadway producer; Julie Styne, producer and composer, and George Rosen, *Variety's* radio-TV editor. Three members of the studio audience, forming Panel II, were given a chance to play critic and evaluate the merits of three acts presented on the show. The sizable prize mentioned previously belongs to the amateur panelist who rates the performances in the same order as the professional panel. Should the amateurs' selection fail to match that of the professional panel, as was the case last Tuesday, the prize is added to the next week's loot. Between acts Mr. Allen chats with the self-styled critics about all sorts of unusual things like their names, occupations and TV opinions.

The whole thing went over with a great dull thud. Dennis James was on hand to deliver commercials for Old Gold, the show's sponsor. Even his perennial high spirits and ear-to-ear smile showed signs of strain. Mr. Allen, astute showman that he is, was obviously aware of the audience's lukewarm reaction. As he was signing off, he suggested that if viewers had liked what they had seen, it might be nice to tell their friends about it. And if they hadn't, he advocated that they hold their fire until things shaped up.

This reviewer, an old Allen advocate, would like to believe that the comedian had an off night Aug. 18, and that he and his show would improve with practice. Such a hope, unhappily, is denied by the inescapable fact that more than Mr. Allen was wrong with the first production.

The real weakness of this program is its format, which is contrived and cumbersome and which obviously evolved from its originators' envy of Groucho Marx's *You Bet Your Life*. The invention of *Judge for Yourself* probably proceeded in this sequence: Mr. Marx, a nimble wit, is a towering success as a quizmaster; hence, Mr. Allen, a nimble wit, would be a towering success as a quizmaster. But, of course, an exact copy of Groucho's show is inadvisable. The thing to do is gimmick it up.

What has happened, of course, is that the principal objective of giving Mr. Allen a chance to exercise his tongue in conversation with ordinary people is frustrated by the irritating



FRED ALLEN
Second-fiddle to a gimmick

distractions of the gimmicks. No matter how brilliantly Mr. Allen may fence with the amateur critics on his program, his effectiveness cannot be maximum. The truth is that in *Judge for Yourself* Mr. Allen has a subordinate role.

It would be wise for Mr. Allen and his advisors to realize that Groucho has the quiz dodge sewed up for comedians of his type, and that Mr. Allen needs a new format which will not only encourage his particular abilities but also give them a chance to be seen. In the cluttered surroundings of *Judge for Yourself* a wit of Mr. Allen's sensitivity is neither stimulated nor observed.

Outside or Inside

SPOKESMEN at Arthur Godfrey's office in New York late last week would make no definite commitment beyond saying that according to present plans, outside talent will be used on Mr. Godfrey's *Talent Scouts* show on CBS-TV tonight (Monday). Last week Mr. Godfrey put on an impromptu version of his Wednesday night TV show, with Frank Parker, Janette Davis, the McGuire Sisters and Marion Marlowe. The explanation offered was that the outside talent scheduled for that night was sub-standard.

COMING!

KLZ-TV DENVER

ON THE AIR NOVEMBER 1st

CBS TELEVISION

CHANNEL 7



Antenna 2380 feet
above mile-high Denver

COVERING THE LUSH LAP OF COLORADO'S RICH EASTERN SLOPE

- Population: 958,200 in metropolitan Denver and surrounding coverage area.
- Total TV families: more than 175,000
- Total retail sales: $1,125,597,000
- Total families: 273,600
- Income per family (average): Denver $5,275.00—counties outside Denver: $4,500.00 (approx.)

FAST GROWING COLORADO . . . RICH IN RESOURCES RICH IN SALES

KLZ-TV

REPRESENTED BY THE KATZ AGENCY

ALADDIN RADIO AND TELEVISION, INC.

KLZ-TV

Maximum power authorized—

316,000 WATTS

On the air with facilities unrivalled in the Rocky Mountain West

On the air with CBS Television

On the air with 32 years' experience as Denver's leading radio station . . . with a distinguished record for creative programming . . . with more than 5 years of planning, staff training and integration, for TV

NBC IS AMERICA

NETWORK COVERAGE

2 HOMES DELIVERED

2 TOP PROGRAMS

2 ADVERTISER ACCEPTANCE

2 BIGGER AUDIENCES

2 OUT OF 3 TOP

2 HOUR RATINGS

2 PROGRAMMERS

NO. 1 NETWORK

8

NBC-TV leads all other networks in 11 out of 20 program types

Nielsen classifies all television programs into 20 categories. In eleven of these program types, NBC shows reach the largest average audiences. And in each of its eleven categories NBC has the top program.

In comparison . . . the No. 2 network leads in only four categories; the No. 3 network in three categories; and the No. 4 network in two categories.

Here are the program types in which NBC leads:

Program category and top show

General Variety Colgate Comedy Hour
Musical Variety Your Hit Parade
General Drama Fireside Theatre
Mystery Drama Dragnet
Concert Music Voice of Firestone
Popular Music Dinah Shore Show
Audience Participation What's My Name
Quiz Giveaway You Bet Your Life
Interview This Is Your Life
News Camel News Caravan
Forum and Discussion Meet the Press

Whatever type of television program you select for your advertising, it will have its best opportunity for success on NBC Television. Another demonstration that **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*



Wherever you go there's Radio

You ride with the winner when you ride with WGR ... the most listened-to station all over Western New York, Northwestern Pennsylvania and nearby Ontario.

For instance: WGR's exclusive broadcasts of Notre Dame football, Buffalo baseball, Canisius basketball, plus all-around sports coverage win top audiences.

CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

OPEN MIKE

Around the World

EDITOR:

Once again it is my privilege to commen BROADCASTING • TELECASTING for the very e cellent TV film feature section contained in th Aug. 10 issue.

Such a service is extremely useful, partic ularly to the customers with whom I deal, ina much as most of them know very little abou television and its many facets at the time the decide to go into the business . . .

Should reprints of this feature be available I should be pleased to see that they are distri buted throughout the world.

Lawrence K. Larkin
International General Electric Co.
New York

[EDITOR'S NOTE: Reprints have been sent t Mr. Larkin. A limited number of others available.]

Durstine Displaced

EDITOR:

In your Aug. 10 issue, in the departmer called "People," you certainly have mixed up a announcement in a way that mentions my nam with great confusion.

I refer to the announcement about Robert I Nourse joining Hilton & Riggio.

I remain the president of Roy S. Durstine In and have no connection whatever with Hilto & Riggio . . .

Roy S. Durstine
President
Roy S. Durstine Inc.
New York

[EDITOR'S NOTE: B•T regrets that a copy erro indicated Mr. Durstine had joined Hilton & Rig gio. It was Mr. Nourse, a former employe of Mr Durstine, who joined the Hilton & Riggio firm.

Interested Reader

EDITOR:

. . . It appears to me that your magazine i doing a competent job in its field, and I watch it with a great deal of interest.

T. R. McCabe
Vice President
Beaumont & Holman Inc.
Chicago

Wholesale Approval

EDITOR:

I read with a great deal of interest you article, "Can You Really Get It Wholesale?" [B•T, Aug. 10]. I must say it is a superl factual reporting job and should be of para mount interest to every applicant for a tele vision station whether he has to go through hearing or not. . . .

Fanney Litvin
Examiner, FCC
Washington, D. C.

[EDITOR'S NOTE: The article was based on tes timony regarding film costs in a case heard by Mrs. Litvin.]

Old Hands

EDITOR:

The 15 staff members at KXRO Aberdeen Wash., have a total of 155 years radio experi ence. This is an average of 10.3 per person. Eight staff members can show 139 years, or an average of 17.3 years each.

Harry R. Spence
President
KXRO Aberdeen, Wash.

You'll need a BIGGER YARDSTICK to measure Pennsylvania's greatest TV station



WPTZ
PHILADELPHIA

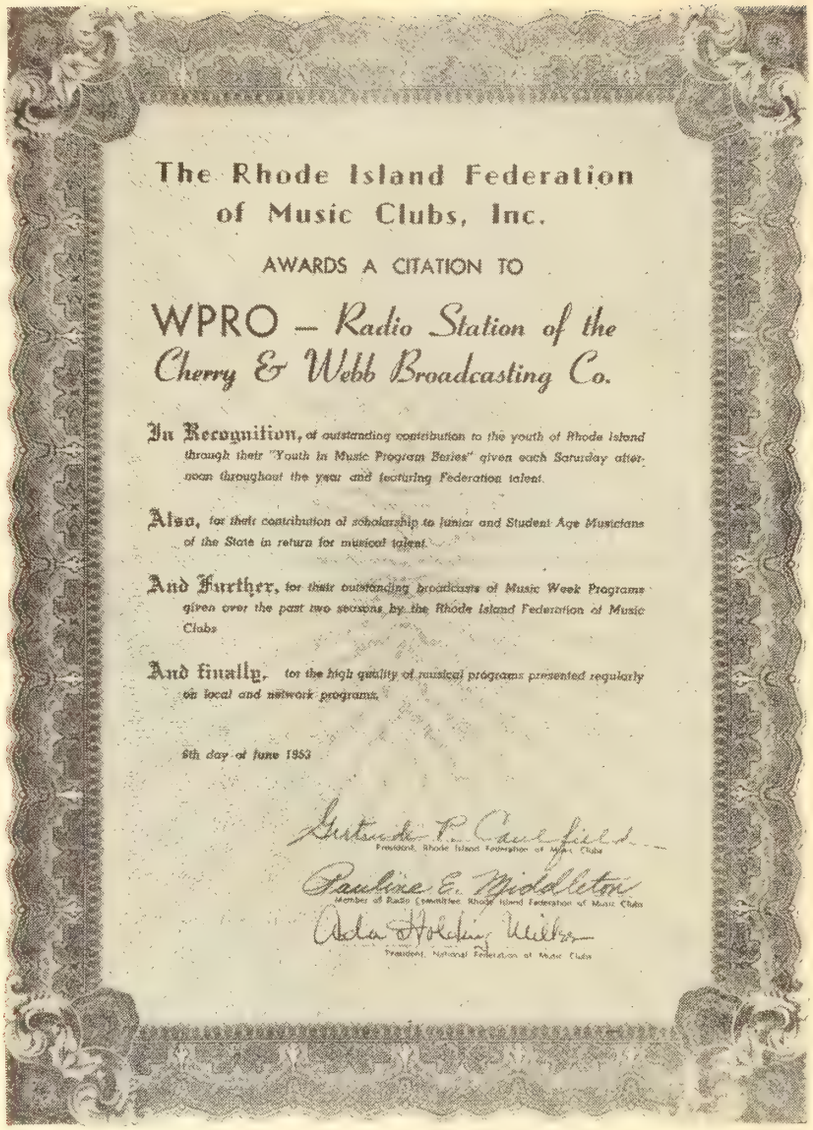
With maximum power on its favored low channel, **WPTZ now delivers a better signal to more people over a wider area than any other television station in Pennsylvania!**

In the A and B areas live some 6,390,000 people. These areas embrace more than 15,000 square miles in Pennsylvania, New Jersey, Delaware and Maryland.

In addition to the many communities newly served by WPTZ, this territory includes important markets such as Allentown, Reading, Wilmington, Trenton, Atlantic City.. cities which have long looked to WPTZ for their favorite TV shows. Now they receive a signal as strong and clear as that delivered to the city of Philadelphia itself, or elsewhere in the booming Delaware Valley.

More than ever, WPTZ is your greatest buy among Philadelphia television stations. With the best coverage, programs, and production, it is Philadelphia's first television station. For availabilities, check WPTZ or NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ



The Rhode Island Federation
of Music Clubs, Inc.

AWARDS A CITATION TO

WPRO — Radio Station of the
Cherry & Webb Broadcasting Co.

In Recognition, of outstanding contribution to the youth of Rhode Island through their "Youth in Music Program Series" given each Saturday afternoon throughout the year and featuring Federation talent.

Also, for their contribution of scholarship to Junior and Student Age Musicians of the State in return for musical talent.

And Further, for their outstanding broadcasts of Music Week Programs given over the past two seasons by the Rhode Island Federation of Music Clubs

And finally, for the high quality of musical programs presented regularly on local and network programs.

8th day of June 1953

Gertrude P. Caulfield
President, Rhode Island Federation of Music Clubs

Pauline E. Middleton
Member of Radio Committee, Rhode Island Federation of Music Clubs

Ada Holding Miller
President, National Federation of Music Clubs

In the fine print...

. . . you will find testimony to the enrichment of a public trust! Constantly aware of its pledge to serve the public interest, WPRO realizes, too, that public service builds public acceptance. That's one of the reasons why—*more New Englanders listen to WPRO than to any other Rhode Island station!*

Another BIG Reason

WPRO AM & FM

CHERRY & WEBB BROADCASTING CO.

5000 Watts on 630 Kc in PROVIDENCE

IN PUBLIC SERVICE

Agencies Promote Charities

RADIO, television and film information kits for promotion of the campaigns of the Community Chests and Councils of America and the United Defense Funds, starting in the fall have been sent to more than 1,700 communities participating in the drives.

Joseph M. Allen of the Assn. of National Advertisers and the campaign's radio-television films committee chairman, in an announcement last week pointed out that nine advertising agencies contributed talent and time to the writing of the kit. They are: BBDO; Foote, Cone & Belding; Benton & Bowles; Compton; Ruthrauff & Ryan; Clifford, Steers & Shenfield; Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam.

Focus on Montana's Government

BETTER insight into the functions of the Montana State government is being afforded by KFBB Great Falls, using evening time slots to present elected and appointed officials. Programs are designed to supplement station news coverage with talks on information not previously released to news media. Among subjects are new fish and game legislation by the State Game Warden, payments to veterans by the director of the State's Veteran Honorarium, and a report on tax collections by the director of the State Board of Equalization.

WRNL Covers Search for Boys

WRNL Richmond, Va., stayed on the air all night Aug. 12 with direct broadcasts and bulletins on the 48-hour search for the four missing boys who subsequently were found suffocated in an abandoned ice box.

Paraplegics Series on CHUM

CHUM Toronto has started a 13-week series of broadcasts covering the work of the Canadian Paraplegic Assn. Cam Langford, formerly announcer of CJOY Guelph, who became paralyzed as the result of an automobile accident, is assisting in the program series.

Appeal for Greeks

RADIO and television networks and stations last week carried appeals for contributions to the American Red Cross for the relief of an estimated 120,000 Greeks left homeless by recent earthquakes in their country. Networks and stations participated in the appeal at the request of the Advertising Council.

KOTV's Traffic Program

KOTV (TV) Tulsa, in cooperation with the local police department and the Oklahoma Highway Patrol, has inaugurated a new program dealing with questions about traffic situations and violations. Titled *Precious Cargo*, the program was conceived as a public service to aid in the advancement of the state's fight against traffic violators. Originally, Dick Campbell, the station's local program director, interviewed local and state law enforcement officers. As the show went into its second week, however, the mails contained more and more comments and questions from viewers, so the plan to read some of the questions sent in was adopted with the officers providing the answers. The intent of the program is to give drivers a clearer understanding of traffic laws and the reasons behind them.

In the *NEW* Pittsburgh . . . on the *NEW* KQV . . .





. . . Jack Henry walks away with the Top 12:30 News audience!

Here's more amazing proof the one best way to sell the *New* Pittsburgh is on the *New* KQV . . . now CBS Radio! Since taking over as star newscaster on KQV in June, veteran newsman Jack Henry has walked away with the No. 1 rating at 12:30 p.m.—a traditionally favorite news time on Pittsburgh radio. Here are the results of a coincidental telephone survey conducted from July 13-17 by a well-known research organization:

	Share of Audience		*Share of Audience*
KQV	31.3%	Station "C"	10.5%
Station "A"	20.9%	Station "D"	5.8%
Station "B"	15.1%	Others	16.4%

And Jack is building up the same big audiences on his 8 and 9 a.m. news shows. It's one more example of how KQV's well planned local shows keep pace with the station's high-rating CBS shows. Write or wire for availabilities!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

ST

KOLN-TV

1st on the air with 2 camera operation.

1st with live full length dramatic productions.

1st with complete up-to-the minute news and weather.

1st with spring and fall fashion shows.

1st with public service features

1st with live network telecast—(ALL-STAR FOOTBALL GAME)

1st with the viewers of southeast Nebraska area.

1st in sales results.

See WEED TV

First for details on . . .

Lincoln's FIRST

Television Station

KOLN-TV

CHANNEL 12

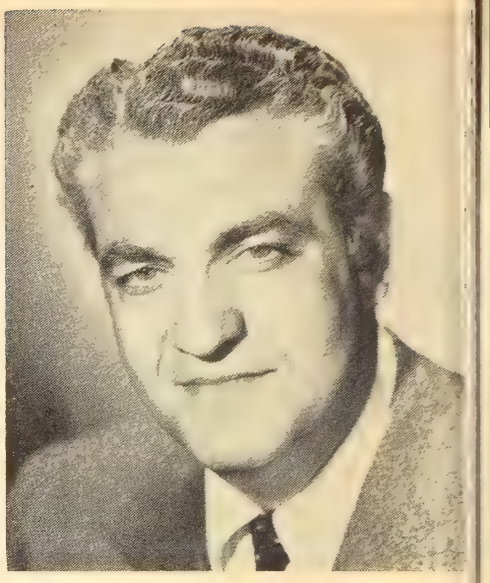
Lincoln, Nebraska

26,900 Watts Visual

12,400 Watts Aural

our respects

to ROBERT MARTIN WEITMAN



RADIO has few more fervid boosters than Robert Martin Weitman, recently-appointed vice president in charge of talent and programming for ABC.

Mr. Weitman is the well-known motion picture theatre executive who was delegated the mission of upgrading ABC radio and television programming and nurturing new talent at the time ABC merged with United Paramount Theatres Inc. last February. But Mr. Weitman is by no means out of his milieu when he professes confidence in the ability of radio.

Back in the mid-thirties when the motion picture theatre business was still in the doldrums of the depression, Mr. Weitman and colleagues at New York's Paramount Theatre took a long, hard look at the growth of radio and at the fantastic popularity of radio personalities. Then and there they made a decision.

"We reasoned that if people listened to bands and personalities over the radio, maybe they would come to the theatre to see them in the flesh," Mr. Weitman recounted. "In December 1935 we engaged Glen Gray and his Casa Loma Orchestra, who was a big hit on radio at the time, for the Paramount. As we all know, the move paid off handsomely."

In turn, bands, singers and personalities, placed in the spotlight of public attention by radio, were booked for the Paramount Theatre. And business began to perk up—and boom, at times.

Cites Radio Set Sales

Mr. Weitman maintains a profound respect for radio to this day. He points out to skeptics that radio sets sales are the highest in history, commenting that they are not being bought "to make coffee in."

"Radio will be here a long time after all of us are gone," Mr. Weitman declared. "Along with television, we have definite plans at ABC for radio."

Mr. Weitman's emergence as a top-echelon executive in theatrical and broadcasting enterprises was by no means a best-laid plan. In fact, his early planning and training were directed toward a career in medicine.

Born in New York City on August 18, 1906, Mr. Weitman attended New York City schools and Cornell U., where he received a B. S. degree in 1928. Still rugged and athletic in appearance today, he won his letters at Cornell in baseball, football and boxing.

He helped pay his way through college by working as an athletic counsellor at various children's camps in upstate New York. And it was in the summer of 1928, while he was a camp counsellor, that he was deflected from a projected career in medicine.

"My sister, who was a scenario writer with Metro at the time, came to visit me," Mr. Weitman recalled. "She happened to mention casually that Paramount was looking for applicants for its managers' school. At that time Paramount had a policy of taking on 30 men a year to train for managerial jobs. Fifteen were drawn from its theatres and an equal number from colleges. For no real reason, I dropped a note to Paramount."

Mr. Weitman was asked to come down to New York for an interview. When he was asked why he had applied, he replied truthfully that he really did not know and that he had not expected a reply. And to his surprise, he was selected for Paramount's managers' school.

Mr. Weitman took the course and apparently impressed his teachers. Five years after leaving college, he was appointed city manager of Paramount Theatres after grounding as an assistant manager at the Rialto and manager at the Brooklyn Paramount. In 1935 he was named managing director of the Paramount Theatre and in 1949 vice president, with direction of all theatres in New York, New Jersey, Pennsylvania and certain areas of the South.

It was during those years at Paramount that Mr. Weitman helped develop such outstanding entertainment personalities as Frank Sinatra, Danny Kaye, Red Skelton, Betty Hutton, Tony Martin and Perry Como, among others.

Shortly after joining ABC last May, Mr. Weitman launched efforts to reinforce the network's programming structure. He supervised negotiations that led to the signing of George Jessel, Ray Bolger, Danny Thomas, Joel Grey and Sammy Davis.

Mr. Weitman believes that the merger of ABC and United Paramount Theatres not only is a sound and economic move but also will bring into radio and television resources of showmanship which logically can augment those which had existed at ABC.

With his long experience as a showman, Mr. Weitman feels that, inevitably, the television and motion picture industries will see many benefits from the fusion of their resources. He maintains that both industries can benefit from cooperation "rather than from indulging in a competitive point of view."

His 14-hour day at ABC has compelled Mr. Weitman, at least temporarily, to give up playing golf, but fortunately he has time to smoke his pipes. He keeps forty in his New York office and an equal number at his New Rochelle, N. Y., home.

Mr. Weitman has been active in the United Cerebral Palsy Drive and is a former president of B'nai B'rith, Cinema Lodge.

Mr. Weitman is married to the former Sylvia Neustein. They have three children, Abby, 20, also a Cornell graduate; Peter, who is 17, and Zelda, 7.

JOE PALOOKA



the WINNAH! and NEW TV CHAMPION

Dramatic half-hour series available for fall delivery to local and regional sponsors

a GUILD FILMS production

AMERICA'S NATIONAL HERO ... WITH AN AUDIENCE OF 70,000,000 DEVOTED FOLLOWERS

Ham Fisher's all-American champ ... the beloved character of surpassing human interest ... honored by the entire nation, from the newsboy on the corner to the president in the White House ... now brings the impact of his influence and public acceptance to television ... for your sponsorship ... High adventure, humor, romance, boxing are skillfully woven together into a weekly program of superb entertainment quality ... filmed in Hollywood ... featuring Joe Kirkwood, Jr. and Cathy Downs, with a stellar cast ... plus comprehensive promotion, exploitation and merchandising aids ... Joe Palooka, Anne Howe, Knobby Walsh, Leemy and all their peerless company are ready now to go to work for you!

THE JOE PALOOKA PROGRAM IS YOUR BEST GUARANTEE OF TOP AUDIENCE ... TOP RESULTS.

Guild Films COMPANY INC

510 MADISON AVE. • NEW YORK 22 • MURRAY HILL 8-5365

OTHER GUILD SHOWS

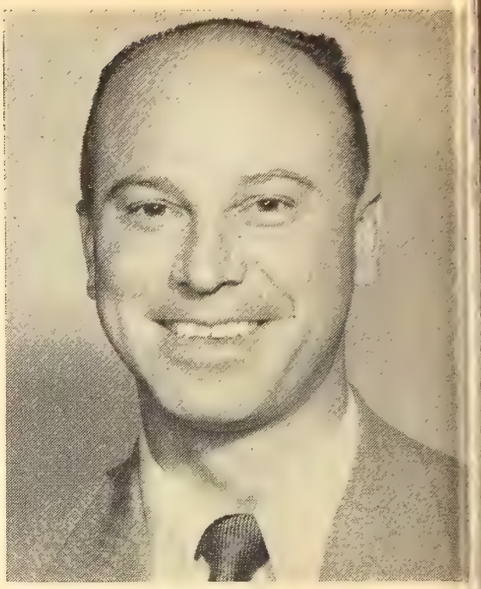
•

LIBERACE
LIFE WITH ELIZABETH
SECRET CHAPTER
INVITATION PLAYHOUSE
LASH OF THE WEST
SPORTS LIBRARY
JUNGLE MACABRE
FEATURE FILMS

HOLLYWOOD
PORTLAND
KANSAS CITY
CHICAGO

IN CANADA
S. W. CALDWELL LTD.

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST and ONLY
TELEVISION STATION
KRTV
CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.
KRTV
LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.



Lawrence B. Krasner

on all accounts

IN 1945 Lawrence B. Krasner was offered a job by Forjoe & Co. He turned it down. His present title: Vice president and West Coast manager—for Forjoe & Co.

Mr. Krasner had just returned from 26 months in the Aleutians as an anti-aircraft battery supply sergeant when the first offer was made. He was on his way back to Hollywood and duties with a talent agency. When he reached California he found that the prolonged 1945 Hollywood movie studio strikes affected the talent market and, tired of waiting for settlement, he wrote Forjoe President Joseph Bloom, asking if the offer were still open. By return wire, he was instructed to open the West Coast office immediately.

Mr. Krasner has remained with the station representative firm since, first covering Los Angeles and San Francisco himself, then supervising the firm's West Coast operations.

Brooklyn-born Lawrence Krasner majored in Spanish during two years at N.Y.U. In 1933 he started his business career selling classified advertisements for the *New York Times*. Next year he joined N. W. Witmark & Sons, Warner Bros. music publishing subsidiary, rising to standard catalogue exploitation before leaving to sell space and write for a radio trade publication. Three years later he and two friends opened their own publicity firm, handling radio accounts and artists.

He moved to Hollywood in 1940 to promote talent for the Pantages Agency. The next year found him in the service. He was discharged in September 1945.

It was while visiting friends and relatives in New York after his discharge that he met Mr. Bloom and received the initial job offer.

Now firmly established in station representation, he asserts, "Radio is better than ever," declaring his firm's radio billing "is at an all-time high."

Forjoe also represents several uhf-TV stations, some in vhf markets. Mr. Krasner points out that because of well-planned promotion by uhf KNUZ-TV Houston, opening in September, "almost 18,000 sets are already equipped for uhf, despite the fact the station isn't yet on the air.

"Within a few years 'vhf' and 'uhf' will have disappeared from our vocabulary and only 'television' will remain. As in radio, people are attracted by programs, not call letters or frequencies," he believes.

Mr. Krasner married the former Adele Fishbein in 1948. They have a 4-year-old son, Kenny.



Out of this world!

Paul Bunyan's farmlands were so fertile, according to an old story, that when he dropped a kernel of popcorn one day, a cornstalk shot up and grew so fast it carried a man into the clouds, never to be seen again on this earth!

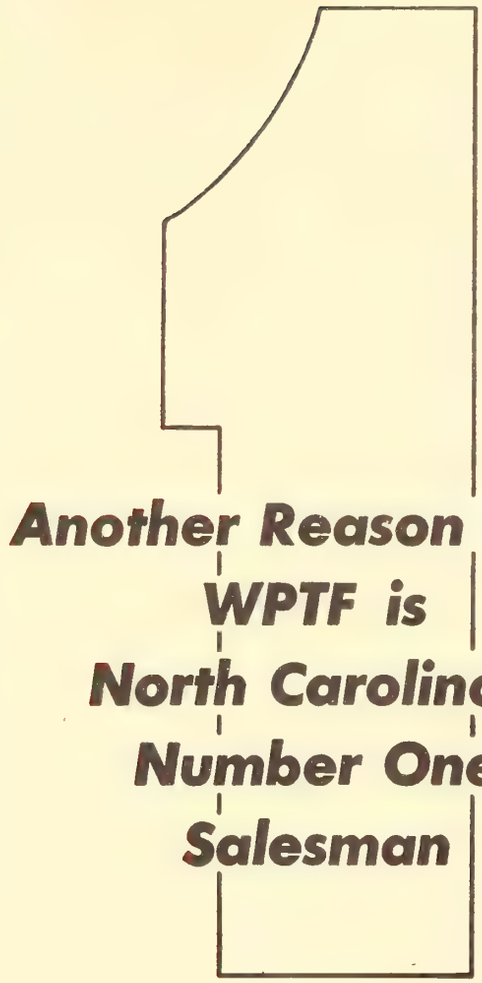
Must be at least a kernel of truth to the story, too, because it's virtually *impossible* to exaggerate the productivity of the Northwest's farm areas. For example, they produce 267 million bushels of corn and 210 million bushels of oats annually. Livestock sales alone exceed $486,943,000. And total farm income is a staggering $1,221,789,000 a year!*

Like to harvest your share of this enormous money crop? Just plant your sales talk on WCCO Radio, the Northwest's 50,000-watt giant – and stand clear! For WCCO Radio spreads your message across some 86,700 square miles of four Northwest states... delivering a larger weekly audience in 82 of its 109 primary counties than any of the more than 200 other stations heard throughout the area.* For sales that are out of this world, call us or CBS Radio Spot Sales.

*Census of Agriculture figures applied to WCCO Radio primary area. *SAMS

50,000 watts **WCCO RADIO**

Represented by CBS Radio Spot Sales • Minneapolis-St. Paul



Another Reason Why WPTF is North Carolina's Number One Salesman



NEWSHOUND . . . PHIL ELLIS!

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

Top regional newscast in the land of WPTF is handled by Special Events Director Phil Ellis. Pulse rates his 6:45 p.m. report at 10.9. One of the best in the business, Phil has been digging out news and presenting it on one of his 17 weekly sponsored newscasts for 13 years. Sports color man, man-on-the-street, host on "Let's Go Fishing" —Phil is a versatile, effective salesman. Four long-term sponsors testify to that. For the full Phil Ellis story and the team that makes WPTF the Number One Salesman in the South's Number One State, see Free & Peters or call WPTF.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

August 24, 1953 Vol. 45, No. 8

DOZEN ADVERTISERS SHOP FOR AM NETWORK PERIODS

Five of these firms already are listed among the top 10 AM network time buyers for this year. Meanwhile, PIB figures show that Procter & Gamble, the top radio-TV network advertiser, has spent nearly $15 million in the media so far this year.

A DOZEN top advertisers, some of the heaviest buyers in the media field, gave network radio a boost last week as they started negotiating for choice autumn-winter periods. Their time-buying forays pointed to new interest in the low-cost-per-thousand claims of AM networks.

As dickering for radio availabilities became more intense last week with summer approaching an end, agency timebuyers were scanning network schedules and throwing out feelers.

At the same time the AM networks stepped up their campaigns for business, facing a surge of new TV station launchings that inevitably held the attention of national advertisers.

Among companies shown by a B•T check of agencies and advertisers to be showing keen interest in network availabilities were Procter & Gamble Co., top radio and TV advertiser ($15 million) during the first half of this year; Colgate-Palmolive-Peet, second highest buyer of TV network time; Miles Labs., second biggest radio network sponsor; Gulf Oil; Philip Morris cigarettes; Chesterfields (Liggett & Myers); P. Lorillard Co.; Stokely Van Camp; Consolidated Cosmetics; Toni Co.; Carter Products, and Burlington Mills.

AM networks were featuring in their reinvigorated drive for business the contention that at least 48% of homes in the U. S. do not have television receivers. Salesmen were pounding hard at the claim their medium is indispensable in non-television areas and emphasizing the truly nationwide character of the broadcast medium.

At least five of the dozen advertisers mentioned are among the top network sponsors already using radio, according to Publishers Information Bureau network figures (see accompanying tables). The PIB data show the following network radio expenditures (first six months of 1953) by the dozen firms:

Colgate-Palmolive-Peet, $2,797,526; Procter & Gamble, $7,216,638; Gulf Oil, $155,879; Philip Morris, $839,204; Liggett & Myers, $2,295,037; P. Lorillard, $1,359,587; Miles Labs., $3,590,989; Stokely Van Camp, no radio last six months; Consolidated Cosmetics, $396,384; Toni Co., $2,018,371; Carter Products, $386,498, and Burlington Mills, $56,765.

Colgate Seeks Nighttime

The Colgate interest is said to be in a nighttime radio show. Currently Colgate is reviewing its entire advertising budget for 1954. Plans including radio and television will be rounded out within the next few months.

P&G, Cincinnati, understood to be in the market for additional nighttime radio shows, already has listened to presentations by all four networks and its announcement of plans should be made in the near future. Benton & Bowles, New York, is the agency.

Liggett & Myers, through Cunningham & Walsh, New York, is another major advertiser considering network radio this fall. Firm sponsored Dean Martin and Jerry Lewis on NBC Radio last year but has not renewed the program.

P. Lorillard (Old Golds), through Lennen & Mitchell, New York, is planning to sponsor a radio network show to start after Jan. 1. Company is shopping for time, network, and show.

Philip Morris will continue to keep its CBS Radio time but is looking for a program replacement for *Margie*. The Biow Co., New York, is agency.

Miles Labs., through Geoffrey Wade, Chicago, is expecting to start in October with a network radio strip.

Stokely Van Camp, through Calkins, Holden, Carlock, McClinton & Smith, New York, also is contemplating a network radio show.

Asks for Bids

Gulf Oil, through Young & Rubicam, New York, has asked all four networks to make bids for a fall network show, with decision expected shortly.

Consolidated Cosmetics (Lanolin), through BBDO, Chicago, is considering another radio network show in addition to its Mutual show.

Toni Co., through Weiss & Geller, New York, is negotiating for another nighttime radio network show.

Carter Products, through Sullivan, Stauffer, Colwell & Bayles, New York, also is contemplating a nighttime radio network show.

Meanwhile, Burlington Mills Corp. signed with ABC radio for sponsorship of *Sammy Kaye's Serenade Room*, effective Sept. 15 (Monday through Friday), 8:15-30 p.m. The contract is for 52 weeks. Donahue & Coe, New York, is agency.

P&G was found to be the leading user of network time n the first half of 1953, purchasing $14,822,734 worth of time (at gross rates) from radio and TV networks, according to the compilation of advertisers' expenditures

GROSS RADIO NETWORK TIME SALES BY PRODUCT FOR JUNE AND FIRST SIX MONTHS 1953 COMPARED TO 1952

Product Group	June 1953	Jan.-June 1953	June 1952	Jan.-June 1952
Agriculture & Farming	$ 80,615	$ 620,661	$ 48,483	$ 373,416
Apparel, Footwear & Access.	39,977	579,195	18,622	146,812
Automotive, Auto. Access. & Equipment	557,308	3,091,972	344,625	2,044,363
Beer, Wine & Liquor	127,244	900,582	168,286	1,310,634
Bldg. Materials, Equipment & Fixtures	89,984	445,767	66,088	483,673
Confectionery & Soft Drinks	300,210	1,549,945	372,186	2,986,503
Consumer Services	243,375	1,330,212	221,383	1,221,829
Drugs & Remedies	1,730,913	11,286,996	1,675,630	11,060,600
Food & Food Products	2,745,746	18,896,258	2,860,969	19,354,474
Gasoline, Lubricants & Other Fuels	385,562	2,468,469	452,033	2,721,580
Horticulture	.....	107,324	.....	109,923
Household Equip. & Supplies	656,734	3,677,887	371,234	1,924,844
Household Furnishings	153,946	1,099,148	90,506	583,326
Industrial Materials	25,032	733,827	98,188	1,165,454
Insurance	171,357	991,744	287,312	1,758,912
Jewelry, Optical Goods & Cameras	48,116	511,382	45,560	527,048
Office Equip., Stationery & Writing Supplies	.....	366,312	.....	361,557
Political	.....	.....	81,154	87,153
Publishing & Media	21,030	115,326	68,774	420,250
Radios, TV Sets, Phonographs, Musical Instruments & Access.	147,576	1,113,192	122,363	759,155
Retail Stores & Direct by Mail	1,236	7,725	1,344	12,366
Smoking Materials	1,370,346	8,255,140	1,382,026	9,517,642
Soaps, Cleansers & Polishes	1,363,100	7,565,102	1,659,740	9,614,138
Toiletries & Toilet Goods	2,331,463	13,762,514	1,936,433	11,916,477
Transportation, Hotels & Resorts & Agricultural Development	79,241	411,622	77,378	483,923
Miscellaneous	447,667	2,654,112	487,653	2,511,118
Total	$13,117,778	$82,542,414	$12,937,970	$83,457,170

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JUNE AND FIRST SIX MONTHS 1953 COMPARED TO 1952

Product Group	June 1953	Jan.-June 1953	June 1952	Jan.-June 1952
Agricultural & Farming	$ 4,303	$ 4,313	$	$ ....
Apparel, Footwear & Access.	103,857	1,345,477	114,605	1,814,024
Automotive, Auto. Access. & Equip.	1,992,008	8,995,155	1,208,298	7,483,748
Beer, Wine & Liquor	343,919	2,372,321	351,162	3,130,870
Building Materials	10,500	136,655	....	329,014
Confectionery & Soft Drinks	332,981	2,935,893	306,948	2,649,176
Consumer Services	52,554	367,590	....	94,620
Drugs & Remedies	593,596	4,553,494	449,776	2,700,681
Food & Food Products	3,321,057	18,918,013	2,380,086	17,211,238
Gasoline, Oil & other Products	220,770	1,636,902	197,385	2,043,168
Horticulture	3,045	6,113	....	12,370
Household Equip. & Supplies	1,367,575	8,898,197	818,084	5,234,095
Household Furnishings	61,059	1,481,895	126,551	1,218,654
Industrial Materials	313,659	2,383,628	253,600	2,111,824
Insurance	45,810	628,912	26,880	179,616
Jewelry, Optical Goods & Cameras	260,757	1,493,808	219,103	1,116,845
Office Equip., Stationery & Writing Supplies	125,567	693,771	95,775	826,601
Publishing & Media	....	172,673	68,100	375,136
Political	....	....	60,535	133,152
Radios, TV Sets, Phonographs, Musical Inst. & Acces.	228,694	1,787,797	343,111	2,262,681
Retail Stores & Direct by Mail	....	23,175	100,412	595,850
Smoking Materials	2,707,380	16,912,300	2,284,000	13,976,241
Soaps, Cleansers, & Polishes	1,788,963	10,597,862	1,469,875	9,467,789
Sporting Goods & Toys	36,685	51,723	....	....
Toiletries & Toilet Goods	2,968,544	16,708,696	2,338,690	12,753,292
Transportation, Hotels & Resorts	....	222,774	....	....
Miscellaneous	166,291	1,174,719	111,995	1,004,288
Total	$17,049,574	$104,503,846	$13,324,972	$88,731,250

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR JUNE 1953

Class	Advertiser	Gross Time Purchases
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013
Apparel, Footwear & Accessories	Seeman Brothers	25,843
Automotive, Automotive Equipment & Accessories	General Motors Corp.	195,111
Beer, Wine & Liquor	Falstaff Brewing Corp.	111,690
Building Materials	Johns-Manville Corp.	69,853
Confectionery & Soft Drinks	William Wrigley Jr. Co.	146,173
Consumer Services	American Telephone & Telegraph Co.	78,746
Drugs & Remedies	Miles Labs.	621,608
Food & Food Products	General Foods Corp.	581,327
Gasoline, Lubricants & Other Fuels	Standard Oil Corp. of Indiana	103,014
Household Equipment	Philco Corp.	127,928
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791
Industrial Materials	U. S. Steel Corp.	25,032
Insurance	Prudential Insurance Co. of America	75,571
Jewelry, Optical Goods & Cameras	Gruen Watch Co.	48,116
Publishing & Media	First Church of Christ-Scientist	19,030
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	63,634
Retail and Direct Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	412,720
Soaps, Cleansers & Polishes	Procter & Gamble Co.	679,740
Toiletries & Toilet Goods	Gillette Co.	488,298
Transportation & Resorts	Assn. of American Railroads	79,241
Miscellaneous	American Federation of Labor	103,740

* * *

LEADING TV NETWORK ADVERTISERS FOR EACH PRODUCT GROUP DURING JUNE 1953

Class	Advertiser	Gross Tim Purchase
Agriculture & Farming	Garden Research Labs.	$ 4,30
Apparel, Footwear & Accessories	U. S. Rubber Co.	38,49
Automotive, Automotive Equipment & Accessories	General Motors Corp.	540,22
Beer, Wine & Liquor	Pabst Brewing Co.	176,46
Building Materials	Glidden Co.	10,50
Confectionery & Soft Drinks	Coca-Cola Co.	175,82
Consumer Services	Electric Co.'s Adv. Program	52,55
Drugs & Remedies	American Home Products Corp.	235,89
Food & Food Products	General Foods Corp.	566,53
Gasoline & Other Fuels	Texas Co.	99,15
Horticulture	Montamower Distributing Co.	3,04
Household Equipment	General Electric Co.	341,20
Household Furnishings	Simmons Co.	36,93
Industrial Materials	Reynolds Metals Co.	114,72
Insurance	Mutual Benefit, Health & Accident Assoc.	45,81
Jewelry, Optical Goods & Cameras	Speidel Corp.	94,18
Office Equipment	Hall Brothers	83,83
Radios, TV Sets, Phonographs Equipment & Accessories	RCA	149,74
Smoking Materials	R. J. Reynolds Tobacco Co.	649,26
Soaps, Polishers & Cleansers	Procter & Gamble Co.	993,12
Sporting Goods & Toys	Doughboy Industries	36,68
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	682,84
Miscellaneous	Quaker Oats Co.	54,48

* * *

for network time made by PIB.

The Cincinnati soap company also ranked first among both radio and TV network clients, spending more than $7 million dollars with each medium during the six-month period. The company's gross TV network time purchases of $7,606,096 were 8.8% ahead of the $6,990,250 which P&G spent for this medium in the first half of 1952. Its radio network time purchases, aggregating $7,216,638, fell 14.7% behind the total of $8,456,639 for the first six months of last year. Combined radio-TV network time purchases for the first half of 1953 were 4.1% below the 1952 six-month total of $15,446,889.

Eight Are Repeaters

Eight of the top ten network advertisers, radio and TV billings combined, for the first half of this year were also among the top ten for the same period of last year, four of them—Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco Co., General Mills, and American Tobacco Co.—spending more for network time this year than last, and four—P&G, General Foods Corp., Liggett & Myers Tobacco Co., and Lever Brothers Co.—spending less. Gillette Co. and General Motors Corp. were not included in the top ten for January-June 1952; Sterling Drug and Miles Labs were on that list but not this one.

Nine companies appearing in the top ten list for radio networks for January-June this year also were on that list for the same period of 1952, Gillette Co. replacing Philip Morris & Co. Of the nine, General Foods, Miles Labs, General Mills and Colgate-Palmolive-Peet spent more for radio network time during the first half of this year than last; P&G, Sterling Drug, Lever Brothers, Liggett & Myers and American Home Products spent less.

The January-June TV network top ten also includes nine names that were on the comparable list for 1952, with General Mills replacing Gillette Co. Seven of these companies bought more TV time this year than last, dollarwise, P&G, C-P-P, Reynolds, American Tobacco, General Motors, Liggett & Myers and Lorillard. Of these leaders, only General Foods and Lever reduced their expenditures for TV network time from the first half of 1952 to the like period of this year.

The top ten advertisers in network radio and network TV for June 1953, the leading advertiser in each product group for each type of network, and the gross time sales to each product group for June and January-June, 1953 compared with 1952, are shown in the other tables.



GENERAL Petroleum Corp., Los Angeles, after seven years out of the regular radio programming picture, returns Oct. 5 with five times weekly quarter-hour *Virgil Pinkley* news commentary on 45 Don Lee and five MBS Arizona stations. Discussing the move are (l to r) Ted Stromberger, vice president, West-Marquis Inc., Los Angeles agency servicing the account; Norman Boggs, vice president in charge of sales, Don Lee; C. Leo King, assistant advertising manager, General Petroleum, and Frank Meunier, firm's advertising and sales promotion manager.

TOP TEN RADIO NETWORK ADVERTISERS JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$7,216,63
2.	General Foods Corp.	3,713,50
3.	Miles Labs.	3,590,98
4.	Sterling Drug	3,247,46
5.	General Mills	2,960,78
6.	Colgate-Palmolive-Peet Co.	2,797,52
7.	Gillette Co.	2,652,86
8.	Lever Brothers Co.	2,339,80
9.	Liggett & Myers Co.	2,295,03
10.	American Home Products Corp.	2,233,57

TOP TEN TV NETWORK ADVERTISERS JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$7,606,09
2.	Colgate-Palmolive-Peet Co.	5,247,65
3.	R. J. Reynolds Tobacco Co.	4,366,64
4.	American Tobacco Co.	3,450,16
5.	General Foods Corp.	3,238,08
6.	General Motors Corp.	2,807,98
7.	Liggett & Myers Tobacco Corp.	2,806,33
8.	General Mills	2,610,61
9.	P. Lorillard Co.	2,290,13
10.	Lever Brothers Co.	2,234,79

TOP TEN RADIO-TV NETWORK ADVERTISERS, JANUARY-JUNE 1953

1.	Procter & Gamble Co.	$14,822,73
2.	Colgate-Palmolive-Peet Co.	8,045,18
3.	General Foods Corp.	6,951,59
4.	R. J. Reynolds Tobacco Co.	6,588,85
5.	General Mills	5,571,39
6.	Liggett & Myers Tobacco Co.	5,101,36
7.	Gillette Co.	4,779,77
8.	American Tobacco Co.	4,755,18
9.	Lever Brothers Co.	4,574,59
10.	General Motors Corp.	3,979,57

TOP TEN RADIO NETWORK ADVERTISERS IN JUNE 1953

1.	Procter & Gamble Co.	$1,227,91
2.	Miles Labs.	621,60
3.	General Foods Corp.	589,35
4.	Sterling Drug	555,15
5.	Colgate-Palmolive-Peet Co.	514,47
6.	Gillette Co.	488,29
7.	Lever Brothers Co.	429,27
8.	Liggett & Myers Tobacco Co.	412,72
9.	R. J. Reynolds Tobacco Co.	392,22
10.	American Home Products Corp.	328,96

TOP TEN TV NETWORK ADVERTISERS FOR JUNE 1953

1.	Procter & Gamble Co.	$1,208,03
2.	Colgate-Palmolive-Peet Co.	883,7
3.	R. J. Reynolds Tobacco Co.	649,26
4.	General Motors Corp.	616,90
5.	General Foods Corp.	566,53
6.	American Tobacco Co.	535,25
7.	Ford Motor Co.	513,17
8.	Liggett & Myers Tobacco Co.	482,20
9.	Lever Brothers Co.	461,08
10.	Gillette Co.	424,07

STORE TEST SHOWS RADIO SUPERIORITY

Three customers to two was the ratio pull of radio over newspaper in a head-to-head test of the two mediums' effectiveness, according to BAB reporting on the findings of a Midwest department store.

RADIO advertising brought in an average of three customers to newspapers' two in a series of seven radio-newspaper sales effectiveness test by Block & Kuhl Co., Midwest department store chain, according to a report released last week by BAB.

In sales volume produced, radio was found to be two-to-one over newspapers, the presentation asserted. It also showed that in the various three-day testing periods, radio increased its share of the customer traffic on each succeeding day of the experiment while newspapers' proportion declined. On the third day, it was pointed out, radio's share of the traffic was twice what it was on the first, while newspapers' was less than half.

Source of Customers

One-third of the total customer test traffic was found to come from outside the city limits, and of these radio brought in almost twice as many as newspapers did, according to the presentation called "Block & Kuhl Counts Its Customers."

Of all the customers, radio and newspapers together brought in about two-thirds, while in terms of sales volume produced, the two media together accounted for about 80%.

The tests were conducted by Advertising Research Bureau Inc., with BAB paying the research costs. The same items were advertised at the same time with approximately equal appropriations for radio and newspapers. Interviewers checked customers at the points of purchase to find out how they learned of the test items and how much they spent.

TV vs. Newspaper Here

EXPERIMENTS in the use of TV advertising, with equal appropriations for TV and newspapers, will be launched by the William F. Gable Co., department store in Altoona, Pa., starting in September, George P. Gable, president of the store and also of WFBG-AM-TV, announced at a news meeting in New York City last week. He and Jack Snyder, managing director of WFBG-TV, also reported that the station's testing period has been completed and that it is now on a regular schedule, using 316 kw ERP.



Mr. Gable

Mr. Gable said that in its advertising test the store will allocate approximately equal sums for TV and newspaper advertising, and will advertise on TV every item advertised in newspapers. He said sales results would be checked carefully and compared with results before TV.

Fourth Quarter Co-Sponsors Sought by Atlantic and Boscul

Seventeen stations are offered plan by these two firms, already signed for balance of Philadelphia Eagle games.

ATLANTIC REFINING Co., long-time sports sponsor, and Boscul Coffee are teaming up in an offer to 17 radio stations to pick up the tab for three quarters of the playing time of the Philadelphia Eagles football games, provided the stations sell or pay for the coverage of the last quarter of each game.

Atlantic tried to get Ford Motor Co., which sponsors the last quarter in the telecasts, to pick up the last quarter on radio, too, but Ford was interested only in the TV coverage. The plan calls for Atlantic to sponsor the first two quarters of the games and Boscul to underwrite the third.

The three-quarter sponsorship arrangement, leaving the stations to pick up one-fourth of the production and time costs, was said to be necessary to enable Atlantic to fit the football schedule into its radio budget.

The schedule starts on Sept. 27, which gives the stations some time leeway to sell the last quarter. One station, WCAU Philadelphia, already has sold its last quarters to Piel's Beer.

Game rights are estimated to be about $37,500 with announcers' fees at $11,000, line charges $7,000, plus incidentals to bring the total to an estimated $60,000, plus $32,000 for time charges. Thus the station or a local sponsor would have to pay one-fourth of costs, which would be approximately $23,000 for time and production.

So far, an executive of N. W. Ayer & Son, agency for Atlantic, told B•T, none of the stations has refused to take the games on this three-quarter-sponsored-and-one-quarter-to-sell deal.

Lamb & Keen, Philadelphia, is the agency for Boscul, made by Wm. S. Scul Co., Camden, N. J.

Miller Buys Pro Playoff

MILLER Brewing Co., Milwaukee, will sponsor the telecast of the National Professional Football League championship game over the DuMont Television Network, it was announced Thursday by Tom McMahon, DuMont sports director. Agency for the sponsor is Mathisson & Assoc., Milwaukee. Miller also sponsors DuMont's regional telecasts of the Green Bay Packers' away-from-home regular season games and is joint sponsor, along with the Atlantic Refining Co., of the regional telecasts over DuMont of all 12 New York Giants regular season games.

L. E. Miller Joins L & N

L. E. (DUSTY) MILLER, Metro Gravure, New York, has joined Lennen & Newell, New York, as vice president and management account supervisor.



FORT DODGE, Iowa, in the person of Ed Breen (r), president of KVFD, welcomes the Hormel Packing Co. to that city upon Hormel's purchase of the Tobin Packing Co. there. Mr. Breen gives book of welcoming messages from business firms to H. H. Corey (c), Hormel president, and Dave Owen, Hormel vice president for public relations.

AIRLINES SPOT TV INCREASE ANALYZED

Growing use is cited in study by TV Division of Edward Petry & Co. which shows how spot is being utilized more and more.

GROWTH of the number of airlines using spot TV, and the accompanying expansion of their individual use of this type of advertising, are pointed up in a study, "Airline Advertising Airborne, Via Spot Television," prepared by the TV Division of Edward Petry & Co. and released last week.

The station representation firm's report shows that airlines using spot television—17 during the second quarter of 1953, as compared to five in December 1950 and 12 last December—are placing it in 45% more markets and sponsoring more than twice the number of programs and 37% more spot announcements than airlines using spot TV last December.

'Success' Letter

The study, currently being distributed to all airlines and their agencies, is accompanied by a "success story" letter from Gerry Gross, radio-TV director of Hilton & Riggio, agency for Colonial Airlines, to WABC-TV New York. The letter compliments WABC-TV on the success of Colonial's weekly quarter-hour *Away You Go* program, which it says has been "extremely successful in booming sales on trips to Bermuda to almost a 50% increase.

"These almost unheard-of results are coincidental with the fact that there has been no additional advertising other than *Away You Go.* Therefore the only possible conclusion is that it is this television show which has accomplished these marvelous results."

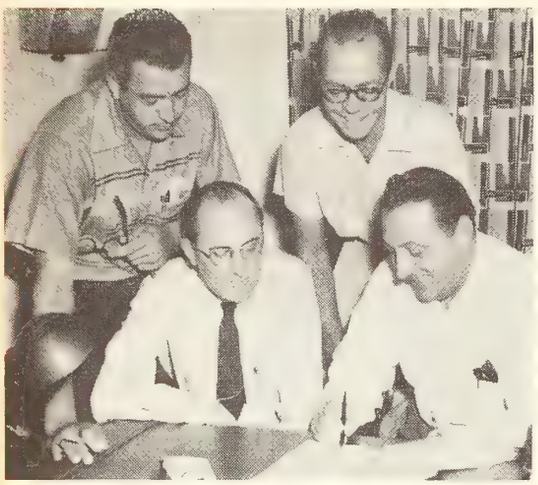
The five airlines using spot TV in December 1950 were Delta, Eastern, Piedmont, United, and Western. Those using it in the second quarter of 1953 included the original five, plus 11 of the 12 using it in December 1952, plus six added since then. The second-quarter list:

Capital, Colonial, Continental, Delta, Eastern, North American, Northwest, Pan American World Airways, Piedmont, United, Western, Chicago & Southern, El Al, Frontier, National, Skycoach and West Coast.

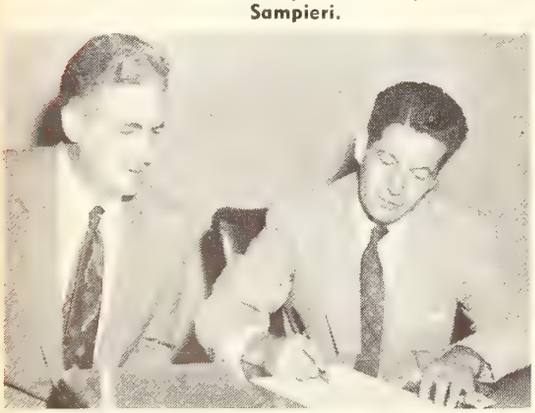


RADIO NEWSREEL

W. A. SUGG (r), adv. and planning mgr., Post Cereals Div. of General Foods, arranges with Robert H. Holmes, pres. and gen. mgr., WBCK Battle Creek, Mich., for GF sponsorship of U. of Michigan football games on WBCK for fourth consecutive year.



SIX quarter hours per day, five days a week on KPHO Phoenix for Pacific-Mercury Television are negotiated by (l to r) Gil Lee, KPHO acct. exec.; Bob Martin, KPHO assistant mgr.; Irwin Klein, sls. mgr., Frank Sampieri Co., Arizona Pacific-Mercury distributor, and Frank Sampieri.



TOTAL of 18 Baltimore Colts football games on WCBM Baltimore is arranged by Lee Cohen (r), v.p., Gunther Brewing Co., and George H. Roeder, WCBM. Gunther has formed 22-station network, principally in South, for games.

BROCHURE on Frederic W. Ziv Radio Productions' *I Was A Communist for the FBI* is studied by Ed Rogers, New York acct. exec. for Ziv; James Gaines, General Teleradio vice president in charge of WOR-AM-TV division, and Dana Andrews, who stars in the transcribed series.



Norge Promotion Announced

NORGE DIVISION of Borg-Warner Corp., Chicago, will use its CBS-TV Garry Moore show and other media in a $1 million campaign this fall to promote its automatic washer and clothes dryer products, it was announced last Monday. The drive will last from September through November, according to H. L. Clary, vice president of the Norge division. Coupled with dealer-distributor expenditures, the total outlay of the campaign is expected to reach $2 million. Norge sponsors the Moore TV show one day each week. Agency is J. Walter Thompson Co.

NEW BUSINESS

Electric Companies Advertising Program and **Prudential Insurance Co. of America** resume co-sponsorship on alternate-week basis of *You Are There,* CBS-TV, Sun., 6:30-7 p.m. EDT, Aug. 30, after summer hiatus.

Voice of Prophecy Inc., Glendale, Calif., renews *Voice of Prophecy* for fifth year on ABC radio, Sun., 9:30-10 a.m. EDT, for 52 weeks from Sept. 13. Agency: Western Adv. Agency Inc., L. A.

Jacques Kreisler Mfg. Co. (men's and women's watch bands) to co-sponsor *Rocky King, Detective* on DuMont (Sun., 9-9:30 p.m. EDT), effective Sept. 27. Foote, Cone & Belding is the agency. Co-sponsor is **American Chicle,** which has sponsored program for past two years.

Stewart Warner Corp., Alemite Div. is sponsoring five-minute newscasts, Mon., Wed., Fri., 6:55 p.m., on 10 Intermountain Network stations in Utah and Idaho, starting July 27 for 13 weeks. Agency: MacFarland-Aveyard, Chicago.

Utah Oil Refining Co., Salt Lake City, is sponsoring 10 U. of Utah football games and 28 basketball games on seven Intermountain Network stations in Utah. Agency: Gillham Adv. Agency, Salt Lake City.

Big Horn Canning Co., Cowley, Ohio, is placing 20 five-minute programs weekly on nine Intermountain stations in Wyoming and Montana, starting Aug. 4 for 26 weeks.

Stratosphere Corp., L. A. (Skyway Anti-freeze), is sponsoring 10-minute sportscasts, five days weekly, and seven quarter-hour newscasts weekly on 18 Intermountain Network stations in Utah, Idaho, Nevada and Wyoming, from Sept. 21 for 20 weeks. Agency: Killingsworth Co., L. A.

Revlon Products Corp. starts *Revlon Mirror Theatre,* filmed by Revlon Productions, on CBS-TV, Sept. 19.

International Harvester Co., Chicago, will sponsor *Alex Dreier* news program on NBC Radio, Monday-Friday, 7-7:15 p.m. EDT, starting Sept. 7. Agency: Young & Rubicam, N. Y.

General Electric Co. (Telechron clocks) will sponsor three announcements weekly for seven weeks on *Today* on NBC-TV, starting Nov. 3. Agency: N. W. Ayer & Son, N. Y.

Seeman Bros. Inc. (Airwick & Nylast) will sponsor Tuesday and Thursday 2-2:15 p.m. EDT segments of *I'll Buy That* (CBS-TV, Tues. and Thurs., 2-2:30 p.m. EDT), starting Sept. 29. Agency: William Weintraub Co.

Las Vegas Jockey Club, Las Vegas, Nev., starts Los Angeles area radio-TV campaign with five times weekly five-minute *Tom Hanlon's Scoreboard* on KNX today (Monday) and weekly quarter hour *Hank Weaver News and Sports* on KECA-TV tomorrow (Tuesday), both for 1 weeks. Agency is Roche-Eckhoff & Associates Hollywood.

AGENCY APPOINTMENTS

The National Pretzel Bakers Institute appoints Robert Knox Adv., N. Y., to plan public relations program to promote consumption of pretzels.

Manger Hotel Chain and **Weylin Hotel,** both N. Y., name Kastor, Farrell, Chesley & Clifford that city, to handle advertising.

Pioneer Suspender Co., Phila., names The Joseph Katz Co., Baltimore and N. Y., to handle advertising.

Nolde Westminster Ltd. (Nolde Nylons and Westminster Hosiery) appoints The Joseph Katz Co., Baltimore and N. Y., to handle advertising.

Real Gold Co., Redlands, Calif. (citrus fruits) appoints Barnes Chase Co., L. A. **Charles V. Davis,** vice president, is account executive.

The Eastern Railroad Presidents Conference N. Y., appoints Donahue & Coe Inc. **Walter Weir,** vice president of agency, will handle account.

Finiay-Straus Stores, credit jewelry chain, N. Y. to appoint Hirshon-Garfield Inc. **Eli Guterman** account executive, plans to use radio spot advertising.

Celect Baking Co., Boston (Celect Blue Sea Bread, Hollywood Bread, Duland's Canadian Health Bread and other bakery products), appoints Ingalls-Miniter Co., Boston. **W. J. Haughey,** vice president, and **Glen C. Livezey** assistant president, are associate account executives.

Turner Hall Corp., N. Y., (Admiration shampoo and Eska professional hair preparations) name Kiesewetter, Baker, Hagedorn & Smith, N. Y. to handle advertising.

Wilen Bros. Inc., Phila. (wine makers), appoints Gray & Rogers, also Phila,, to handle advertising.

Armstrong Rubber Co., West Haven, Conn. appoints The Biow Co., N. Y. Radio and TV will be used.

House of Worsted-tex, clothing manufacturers, Phila., names Hirshon-Garfield, N. Y., to handle its advertising. Radio and television will be employed in spring.

Groveton Papers Co., Groveton, N. H. (Vanity Fair facial and bathroom tissues, Blue Ribbon napkins, Protex bathroom tissues and other paper products), appoints Ingalls-Miniter Co. **W. J. Haughey,** vice president, is account executive.

Crown Poultry Co., Oakland (Manor House Frozen Chicken), names J. Walter Thompson Co., S. F.

Ostheimer & Co., Phila. (consulting and administrating firm on employe benefit plans for business and industry), appoints Gray & Rogers, also Phila.

Good Humor Co. of Calif., L. A. (Curries and Chapman ice cream stores), appoints Ross Roy Inc., Hollywood. **John Sparling** is account executive. Radio-TV will be used.

Ronson Art Metal Works names William H. Weintraub & Co., N. Y., to handle advertising for all its products, effective Jan. 1, 1954. Radio and television will be used.

CTS' YEAR GROSS OVER $3 MILLION

753 individual sales contributed to this gross during the first year of operation for the company. Highlight has been the Station Starter Plan of CTS.

GROSS income of slightly more than $3 million through 753 individual sales of television properties during its first year of operations, ended Aug. 1, was reported last week by Consolidated Television Sales, distributors and syndicators of filmed television programming.

The breakdown on sales of each product handled by Consolidated during its first year is as follows:

Program	Total Sales	Current Markets
All American Game Of The Week ('52)	51	..
All American Game Of The Week ('53)	22	22*
Pacific Coast Game Of The Week ('52)	3	
Big Ten Game Of The Week ('52)	7	
Christmas Carol	24	
Front Page Detective	76	69
Public Prosecutor	69	59
Ringside With The Rasslers	79	76
Crusader Rabbit	72	66
Jackson and Jill	58	54
Paradise Island	55	54
Going Places With Uncle George	54	54
TV Closeups	56	56
Hollywood Half Hour	127**	115**

(including overlapping. For example, there are many market areas in which two different series employ Hollywood Half Hour episodes under different series titles.)

* Goes on the air in October when football season starts.

** Includes six markets by Hotpoint and 46 markets by Listerine.

According to Peter M. Robeck, general manager of Consolidated, 82% of all sales were made directly to stations, with the remainder to agencies and sponsors. Producers whose films were distributed by Consolidated during its first year, Mr. Robeck said, were Sportsvision Inc., Los Angeles Tableau TV Ltd., Los Angeles, and Jerry Fairbanks Inc., Hollywood.



Mr. Robeck

Mr. Robeck said he considered among the outstanding achievements of Consolidated Television Sales during its first year the introduction of the "Station Starter Plan" in March 1953. It provides new stations going on the air with a library package of nine series for unrestricted 18-months' use at a total weekly cost equal to the station's starting one-hour Class "A" rate.

Consolidated Television Sales is owned jointly by the *Los Angeles Times* and the Hallett Mfg. Co., Los Angeles. It maintains sales headquarters in New York, Los Angeles, Chicago, Houston, Atlanta and Cincinnati, with 14 men in the field reporting to Mr. Robeck. John Asher is director of sales promotion.

Heading up the sales forces in the various areas are Dwight W. (Bill) Whiting, western sales manager; Halsey V. Barrett, eastern sales manager; Richard Buch, southeast sales manager; Wade Barnes, southwest sales manager, and Richard Gedney, midwest sales manager.

Cards From Afar

FROM far-away places, color postal cards the past few weeks have been streaming to the desks of radio and TV columnists for newspapers, magazines and other media. They came from NBC writers, cameramen and correspondents in all parts of the world, calling attention to the eighth anniversary of NBC-TV Newsfilm which was to be marked yesterday (Sunday) with a special program, *Assignment: Tomorrow* (7-8 p.m., EDT).

Screen Assoc. Accepts Settlement in Film Suit

OUT of court settlement was effected in Los Angeles Federal Court last week with dismissal of a copyright infringement suit, filed Feb. 4 against distributor Stuart Reynolds, Reynolds Productions, Mutual Television Productions, Sovereign Productions and producer Gilbert A. Ralston by Screen Associates Inc., Beverly Hills.

Los Angeles Superior Court suit to recover commissions, previously filed against Screen Associates by Mr. Reynolds, was also dismissed with the terms of the collective settlement deemed "mutually satisfactory."

Original actions involved seven half-hour TV films, made prior to July 25, 1952, by Screen Televideo Productions, subsidiary of Screen Associates, at which time Mr. Ralston was firm's executive producer and Mr. Reynolds, the firm's sales representative. Prints of the films, which the copyright infringement suit charged the defendants with exhibiting, have been returned to Screen Associates.

Screen Gems To Sell Profit Participations

INDICATING a possible change in its presently constituted structure as television subsidiary of Columbia Pictures Corp., clearance has been obtained by Screen Gems Inc. from the California Corporation Commission to issue and sell profit participations. This is the usual procedure in financing of independent productions, either through deferments or posting of cash.

FILM PROCESSING PACT BY ABC-TV

ABC-TV and General Film Labs of Hollywood have signed a film processing contract, estimated to average $1 million per year, according to William Phillipson, ABC's Western Div. general manager.

The exclusive contract, first of its kind on the West Coast, calls for GFL to process all TV, feature films and kinescopes controlled by the network. ABC-TV's fall program lineup includes *Ray Bolger Show, Danny Thomas Show, Adventures of Ozzie & Harriet, Pride of the Family, White Collar Girl* and *Guns of Destiny.*

Mr. Phillipson and Edward Leven, network director of studio operations, handled negotiations for ABC. Representing General Film were Alton A. Brody, director of sales, and Bob Goodwin, treasurer.

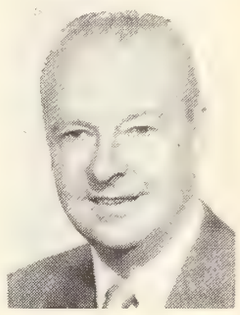
Paper Sponsors 'Liberace'

APPARENTLY *The Idaho Statesman,* daily newspaper of Boise, Idaho, believes in the businessman's adage, "If you can't beat 'em, join 'em." Guild Films Co., New York, reported last week that the *Statesman* has signed to sponsor the half-hour *Liberace* TV filmed show over KIDO-TV Boise every Tuesday night. According to Guild, the newspaper has become the 79th sponsor of *Liberace.*

MADDEN MADE MPTV PROGRAMMING V. P.

The former NBC public relations vice president, will join Motion Pictures for Television Sept. 1.

ELECTION of Edward D. Madden, veteran network and advertising agency executive, as vice president of Motion Pictures for Television Inc. was announced last week by Matthew Fox, chairman of the board.



Mr. Madden

Mr. Madden, who resigned recently as public relations vice president and assistant to the president of NBC, will be vice president in charge of programming for MPTV, in addition to heading a newly-created division devoted to production and distribution of major "name" films produced especially for television. He will assume his new post Sept. 1.

Left NBC This Year

"Mr. Madden will coordinate the acquisition of new properties and production arrangements, working closely with Lew Kerner, West Coast production head for MPTV," Mr. Fox declared. "Mr. Madden will also be responsible for the distribution and sales of these new entertainment films for television. They will be sold to national, regional and local sponsors, in cooperation with the local television stations."

Mr. Madden was associated with NBC in several capacities—including being vice president in charge of television operations and sales—from 1950 until last April when he resigned, reportedly over "policy differences" [B•T, April 20].

He served previously for three years as executive vice president and general manager of the American Newspaper Advertising Network, prior to which he had been, for 10 years, with McCann-Erickson Inc. as a vice president and a director. During World War II, he managed two national campaigns on vital materials—one to increase the flow of iron and steel scrap, and another to conserve paper.

Motion Pictures for Television Inc. began operations in June 1951 and is reported to be the largest distributor in U. S. of motion picture film programming for television. In addition to Mr. Fox and Mr. Kerner, E. H. Ezzes, vice president and general sales manager, is an officer of MPTV.

The firm recently completed a three-year production-distribution arrangement with Ed Gardner, star of *Duffy's Tavern,* under which Mr. Gardner will make his TV debut.

Conne-Stephens to Handle PTE's Physical Production

UNDER the terms of a long-time contract announced last week, Conne-Stephens Inc. will handle the physical production of all Prockter Television Enterprises' properties in Hollywood.

In making the announcement in Hollywood, William Stephens, executive vice president of Conne-Stephens, stressed that the company will handle only the physical production of the shows and all scripts have been prepared by Prockter, which also has its own directors under contract. Currently Conne-Stephens is shooting 13 shows for PTE's *International Police,* and will start production soon for the *Readers Digest* and *Walter Brennan* series, as well as other PTE shows.

Mr. Stephens said the same arrangement has been made with other producers handled by Conne-Stephens which has completed pilot runs for the Loretta Young and Ben Blue shows for NBC, two films for the *National Repertoire Theatre* and six for the *Warden Duffy* series.



NEW film commercials to be used by Ralston Purina on ABC-TV's *Space Patrol*, featuring test pilots in action with jet planes, are discussed on set of Five Star Productions, Hollywood, by Jay Kacin (l), assistant to Bill Fisher (r), TV director, Gardner Adv., St. Louis and Maj. Chuck Yeager, one of the six pilots.

Film Sales

Narragansett Brewing Co., Providence, is going to sponsor the **Ziv TV** film *I Led Three Lives* in Boston and two other major New England markets starting this fall. Cunningham & Walsh, New York, is the agency.

•

Five Star Productions, Hollywood, has completed new film opening for CBS-TV *What's My Line* for **Jules Montenier Inc.,** Chicago (Stopette deodorant). Agency is **Earle Ludgin & Co.,** Chicago.

•

Hal Roach Studios Inc., Culver City, is completing eight two-minute film commercials for **General Motors Corp.** (Buick) to be used on NBC-TV's *Milton Berle Show.* Supervised by **Sidney Van Keuren,** Roach vice president in charge of operations, the filmed spots have been shot on location at Big Bear Lake, Calif., and in the studio. **Kudner Agency,** New York, handles Buick Div.

•

KNXT (TV) Hollywood has concluded negotiations with **Ziv TV Programs Inc.** for 29 cartoon films, produced by **Walter Lantz,** for first Los Angeles area telecasting on *Space Funnies* program. Cartoon characters such as Andy Panda, Wally Walrus and Homer Pigeon are featured.

Production

Revue Productions, North Hollywood, has started filming the second group of 13 programs in CBS-TV's *Meet Mr. McNutley.* **Joe Connelly** and **Bob Mosher,** writers on CBS Radio *Amos 'n' Andy,* continue as writer-producers on the new **General Electric** series.

•

Revlon Mirror Theatre, sponsored by **Revlon Products Corp.** on CBS-TV starting Sept. 19, tees off with "Because I Love Him," starring **Joan Crawford. Endre Bohem,** executive in charge of production for Revue, is lining up scripts to be used in the anthology series.

•

Gordon-Harriscope Productions, Beverly Hills, has completed the first film in its *Jr. Cooks' Club* series. The series, a 15-minute children's cooking program, stars **Pat Gallagher. Bert I. Gordon** is directing the series and is co-producer with **Burt I. Harris.**

•

Screen Gems, Hollywood, has signed **Angela Lansbury,** panelist on CBS-TV's *Pantomime Quiz,* and **Howard Duff,** radio-motion picture actor, to co-star in "The Ming Lama," current production in NBC-TV's *Ford Theatre* series. **Ted Post** is director and **Michael Kraike,** producer.

•

Jerry Warner & Associates, Hollywood, starts filming 13 half-hour *Weekend Daddy* programs Sept. 15 at General Service studios, Hollywood. Writer **Dale Lussier** will supervise production and co-direct with Mr. Warner.

•

D & R Productions, New York, has completed three 15-minute units of the *Norbert* TV film situation comedy series, which is expected to be ready for release the first week in September. The series is being directed by **Jose Di Donato** and produced by **Leo Langlois.**

•

Raydick Production Corp., Hollywood, headed by producer-writers **Ray Singer** and **Dick Chevillat,** is casting leads for pilot film of proposed NBC-TV *It's a Great Life* series, shooting in mid-August.

•

White Advertising Agency, Tulsa, Okla., has started production in Hollywood of 26 half-hour TV films starring **Rev. Oral Roberts,** evangelist. **Pete White,** agency owner, said film, will be released for TV next January.

Random Shots

Stacy Keach, owner of radio-TV film rights to *Tales of the Texas Rangers,* heard until recently on NBC Radio, has refused **Screen Gems** a 60-day extension on option to complete sale of a TV film version. Despite sponsor interest, according to Mr. Keach, network time is proving difficult to acquire. He hopes to conclude negotiations shortly with a distribution firm to handle the series on a syndication basis. Half-hour pilot film has been completed and 16 scripts are ready to go before the cameras. Mr. Keach holds rights to dramatize the case files under exclusive contract with Texas Dept. of Public Safety and the Texas Rangers.

•

Screencraft Pictures Inc., New York, has appointed **Tom Corradine & Assoc.,** Hollywood, its West Coast TV representative. **Peter M. Piech,** Screencraft TV sales manager, said Corradine will handle all TV sales for Screencraft in 11 western states.

PRO-SUBSCRIPTION UHFs PLAN PARLEY

Philadelphia meeting of uhf grantees who are pressing for box-office TV is in the works. First opposition from within the ranks is registered by Walter Reade Jr., WRTV (TV) Asbury Park.

GATHERING of uhf grantees with an eye f subscription TV, shaping up for early ne month, may see full-scale discussion of t economics of new uhf TV operations grantees as well as give a good idea of hc much support subscription TV has among T operators—or at least the new ones.

Plans are being worked out under the spc sorship of Hugh N. Boyd, *New Brunswi* (N. J.) *Home News* executive and Will Balt *Home News'* TV consultant for a meeting subscription TV proponents in Philadelph after Labor Day. The *News* is grantee f WDHN (TV), not yet on the air.

Although meeting is for the four grante who petitioned FCC for early action on su scription TV [B•T, Aug. 10], other uhf oper tors and permittees are being invited to atter it was learned.

In addition to the New Brunswick grante others who joined in the petition to the FC were WIP-TV Philadelphia (Gimbel Bros WELI-TV New Haven and Stamford-Norwa (Conn.) TV Corp. Basic contention of t petitioners was that subscription TV offer the only means of economic support to uhf st tions in markets covered by big-city vhf signa Request was that the FCC move quickly in rul making proceeding on Zenith Radio Corp February 1952 petition to establish subscripti television commercially.

Reade Comment

First adverse comment on the request car last week from Walter Reade Jr., theatre cha operator and owner of Atlantic Video Cor grantee of WRTV (TV) Asbury Park, N. (Ch. 58).

Those who believe uhf TV needs box-offi TV have resigned themselves to the belief th they cannot be a financial success unless th are supported by an untried and improbab box-office TV gimmick, Mr. Reade said transmitter ground-breaking ceremonies f WRTV in Eatontown, N. J. He added that t "gimmick" (subscription TV) was a delusi because it was based on the findings of "loaded" questionnaire containing little or facts. Recalling the "competitive" fight t Reade theatres engaged in for the past seve decades for the patronage of the public, M Reade said that a loyal and effective audien can be built and maintained on the basis community service and entertainment.

Some failures are expected in any new fie Mr. Reade said, and the "one or two" failur in uhf TV do not alarm him. But, he adde he considers it "fantastic" for those uhf oper tors to have so little faith in "a valuable ne medium and franchise" as to ask the FCC guarantee them a profitable operation at risk and virtually no effort to themselves.

Praise for the uhf stations' action has cor from Paul Raibourn, International Telemet Corp. chairman (half-owned by Paramount P tures) and Arthur Levey, president of Skiatr Electronics & Television Corp. [B•T, Aug. 1 Still pending before the House Commerce Cor mittee is a bill (HR 6431) by Rep. Carl Hinsha

to amend the Communications Act to make subscription TV and theatre TV common carrier services [B•T, July 27 et seq.].

Meanwhile, Zenith officials conferred two weekends ago in Chicago with its new Washington attorneys [CLOSED CIRCUIT, Aug. 17] on subscription TV: W. Theodore Pierson, Pierson & Ball, and Philip G. Loucks, Loucks, Zias, Young & Jansky. Nothing definitive was decided at that meeting, it was understood.

Gimbel Reaction

Attitude of one of the four uhf grantees—that of Benedict Gimbel Jr., president and general manager of WIP—toward subscription TV was expressed in these words:

The Philadelphia area has over one million receivers equipped to receive only vhf signals. If conversion of these sets to uhf and installation of new sets adapated for both uhf and vhf is to be accomplished, it will, in our opinion, require programs that are not only different from those now available but also it will be necessary that the uhf station operate with as high power as is obtainable.

As to the programming, we do not believe that locally produced shows, as now constituted, are the entire answer. While we intend to proceed as outlined in our application with local shows that are designed to meet the public need, we feel we must be in the position to offer programs which will include exceptional talent, and which will enable us to compete with the networks for the audience. Certain local sources of programming of the caliber we feel would attract an audience are fearful of television because it would reduce their "gate" which sustains their existence. It seems logical, therefore, that we put the "gate" at the home of the viewer and allow the owner of the production to benefit accordingly. In addition to such local productions we feel there are programs available of universal appeal which can only be supplied by subscription television. The sources of these programs include outstanding sporting events, opera and other cultural events, first-run movies and the like. The telecasting of these programs will, in our opinion, enable us to compete with the networks for an audience, and supply an impetus to the conversion that is required. We feel that subscription television is an answer to the present and future problems in this respect, and we therefore join with other uhf permittees in requesting that immediate steps be taken to set up rules and standards to implement this service.

NBC 'Sports Daily' in 36 Mkts.

NBC Radio's *Mel Allen and Russ Hodges' Sports Daily,* which is being offered to NBC stations for local sale on a co-op basis, already has been sold in 36 markets, according to Lud Simmel, manager for co-op sales for NBC. The sport series, which is presented Monday through Friday, 6-6:15 p.m. EDT, premiered on the network last Monday.

Harmonia Signs With Sesac

KURT A. JADASSOHN, who resigned from Sesac as its general manager on Aug. 15, has signed with Sesac for his new publishing company, Harmonia Pub. Co., Freehold, N. J., it was reported last week. The affiliation became effective Aug. 17.

Indiana Industry Portrayed

THE PART industry plays in the life of a state is being dramatized for Indiana radio listeners in a series of programs produced by the Indiana U. Radio & Television Service. The shows, titled *Visiting Indiana Industries,* consist of on-the-spot recordings at a typical business plant, and outline contributions of the firm to the state and nation. Students at the university prepare the programs under direction of E. G. Sulzer, director of the I. U. service.



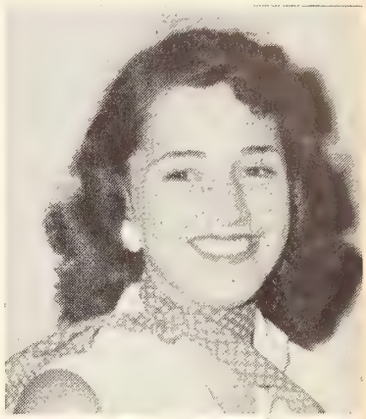




B•T's annual roundup of radio-TV beauties is offered this week with a reminder of our policy that will permit no more cheesecake layouts until 1954. Top row (l to r): Pat Siegman, Miss WFBR, winner in contest promoted by the Baltimore station; Genie Stone, Miss Catalina, sponsored in the Miss Universe contest by KBIG Avalon (she's flanked by Stu Wilson and Don Callen of KBIG); Dorris Hagler, WGIV Charlotte continuity writer, selected Miss Charlotte.



MARY O'LEARY, WJR Detroit program department secretary, was named Miss Detroit D.S.R. by John Robert Powers. ➤



JOYCE ESCONTRESS won the Miss Columbus title in competition sponsored by WRBL Columbus, Ga., and competes for the Miss Georgia title. ➤



LO RENE WASHBURN of the KVOO Tulsa traffic department accepts congratulations from Gov. Johnston Murray on her selection as Miss Oklahoma.



JOAN DALY, Miss Massachusetts, looks over a cutout of WBZ-TV Boston camera and cameraman.

LOIS BERRY, Miss WGAY (Silver Spring, Md.), salutes Fred Davis (l), Schlitz Maryland distributor, and Wash Williams, Schlitz Washington distributor, as the latter two conclude negotiations for a summer radio show contract with the Silver Spring daytime station.



HELEN FISKE SMITH, Miss Washington winner, is congratulated by (l to r) Ben Strouse, v.p.-gen mgr., WWDC Washington, contest sponsor; Herman Paris, WWDC gen. sls. mgr., and Clayton R. Sanders, adv. dir., Peoples Drug Stores.



NARTB ORGANIZES PUBLIC EVENTS UNIT

ORGANIZATION of the NARTB Public Events Committee and its objectives were launched as the group held a one-day initial session in New York last Tuesday.

Chairman Edgar Kobak, WTWA Thomson, Ga., gave out specific assignments to committee members with the purpose of determining the tack to be taken in trying to solve what was generally agreed to be one of the greatest single problems ahead for TV and radio—the question of whether the camera and microphone have access to public events on a par with other media.

Mr. Kobak said afterward that the committee's first task was one of "digging," with basic questions concerning objectives and methods having to be decided before other plans can be made. He said the next meeting might be held in October.

AM Code Studied

Meanwhile, the Radio Standards of Practice Committee, under John F. Meagher, KYSM Mankato, Minn., continued its study of possible radio broadcast code revisions in a meeting which got underway in New York Thursday morning. Most of the discussions centered on the code's advertising sections, and included, on instructions of the NARTB board, conferences with representatives of the networks. Any "loosening" of the advertising provisions was opposed by both committeemen and network representatives, it was reported.

The full committee was present. It includes Chairman Meagher and William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Walter E. Wagstaff, KIDO Boise; E. R. Vadeboncoeur, WSYR Syracuse; Clyde W. Rembert, KRLD Dallas, and Carleton D. Brown, WTVL Waterville, Me. NARTB executives at the meeting were President Harold E. Fellows, Board Chairman Justin Miller, Secretary-Treasurer C. E. Arney Jr., and Administrative Vice President Robert K. Richards.

The network representatives were William H. Fineshriber Jr., NBC vice president in charge of radio; Grace Johnsen, director of continuity acceptance for ABC, and Don Ball, director of editing for CBS Radio. E. M. (Pete) Johnson, Mutual vice president, had been slated to participate but was occupied with other duties as a result of the engineers' strike at Mutual's WOR New York (see story page 78).

Attending the Public Events Committee meeting were, besides Chairman Kobak, Victor A. Sholis, WHAS-TV Louisville; Victor C. Diehm, WAZL Hazleton, Pa.; Merrill Lindsay, WSOY Decatur, Ill.; Joseph W. Close, WKNE Keene, N. H.; E. R. Vadeboncoeur, WSYR Syracuse; Richard A. Moore, KTTV (TV) Hollywood and Paul Raibourn, KTLA (TV) Los Angeles. Excused were John F. Patt, WGAR Cleveland; Hugh B. Terry, KLZ-TV Denver, and P. A. Sugg, WKY-TV Oklahoma City. Attending for NARTB were Messrs. Fellows, Miller, Arney, Richards; Thad Brown, TV vice president, and Vincent Wasilewski, chief attorney.

Premium Exhibition Set

MORE than 5,000 products are due to be exhibited Sept. 21-24 at the New York Premium Show sponsored by the Premium Advertising Assn. of America. The exhibition is one of two held annually by the group, and will feature displays from 300 manufacturers of products they use as consumer premiums, sales incentive prizes and industrial good-will gifts. The show will be held at Hotel Astor, according to Gordon C. Bowen, association president.

BAB's 'Extra' Sets

CONTINUING trend of extra set purchases and increasing listening outside the living room is highlighted in new BAB report on multiple radio ownership and listening in metropolitan areas released Aug. 13.

Titled "MORE Extra Sets," the report on metropolitan radio listening shows more than two-thirds of all home radios are now located outside the living room and there are twice as many multiple-radio-set homes as one-set homes.

The trend toward purchase and use of these "extra" sets is pointed up by findings that nearly half of all these homes acquired at least one radio set since January 1950, described as "the period of television's greatest growth."

AP's Whitehead Top Speaker At Sept. 6 WVBA Meeting

DON WHITEHEAD, Pulitzer prize winning AP reporter, will be the principal speaker at the West Virginia Broadcasters Assn. meeting Sept. 5-7 at the Greenbrier, White Sulphur Springs. Mr. Whitehead will be after dinner speaker Sunday, Sept. 6.

According to the agenda released last week by John S. Phillips, WVBA secretary-treasurer, two forenoon speakers on Sept. 5 will be Arthur C. Schofield, promotion director of Storer Broadcasting Co. and Joseph T. Connolly, vice president of WCAU Philadelphia. Luncheon speaker that day will be Robert K. Richards, administrative vice president of NARTB.

Saturday afternoon sessions will be addressed by Thomas F. Flanagan, managing director, Station Representatives Assn.; Paul Schlesinger, Tatham-Laird Adv. Agency, Chicago, and Robert Burton, vice president of BMI.

A social hour is scheduled for 7 p.m. Saturday and the President's Golf Tournament will be held Sunday, starting at 1 p.m.

Alice Shein, WBTH Williamson, is WVBA president.

Nelson Before L. A. Ad Club

LOS ANGELES Advertising Club's meeting tomorrow (Tuesday) at Statler Hotel, that city, will feature "The Southern California Radio Story" by Norman Nelson, managing director of Southern Calif. Broadcasters Assn. A workshop session, headlined by SCBA sales promotion committee members, will then discuss the presentation. Moderated by Stan Spero, account executive, KMPC, the panel will include James Frost, advertising and promotion manager, CPRN; Terry Mann, sales manager, KHJ; Mort Sidley, sales manager, KFWB, all Hollywood, and Robert McAndrews, commercial manager, KBIG Avalon, and chairman of the day.

Named to AAW Board

RECENT appointments to the Adv. Assn. of the West board of directors include Robert J. McAndrews, commercial manager, KBIG Avalon (radio), and James Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood (television), according to announcement by Robert R. Gros, AAW president and manager of publicity and advertising, Pacific Gas & Electric Co., San Francisco.

Mansfield Renamed Head Of RETMA Statistics Unit

INDUSTRY STATISTICS Committee of Radio Electronics-TV Mfrs. Assn. again will be headed by Frank W. Mansfield, Sylvania Electric Products Inc., reappointed last week by RETMA Board Chairman Robert C. Sprague.

Chairmen and vice chairmen, respectively of subcommittees follow: Set Division, Thomas P. Golden, Motorola Inc., and Joseph Schiavo Philco Corp.; Tube Division, K. B. Bryden RCA Victor, and John M. Malone, Tung-Sol Electric Inc.; Parts Division, Herbert W. Clough Belden Mfg. Co., and L. S. Racine, Chicago Transformer Div.; Technical Products, Sam Norris, Amperex Electronic Corp., and H. E. Taylor, Allen B. DuMont Labs.; Amplifier & Sound Equipment, Floyd W. Bell, Bell Sound Systems, and William Sellew, David Bogen Co.

H. J. Schulman, Allen B. DuMont Labs. has been named chairman of the RETMA Service Committee. Vice chairman is John F. Rider, of John F. Rider Publisher Inc.

Leslie E. Woods, Raytheon Mfg. Co., is chairman of the Industrial Relations Committee.

'Hi-Tides' at AFA Meet

THEME of the 10th District Advertising Federation of America convention in Corpus Christi, Tex., Oct. 4-6, will be "Hi-Tides in Advertising." Speakers will cover many phases of advertising, with panel discussions scheduled. The social schedule includes trips around the bayfront and an excursion to the King Ranch.

ARF Forms Radio-TV Group

ORGANIZATION of a radio-television committee within the Arthritis and Rheumatism Foundation to help the organization with its campaign for funds this fall was announced last week by Gen. George C. Kenney, president of the Foundation.

The new committee members include David O. Alber of David O. Alber Assoc.; Jim Brown director of radio and television promotion, BBDO Nicholas E. Keesely, vice president in charge of radio and television, Lennen & Newell Inc. James McGarry, assistant to the president BBDO; James Neale, vice president, Dancer Fitzgerald-Sample Inc.; Frank Shakespear, CBS TV Sales; William J. Thomas, publicity director William Esty Co.; Harry Wismer, general executive, MBS, and Francis X. Zuzulo, director of press information, MBS.

Gen. Kenney expressed the hope that the committee, "particularly through the medium of radio and television," could bring to the public "in a useful and more entertaining manner" the work of the Arthritis and Rheumatism Foundation.

Program Pirouetting

DEPENDS on how you look at it. With the issuance of the latest Nielsen Television Index, covering the two weeks ending July 25, both NBC-TV and CBS-TV were out last week with their respective analyses. NBC-TV claimed "more of the top-rated programs on the air than any other network," citing 13 of the top 25 and 8 of the top 15. CBS-TV on the other hand noted that one of its shows was in No. 1 spot, stressed that CBS-TV had "garnered seven out of the top ten places," and then, in a separate release, claimed nine out of ten in the Aug. 1-7 Trendex Top Ten Ratings.

IOWA PEOPLE *Work-Play-Live* BY RADIO!



Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Enter almost any Iowa home at almost any time of the day, and you will find at least one radio set in action—keeping Mother company while she does her duties—bringing Dad the farm markets and news—changing the quiet house into a warm and friendly home. That's why the average Iowa family spends 10.53 hours per day with radio, as compared with 2.64 hours with television, 1.7 hours with daily newspapers, 0.79 hours with weekly newspapers.

Iowa people spend more time with WHO than with any other Iowa station!

All the above figures are from the 1952 Iowa Radio-Television Audience Survey, by Dr. Forest L. Whan. This Survey is used regularly by leading agencies and advertisers. It is worthy of your deep study. Free copy on request.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



Tallest **TV**

TOWER OF ALL!

. . . and ready soon

With the world's tallest TV tower plus a boost in power to 316,000 watts, WHIO-TV increases coverage to bring 697,005 prosperous families within easy reach. Ask George P. Hollingbery representatives to tell you about

WHIO-TV—*One of America's Great Area Stations*

whio TV AM FM

Channel 7
Dayton, Ohio

TELESTATUS®

Weekly TV Set Summary—Aug. 24, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,000
Montgomery	WCOV-TV	.....	12,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	.....
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	141,662	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	42,000
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	23,500	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	365,000	.....
Lafayette	WFAM-TV	.....	17,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	66,023
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	33,735	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	.....	.....
Duluth	WFTV	.....	24,200
Minneapolis	WCCO-TV	388,500	.....
St. Paul	KSTP-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
Springfield	KTTS-TV	23,917	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	192,825	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	24,631
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	333,538	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

is your best buy

Channel 4 represented by

The BRANHAM Company

Remember how you watched TV years ago when you first got your set? That's how

Sioux City Sue-land*

is watching KVTV

* 33 prosperous Iowa, South Dakota and Nebraska counties whose 1952 effective buying income was $825,004,000.



Sioux City, Iowa
CBS, NBC, ABC & DuMont
Represented by The Katz Agency

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
	OREGON		
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
	PENNSYLVANIA		
Altoona	WFBG-TV	182,597	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,263,000	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	61,330
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	31,500
Greenville	WGVL	.....	28,183
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	34,268	.....
	TENNESSEE		
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	120,505	.....
	TEXAS		
Amarillo	KFDA-TV, KGNC-TV	28,076	.....
Austin	KTBC-TV	42,283	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	4,000	.....
San Antonio	KEYL, WOAI-TV	151,675	.....
Texarkana	KCMC-TV	9,469	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
	VIRGINIA		
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	192,680	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,5
	WEST VIRGINIA		
Huntington	WSAZ-TV	220,594	.....
	WISCONSIN		
Green Bay	WBAY-TV	58,886	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,0
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,0

Total Stations in Air 225 *
Total Cities with Stations on Air 157 *
Total Sets in Use 26,786,539
*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

NEW ADVERTEST METHOD REPORTED

Research firm says its new method of measuring TV reception will use 'objective inspection' rather than 'subjective questioning.'

A NEW way to measure TV reception is claimed by Advertest Research of New Brunswick, N. J. The firm last week said its method is being prepared for presentation "on a larger scale."

Simplified, the approach is this: Instead of researchers asking the set owner to give them a "rating" of their reception of individual stations, the researcher asks the owner to tune the set to the station and the questioner measures the reception himself.

This, according to Advertest, will mean objective inspection rather than subjective questioning.

Present Systems' Methods

Two things basically wrong with most reception studies, according to the firm, are: Samples used are population-based, either quota or probability, which are designed to reflect the area's population, or information is obtained by questioning a set owner about his reception.

Planning by Advertest now will be on these factors, it was explained: Reception is a function of distance and topography and bears no relationship to population, and data must be gathered by objective inspection and not b subjective questioning.

Sampling process developed by Adverte permits all sections of the reception area "a equal opportunity of sample entrance" an provides for "rigid adherence to pre-selecte sampling points."

Sample is set up in this fashion: Transmi ter site is used as a focal point. A circle c five-mile radius is drawn, then a circle of 1(mile radius, then 15-mile, etc. This radii map ping is completed when the total possible rt ception area is included. Then a series of ci cles, each five miles farther from the foc point, is laid out on a map.

Next step is to draw radii lines 18 degree apart, dividing each circle into 20 equal part At the intersection of each circle and radiu a sampling point is created "or approximatel 150 pre-selected sampling points in the tot reception area."

This permits, according to Advertest, "a equal number of sampling points for varyin distances from the focal point. Sampling point not only bear an equidistant relationship t the focal point, but to each other." Resul the firm says, is to "truly" reflect distance an topography elements.

The focal point then shifts to the samplin point about which a half-mile circle is draw and interviews are clustered within this latte

Sales Lesson for Today

(It's As Easy as One-Two-Three)

1. What Is St. Louis' Newest,
Most Entertaining Television Station?

KSTM TV

2. What Is Missouri's Most Powerful
Television Station (275,000 Watts*)?

KSTM TV

3. What St. Louis Station Has ABC, CBS
Network Shows Plus Refreshing Local Programs?

KSTM TV

To Sell Quickly and Effectively . . . Get Aboard

"BIG MO"

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

Channel 36 ST. LOUIS William E. Ware, President

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

* **Effective January 1, 1954**

ANA Study Out

A COMPREHENSIVE report on the cooperative advertising agreements and experiences of 71 leading advertisers was announced last week by the Assn. of National Advertisers. Entitled "Prevailing Cooperative Advertising Practices," the study was said to analyze industry procedures of these 71 ANA members. Officials said it was prepared under the direction of the ANA Cooperative Advertising Steering Committee, headed by Walter Lowy of the Formfit Co., and is for the use of ANA members only.

circle. Interviewer "movement" is identical for each such area.

Advertest explains that the interviewer permits the "respondent" to tune the set "but the rating is made solely by the interviewer." After the rating is made, the set owner can be asked about plans to convert to uhf, viewing habits, family composition, etc. The interviewer examines each channel twice and rates the signal according to "easily viewed, sharp, clear picture" down to varying gradations to "no signal."

Advertest said six of the studies already have been ordered and another study is now in the field. Inquiries have been received from 14 other markets, Advertest asserted, although the new method had not been announced in publications.

Private showings of the plan, according to the firm, were made several weeks ago before a half-dozen New York agency research men and timebuyers. Advertest claims "wide approval for all aspects" of the plan. In quoting a time-buyer and a research director, Advertest said the former commented on the problem of two stations, one 40 miles from the other, each claiming the other's city as within its own coverage area; the latter said the method would be important to new uhf stations.

Nielsen Puts 'Pabst Bouts' At top of TV Report

CBS-TV's *Pabst Blue Ribbon Bouts* was the top program in national Nielsen-Ratings, for the two-week period ending July 25, in both number and per cent of TV homes reached. Complete listings follow:

NIELSEN-RATING*
Number of TV Homes Reached

Rank	Program	Homes (000)
1	Pabst Blue Ribbon Bouts (CBS)	9,237
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	8,645
3	Racket Squad (CBS)	8,480
4	Robt. Montgomery Presents (NBC) (American Tobacco Co.)	8,170
5	Dragnet (NBC)	7,986
6	Westinghouse Theatre (CBS)	7,654
7	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	7,510
8	Best of Groucho (NBC)	7,384
9	Ford Theatre (NBC)	6,925
10	Two For The Money (NBC)	6,873

Per Cent of TV Homes Reached in Program Station Areas

Rank	Program	Homes (%)
1	Pabst Blue Ribbon Bouts (CBS)	40.3
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	38.8
3	Racket Squad (CBS)	37.5
4	Dragnet (NBC)	36.5
5	Westinghouse Theatre (CBS)	36.5
6	Robt. Montgomery Presents (CBS) (American Tobacco Co.)	34.3
7	What's My Line (CBS)	33.8
8	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	33.1
9	Ford Theatre (NBC)	32.8
10	Arthur Godfrey & Friends (CBS) (Pillsbury Mills Inc.)	32.3

Copyright 1953 by A. C. Nielsen Company

FCC READIES FLEXIBLE PRIORITY LIST ON TV HEARING SPEED-UP

Quick-action cities to include: Group A (no service) Des Moines; Hartford; San Jose; Waco; Manchester, N. H.; Springfield, Ill.; Columbus, Ga.; Topeka; Portland, Me.; Charleston, W. Va. Group B (with service) St. Louis; Milwaukee; Houston; New Orleans; Seattle; Indianapolis; Memphis; Norfolk; Toledo; Ft. Worth.

(For B•T version of new priority list, see below)

TELEVISION applicants in the highly contested major markets where few or no local commercial TV stations are operating will learn from FCC today (Monday) approximately how soon they can expect a hearing and eventual decision on their new station bids.

The Commission is to issue its revised city-by-city priority list in accordance with the amended temporary processing procedure which goes into effect with the start of business today [B•T, July 20].

B•T herewith is publishing its own compilation of what the official FCC list probably will contain, based on the best data available at press time.

For all practical purposes the Commission is current in processing of uncontested applications under the original priority system announced after the lifting of the freeze last year —a priority system based upon 108 operating television stations. FCC therefore has established the revised priority to reflect the existing conditions—some 217 operating commercial stations and a sizable backlog of contested applications.

The new priority list to be issued by FCC today—revised as of the close of business last Friday—will contain:

• All cities in which are pending mutually exclusive applications not yet formally designated for hearing. Cities where competitive applicants have been sent McFarland letters, but which have not been formally designated, will be listed.

• Two processing lines will be included. Group A will cover all cities which had no local operating commercial station as of 5 p.m. last Friday. The cities will be ranked in order of greater population first (1950 census). Group B will cover all cities with operating stations, ranked in order of greater population and least service.

The priority list will be revised by the Commission every two months to reflect changing conditions.

Processing Priority

The list will determine the priority by which the Commission staff will begin processing of contested applications. It does not determine the order in which hearings will be formally designated, however.

The reason for this is that once McFarland letters have been issued the Commission staff will continue to carry through the processing procedure climaxing in the actual hearing of a case. Since the McFarland letter may be followed by various time lags in applicants' replies, possible additional letters by FCC and other considerations, the subsequent formal hearing designations will probably not follow the order of the priority list until they near the end of the list.

The amended processing rule, however, provides that in "hardship" cases, the priority system can be set aside to consider a case out of turn. This usually would be done only upon petition, it was indicated, although the Commission could take such action on its own.

The revised processing procedure specifies that the Commission staff act alternately between Group A and Group B in handling the applications.

Operating stations, as defined in setting up the list, will include only those actually programming as of 5 p.m. last Friday, an FCC spokesman explained. Test pattern operation will not count, he said.

The operating station also will be counted only for the city to which it is allocated. For instance, WTVI (TV) Belleville, Ill., although it covers the St. Louis area, will not be counted as an operating station for St. Louis. Thus, St. Louis tops the Group B list with only one operating station, KSD-TV, which has been on the air there since 1947.

In counting population for cities in twin- or triple-city areas, the FCC is counting the total population of all cities in the area where the TV channel is given in the allocation table to all of the cities on a "hyphenated-city" basis.

Following is the city priority list compiled by B•T upon the basis of the formula set forth in the FCC's revised processing procedure. It is an expert analysis of what the official FCC list probably will contain when issued today, but it is not the official list.

Note: Group A includes cities with no local service. Group B contains cities with local service, starting with the least at the top. In both groups, greater population cities rank first.

Population is followed by operating commercial stations and pending applications in contest but not formally designated for hearing.

In those cases where McFarland letters already have been sent to applicants, the symbol (McF) accompanies the channel.

FCC processing will alternate between Group A and Group B, a city at a time, i.e., Group A Des Moines, Group B St. Louis, Group A Hartford, etc.

GROUP A LIST

1. Des Moines, Iowa—177,965 pop. Applics.: Ch. 8 (McF)—KSO, KRNT; Ch. 13 (McF)—KIOA, WHO.

2. Hartford, Conn.—177,397 pop. Applics.: Ch. 3 (McF)—WTIC, WDRC, Hartford Telecasting Co.; Ch. 18 (McF)—General Teleradio Inc. (WOR New York), WTHT.

3. San Jose, Calif.—95,280 pop. Applics.: Ch. 11 (McF)—FM Radio & TV Corp., Standard Radio & TV Co., San Jose TV Bcstg. Co.

4. Waco, Tex.—84,706 pop. Applics.: Ch. 11 (McF)—Waco TV Corp., KWTX.

5. Manchester, N. H.—82,732 pop. Applics.: Ch. 9 (McF)—WFEA, WMUR.

6. Springfield, Ill.—81,628 pop. Applics.: Ch. 2 (McF)—WMAY, WTAX, Capital City TV Co.

7. Columbus, Ga.—79,611 pop. Applics.: Ch. 4 (McF)—WRBL, WGBA.

8. Topeka, Kan.—78,791 pop. Applics.: Ch. 42 (McF)—Alf M. Landon, WREN, R. F. Schoonover.

9. Portland, Me.—77,634 pop. Applics.: Ch. 13 (McF)—WGAN, Murray Carpenter.

10. Charleston, W. Va.—73,501 pop. Applics.: Ch. 8 (McF)—Capital TV Inc., WGKV, WCHS.

11. Augusta, Ga.—71,508 pop. Applics.: Ch. 6 (McF)—WJBF, WAUG, Martin Theatres of Ga. Inc.; Ch. 12 (McF)—WGAC, WRDW, Augusta TV Co.

12. Durham, N. C.—71,311 pop. Applics.: Ch. 11 (McF)—WDNC, WTIK.

13. Stockton, Calif.—70,853 pop. Applics.: Ch. 13—KGDM, KXOB, Radio Diablo Inc.

14. Waterloo, Iowa—65,198 pop. Applics.: Ch. 7 —KWWL, KXEL; Ch. 16—L. E. Kelly, Chas. H. Gurney.

15. Terre Haute, Ind.—64,214 pop. Applics.: Ch. 10—WTHI, John R. Figg; Ch. 63—Polan Industries, Chapman S. Root.

16. Ogden, Utah—57,112 pop. Applics.: Ch. 9— KVOG, Interstate Bcstg. Corp.

17. Lexington, Ky.—55,534 pop. Applics.: Ch.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

DR. W.R.G. BAKER REPORTS ON FACTS ABOUT COLOR TELEVISION

Editor's Note: Dr. W.R.G. Baker is Vice President and General Manager, General Electric Co., Electronics Park, Syracuse, N. Y. He is also Chairman, National Television System Committee, and Chairman, RTMA Television Committee. In this article Dr. Baker explains Color TV in uncomplicated terms and makes predictions on matters of vital interest to the entire industry. For additional copies of this report write: Section 283-24, General Electric Company, Electronics Park, Syracuse, New York.



Dr. W.R.G. Baker

When Will Color TV Reach the Market?

Any timetable depends, of course, on one fundamental—official FCC approval of the NTSC Color system and when this might come. The NTSC has concluded its technical work and has petitioned the FCC to adopt the technical transmission standards for commercial color television broadcasting. Even if lengthy FCC hearings are held it would be possible for the NTSC system to be approved by March 1, 1954.

If this should happen, we think we can safely predict that some Color programs would be available in key city markets shortly thereafter and that Color programs, on networks, might be available in many local markets certainly by the middle of 1954.

Color tube output by Mar. 1, 1954 would attain a monthly rate of 2,000 to 4,000 tubes. If this is accomplished, one or more Color TV models will be included in the Fall line of many manufacturers. Available quantities will be limited but there should be enough receivers to permit the public to compare Color TV with Black and White reception. Total Color television receivers in 1954 will probably be less than 1% of the industry's set production for the entire year. It can be expected that these Color receivers will cost $800 or more each.

How Does the NTSC Color System Work?

The great asset that the NTSC system contributes is this—every Black and White receiver ever sold . . . every set sold this year, next year or five years from now, will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

First—the NTSC system fulfills its primary function: the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to monochrome telecasts. In chromatic quality, the color television images match or excel color movies.

Second—it fulfills compatibility requirements. It reproduces the program on B&W receivers, producing images that are virtually indistinguishable from those provided by standard monochrome telecasts. No receiver modification is required; in fact—no adjustments are needed except as required for present-day operation.

Reception has been checked by transmissions over channel 4 in N. Y., channel 3 in Philadelphia, and channel 2 in Syracuse. Reports from viewers are overwhelmingly favorable. Many say that Color broadcasts, viewed in Black and White on today's TV receivers, are superior in pictorial quality to regular broadcasts. This is not imagination since the broadcaster's equipment "spruced up" for color programs, actually can do a better job of rendering the shades of gray.

A standard B & W transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the camera which views the scene in full color and transforms it into shades of gray. Thus, the camera removes the "color" aspect.

In transmitting a full-color image, it is necessary to consider the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, fitted into the channel between the picture and sound signals.

This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal. Color receivers are designed to accept and use both signals.

No basic changes are required in the existing FCC regulations governing standard broadcasting beyond tightening of tolerances which, in effect, improves the performance of present receivers and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards, which set up the color signal, specify its frequency, and outline the techniques by which hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated to the Wolverton Committee and to the Industry on April 16, 1953. It was acclaimed highly successful.

A television transmitter broadcasting a monochrome signal will accommodate the Color signal without basic change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper Color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

A transmitter which will take Color signals from the network will probably be required to utilize an additional piece of equipment known as a stabilizing amplifier to insure the adequacy of the received synchronizing pulse. This, fortunately is a simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with Black and White.

What Will Color Mean to TV Programs?

Limited Color programs will be on the air generally, on a national basis, in the last half of 1954. During 1955 that number will gradually increase.

Color alone cannot make a good program out of a poor one. This has been proved in the motion picture industry. It has been 31 years since full color movies have been available, yet today monochrome movies are still the backbone of the business. Many B&W pictures continue to be the box office hits, while many "color" films are among the "flops".

The cost of programming represents a real economic problem. Color will add to these costs—of this, there can be little doubt. How many advertisers will consider that Color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the basic entertainment value of most of the highly popular shows on television today—the situation comedies; the prize fights, and wrestling matches; the newscasts and most of the popular plays. However, some programs, like the variety shows, will be greatly enhanced.

Are the Broadcasters Ready for Color?

Signals have been satisfactorily transmitted over the Telephone Company's networks. Their engineers have taken a very active part in the affairs of the NTSC, and are thoroughly familiar with the NTSC proposal.

These two factors mean that a Color program originated at a network key station and put on the network, could, for a minor capital investment and at practically no extra operating expense, be taken off the network and re-broadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved.

It is in the Color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway, may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the Color camera.

The signal from the camera is directed to a system of rack mounted equipment, where the signal is dissected and each of the signal components is then optimized and dealt with individually. At this point, also, the special synchronizing pulse is generated. From this equipment then, there is delivered a complete signal which is ready to modulate a standard transmitter or to be fed to the networks.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of Color programs through the networks in parallel with the standard Black and White programs. And, as we see the situation, that is exactly what we may expect.

GENERAL ELECTRIC

27—WLAP, West Bingham TV Co.

18. **Pittsfield, Mass.**—53,348 pop. Applics.: Ch. 64—WBEC, WBRK.

19. **Bay City, Mich.**—52,523 pop. Applics.: Ch. 5—WSAM, WBCM, WGRO.

20. **Orlando, Fla.**—52,367 pop. Applics.: Ch. 6—WDBO, Central Fla. Enterprises Inc.; Ch. 9—WHOO, WORZ, WLOF; Ch. 18—Orange TV Enterprises, Central Fla. Pub. Co.

21. **La Crosse, Wis.**—47,535 pop. Applics.: Ch. 8—WKBH, WKTY; Ch. 38—La Crosse TV Corp., Belle Co. (WMIL Milwaukee).

22. **Mansfield, Ohio**—43,564 pop. Applics.: Ch. 36—Fergum Theatres Inc., Mansfield Journal Co.

23. **W. Palm Beach, Fla.**—43,162 pop. Applics.: Ch. 5—WJNO, Palm Beach TV Inc.; Ch. 12—WWPG Palm Beach, TV Theatre of the Palm Beaches Inc.

24. **Salem, Ore.**—43,140 pop. Applics.: Ch. 3—Willamette-land TV Inc., KSLM.

25. **Lake Charles, La.**—41,272 pop. Applics.: Ch. 7—KLOU, KPLC.

26. **Tyler, Tex.**—38,968 pop. Applics.: Ch. 7—KGKB, KTBB.

27. **Joplin, Mo.**—38,711 pop. Applics.: Ch. 12—KSWM, KFSB.

28. **Cumberland, Md.**—37,679 pop. Applics.: Ch. 17—WDYK, WTBO.

29. **Biloxi, Miss.**—37,425 pop. Applics.: Ch. 13—WLOX, WVMI.

30. **Muskogee, Okla.**—37,289 pop. Applics.: Ch. 8—Tulsa Bcstg. Co. (KTUL Tulsa), KBIX.

31. **Spartanburg, S. C.**—36,795 pop. Applics.: Ch. 7—WORD, WSPA.

32. **Hagerstown, Md.**—36,260 pop. Applics.: Ch. 52—WARK, WJEJ.

33. **Enid, Okla.**—36,017 pop. Applics.: Ch. 5—KCRC, Streets Electronics Inc.

34. **Petersburg, Va.**—35,054 pop. Applics.: Ch. 8 (McF)—WSSV, Lee Bcstg. Corp. (WLEE Richmond, WITH Baltimore).

35. **Alexandria, La.**—34,913 pop. Applics.: Ch. 5—KSYL, KALB.

36. **Fayetteville, N. C.**—34,715 pop. Applics.: Ch. 18—WFLB, WFNC, WFAI.

37. **Ottumwa, Iowa**—33,631 pop. Applics.: Ch. 15—Valley TV & Radio Inc., KBIZ, Ottumwa Telecasting Corp.

38. **Lafayette, La.**—33,541 pop. Applics.: Ch. 10—KVOL, KLFY.

39. **Paducah, Ky.**—32,828 pop. Applics.: Ch. 6—Columbia Amusement Co., WKYB, Ch. 43—WPAD, Paducah TV Co.

40. **Bristol, Tenn.-Va.**—32,725 pop. Applics.: Ch. 5—WOPI Bristol, Tenn., WCYB Bristol, Va.

41. **Reno, Nev.**—32,497 pop. Applics.: Ch. 4—Western TV Co., R & L Co.

42. **Clarksburg, W. Va.**—32,014 pop. Applics.: Ch. 12—WBLK, WPDX; Ch. 22—J. Patrick Beacom & Assoc., Clarksburg-Fairmont Corp.

43. **Albany, Ga.**—31,115 pop. Applics.: Ch. 10—WJAZ, WALB, WGPC.

44. **Wausau, Wis.**—30,414 pop. Applics.: Ch. 7—Wis. Valley TV Corp., WOSA.

45. **Jackson, Tenn.**—30,207 pop. Applics.: Ch. 9—WTJS, Dixie Bcstg. Co.

46. **Daytona Beach, Fla.**—30,187 pop. Applics.: Ch. 2—WNDB, WMFJ.

47. **Odessa, Tex.**—29.495 pop. Applics.: Ch. 7—KECK, KOSA.

48. **Provo, Utah**—28,937 pop. Applics.: Ch. 11—KOVO, KCSU.

49. **Mason City, Iowa**—27,980 pop. Applics.: Ch. 3—KGLO, Twin States TV Co.

50. **Sharon, Pa.**—26,454 pop. Applics.: Ch. 39—WPIC, Leonard J. Shafitz.

51. **Rapid City, S. D.**—25,310 pop. Applics.: Ch. 7—The Hills Bcstg. Co., KOZY TV Inc.

52. **Jefferson City, Mo.**—25,099 pop. Applics.: Ch. 13—KWOS, Capital TV Corp., L. H. P. Co.

53. **Las Vegas, Nev.**—24,624 pop. KLAS-TV. Applics.: Ch. 13—KRAM, Western TV Co.

54. **El Dorado, Ark.**—23,076 pop. Applics.: Ch. 10—Southern Ark. TV Co., TV Enterprises Inc. (KARK Little Rock).

55. **Florence, S. C.**—22,513 pop. Applics.: Ch. 8—Jefferson Standard Bcstg. Co. (WBT Charlotte, N. C.), Pee Dee TV Corp.

56. **Cape Girardeau, Mo.**—21,578 pop. Applics.: Ch. 12—KFVS, KWK Inc. (KWK St. Louis).

57. **Goldsboro, N. C.**—21,454 pop. Applics.: Ch. 34; Goldsboro TV Corp., WGBR.

Gov. Thornton on KMA

COLORADO's Gov. Dan Thornton was star attraction at the Livestock Feeders Institute and Homemakers Day in Shenandoah, Iowa, staged jointly by KMA there and the Midwest Livestock Feeders Assn.

The governor was there to outline his five-point American farm plan. He spoke to the assembled farmers and ranchers in the KMA auditorium. It was the first presentation of his governmental control plan, reports station manager Tony Koelker.

58. **Hastings, Neb.**—20,211 pop. Applics.: Ch. 5—KHAS, Strand Amusement Co.

59. **Anderson, S. C.**—19,770 pop. Applics.: Ch. 58—WAIM, Anderson TV Co.

60. **Beckley, W. Va.**—19,397 pop. Applics.: Ch. 6—WJLS, So. W. Va. TV Inc., WHIS.

61. **Bogalusa, La.**—17,798 pop. Applics.: Ch. 39—WIKC, Miss-Lou Inc.

62. **Plattsburgh, N. Y.**—17,738 pop. Applics.: Ch. 28—WIRY, WEAV.

63. **Modesto, Calif.**—17,389 pop. Applics.: Ch. 14—Charles Thieriot, Ralph M. Brown, KTRB.

64. **Big Spring, Tex.**—17,286 pop. Applics.: Ch. 4—Texas Telecasting Inc. (KDUB-TV Lubbock), KBST, Big State Telecasting Co.

65. **Klamath Falls, Ore.**—15,875 pop. Applics.: Ch. 2—KFJI, Klamath Falls TV Inc.

66. **Clearwater, Fla.**—15,581 pop. Applics.: Ch. 32—Pioneer Gulf TV Bcstrs., WBOY Inc. (WBOY Tarpon Springs, Fla.).

67. **Sunbury, Pa.**—15,570 pop. Applics.: Ch. 65—WKOK, WISL Shamokin, Pa.

68. **Merced, Calif.**—15,278 pop. Applics.: Ch. 34—Merced TV Corp., KYOS.

69. **Marinette, Wis.**—14,178 pop. Applics.: Ch. 11—WMAM, WMAW Menominee, Mich.

70. **Wenatchee, Wash.**—13,072 pop. Applics.: Ch. 55—Central Wash. Telecasters, Wescoast Bcstg. Co. (KVOS Bellingham).

71. **El Centro, Calif.**—12,590 pop. Applics.: Ch. 16—Valley Empire Telecasters, Valradio Inc.

72. **Irwin, Pa.**—4,228 pop. Applics.: Ch. 4—KQV Pittsburgh, WLOA Braddock, Irwin Community TV Co., Wespen TV Inc.

73. **Henderson, Nev.**—3,643 pop. Applics.: Ch. 2—Boulder City Bcstg. Co. and Southwestern Pub. Co.

GROUP B LIST

1. **St. Louis, Mo.**—856,796 pop. KSD-TV. Applics: Ch. 4—KXOK, KMOX, KWK, Mo. Valley TV Co.; Ch. 11—St. Louis Amusement Co., WEW, 220 N. Kingshighway Inc.

2. **Milwaukee, Wis.** — 637,392 pop. WTMJ-TV. Applics.: Ch. 12—Milwaukee Area Telecasting Corp., WEMP, WFOX.

3. **Houston, Tex.**—596,163 pop. KPRC-TV. Applics.: Ch. 13—KTRH, Lechner TV Co., Houston Area TV Co., South Texas TV Co., Houston TV Co., TV Bcstg. Co. of Houston.

4. **New Orleans, La.**—570,445 pop. WDSU-TV. Applics.: Ch. 4—WWL, WNOE, WTPS.

5. **Seattle, Wash.**—467,591 pop. KING-TV. Applics.: Ch. 7—KXA, KVI.

6. **Indianapolis, Ind.**—427,123 pop. WFBM-TV. Applics.: Ch. 8—Crosley Bcstg. Corp., TV Indianapolis Inc., WISH; Ch. 13—WIRE, Midwest TV Corp., WIBC.

7. **Memphis, Tenn.**—396,000 pop. WMCT. Applics.: Ch. 3—WREC, WMPS.

8. **Norfolk-Portsmouth-Newport News, Va.** — 335,910 pop. WTAR-TV. Applics.: Ch. 10—WGH Newport News, WCAV, Chesapeake Services Inc., WNOR, WSAP.

9. **Toledo, Ohio**—303,616 pop. WSPD-TV. Applics.: Ch. 11—Toledo Blade Co., WTOD, WTOL, Crosley Bcstg. Corp., Citizens Bcstg. Co., Maumee Valley Bcstg. Co.

10. **Ft. Worth, Tex.**—278,778 pop. WBAP-TV. Applics.: Ch. 10—KFJZ, Lechner TV Co., Fort Worth TV Co.

11. **Miami, Fla.**—249,276 pop. WTVJ. Applics.: Ch. 7—Biscayne TV Corp., Mel Foster & Harold Hoersch, Jack C. Stein, East Coast TV; Ch. 10—WKAT, WFEC, L. B. Wilson Inc., North Dade Video Inc.; Ch. 27—WMIE, WMBM; Ch. 33—TV Corp. of Greater Miami, WINZ Hollywood, Fla.

12. **Providence, R. I.**—248,674 pop. WJAR-TV. Applics.: Ch. 12—WPRO, Hope Bcstg. Co., Greater Providence Bcstg. Co.

13. **Richmond, Va.**—230,310 pop. WTVR. Applics.: Ch. 12—WRNL, WRVA, Richmond TV Corp.; Ch. 29—Dixie TV Corp., Winston-Salem Bcstg. Co.

14. **Jacksonville, Fla.**—204,517 pop. WMBR-TV. Applics.: Ch. 12—WJAX, Fla.-Ga. TV Co., WPDQ.

15. **Tulsa, Okla.**—182,740 pop. KOTV. Applics.: Ch. 2—Central Plains Enterprises Inc., Oil Capital TV Corp., TulsVision Inc.; Ch. 17—Tulsa TV Co., Arthur R. Olson.

16. **Charlotte, N. C.**—134,042 pop. WBTV. Applics.: Ch. 9—WIST, WSOC, Piedmont Electronics and Fixture Corp.

17. **Phoenix, Ariz.**—106,818 pop. KPHO-TV. Applics.: Ch. 3—Arizona TV Co., KTAR, Desert Adv. Co.

18. **Roanoke, Va.**—91,921 pop. WSLS-TV. Applics.: Ch. 7 (McF)—WDBJ, WROV.

19. **Huntington, W. Va.**—86,353 pop. WSAZ-TV. Applics.: Ch. 13—WCMI Ashland, Ky., WHTN, WPLH.

20. **Sioux City, Iowa**—83,991 pop. KVTV. Applics.: Ch. 4 (McF)—KCOM, KSCJ.

21. **Binghamton, N. Y.**—80,674 pop. WNBF-TV. Applics.: Ch. 40 (McF)—WINR, WKOP.

22. **Charleston, S. C.**—70,174 pop. WCSC-TV. Applics.: Ch. 2—WUSN, WHAN, WTMA.

23. **Raleigh, N. C.**—65,679 pop. WNAO-TV. Applics.: Ch. 5—WRAL, WPTF.

24. **Asheville, N. C.**—53,000 pop. WISE-TV. Applics.: Ch. 13—WLOS, Community TV Co., WWNC.

25. **Green Bay, Wis.**—52,735 pop. WBAY-TV. Applics.: Ch. 6—WJPG, Valley Telecasting Corp.

26. **Fort Smith, Ark.**—47,942 pop. KFSA-TV. Applics.: Ch. 5—American TV Co., George T. Hernreich.

27. **Fargo, N. D.**—38,256 pop. WDAY-TV. Applics.: Ch. 13—N. D. Bcstg. Co. (KCJB Minot), Red River Valley TV Co. (KFGO Fargo, KVOX Moorehead), Rudman TV Co.

28. **Minneapolis-St. Paul, Minn.**—833,067 pop. WCCO-TV, KSTP-TV. Applics.: Ch. 9—KEYD, WLOL, Upper Midwest TV Co., WDGY.

29. **Boston, Mass.** — 801,444 pop. WBZ-TV, WNAC-TV. Applics.: Ch. 5—WHDH. Greater Boston TV Corp., WEEI, Mass. Bay Telecasters.

30. **Pittsburgh, Pa.**—676,806 pop. WDTV, WKJF-TV. Applics.: Ch. 11—WJAS, KDKA, WCAE, WWSW. For Ch. 4 see Irwin, Pa., No. 72 in Group A.

31. **Buffalo-Niagara Falls, N. Y.**—671,004 pop. WBEN-TV, WBUF-TV. Applics.: Ch. 2—WGR, Victory TV Corp., Niagara Frontier Amusement Corp.; Ch. 7—WEBR, Copper City Bcstg. Corp., WKBW.

32. **San Antonio, Tex.**—408,442 pop. KEYL, WOAI-TV. Applics.: Ch. 12—KONO, KTSA, KABC.

33. **Omaha, Neb.**—251,117 pop. KMTV, WOW-TV. Applics.: Ch. 7—KBON, Herald Corp., KFAB.

34. **Amarillo, Tex.** — 74,246 pop. KFDA-TV, KGNC-TV. Applics.: Ch. 7 (McF)—Texan Telecasting Co., KLYN, Pan Handle TV Co.

35. **Philadelphia, Pa.**—2,071,605 pop. WCAU-TV, WFIL-TV, WPTZ. Applics.: Ch. 23 (McF)—Lou Poller, WIBG.

36. **Detroit, Mich.**—1,849,568 pop. WJBK-TV, WWJ-TV, WXYZ-TV. Applics.: Ch. 50 (McF)—WJLB, WCBO Ch. 62 (McF)—Knight Newspapers Inc., UAW-CIO Bcstg. Corp. of Mich., WEXL Royal Oak.

37. **San Francisco-Oakland, Calif.**—1,159,932 pop. KGO-TV, KPIX, KRON-TV. Applics.: Ch. 2—KFRC, KLX Oakland, Ch. 2 Inc. of Oakland.

38. **Baltimore, Md.**—949,708 pop. WAAM, WBAL-TV, WMAR-TV. Applics.: Ch. 18 (McF)—WFBR, Chesapeake TV Bcstg. Inc.

39. **Cleveland, Ohio** — 914,808 pop. WEWS, WNBK, WXEL. Applics.: Ch. 19 (McF)—WJW, WHK.

40. **Cincinnati, Ohio** — 503,998 pop. WLWT, WKRC-TV, WCPO-TV. Applics.: Ch. 74 (McF)—Gordon Bcstg. Co. (WSAI), WNOP Newport, Ky.

41. **Atlanta, Ga.** — 331,314 pop. WAGA-TV, WSB-TV. Applics.: Ch. 36 (McF)—WEAS, WQXI, WGST.

42. **Washington, D. C.**—802,178 pop. WMAL-TV, WNBW, WTOP-TV, WTTG. Applics.: Ch. 20 (McF)—WGMS, WWDC, WEAM Arlington, Va.

43. **New York, N. Y.**—7,891,957 pop. WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX. Applics.: Ch. 31 (McF)—WNYC, WNEW, WHOV TV Inc. (WHOM and WOV).

44. **Los Angeles, Calif.**—1,970,358 pop. KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV. Applics.: Ch. 34 (McF)—Lawrence A. Harvey, Spanish International TV Inc., KFWB.

WLTV's Union Election

ELECTION to determine representatives for collective bargaining at WLTV (TV) Atlanta has been ordered by National Labor Relations Board. IATSE or IBEW representation, for studio and technical employes will be determined.

Skilled Workmen in Demand

GROWING demand for skilled metal workers in the electronics manufacturing industry is noted by the Dept. of Labor's Bureau of Apprenticeship. Increasing production is leading to standardized products with wider use of machinery, it is pointed out. Future demand will emphasize occupations that require long periods of training, the bureau predicts.

NBS's Electronics Circulars

NEW publications of interest to manufacturers and designers of electronic equipment and communication systems have been announced by the National Bureau of Standards. "Reference Data for Orienting Quartz Plates by X-Ray Diffraction" by Catherine Barclay and Leland T. Sogn, NBS Circular No. 543 (15¢), and "Table of Dielectric Constants and Electric Dipole Moments of Substances in the Gaseous State" by Arthur A. Maryott and Floyd Buckley, NBS Circular No. 537 (20¢), may be ordered from the Government Printing Office, Washington 25, D. C.



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WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV;
for WBZ-TV and WPTZ, NBC Spot Sales

Further FCC Streamlining

TO SPEED action on hearing cases, including TV, FCC last week amended Sec. 1.853 of its rules relating to practice and procedure to provide that when any applicant fails to file exceptions within the specified time to an initial decision which proposes to deny his application, such applicant shall be deemed to have no interest in further prosecution of his bid. The amendment provides that such application then may be dismissed with prejudice for failure to prosecute.

To become effective 30 days after publication in the *Federal Register,* the amendment will eliminate unnecessary effort by FCC in considering applications which applicants are no longer interested in prosecuting and will hasten final determination of such proceedings, the Commission indicated.

American Legion in Calif. Begins Radio-TV Study

APPOINTMENT of a committee to investigate charges that un-American propaganda is being aired by "sixth columnist" commentators on Los Angeles radio and TV stations was announced last week by California Dept. American Legion Commander Walter Burke. The charges were made in a resolution adopted at a California State Legion convention at Long Beach.

Los Angeles County Legion officials said the resolution was "not intended to indict the entire industry." The Los Angeles County Council requested Commander Burke to "carry on proper investigations to determine whether any charges can be substantiated as set forth."

Los Angeles Legion special events director Harry Myers notified Frank Burke Jr., president, Southern California Broadcasters Assn., and general manager of KFVD Los Angeles, "We feel certain this matter will be adjusted to the entire satisfaction of the radio and TV industry in California." SCBA had protested the Long Beach convention action.

Kessler Joins Cohn & Marks

SYLVIA D. KESSLER, former chief of the FCC's Office of Opinions and Reviews, has joined the Washington law firm of Cohn & Marks, it was announced last week. Miss Kessler, who was in private practice before joining the FCC in 1943 as legal assistant to the late Comr. Ray C. Wakefield, in February 1952 became chief of the legal staff which writes FCC decisions. She resigned last month [B•T, July 13]. She was born in the District of Columbia, and received her law degree in 1936 from Southeastern U.



Miss Kessler

SYLVANIA PETITION COULD STIR SATELLITE VS. BOOSTER QUESTION

Rep. Bush mentions that Sylvania is considering asking FCC to authorize satellite operations like the ones it currently is experimenting with at Emporium, Pa. Biggest 'booster' proponent is WSM-TV.

BATTLE between advocates of TV booster stations and satellite stations—to supplement and extent a TV station's signal into fringe or "shadow" areas—seems to be shaping up.

A Sylvania Electric Products Inc. spokesman confirmed last week's report that it was preparing to recommend rules and standards to the FCC for the establishment of satellite TV stations. Filing will be "in the near future," it was said.

Fact that Sylvania was considering recommending that the FCC authorize satellite operation was mentioned by Rep. Alvin R. Bush (R-Pa.) in a dissertation on the subject of satellite, booster and community television systems in an extension of remarks in the *Congressional Record,* printed Aug. 14.

Proponent of the booster idea is WSM-TV Nashville, which has been carrying on experiments in relaying its Ch. 5 signals to Lawrenceburg, Tenn, 70 miles away [B•T, Jan. 19].

Sylvania's Experiments

In the satellite experiments, which Sylvania has conducted at Emporium, Pa. (site of its radio tube manufacturing division), for the past several years, Sylvania picks up the vhf Ch. 6 signals of WJAC-TV Johnstown, 80 miles distant, and converts them into uhf signals from a high mountain top near the city, then retransmits them down into the valley where Emporium's 4,000 persons live.

Transmissions have been on both the low and high ends of the uhf spectrum. Sylvania has licenses for experimental TV stations KG2XDU and KG2XEL, for both 500 mc and 800 mc operation.

Reports on results of the experiments have been regularly supplied to the FCC. Last May and the year before FCC commissioners and staff executives visited Emporium to view the tests. Feature of the Sylvania operations is that the stations are automatic and low-powered.

Up to now the Commission has frowned on either booster or satellite TV operation. In its Sixth Report, ending the three-year-old TV freeze [B•T, April 14, 1952], it referred to one suggestion for booster or satellite operation. In denying that suggestion, the Commission said such "indiscriminate" operations would defeat the purpose of the allocation plan, particularly in maintaining station separations as spelled out in the table of allocations. However, the Commission said that "the carefully controlled utilization of such stations may be beneficial to the plan. . . ."

Rebroadcast Set Up

In Lawrenceburg, Tenn., WSM-TV technicians constructed a highly directional and high gain receiving-transmitting antenna which took WSM-TV's horizontally-polarized signals and rebroadcast them with vertical polarization—still on the same Ch. 5 frequency transmitted by the "mother" station.

The WSM-TV booster station could be constructed for about $5,000, WSM Inc. President John H. DeWitt estimated. Operation would be negligible, he said.

Sylvania estimated that its satellite system would cost about $15,000-$20,000, accordin to Rep. Bush. Operating costs would be "ridi ulously low," Mr. Bush said.

Basis for Mr. Bush's discussion of Sylvania experiments was the large number of sma towns which were either too far from a T city, in valleys or hollows screening them fro relatively nearby signals, or were markets to small to economically support their own T station.

There are close to 7,500 communities in th U. S. with less than 10,000 people, Mr. Bus pointed out.

Referring to the Sylvania experiments, M Bush said that the satellite stations were op rated successfully unattended, with low powe He also said that the satellite station could b remotely controlled to receive more than on TV signal, whereas the booster station must b keyed to a single "mother" station.

Referring to the satellite idea as a supplemer to the table of allocations, Mr. Bush also com pared it to the "more costly" community tel vision systems using cables to bring signa down a mountainside to subscribers. Where satellite (and booster) signals would be fre community television systems charge installa tion fees and monthly service charges, Mr. Bus pointed out.

In discussing booster operation, Mr. Bus called attention to propagation vagaries whic result in shifts of polarization, thus nullifyin the effect of the change of polarization. H also questioned the stability of booster oper tion at different seasons of the year, and raise "regulatory" questions involving extension c a "mother" station's service area beyond th areas set up by the FCC in its allocation pla thus causing possible interference to other sta tions on the same or adjacent channels.

Sutton Tells Story

Last April, Rep. Pat Sutton (D-Tenn.) in serted in the *Congressional Record* the stor of WSM's booster experiments in his hom town of Lawrenceburg [B•T, April 27]. Urg ing that the FCC authorize this type of oper tion, Rep. Sutton said such "on channel" broad cast stations would (1) save spectrum spac (2) deliver a strong signal, (3) operate at lo cost, (4) eliminate the need for tall towers, (5 retain under a single licensee the main statio and the booster, and (6) fit into the nationa channel allocation.

At that time there were understood to b about 300 TV sets in Lawrenceburg. Ther are believed to be about 1,000 TV sets i Emporium.

The Emporium tests were begun in 1949 b Sylvania in order to have an on-the-air signa for testing cathode ray tubes—at that time be ing being manufactured in the city. In 195(the FCC charged that the transmitter was bein operated without a license. Sylvania close down the transmitter and paid a $2,500 fine fo illegal transmissions, following which it applie for and received a regular experimental gran from the FCC.

BUTTE... *iful*

BUTTE
AMERICA'S RICHEST SECONDARY MARKET

a BUTTE *of a Test Market!*
NOW HAS

a BUTTE *of a Television Station!*
KXLF-TV6

with

a BUTTE *of a Rate! ($100 Hour for Time and Facilities)*

a BUTTE *of a Buy! (20% Savings with other XL Stations)*

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MONTANA'S FIRST!
On The Air August 14th 1953

The **XL** *Stations*
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6381 Hollywood Blvd.
Hollywood 9-5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

MILWAUKEE, OWENSBORO GET TV CPS

In addition to FCC's two uhf grants, vhf Ch. 3 is proposed to be granted at Jackson, Miss.

FOR withdrawing his competitive TV application for uhf Ch. 31, suburban Shorewood newspaper editor Harold R. Murphy has been retained by WMIL Milwaukee as consultant for the newly authorized uhf Ch. 31 WMIL-TV.

Mr. Murphy receives $1,000 cash to reimburse him for application expenses, FCC was advised last week, and four months after WMIL-TV begins operation he will be retained as consultant in public relations at $200 per month until total compensation of $12,500 is made.

FCC Grants Two

The Milwaukee Ch. 31 grant was one of two made by FCC last week. The Commission also granted uhf Ch. 14 at Owensboro, Ky., to WVJS there following withdrawal of the competitive application of WOMI Owensboro.

Grant of vhf Ch. 3 at Jackson, Miss., to WJDX Jackson is proposed in an initial decision issued by Hearing Examiner Herbert Sharfman last Monday. The initial ruling follows dismissal of a competing application by Delta Sales Corp. WJDX later in the week petitioned FCC to make the intial decision final immediately since the FCC's Broadcast Bureau indicated it would not file exception to the examiner's recommendation.

Details of the new grants:

Owensboro, Ky.—Owensboro on the Air Inc. (WVJS) granted uhf Ch. 14; effective radiated power 178 kw visual and 93.3 kw aural; antenna height above average terrain 390 ft. Address: % Malcolm Greep, 324 Allen St.

Milwaukee, Wis.—Cream City Bcstg. Co. (WMIL) granted uhf Ch. 31; ERP 15.1 kw visual and 8.13 kw aural; antenna height above average terrain 430 ft. Address: % Jerome Sill and Gene Posner, 2625 West Wisconsin Ave.

In other actions, FCC advised uhf Ch. 48 permittee WJLN-TV Birmingham, Ala., that its application for extension of completion date "cannot be granted on the basis of present information." The Commisson earlier advised several other TV grantees that their extension requests required further explanation [B•T, Aug. 17].

The application of WDMG Douglas, Ga., for uhf Ch. 32 was dismissed by the Commission at the request of the station. No other bid pends for Ch. 32 there.

Both uhf Ch. 48 applicants at Manchester, N. H., Union Leader Corp. and WKBR, withdrew last week, leaving the channel unsought. WFEA and WMUR Manchester are in contest for vhf Ch. 9 there.

Polan Industries gave up its vhf Ch. 7 bid at Roanoke, Va., leaving the channel in contest between WDBJ and WROV there. WROV earlier gave up operation on uhf Ch. 27 there for economic reasons. WSLS-TV, operating on vhf Ch. 10, currently serves the Roanoke area.

The Commission denied the protest of WMAM Marinette, Wis., vhf Ch. 11 applicant, against the competitive bid of Green Bay Broadcasting Co. at Menominee, Mich. FCC turned down WMAM's allegation that the Green Bay application is fatally defective and was "apparently designed only to delay and block" [B•T, March 9]. Green Bay operates WMAM Menominee and WDUZ Green Bay, Wis.

FCC Proposes Rule Making For Interim FM Intercity Relay

NOTICE of proposed rule making was announced by FCC last Thursday to allow interim operation of FM intercity relay stations pending the availability of adequate common carrier facilities. FCC would amend Part 4 of its rules to allow formal licensing of the relay operation on frequencies allocated to FM studio-transmitter link stations. Comments are due Sept. 29.

The Commission, meanwhile, granted special temporary authority to the Wisconsin State Radio Council to operate an intercity relay station near Hayward, Wis., to provide a program relay circuit between its noncommercial educational FM stations WHWC Colfax, or WHRM Wausau, and WHSA Brulle, Wis. The STA is valid for the period ending Dec. 31, pending final determination of the FM intercity relay proposal.

New key to sales in inland California

KMJ·TV FRESNO

Fresno's first TV station brings local and network television to the rich San Joaquin Valley—the important inland market you cannot reach with Coast stations. Check KMJ-TV availabilities now!

KMJ · TV
CHANNEL 24

McClatchy Broadcasting Company
Paul H. Raymer, National Representative



Quick Facts on KMJ-TV's A and B Service Area

Four rich counties—Fresno, Madera, Kings and Tulare. (Bigger in total area than Maryland and Delaware combined.)

561,300 people—167,000 families. Net effective buying income: $828 million.*

$641 million total retail sales—(more than Nevada or New Hampshire) including $158 million food sales, $114 million automotive sales.*

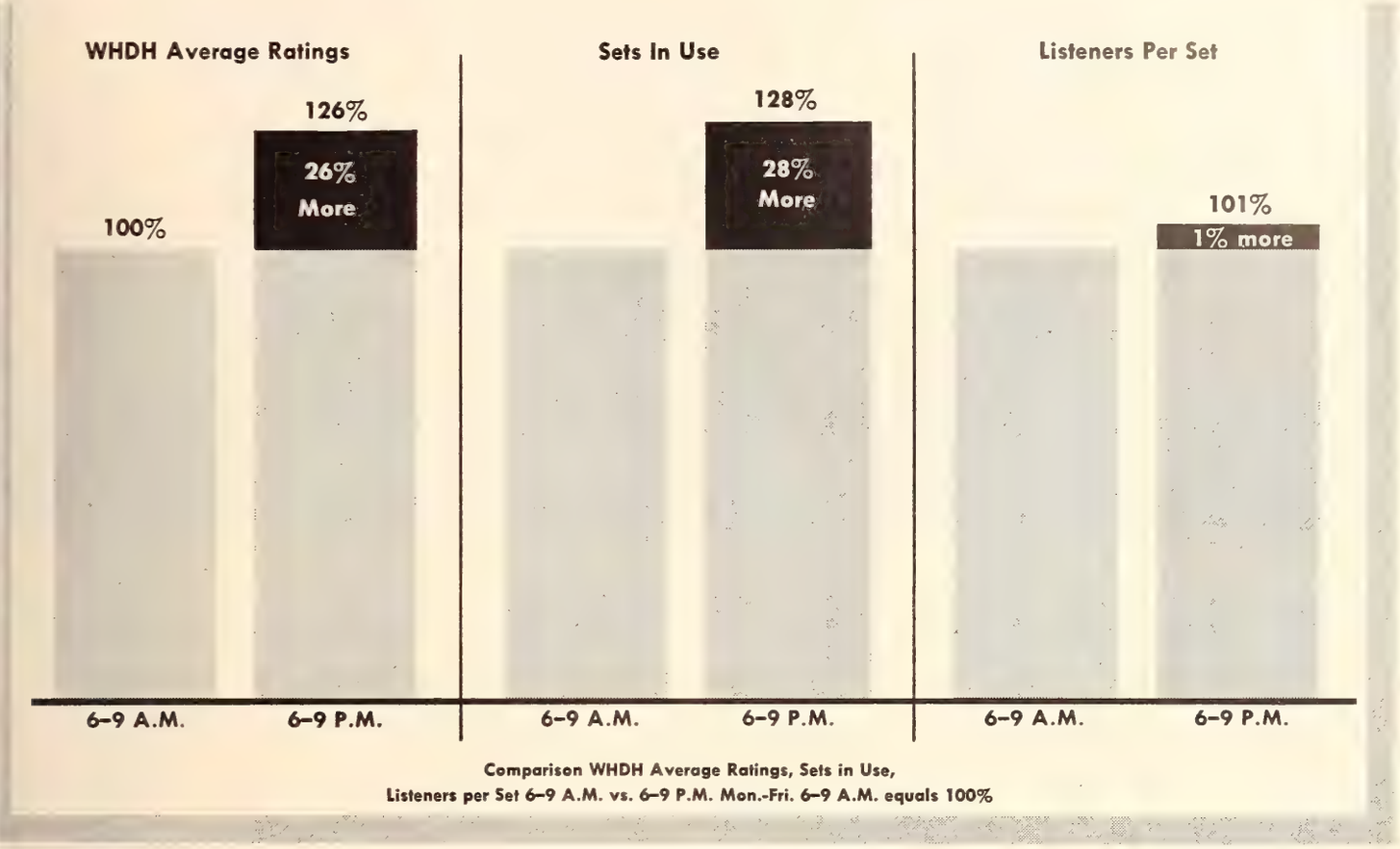
$494 million gross cash farm income*—from area's 21,000 farms.**

*Sales Management's 1953 Survey of Buying Power

**1950 Census of Agriculture

In Boston . . . EVENING IS EVEN BETTER

particularly over WHDH, one of the nation's foremost independent stations



Comparison WHDH Average Ratings, Sets in Use, Listeners per Set 6–9 A.M. vs. 6–9 P.M. Mon.-Fri. 6–9 A.M. equals 100%

***Source: Boston Pulse, May-June, 1953**

Some very surprising figures prove it—evening radio time is even better than early morning which everyone recognizes as a bargain buy in view of listeners per set, audience turnover and family-type audience.

Specifically, an analysis* made in Boston of the three hour periods 6:00 to 9:00 P.M. versus 6:00 to 9:00 A.M. Monday through Friday brings to light this amazing comparison (which, incidentally, warranted a major investment by WHDH in top talent from 6:45 to 8:00 P.M.).

26% higher average ratings on WHDH in the evening.

28% more sets in use in the evening.

1% higher listeners per set in the evening.

Giving still more significance to these figures is television's thorough penetration into the Boston area!

And Boston is typical of many other markets across the country—including mature television markets—where greater nighttime radio listening gives the advertiser a most attractive cost per thousand.

We have the facts to show that right now evening radio is a tremendous advertising value which every alert advertiser and agency will want to investigate. Call your John Blair man today!

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

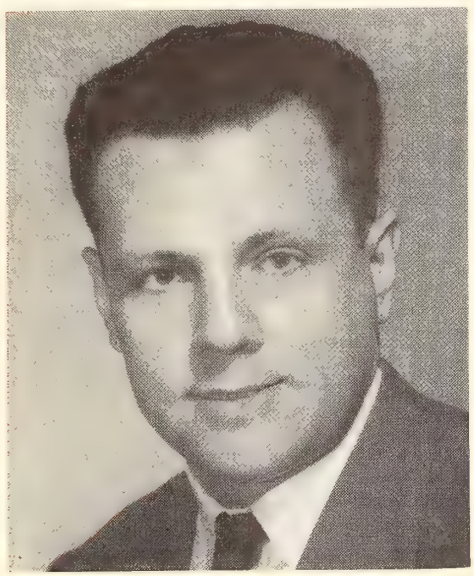
NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

BAKER TAKES GENERAL COUNSEL POST; FCC FILLS THREE OTHER TOP JOBS

Former CAB aide will succeed Benedict Cottone in the Commission post. Others bearing new titles: Millard French and John Poindexter as hearing examiners, Sol Schildhause as acting chief for Office of Opinions and Review.

APPOINTMENT of Warren E. Baker, executive assistant to Oswald Ryan, chairman of the Civil Aeronautics Board, as general counsel of the FCC to succeed Benedict P. Cottone, who resigned in May, was announced by the Commission last week. Mr. Baker is expected to assume his new post in mid-September.

The long-awaited announcement of the general counsel appointment came just a week after the Commission named two new hearing examiners and made other legal staff appointments [B•T, Aug. 17].



WARREN E. BAKER
Appointed FCC General Counsel

Since Mr. Cottone's resignation, Richard A. Solomon, assistant general counsel in charge of the Legislation, Treaties and Rules Division of the Office of General Counsel, has been serving also as acting general counsel.

The new FCC hearing examiners are Millard F. French and John B. Poindexter, both hearing examiners with CAB since 1948. The Commission also has named Sol Schildhause, chief of its Broadcast Bureau Renewal Branch, to be acting chief of the Office of Opinions and Reviews. He succeeds Sylvia D. Kessler, who resigned to enter private law practice (see story page 48).

The new examiner appointments raise to 14 the total number of hearing officers for FCC. They are the first to be appointed under the fiscal 1954 appropriation calling for 24 examiner teams to clear the TV hearing backlog.

Mr. Baker is a native of Fort Wayne, Ind., where he was born July 8, 1914. He attended local public schools and received his A.B. degree *cum laude* from Indiana U. in 1937. In 1940, he received his LL.B. from Indiana U.'s School of Law. Mr. Baker was on the board of editors of the *Indiana Law Review* during 1938-1940.

Mr. Baker practiced law in Fort Wayne from 1940-1942, being called to active duty in the Navy in the latter years. He served first as communications officer aboard various vessels, subsequently being assigned to the Office of the General Counsel of the War Shipping Administration of the Maritime Commission. In 1946, Mr. Baker was named hearing examiner with CAB and he served in this capacity until September 1951 when he became executive assistant to CAB member Oswald Ryan.

Mr. French, prior to joining CAB as hearing examiner in 1948, was in private industry fo a number of years except from 1945-1947 whe he was a civilian aeronautical engineer with th Air Force. He also holds both pilot's and in structor's licenses.

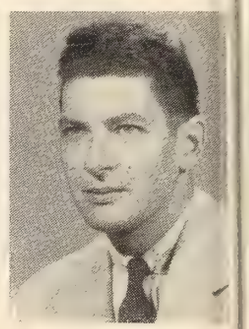


Mr. French



Mr. Poindexter

Mr. French received his LL.B. from West Virginia U. in 1933.



Mr. Schildhause

Mr. Poindexter was attorney and examiner for the Dept. of Agriculture's office of solicitor from 1943 to 1948, when he joined CAB as examiner. Prior to 1943, Mr. Poindexter for 15 years was in private law practice at Dallas. He received his LL.B. from the U. of Texas in 1926

Mr. Schildhause joined FCC as a broadcas attorney in 1948. In 1949-1950 he was lega advisor to Comr. Frieda B. Hennock and i late 1951 was named chief of the Broadcas Bureau's Renewal Branch.

Court To Hear WHOL Appeal On FCC Grant to 'Express'

LAST chance for WHOL Allentown, Pa., to remain on the air after Aug. 31 comes up today (Monday) when the U. S. Court of Appeals in Washington, D. C., hears argument on WHOL's petition to stay the FCC's grant of 1230 kc (with 250 w) to *Easton* (Pa.) *Express*, which owns WEEX (FM) there.

WHOL asked the Court to hold up the effectiveness of the Commission's grant to the *Easton Express* and the termination date for its own operation until it had exhausted legal proceedings seeking to overthrow the Commission's action. Opposing WHOL will be the *Easton Express* and the FCC.

Commission last week turned down WHOL's petition for rehearing on the grounds that the station's reasons were not sufficient to upset its grant to the Easton newspaper.

WACH (TV) PROTESTS AFFILIATION POLICY

Newport News uhf permittee claims the networks should be regulated by FCC. A quiet Capitol Hill notes little reaction.

CALL for Congressional investigation of network affiliation policies, made by uhf Ch. 33 permittee WACH (TV) Newport News, Va., last week in a telegram to several Senators, drew little comment from FCC and Congressional spokesmen.

WACH, under common ownership with WHYU (AM) Newport News, on Tuesday wired Sens. Edwin C. Johnson (D-Colo.), Harry F. Byrd (D-Va.) and William F. Knowland (R-Calif.) as follows:

We are struggling uhf TV station. Local vhf hogging 3 different networks after enjoying monopoly for years. We believe this subverts the FCC, constituted by Congress, in their attempt to institute superior uhf TV service. Yet networks are unregulated by FCC. This is unfair to public. Will you investigate.

Since Congress is adjourned, there was no immediate reaction there.

The FCC representatives acknowledged that the Commission has considered the general problem at recent meetings, including another session last week, but pointed out there is nothing in the network rules which gives FCC authority to discipline networks for refusing to affiliate with a station. The network rules define affiliation conditions under which stations will be licensed by the Commission, it was noted, hence FCC can "regulate" networks only indirectly and can "punish" them only by withholding of licenses to their o & o stations.

FCC spokesmen observed that only a relatively few complaints have been received concerning alleged refusal of networks to affiliat with new uhf TV stations.

The WACH request could hardly get mor than a cool reception on Capitol Hill becaus the principals involved were away from thei Washington desks. Sen. Byrd is slated to be i his office this week. Sen. Johnson, of the Sen ate Interstate & Foreign Commerce Committee was in Colorado, and will be until Congres convenes next Jan. 6. Majority Leader Know land is not in the U. S.

The telegram arrived at all three offices. The protest to Sen. Knowland was promptly relaye to Sen. Byrd's office. The latter office reporte that the wire would be brought to the Senator' attention this week. Sen. Johnson also will b informed of the protest, his office reported.

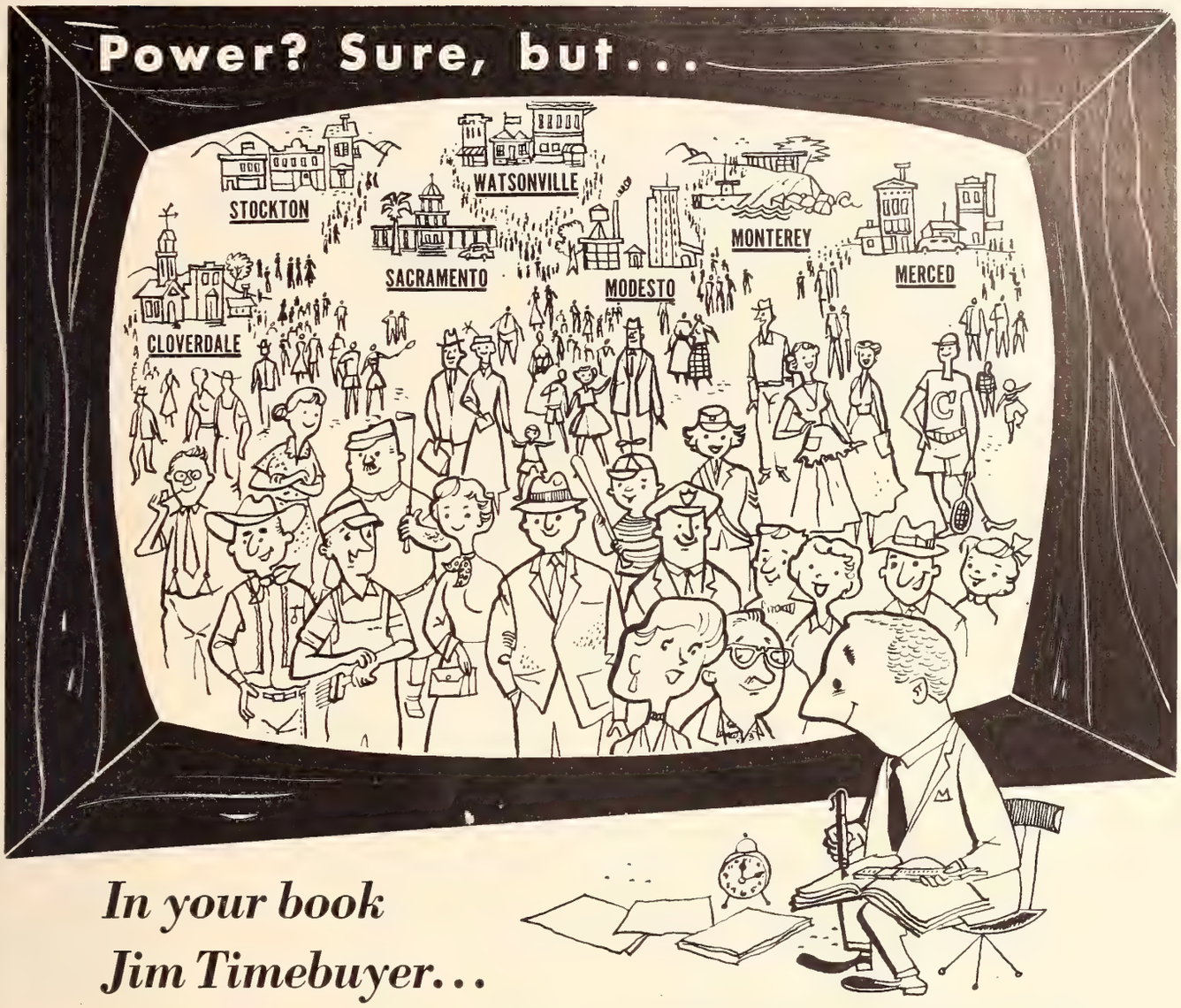
It was indicated that the protest finally wil wind up with the Senate Commerce group Until that happens, the committee cannot b expected to probe the situation, even on an informal basis. The next few months could make a difference, however, because the committee during the first session of the 83d Congress expressed avid interest in the progress and status of TV in the U. S.

WTAR-TV Norfolk began operation on vhf Ch. 4 in April 1950 and presently carries all four of the national TV networks. On Sept. 19, however, NBC switches to new uhf Ch. 15 WVEC-TV Hampton-Norfolk, scheduled to begin operation on that date.

WACH has set Oct. 1 as target date.

Only other new station grant in the area is uhf Ch. 27 WLOW-TV Norfolk, which has not announced its prospective starting date.

Two channels remain unassigned in the Norfolk area. Vhf Ch. 10 is in contest, and uhf Ch. 21 is reserved for educational use.



In your book Jim Timebuyer...

it's not our new power that counts; it's the half million more potential viewers

KPIX, San Francisco's pioneer television station, now telecasts with 100,000 watts of power, the absolute maximum for Channel 5. But the **big** thing is that those watts reach out to hundreds of thousands of **people** . . . people who are skyrocketing TV set sales in one-time fringe or non-reception areas.

Thus, such major marketing centers as Sacramento, Modesto, Merced, Salinas, Monterey, Santa Cruz and even more distant points, as well as thousands of square miles of populous, prosperous town, village and rural areas now fall within the influence range of KPIX with the new power that beams and booms its CBS, Dumont and top-rated local shows into every area of concentrated population in North Central California.

Your Katz man has details, maps, the whole story on this new **bonus** coverage from . . .

CBS TELEVISION

KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

. . . affiliated with CBS and DuMont Television Networks . . . represented by the Katz Agency

WMMN, KABC SALES APPROVED BY FCC

Storer Broadcasting's sale of WMMN Fairmont paves way for the purchase of KABC San Antonio. Stations figuring in other major transactions are: KOLN-AM-TV, WCMI-AM-FM and KALL.

SALE of WMMN Fairmont, W. Va., by Storer Broadcasting Co. to Peoples Broadcasting Corp. and acquisition of KABC San Antonio from Alamo Broadcasting Inc. there by Storer's subsidiary, San Antonio Television Co., were approved by the FCC last week.

In other major transfer actions, the Commission approved the sale of KOLN-AM-TV Lincoln, Neb., by Cornhusker Radio & TV Corp. to Fetzer Broadcasting Co. for a total consideration of $650,000 [B•T, July 20]. Sale price includes $145,000 cash plus assumption of various obligations totaling about $500,000. FCC likewise granted the sale of 70% interest in WCMI-AM-FM Ashland, Ky., by J. Lindsay Nunn and Gilmore N. Nunn for $140,000 to Great Trails Broadcasting Co. (WING Dayton) [B•T, July 6]. Approval also was given to the sale of 75% interest in KALL Salt Lake City by Telegram Publishing Co. (50%) and Abrelia S. Hinckley for $125,000.

Sale Prices

Sale price in the WMMN transaction is $350,000 while the KABC figure is $700,000. WMMN operates on 920 kc with 5 kw and KABC is on 680 kc with 50 kw day and 10 kw night.

The sale of WMMN complies with the condition of the FCC's grant for purchase of KABC, in view of FCC's policy against common ownership of more than seven AM stations [B•T, June 29].

Peoples Broadcasting, subsidiary of Farm Bureau Mutual Automobile Insurance Co., owns and operates WTTM Trenton, WOL-AM-FM Washington, WRFD Worthington, Ohio, and is permittee for uhf Ch. 41 in Trenton. President of Peoples Broadcasting is Murray D. Lincoln, president of Farm Bureau Insurance Co. and of CARE, the international relief agency.

The acquisition of KABC gives Storer Broadcasting an AM adjunct for KEYL (TV) San Antonio and gives it combination radio-TV outlets in five major markets. It also operates both AM and TV in Toledo, Detroit, Birmingham and Atlanta. Storer also owns WWVA Wheeling and WGBS Miami.

Hatch's Control

In the KALL transaction, George C. and Wilda Gene Hatch acquire control and will now own 56% of licensee, Salt Lake City Broadcasting Co. Part of the stock is purchased by the licensee corporation and is being retired and its subsidiary, The Intermountain Network, is purchasing part of the stock.

Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids. Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife, Rhea H. Fetzer (48%). Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa, vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., and chairman of the board and minority stockholder of Vitapix Corp., distributor of motion pictures for TV.

Sole owner of Great Trails Broadcasting is Charles Sawyer, former Secretary of Commerce. Mr. Sawyer is president, treasurer and majority stockholder of WIZE Springfield, Ohio; president, treasurer and 20% stockholder of WCOL Columbus; owner Apex Publishing Co., Cincinnati, and president, treasurer and controlling stockholder of Eagle-Gazette Co., Lancaster.

KOPR-TV

CHANNEL 4

Butte, Montana

ON THE AIR — SEPTEMBER 1

Regular program telecasting to begin September 1st at 6:00 PM, with an outstanding line-up of good programs. The fact that KOPR-TV is on the air first in Montana is of little importance . . but that it is going on right, right from the start, is of tremendous significance. The finest film and syndicated shows make up the day to day viewing fare. Write or wire immediately for choice availabilities. Current schedule—6:00-11:00 PM.

CBS and ABC TV Network

Represented Nationally

BY GEORGE P. HOLLINGBERY COMPANY,

CHICAGO, NEW YORK, LOS ANGELES, SAN FRANCISCO, ATLANTA

FCC Changes 2 Allocations; Proposes Several Others

Made final are addition of uhf Ch. 40 to Anderson, S. C., and substitution of uhf Ch. 73 for Ch. 36 at Harlan, Ky.

TWO TV allocation changes were made final by FCC last week and several channel changes were proposed.

The Commission made final its proposal to add uhf Ch. 40 to Anderson, S. C., by substituting uhf Ch. 22 for Ch. 40 at Elizabethton, Tenn. FCC also finalized its proposal to substitute uhf Ch. 73 for Ch. 36 at Harlan, Ky.

On its own motion, the Commission announced proposed rule making to add vhf Ch. 7 to Carthage, N. Y. The allocation would require change in the offset carrier requirement on Ch. 7 at Calais, Me., to minus. Comments are due Sept. 23.

Proposed rule making was ordered on the petition of Charles A. Casmus Jr., Montgomery, Ala., to assign either (a) vhf Ch. 8 to Montgomery by changing Ch. 8 at West Point, Miss. to Ch. 4, or (b) assign vhf Ch. 3 to Montgomery by substituting Ch. 2 for Ch. 3 at Pensacola, Fla. Comments are due Sept. 23.

On petition of Van Curler Broadcasting Corp., uhf Ch. 35 grantee at Schenectady, N. Y., FCC proposed to substitute uhf Ch. 58 for Ch. 42 at Greenfield, Mass., and to substitute uhf Ch. 77 for Ch. 58 at Brattleboro, Vt. Comments are due Sept. 24.

Two More Petitions

Two more petitions were added to the proposed rule making already scheduled on mutually exclusive petitions involving vhf Chs. 3, 4 and 6 in West Virginia and North Carolina [B•T, July 20]. Added were the petition of Robert R. Thomas Jr. (WOAY Oak Hill, W. Va.) to assign vhf Ch. 4 to Fayetteville, W. Va., by amending the reserved Ch. 4 offset carrier requirement at Chapel Hill, N. C., and the petition of Fayette Assoc., Wilmington, N. C., to add vhf Ch. 3 at Wilmington.

Earlier petitions involved in the proceeding are that of WHIS Bluefield, W. Va., to add vhf Ch. 6 there by substituting Ch. 4 for Ch. 6 at Beckley, W. Va.; and petition of WHPE High Point, N. C., for assignment of Ch. 6 by substitution of Ch. 4 for Ch. 6 at Beckley and Ch. 3 for Ch. 6 at Wilmington. Both seek inclusion of all of West Virginia within Zone I. Comments are due Sept. 23.

The Commission denied the petition of Lawrence A. Harvey for allocation of uhf Ch. 58 to Beverly Hills, Calif. Comr. Robert A. Bartley dissented. The majority recognized that Beverly Hills is a separate city but noted it is surrounded by Los Angeles and "in our view the assignment of 10 channels to the Los Angeles area will adequately serve the needs of Beverly Hills."

Mr. Harvey has pending an application for Los Angeles uhf Ch. 34. He is permittee of uhf Ch. 20 KBAY-TV San Francisco.

WHHM

MEMPHIS, TENNESSEE

CECIL BEAVER
General Manager

Second of all Full-Time Memphis Stations
in total rated periods*

announces
the appointment
of

THE O. L. TAYLOR CO.

as exclusive

national representatives

* May - June 1953 Hooper Index

Today's News Today...

JEFFERSON STANDARD BROADCASTING COMPANY
WBT WBTV
CHARLOTTE, NORTH CAROLINA
CHARLOTTE 3-8833

KENNETH I. TREDWELL, JR.
ASSISTANT VICE PRESIDENT
PROGRAMS AND PUBLIC RELATIONS

August 3, 1953

Mr. R. T. Eskew
Business Representative
United Press Associations
526 Western Union Building
Atlanta 3, Georgia

Dear Rhea:

Just over four years ago the Jefferson Standard Broadcasting Company proudly achieved its goal of bringing television first to the Carolinas with WBTV. It was not until late September of 1951, however, that we were able to offer our first locally originated telecast to the Piedmont Carolinas. During those early days we spent considerable amounts of time and did a great deal of research on the significant problem and challenge of developing and telecasting a local quarter-hour strip newscast, one which we were sure would become a stable and staple ingredient in our program structure. Important in our planning of this 6:30 PM news strip was consideration of the various news film services available.

Our eventual decision to select United Press-Movietone's service was made after thorough deliberation. After more than a year of daily experience with United Press-Movietone I thought perhaps you might find valuable our estimate of the importance of this service to us.

Let me state our conclusion at the outset: UP-Movietone has met our needs effectively, fully, and at a cost which we have found realistic. The quality of the daily footage we receive is excellent. The air express arrangements for its receipt in Charlotte guarantee us hard news while it is still news. The UP-Movietone system of providing separate film clips with an attendant wire service which up-dates copy until the last moment comes close to perfection for our requirements. The

amount of footage which you guarantee us gives WBTV's "Your Esso Reporter" the ability to be intelligently selected each evening at 6:30.

Your service is "filling our bill" most satisfactorily. We look forward to an indefinite continuance of our present and very worthwhile association with you.

Cordially,

Kenneth I. Tredwell, Jr.

KIT:lf

"hard news while it is still news"

Makes United Press Movietone TV's Top Service Today

WXEL Cleveland
TELEVISION — CHANNEL 9
OWNED AND OPERATED BY EMPIRE COIL COMPANY, INC.
1630 EUCLID AVENUE · PLAYHOUSE SQUARE · CLEVELAND 15, OHIO · TOWER 1-8989

August 12th, 1953

William Payette
United Press
News Building
New York City

Dear Bill:

This hectic business of television does allow a few minutes, occasionally, for reflection, and I'm going to take advantage of the opportunity today to toss a well earned bouquet in your direction.

Here at WXEL, we have always boosted your movie-film service because we are able every day to use on our news programs most of the film you send our way. We appreciate the solid "news" rather than feature approach you take in covering stories on film. We are glad to have "hold for release" items on hand for anticipated news breaks. In this respect, I think UP did an outstanding job on truce film sent out in advance; also on Senator Taft's death, and on several other important news events. In connection with the Taft story, we were able to get from your Washington bureau, sound on interviews from two important Ohioans, Senator Bricker and Congressman George Bender in time for use on our late evening shows. We were particularly pleased with this effort on the part of your Washington staff. The interviews gave us distinctive and timely material for our eleven o'clock news program that covers the entire state of Ohio.

If United Press will give us this type of cooperation on requests for coverage in any part of the nation, your service will be of inestimable value to us. I realize, however, that such service could never be available on more than a limited basis, and for only special needs. Nevertheless, it gives us a good feeling to know that we can call on your cameramen anywhere in the nation for coverage...even though on only a once-in-a-while basis.

We also note, with pleasure and more than a few sighs of relief, that film delivery problems are gradually being ironed out. We sincerely hope progress in this direction continues even through the winter months.

Thank you for services and favors rendered over and above contract requirements.

Cordially Yours,

Bob

R.J. Rowley
News Director

RjR: RMS

"the *solid* news approach"

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

USIA MAKES NEWS WITH NEW 'VOICE'

New cut in Voice broadcasts—this time its actual airings into Russia—is recommended by a special advisory group to the President. Administration officials thus far are non-committal.

THE NEW U. S. Information Agency, only a few weeks old, broke into the news last week —principally because of its radio operations (Voice of America).

Here is a rundown on USIA-Voice of America developments:

• So-called secret report to President Eisenhower made by an advisory group (on psychological warfare) was said to have recommended cutting down on Voice of America broadcasts to Russia.

• New VOA megawatt station reportedly went into operation in Northwestern Luzon in the Philippine Islands aimed at penetrating the Bamboo Curtain.

• Theodore C. Streibert, former MBS board chairman and director of USIA, reportedly had not yet reached a decision as to how USIA would spread the $75 million budget for fiscal 1954 (now two months underway) among the agency's media division [CLOSED CIRCUIT, Aug. 10].

• USIA took to TV and to radio to "explain" itself to the American people. The program, *Georgetown U. Forum,* yesterday (Sunday) was to have three top USIA officials appearing on the half-hour period (7-7:30 p.m. EDT) to describe the agency's functions. The show was to be seen on DuMont in New York and Washington and to be on radio on about 30 stations.

Report Recommendations

The report to the President recommended not only a reduction in programs beamed to Russia but also keeping at present levels VOA broadcasts to Russia's satellites in Europe.

Administration officials were non-committal on the advisory committee proposal.

Information was disclosed in a letter written by Mr. Streibert to Sen. Pat McCarran (D-Nev.). The Senator had asked about the overseas information program when informed that the agency planned to make heavy personnel cuts in services handling actual broadcasts but would go light in administrative branches.

USIA has about 8,300 employees. Congress has ordered that overall personnel in the agency be cut one-third. Mr. Streibert noted in his reply to Sen. McCarran that the information he was turning over could hardly be accurate because a reorganization of the whole program required by the reduction in funds has yet to come.

A USIA spokesman said VOA broadcasts into Russia average 8¼ hours a day, and into European satellites, 7½, into China, 5½.

The new station in Northwestern Luzon is reported to be 20 times more powerful than any U. S. standard broadcast station.

Meanwhile, General Electric's Robert B. Hanna, who manages the firm's broadcasting stations, announced that programs to Latin America were resumed from GE's shortwave outlet, KGEI San Francisco.

Mr. Hanna of GE said KGEI suspended its broadcasting to Latin America June 27 when VOA was curtailed. Station had been the U. S. voice in the area and in parts of the Far East for 11 years, Mr. Hanna said. Programming now will be on a three-hours-a-day basis under non-commercial sponsorship of GE. The company replaced the former government-sponsored programs "because of the continued need for good will and understanding among the peoples of the world."

KGEI's 50 kw transmitter is located at San Carlos, near San Francisco. Programs will be sent to Latin America first, later to the Near East as well. Programming will center on cultural and scientific talks, music and variety.

Brown Asks FCC Reconsider WHEC, WVET Grants

RECONSIDERATION of the FCC's action in granting the share-time TV applications of WHEC and WVET Rochester, N. Y., and dismissing his protest [B•T, Aug. 10] was asked last week by Gordon Brown, owner of WSAY Rochester.

Charging that the Commission changed its procedures during its meeting in March when the Rochester grants were originally made, Mr. Brown asked the FCC to revoke the two grants and that the two applications plus his own be made the subject of a regular comparative hearing.

WHEC and WVET in mid-March were granted share time assignments on vhf Ch. 10. These were protested by Mr. Brown under the Sec. 309(c) provision of the Communications Act which permits objections to grants made without hearing up to 30 days after the date of the grant. Mr. Brown claimed the two grants were made too suddenly to permit him to file his application for the same channel in time to be considered with the other two applications.

Earlier Actions

Initially, the Commission accepted Mr. Brown's protest, stayed the two grants, and set the protest for hearing. However, the Commission, on July 27, after a plea from WHEC and WVET for reconsideration, dismissed the Brown protest and reinstated the Rochester grants. The FCC said that Mr. Brown's protest was not specific enough.

Mr. Brown, in his latest petition, claimed that the Commission did not follow accepted procedures in making the original grants to Rochester. He quoted from minutes of the March 11 meeting, saying Comr. Frieda B. Hennock objected to the fact that the staff presented its recommendations on TV grants orally, instead of in writing as previously, and that the then Chairman Paul A. Walker and then Comr. Eugene H. Merrill moved to defer action on the Rochester grants pending further study. He claimed this made the FCC's action "arbitrary and capricious."

Crom Leaves Agriculture Dept.

ROBERT C. CROM, TV information specialist of the Dept. of Agriculture, has resigned effective Sept. 1 to become director of communications at North Dakota Agricultural College. He had been at KGLO Mason City, Ia., before taking the government post. Succeeding Mr. Crom in the department's TV work is Jules Renaud, of the Soil Conservation Service unit at Albuquerque, N. M. Mr. Renaud has been active in radio and TV.

Benson First Headliner For CCBS Farm Programs

NEW public farm series opened last weekend under auspices of Clear Channel Broadcasting Service with Secretary of Agriculture Ezra Taft Benson as first guest. Series is in charge of Hollis M. Seavey, CCBS director.

Weekly 13½-minute taped program is being heard on 14 CCBS stations plus several other stations in large cities, with stations alloting prime time. Secretary Benson reviewed status of agriculture and discussed its future prospect. Top agriculture officials will appear each week.



SECRETARY Benson (r) and Mr. Seavey at opening broadcast.

UAW-CIO's Mazey Asks Hearing on TV License Plan

PLEA for public hearing on FCC's three-year license proposal for TV stations was made to the Commission last week by Emil Mazey, secretary-treasurer of UAW-CIO. He charged that unilateral action of the Commission on a matter of such great public importance was "undemocratic."

Fortnight ago, Americans for Democratic Action petitioned FCC for hearing on the TV license plan [B•T, Aug. 17]. The Commission's proposal to extend TV licenses from the present one year to three years was announced in July and comments are due Sept. 1 [B•T, Aug. 3, July 27]. WAAM (TV) Baltimore, however, has filed notice of its support of the three-year plan.

Mr. Mazey said the hearing would give individuals and organizations opportunity to present testimony not only on the time extension of TV license holders but also on the responsibility of the Commission to assess program quality.

"We believe," he said, "that there is a trend away from even the limited review of programming by television stations that has existed in the past and we further believe that this trend is not in the public interest."

He acknowledged that the UAW-CIO "recognizes the grave dangers in government censorship of television programs. We would oppose any such censorship. . . . We believe, however, that a periodic review of programming to determine whether the licensee has made adequate time available for the presentation of controversial issues, whether both sides of controversial issues have been fully presented, whether adequate time has been given to educational programs of all types, is the antithesis of censorship."

Mr. Mazey added, "We believe that the lessening of FCC review of television programming will accentuate the difficulties of the labor movement in presenting many important issues to the American people."

YOU MIGHT GET A 1600-LB. BULL MOOSE*—



BUT...

YOU NEED THE FETZER STATIONS TO BAG AUDIENCES IN WESTERN MICHIGAN!

WKZO-WJEF

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's outstanding radio values. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime. The next-best two-station choice gets only 24%, 30% and 29%, yet costs 13.9% more! And Kalamazoo and Grand Rapids are only part of the story. *Latest Nielsen figures credit WKZO-WJEF with a 12-county audience of 151,050 daytime radio homes—130,530 nighttime radio homes!*

WKZO-TV (80,000 WATTS VIDEO—40,000 AUDIO)

TELEVISION: WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture reaches more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties. This is one of America's really important television markets —far bigger than Rochester or New Orleans, Miami or Houston, Denver or Omaha. WKZO-TV blankets this market: April, 1953 Nielsen figures credit WKZO-TV with an average nighttime audience of 198,678 TV homes, or 47.9% more than Station "B"—an average daytime audience of 126,889 homes, or 41.3% more than Station "B"!

That's the Fetzer story in a nutshell. Ask your Avery-Knodel man!

F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FIVE UHF STATIONS MAKE THEIR DEBUT; PITTSBURGH, BUFFALO AMONG MARKETS

Commercial programming by the newest group of permittees makes it a big week for uhf. One vhf station starts operation, another turns in permit after two months on the air.

THE PAST WEEK was one of the biggest in uhf television.

Five uhf stations began commercial programming—two of them in the big Pittsburgh and Buffalo markets—and three in healthy medium-sized markets where they are the first television stations on the air—Macon, Ga., Monroe, La., and Decatur, Ill.

Only one vhf station swung into action, a Ch. 6 outlet in Texarkana, Tex., while another Ch. 6 station kept the vhf situation *status quo* by turning in its permit after two months' operation (see story page 71).

Here are the new commercial stations:

WENS (TV) Pittsburgh, Pa., uhf Ch. 16.
WBUF-TV Buffalo, N. Y., uhf Ch. 17.
WETV (TV) Macon, Ga., uhf Ch. 47.
WTVP (TV) Decatur, Ill., uhf Ch. 17.
KCMC-TV Texarkana, Tex., vhf Ch. 6.
KFAZ-TV Monroe, La., uhf Ch. 43.

Meanwhile, reports on service continued to pour into WGLV (TV) Easton, Pa., uhf Ch. 57 station which started last week [B•T, Aug. 17]. The messages came from points as far as 70 miles from the station, according to a WGLV spokesman. In Norfolk, where WVEC-TV on uhf Ch. 15 started its test pattern operations a week ago, set dealers and distributors said they were swamped with orders for new sets with uhf built in, uhf converters and uhf adapters.

One of the most dramatic uhf stories came from Buffalo, where WBUF-TV—which didn't even have a transmitter on Aug. 14—began commercial programming Aug. 17.

On Friday, Aug. 14, Allen B. DuMont Labs Inc. shipped, via truck, its first 1 kw uhf transmitter [AT DEADLINE, Aug. 17]. Early Saturday morning, the transmitter arrived and eight TV engineers—five from DuMont and three from WBUF-TV—began uncrating and assembling the parts.

Around the Clock

The engineers worked around the clock and on Monday transmitted the test pattern. A few hours later the station started commercial broadcasting. Douglas Edward's 7:30 p.m. newscast and Arthur Godfrey's *Talent Scouts* program an hour later were among the first network programs aired.

Almost as soon as the station hit the air, its switchboard was jammed with calls, WBUF-TV reported. Station added that viewers as far as northern Toronto, Ontario (60 miles away), Dunkirk, N. Y., on Lake Erie (40 miles away), and dozens of other cities telephoned WBUF-T to report bright pictures without snow. By la last week no nulls had been detected in t Buffalo area, the ion reported.

President and neral Manager Sherw Grossman and Executive Vice President Ga Cohen expect that uhf conversions will be ma at the rate of 5,000 a week for at least t next three months.

The area's dealers are hopping on the u bandwagon with their own publicity. Most d play large banners provided by WBUF-T which exclaim "Conversion is available here Dealers also are utilizing posters on trucks a store windows, and uhf displays in shoppi centers. The chain of drive-in theatres own by Mr. Cohen's father ran trailers about t new station.

So far, 24,631 sets are uhf-equipped in t area, it is reported.

One segment of the station's opening receiv nationwide publicity.

The tower erection company, which has hea quarters in South Carolina, used a Confedera flag to mark its progress during construction the 428-foot tower. When the tower was fi ished, one of the steeplejacks left the flag at t top and dared anyone to go up and remove Challenge was not accepted.

WBUF-TV is carrying programs from AB TV, DuMont and CBS-TV.

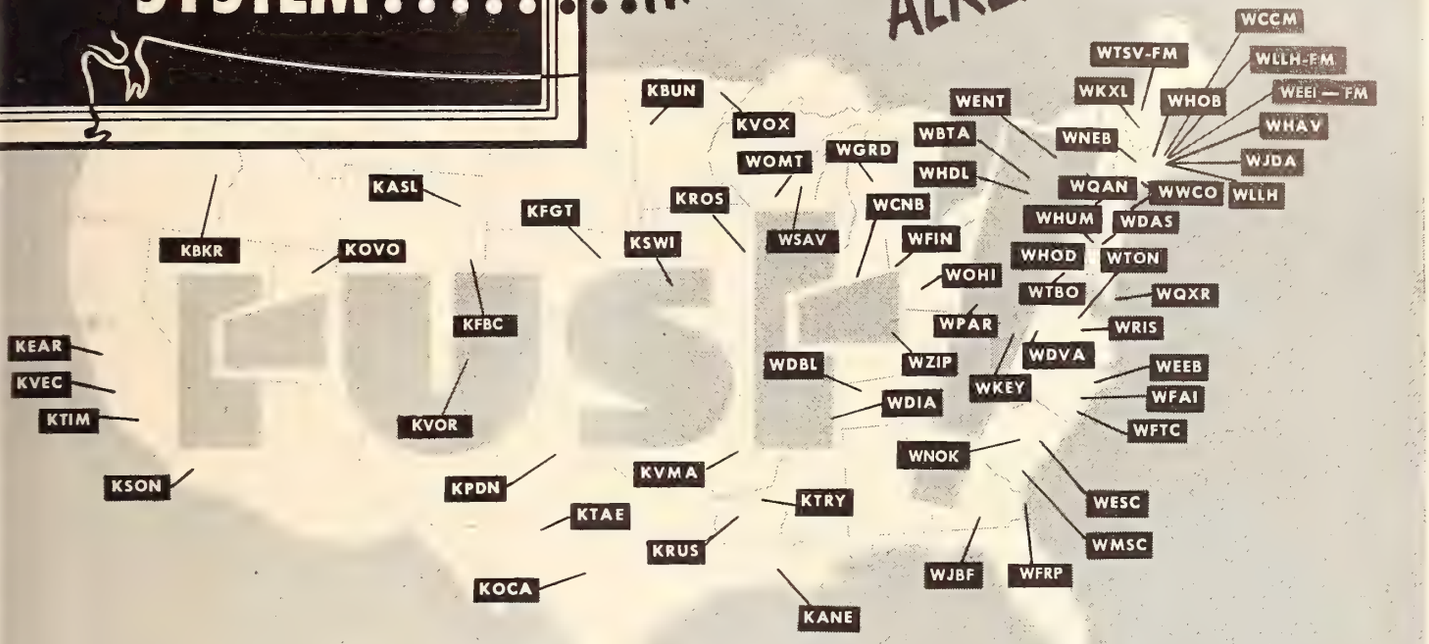
In Pittsburgh last Saturday the city's seco uhf station—WENS (TV)—was to have h its commercial debut.

It follows by about three weeks WKJF-T which is on uhf Ch. 53 [B•T, Aug. 3].

WENS, on Ch. 16, will carry programs fro



WHAT REMOTE CONTROL SYSTEM.....HAVE THESE BROADCASTERS ALREADY BOUGHT?



SOME OF THE STATIONS THAT HAVE BOUGHT RUST



IT MAY BE COSTING YOU THOUSANDS OF DOLLARS A YEAR



TO BE WITHOUT RUST REMOTE CONTROL

NOW is the time to buy! The "actual" cost of Rust Remote Control increases every week by the amount remote operation would have saved you. Once installed, however, it should save you at least $100.00 a week in technical operating overhead alone, based on reports of present Rust owners. At this rate a Rust System will pay for itself in 6 months. However, many station operators report that Rust Remote Control paid for itself in as little as 10 weeks!

Every week you delay can cost you money. RUST DELIVERS IN ABOUT THIRTY DAYS. *Write, wire or phone today. Act now.*

the rust industrial company, inc.

608 WILLOW STREET

RUST INDUSTRIAL CO.

MANCHESTER, N. H.

both ABC-TV and CBS-TV and bills itself as "The big sports station." Among other sports telecasts planned are a series of Pittsburgh Pirate baseball games.

The first telecast from the Pirates' ball park will be Aug. 29 with the St. Louis Cardinals, Branch Rickey, vice president and general manager of the Pirates, said last week. "Other telecasts will include the St. Louis game from Forbes Field Aug. 29, a doubleheader from Cincinnati on Sept. 13, and a single game with the New York Giants on Sept. 26 in Pittsburgh," Mr. Rickey disclosed.

In a joint announcement, Thomas P. Johnson, WENS president, and Mr. Rickey said that the baseball telecasts would be "in the nature of an experiment while we evolve a formula for the future that will enable major league baseball to live and work satisfactorily with the new medium of television." Bob Prince, WENS sports director, will announce the games with Rosey Rowswell.

In addition to baseball, WENS will televise the Duquesne and Pitt basketball games during the coming season.

As part of its promotion, WENS yesterday (Sunday) bought a 12-page section of *The Pittsburgh Press' Roto Magazine*. Prepared and laid out like a straight picture-news story, the section described the background of WENS, pictured its facilities and showed some of the stars who would appear on WENS shows.

The station is operating with an effective radiated power of 200 kw visual with a transmitter 1,895 feet above sea level. This is the highest location of any Pittsburgh TV station, according to WENS.

The third Pittsburgh uhf station, WTVQ (TV) on uhf Ch. 47 is contemplating a fall commencement.

WETV (TV) Macon, Ga., is covering about 30 counties, a station official said last week. He said the coverage area of the station includes a population of about 455,000 or 136,700 homes. Calling itself "middle Georgia's first television station," WETV reports there are already 42,000 TV sets in its viewing area.

General manager of the station is Dixon Harp. Barney Kobres is sales manager.

WTVP (TV) Decatur, Ill., on uhf Ch. 17, is covering an area with 13,000 uhf equipped sets already, a station official said. He predicted the number would rapidly increase now that commercial programming has started. WTVP is affiliated with ABC-TV, CBS-TV and DuMont.

The outlet is operating with interim power of 17.1 kw [AT DEADLINE, Aug. 17].

Last week's one vhf starter, KCMC-TV Texarkana, Tex., began Aug. 16 and 16 towns within a 100-mile radius of the station reported excellent reception, J. Q. Mahaffey, editor of the *Texarkana Gazette* and KCMC-TV secretary-treasurer, told B•T. Mr. Mahaffey said good reception was reported from as far away as Hot Springs, Ark., Marshall, Tex., Shreveport, La., Idabel, Okla., and Pine Bluff, Ark.

He said the 30 kw outlet pioneers television in the four-state area served by Texarkana, as well as in the tri-state area served by Shreveport.

KCMC-TV is a primary CBS-TV affiliate and also is affiliated with ABC-TV and DuMo
Construction of two microwave towers betwe
Shreveport and Texarkana is expected to
completed in December, when the station v
begin carrying live television programs. T
coaxial cable runs through Shreveport.

Clyde E. Palmer is president of KCMC-A
FM-TV. Other officers include Walter E. Hu
man, executive vice president; Mrs. Clyde
Palmer, vice president; Mrs. Walter E. Hu
man, assistant secretary-treasurer, and M
Mahaffey. Frank O. Meyers is manager
KCMC radio-TV properties.

KFAZ-TV Monroe, La., uhf Ch. 43, was t
fifth station to make its commercial deb
Howard E. Griffith, president and general ma
ager of the station, estimates that populati
within KFAZ-TV's Grade A contour is 200,0
with a total population served, out to the frin
area, of 476,000.

J. O. Willett is vice president of the stati
and Maurice Glazer is secretary-treasur
Commercial manager is Sylvester Breard.

KFAZ-TV is represented by Headley-Re
Television Inc. and has a Class A one-hour r
of $150 (live or film). Rate for minute spot
$22.50.

KNOE-TV Monroe, La., assigned vhf Ch.
plans to start about Sept. 15.

NBC's merchandising director, Fred
Dodge, told B•T last week that in the Norfo
Va., area, where WVEC-TV plans commerc
programming for Sept. 19, things "are starti
to jump." Mr. Dodge said WVEC-TV made
announced Aug. 15 target date for a test patte
—but just barely because of hurricane "B
bara" which ripped through Norfolk-Hampt
Aug. 14 and 15.

'15 Calls in 15 Minutes'

Despite a 12-hour set-back, Mr. Dodge sa
WVEC-TV had its test pattern on the air
10:40 p.m. Aug. 15, on its uhf Ch. 15.

"Within 15 minutes, 15 calls were receive
he said, "with viewers reporting good pictur
Ten minutes later we got a call from o
viewer who was picking up WVEC-TV on a
equipped only with an inside rabbit-ears
tenna."

TV dealers had plenty of orders for cc
verters and new uhf sets before the test patte
started, Mr. Dodge reported, but many w
afraid to go ahead and install equipment
cause they didn't know what type of units wo
be best suited for the various areas of
WVEC-TV coverage area.

As soon as the test pattern operations beg
however, Mr. Dodge sent telegrams to the
dealers in the area telling them the test tra
missions had begun.

"Our first guess," Mr. Dodge said, "was th
converters would outsell new sets about 4 to
Now, however, it looks as if that ratio will
3 to 1. More people are buying new sets th
we thought," he remarked.

"We still expect that there will be 50,0
uhf-equipped recivers in the area by Sept. 1
Mr. Dodge asserted.

WVEC-TV promotion plans, which are
extensive as those of any new TV station [B•
July 27], include a "Tidewater TV Jambore
Saturday night, Aug. 29, Mr. Dodge said. NB
stars will perform, he advised, and a M
WVEC-TV will be chosen. Mr. Dodge sa
about 18,000 to 20,000 people are expected
attend the TV Jamboree. Tickets are free b
obtainable only from dealers.

Thomas Chisman, president of WVEC-T
reported meanwhile that even before the t
pattern went on the air there had been 7,8
sets converted to uhf.

WVEC-TV, which will be the Norfolk ar
NBC-TV affiliate, is operating with 200



SILVER SHOVEL was used in groundbreaking ceremonies for WRTV (TV) Asbury Park, N. J. Wielding shovel is F. Bliss Price, mayor of Eatontown, the town in which the WRTV transmitter will be located. He is flanked (l to r) by Jackie Cooper, TV, stage and screen actor; Paul Peterson, assistant general manager for Walter Reade Theatres; Hervey Keator, manager of the Eatontown Drive-In, where the studio and tower will be located; Walter Reade Jr., president of the theatre organization and WRTV, and Hildegarde, the songstress. The groundbreaking ceremonies were held Aug. 15. Mr. Reade said the station, on uhf Ch. 58, will program features of local interest which cannot be obtained from New York outlets. Commercial programming is set for late December.

COLLINS IS THERE . . .

WAVU KVSM WROY WIEL WHLB WIRC WLCM WANA WIND WHLN KFMO WHKY KABR W
KFS WSPC WGIL WKIC KWOS WELS KIJV WHMA KSPA WPRC WMBH WFTC KWAT WC
TA WATM KSTN WQUA KRMS WSYD WAPO WJLD KCOK WVLN WINN KSIM WPAQ WDOD
WULA KVEN WHBF WPRT KFEQ WKBC WAGC WWWF KWSO WGBC WIBR KSGM WCEC WIRJ

The call letters of over 700 U.S. broadcast stations reach

WHEP KBOL WBIW KEUN WVMI WNCA WPLI WFPA KCOL WGBF KVOL WCLD WLPM WK
LF WKIN WJBY WNAB WIKY KAKT WGVM KOVC WNOX WGEA WNHC WWCA KLIC WABG
WADC WIVK WPBB WNLC WBAA KANE WKOZ WCPO WJJM WCOV WATR WBAT WMRY K
TYL WHOC WCOL WSM WNPT WWCO WHOT KRUS KXGN WING WSIX WJHO WGMS WJVA

their listeners through Collins equipment.

KCIJ KGEZ WJER WKDA WAMI WOOK WRSW WHDH KCNI WFIN WSOK WOZK WTAN WT
BC KPIG WBET KMMJ WMOH WDBL WWWR WTTT KCRG WHAI KGFW WMOA KRBC WHBB
WROD KCHA WLYN KELY WPTW KBKI WHTB WJBS WCHE WJDA KENO WWSO KALT W
WWB KCLF WFTL KROS WOCB KRAM KADA KRCT KRUX WARN KSWI WASL WKBR KVSO

Collins engineering and precise manufacturing standards

KFYN KIFN WINZ KSTT WUST WHEB KCRC KTFY KBBA WMBR WOC WCEM WWNH KNOR K
LCN KVAL KELD WLBE KDTH WDYK WAAT KOCY KORA KDMS WMMB KLIL WSID WWBZ
KVLH KDET KFSA WMBM KXIC WKIK KOBE KGFF KSTA KXAR WTMC KRIB WINX KVSF W
FLA KAKC KTAW KWFC WPCF KWPC WGAY WABY KWSH KMCO KCON WWPF KBOE WBBC

give Collins transmitting and speech equipment the extra

WOKO KASH KUNO KENA WTRR KBIZ WFDF WCSS KFJI KRIS KBIS WFOY KFNF WHTC K
BTM WINR KNPT KEYS KAFY WEBK KICD WJMS WGBB KCRO KAND KROP WIRK KWWL
WTCM WGVA WPWA KULP KSJV WGAU KARE KATE WENT WIKK KCLW KXOC WGRA KB
IS KCRB KXRA WHLI LWSH KTXJ KHUM WMOC KXXX KBMW WBUC WPXY KOCA KDAC

measure of reliability so essential to continuous broadcast

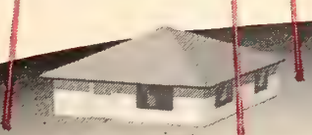
WDWD KGNO WKLK WXRA WVPO KSEL KGST WFPM KTSW WEVE WHDL WKOK KRBA WG
MS KBOX WCOH KWBW KGDE WEAV WMBS KMTH KVON WACL KJCK KBZY WVET WHIM
KOSF KROW KEYY KCLO WMFG WKAL WWON KOGT KPPC KPST KSCB KLTF WAGE KFA
C WPAL KFTV KWKW KEEP KLKC WPBC WOLF WCRE KEXX KPRO WOKZ KTOP KOBK WISE

operation. Collins — design leaders in the past, present

WMSC KIWW KGMS WKRO KANS KAAA WCHL WMUU KITE KGB WCIL WHIR KROC KCR
W WAYS WMRC KCNY KTFS KNAL KTRN KVNU KSVC WCAX WSKI WSYB WWSR WEAM
WDVA WLOW WSAP WPUV WLPM KBKW KWIE KHQ WKOY WGKV WCAW WBLK WSAZ K
FEL WMON WPAR WWYO WBTH WLCX WMNE WMIL WMAW WPDR WIBU WJMC WDSM

and future with the modern concept in AM.

WFHR KOVE KOWB KVRS KWRL KGOS KWOR WOAY WOSA KIFN WFMO WERH WLON KL
Z WFAH KPHO KXOC KDB KCHR WRRR WPET WJOT WJMW WLMJ WMBR WDBO KRNT
WDAE WGBA WJAT WCNT WEAW KBUR KCRG WEBQ WLBH WMLL WMRI WIMS KVFD W
RSW WOI WSUI KWPC WMCI WSON KRMD WHOP WFMV WPAD WJBO WBZ WHAI KFUO



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Dogwood Road, Fountain City • KNOXVILLE

COLLINS

visual effective radiated power with a GE 12 kw transmitter. Antenna height is 500 feet above ground.

Mr. Chisman said construction is nearly completed on a new air-conditioned building which will house the station's studios and offices in Hampton, Va., about 12 miles from the center of Norfolk.

Stanley Durwood and Ben Baylor, KEDD (TV) Wichita, Kan., officials, said last week that the station's test pattern was aired Aug. 15. The uhf Ch. 16 outlet was to have started commercial programming last Saturday [B•T, Aug. 17].

KMMT (TV) Austin, Minn., vhf Ch. 6, started its program on its schedule target date—Aug. 17—at 5:30 p.m., L. L. McCurnin, spokesman for the outlet, announced. KMMT is Austin's first TV station [B•T, Aug. 17].

John Coman, general manager of KSBW-TV Salinas, Calif., vhf Ch. 8 facility which shares time with KMBY-TV Monterey, said the station put out its first test pattern Aug. 19. Regular programming will start Sept. 11, he said. KSBW-TV is affiliated with CBS-TV and NBC-TV.

WIRK-TV West Palm Beach, Fla., uhf Ch. 21, has received its 2,700 pound antenna, Nick Reyes, promotion director for the station, said



PARTICIPANTS in the inaugural ceremonies for WGLV (TV) Easton, Pa., which went on the air Aug. 14 [B•T, Aug. 17], include (l to r): Seated, William H. Blackton, WGLV sales and promotion manager, Richard W. Hubbell, assistant to the president, in charge of radio-TV; J. L. Stackhouse, president, Easton Publishing Co., licensee, and Nelson S. Rounsley, station business manager; standing, Jack Clark, Robert Dome and Alan Hartman, all of Headley-Reed TV, New York, station representative firm.

last week. He reported the antenna will soon be erected atop the Harvey Bldg., tallest in the area, and that the remaining equipment is being assembled. Target date: Sept. 1.

Another Florida station, WITV (TV) Fort Lauderdale, uhf Ch. 17, reported it has received its RCA 1 kw transmitter.

R. W. Standart, WITV general manager, emphasized that there will be "a thorough closed circuit testing program before commercial programs begin in November."

WNCT (TV) Greenville, N. C., also has received its RCA transmitter and the vhf Ch. 9 engineers are installing the new unit and associated equipment.

A. Hartwell Campbell, WNCT manager, said he expected the station would make its October target date. "All indications are we will have live interconnection with CBS-TV and DuMont on or before Jan. 1," he said. "We have orders from both CBS-TV and DuMont for a number of excellent shows," he disclosed.

KOMU-TV Columbia, Mo., the U. of Missouri's commercial TV station, now has signed with all four networks, George J. Kapel, manager, said last week. The primary NBC-TV affiliate has added ABC-TV, CBS-TV and DuMont to its list of networks. The station is planning its commercial start on Nov. 1. Engineers are to start installing equipment by mid-September, Mr. Kapel said.

KOMU-TV, located mid-way between St. Louis and Kansas City, will cover a mid-Missouri area 100 miles broad which does not receive adequate TV reception, Mr. Kapel asserted.

The total number of commercially operating TV stations in the U. S. and territories is 217. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial-educational stations, raise the total-on-air number to 219.

Vhf outlets number 160; post thaw vhf, 53; uhf (all post thaw), 56, and commercial post thaw (vhf and uhf), 109.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, August.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair TV, Sept. 27.

KETH (TV) Los Angeles, uhf Ch. 28, noncommercial educational, August (now on test pattern).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KSBW-TV Salinas).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and NBC-TV), represented by George P. Hollingbery Co., Sept. 1 (share time with KMBY-TV Monterey).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 15.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 5.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

GEORGIA

WETV (TV) Macon, uhf Ch. 47 (ABC-TV and NBC-TV), represented by Headley-Reed TV Inc., Saturday (Aug. 22) (test pattern started July 25).

ILLINOIS

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., Aug. 16.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September.

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., today (Monday) (test pattern started Aug. 11).

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

MAINE

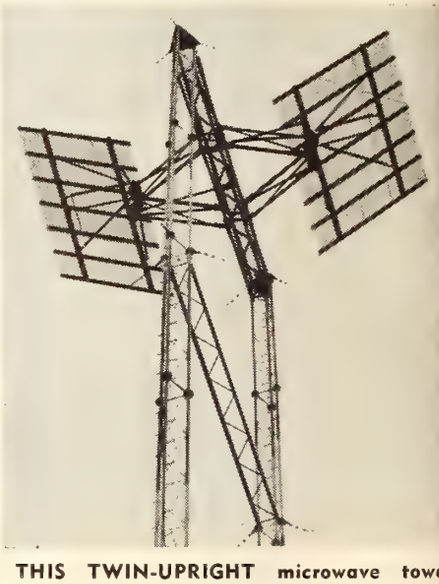
WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, Aug. 30.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.



THIS TWIN-UPRIGHT microwave tower provides WHIZ-TV Zanesville, Ohio, with the middle link in a new relay system from Columbus. The 200-ft. structure, which cost over $60,000, picks up transmissions from a tower in Columbus and relays them to WHIZ-TV's transmitter in Zanesville, 20 miles away. Vernon Nolte, WHIZ-AM-TV station manager, reports the system will be shared with WSAZ-TV Huntington, W. Va.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., early September.

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV), George P. Hollingbery Co., Sept. 1 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Sept. 1 (test pattern started Aug. 14).

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television, started Aug. 17.

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented

y The Bolling Co., Sept. 1.
WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), ept. 1.
WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), epresented by John E. Pearson TV Inc., Sept. 1.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented y Gill-Perna Inc., Fall '53.
WIFE (TV) Dayton, uhf Ch. 22, represented y Headley-Reed TV Inc., Fall '53.
WUTV (TV) Youngstown, uhf Ch. 21, August.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-V and DuMont), represented by The Bolling o., Sept. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, repre-ented by Forjoe TV Inc., Sept. 1.
WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-V and CBS-TV), represented by Edward Petry Co. (TV Div.), Saturday (Aug. 22).
WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-V and DuMont), represented by Avery-Knodel nc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV nd DuMont), represented by Paul Raymer Co., ept. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, repre-ented by John E. Pearson TV Inc., September.
WHBQ-TV Memphis, vhf Ch. 13, represented y Blair TV, Sept. 27.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by ohn E. Pearson TV Inc., Aug. 30.
KNUZ-TV Houston, uhf Ch. 39, represented y Forjoe TV Inc., Sept. 15.
KTVE (TV) Longview, uhf Ch. 32, repre-ented by Forjoe TV Inc., Sept. 20 (granted TA).
KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV, BS-TV and DuMont), represented by O. L. aylor Co., Sept. 1.
KETX (TV) Tyler, Tex., uhf Ch. 19, repre-ented by Headley-Reed TV, Aug. 30 (granted TA).
KANG-TV Waco, uhf Ch. 34 (ABC-TV), rep-esented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, repre-ented by The Walker Representation Co., ept. 1.
WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), epresented by the William Rambeau Co., ept. 19 (test pattern due Aug. 15) (granted TA).
WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-V), represented by Devney & Co., Sept. 1.

WASHINGTON

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, repre-ented by Weed TV, Sept. 1.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25, repre-nted by O. L. Taylor Co., Sept. 1.

WKLO-TV Uses Radio Ads

NEED to advertise the coming debut of a TV station? Well, radio is a good advertising medium. WKLO-TV Louisville, slated to go on the air late in September on uhf Ch. 21, thinks so. It contracted with WKYW Louisville, a daytime radio outlet, for the latter's sign-off announcements to promote WKLO-TV's evening schedule. Joe Eaton, general manager of WKLO-AM-TV, says the announcements added to schedules on WKLO-AM "should result in a good . . . investment. Radio advertising is and always will be a good buy."

This is Mr. Raleigh W. Greene

President, First Federal Savings & Loan Assn.
St. Petersburg, Florida



This is what he says

"We have disagreed with Fulton Lewis, Jr. just about as often as we have agreed with him, but we recognize that within WTSP territory he probably has the largest audience of any newscaster. Accordingly we have sponsored the program for 9 years. During this period we have attained resources exceeding $48,000,000. This growth certainly is not entirely due to the program; but it has made a material contribution. We are able to put our finger on many new accounts which come to us as a direct result of our sponsorship; we are entirely happy with the program and have no present desire or intention of curtailing it."

This is Fulton Lewis, Jr.



whose program is available for sale to local advertisers on a cooperative basis. Currently sponsored on 364 stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WILLIAM E. WARE, DIES SUDDENLY

President and general manager of St. Louis' KSTM (TV) and KSTL was stricken Thursday after a brief illness. Hypertenston increased by efforts to get the TV station on the air is cited as cause of death.

WILLIAM E. WARE, 44, president and general manager of KSTM (TV) and KSTL St. Louis, died Thursday noon after a brief illness. Death was attributed to hypertension and uremia. Funeral services were held Saturday in Austin, Tex.

For months Mr. Ware had been driving himself in an effort to get KSTM-TV on the air. Original target date had been mid-July but citywide building workers strikes had held up construction and KSTM recently set Sept. 27 as opening date.

Had Ignored Hypertension

Because of the unexpected delays in station construction Mr. Ware had ignored chronic hypertension and had worked through Friday, Aug. 14. Last Sunday night he entered a hospital and failed rapidly. He had been hospitalized twice since a hypertension attack last November.

In his active broadcast career Mr. Ware had been a central figure in many industry developments. Just last month he was appointed to the NARTB Sports Committee. He had attended the NARTB convention in Los Angeles last May.

He first attracted national attention as manager of KSWI and the associated KFMX-FM, Council Bluffs, Iowa, becoming a militant fighter on behalf of FM and later president of FM Assn., which was active in the late 40s. Before the Council Bluffs connection he had been western sales manager of North Central Broadcasting System and its Mississippi Valley Network.

Mr. Ware joined KSTL in March 1950 as president. One of his first acts was to form a network of four Greater St. Louis independent stations. He acquired 25% interest in KSTL and had 10% interest in Broadcast House Inc., KSTM licensee. He recently relinquished 28% holding in WPEO Peoria, Ill.

He served on many NARTB and NAB committees, and was active in Masonry as well as the Shrine.



Mr. Ware

Survivors include his wife, Mrs. Louise Davies Ware; two children, Barbara and William E. Ware III; his mother, Mrs. William E. Ware Sr., of Houston; a sister, Mrs. J. M. Nagle, of Houston, and a brother, Worth D. Ware, also Houston.

Three for KSTM

THREE vice presidents were named Thursday to direct the operation of KSTM (TV) St. Louis, following the sudden death of William E. Ware, president and general manager (see story this page).

William H. Biggs, chairman of the board, appointed Edward F. Murphy, program director, as program vice president; E. L. (Ted) Favors, chief engineer, as engineering vice president, and Alvin M. King, commercial manager, as sales vice president. Appointments were effective immediately. KSTM has set Sept. 27 as date for its formal opening, delayed over two months by strikes among construction workers in the St. Louis area.

KEN FRY BUYS WHCC WAYNESVILLE

PURCHASE of WHCC Waynesville, N. C., by Kenneth D. Fry, former radio-TV director of the Democratic National Committee, and his wife, Margaret, was disclosed in a transfer application filed last week with FCC. Sale price is $36,250.



Mr. Fry

WHCC is operated by Holt McPherson, president of WHCC Inc. and editor of the *High Point* (N. C.) *Enterprise*, and by James Childress, vice president and general manager. A Mutual affiliate, WHCC is assigned 250 w fulltime on 1400 kc. The station was established in 1947.

Residents of Washington for seven years, the Frys will move to Waynesville after FCC approval of the sale. They jointly will manage and operate WHCC.

Mr. Fry has a long record in the news field. He was a newspaper reporter and editor in Chicago, and for 10 years midwestern director of news and special events for NBC. In a five-year period he was first in the Office of War Information and later was head of Voice of America for the State Dept. Radio-TV director for the Democratic National Committee for the last five years, he handled the broadcast media during the 1948 and 1952 Presidential campaigns. He left the committee early this year.

Mrs. Fry has been a newspaper reporter, radio and magazine writer and active in public relations and civic affairs.

The WHCC sale was handled by Blackburn-Hamilton Co.

THREE MAJOR TVs GO TO TOP POWER

The trio — WNBW Washington, WDSU-TV New Orleans and WPTZ Philadelphia — have boosted their visual operations to 100 kw. All cite coverage increases.

THREE major television stations last week announced they will have increased power today (Monday) to 100 kw, maximum allowed for operation in the lower vhf band (Ch. 2-6). The stations are WNBW (TV) Washington, NBC o & o station; WDSU-TV New Orleans, owned by WDSU Broadcasting Corp., and WPTZ (TV) Philadelphia, owned by Westinghouse Radio Stations Inc.

WNBW's new antenna and addition of 184 feet to its tower height at the Sheraton Park Hotel was completed 10 days under schedule, the station reports. The station, which operates on Ch. 4, was transmitting test signals on the new operation last Friday and Saturday. WNBW noted that its completed tower will be at one of the highest points in the nation's capital, with the 739 feet above sea level topping the Washington Monument's height by 140 feet. Regular telecasting on the new antenna is scheduled for today.

WDSU-TV began its telecasting with 100 kw last Saturday, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp. The station operates on Ch. 6. Transmitter and antenna location remain atop the Hibernia Bank Bldg., the city's tallest building. Mr. Stern said the full power operation is another step in continuing efforts "to provide the best and finest in television reception and entertainment in this area."

WPTZ, on Ch. 3, said its power increase to 100 kw, already in effect, is part of a $200,000 technical expansion program. Engineers installed a new, six-bay superturnstile antenna atop the station's 500-ft. transmitting tower, placing the antenna 602 feet above the ground and some 1,014 feet above sea level. Also installed were two 25-kw amplifiers—"one of the largest type TV broadcast transmitter units ever supplied by RCA for commercial TV use," the station said.

All three stations placed stress on additional coverage being provided by the power increases.

RCA Transmitters Shipped For Three Video Outlets

THREE television stations, one pre-thaw and two post-thaw outlets, have been shipped RCA vhf transmitters, company reported last week.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 post-thaw grantee which plans a Sept. 27 debut, was sent a 25 kw transmitter. The 10,000-pound transmitter will be used in conjunction with a six-section superturnstile antenna to achieve maximum visual power output of 100 kw, RCA said.

Another 25 kw transmitter was shipped to WHIO-TV Dayton, Ohio, which went on the air in 1949. The vhf Ch. 13 station is to switch to vhf Ch. 7. With a 12-section superturnstile antenna, ERP will be 200 kw visual, RCA reported.

WROL-TV Knoxville, Tenn., vhf Ch. 6 grantee, was sent a 2 kw transmitter which will be used for interim operation until higher-powered equipment is completed for the station by RCA. WROL-TV is expected to be the first operating TV station in Knoxville.



WHBQ-TV Memphis bolsters the programming lineup for that station, due to go on the air in a few weeks. Barbara Walker, Miss America of 1947, will head up the station's home show five afternoons a week. Discussing plans with Miss Walker, in private life Mrs. John Hummell, are John Cleghorn (r), general manager of WHBQ-AM-TV, and Bill Grumbles, TV operations manager.

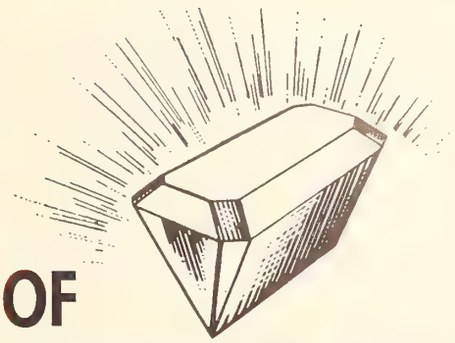
WRVA Issues New Rate Card

A NEW Class A hourly base rate for WRVA Richmond has been announced. In releasing its new rate card (No. 10), the first since 1939 when the station went to 50 kw power, WRVA said the new base hourly rate for evening Class A time is $220, a reduction of $130 from the previous rate. Class A, however, now will include daytime as well as evening hours (7 a.m. to 11 p.m., weekday; 9 a.m. to 10:30 p.m., Sunday). Class B, including 6-7 a.m. and 11 p.m. to midnight, weekday; 7-9 a.m. and 10:30 p.m. to midnight, Sunday, is on a $100 hourly base rate.

New rates will prevail Jan. 1, 1954, except that in current contracts on a previous and lower rate, the new rate takes effect Jan. 1, 1954, or at expiration of the contract, whichever period is longer. Current contracts on schedules newly reduced under the new rate card will be effective on the lower rate July 1. Contracts starting between July 1 and the first of the year will continue on the old rate until Jan. 1. WRVA, a CBS affiliate and represented by CBS Radio Spot Sales, operates with 50 kw on 1140 kc.

Fast Fire Photos

FROM fire alarm to news pictures on the air takes only 55 minutes at KHQ-TV Spokane, according to Pat Cullen, the station's new director. He said a KHQ-TV newsman heard a fire alarm over the police radio one day at 6 p.m. Sherm Blake, KHQ-TV's news photographer, was at home, but 25 minutes after he was called, he arrived at the blaze with motion picture and still cameras. With a news show 30 minutes away, he decided to take three quick shots with the Polaroid Land attachment on his Speed Graphic and then started the seven-mile trip through downtown traffic to the KHQ-TV transmitter. An assistant police chief came to the rescue and furnished a red light and siren to the studios. At 6:46 Mr. Blake arrived, the story was written and the pictures mounted for presentation. The story was the lead item on the 6:55 p.m. Alka-Seltzer newscast.

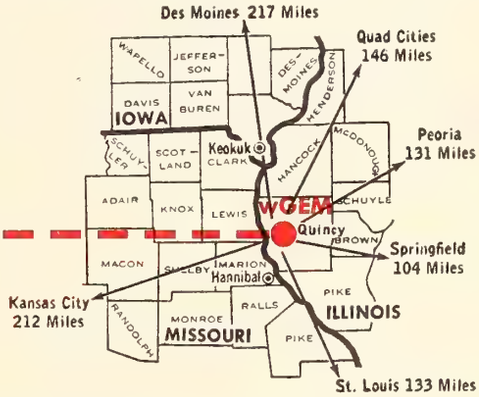


THE wGEM OF THE TRI-STATE CORNER

ILLINOIS • IOWA • MISSOURI

Quincy, Illinois THE GEM CITY. . . . overlooking the mighty Mississippi, Quincy is a city of 41,500. Almost 348,000 other people in Illinois, Missouri and Iowa are reached by wGEM-tv's signal. More than half a billion dollars in spendable income is represented . . . an important $329,993,000 in farm income. Retail sales run $389,000,000 a year.

served by a GEM of an outlet . . .



More than 27,200 tv sets reached in 3 states by wGEM-tv

A NEW outlet in a vital midwestern market that has little or no tv competition! wGEM-tv broadcasts from Quincy, Illinois, on vhf channel 10 with an erp of 50 kw visual, 25 kw aural. Antenna is 776 feet above average terrain.

wGEM-tv tri-state market

Population	389,223
Retail Sales	$389,059,000
Food	88,201,000
Drug	10,409,000
Gen. Mds. App.	47,662,000
Automotive	65,752,000
Consumer Spendable Incime	$529,911,000
Gross Farm Income	$329,993,000

Source: SRDS Consumer Markets and Income supplement

National Representative: The Walker Representation Co., Inc.

ORIGINATING FROM QUINCY, ILLINOIS . . .



Joseph Bonansinga, General Manager

affiliated with the NBC and ABC networks

Stations Keep Tab On Hurricane Barbara

Radio and TV outlets along the Atlantic Coast turned their efforts to reporting the Aug. 13-14 storm. 'Barbara' struck back at one station — WGAI lost a tower.

RADIO and TV stations from the Carolinas to New England took the lead Aug. 13-14 in keeping the public informed as Hurricane Barbara moved up the Atlantic Coast. Storm warnings and frequent bulletins enabled communities in the storm's path to prepare for its arrival.

Some damage was inflicted on radio installations along the route, with WGAI Elizabeth City, N. C., losing one of its 310-ft. towers. WGAI broadcast with a non-directional signal after working all night to get sections of the fallen tower off its coaxial line and patching holes. In the area of heaviest damage, WGAI worked with the Coast Guard and weather bureaus, according to C. Alden Baker, general manager.



FOUR twisted pieces were all that remained of one of the towers of WGAI Elizabeth City, N. J., after the Aug. 13-14 hurricane struck.

WPTF Raleigh, N. C., was among stations that sent crews to coastal points. A crew drove 150 miles to Morehead City, N. C., setting up headquarters in an evacuated hotel. The community was isolated as wires went down. News Director Ed Kirk, Engineer Willard Dean and Jim Reid, weather specialist, made tape recordings that were fed to WPTF from New Bern, 40 miles from Morehead City.

WNOR Norfolk, Va., sent out two mobile units to describe damage in downtown Norfolk. They moved to Virginia Beach, 20 miles away, where the center of the storm was scheduled to pass. They took over the Homestead Hotel, turning the first floor into a broadcast studio, and worked all night.

WCBS New York cancelled all commercial stations breaks on the hour and half-hour for nearly 12 hours Aug. 14 to bring latest storm information. Station personnel in residence or at vacation resorts acted as observers.

Candidly Yours, WCSC-TV

A FEW WEEKS ago some 200 TV executives at advertising agencies in New York, Chicago and Detroit were visited in their offices by Florence Huxford, "Miss Charleston of 1952-53," who brought them greetings from Charleston's new TV station, WCSC-TV, and its president, John M. Rivers, and took their pictures with her candid camera. Each has received his own portrait, encased in a cube of plastic bearing his name and the station identification.

Captive Audience

ALBEIT a bit chagrined, Al Herndon, weather forecaster for Atlantic Refining Co. (gasoline) on WBAL-TV Baltimore, knows that viewers remember his commercials. While he was sailing in Chesapeake Bay the rudder on his sailboat fell off, leaving him adrift. Finally, according to the station, a yacht came along and those on board recognized Mr. Herndon and rescued him—but not before they circled the helpless craft for a quarter-hour chanting this paraphrase of Mr. Herndon's TV commercial: "Atlantic keeps your boat on the go, on the go, on the go——"

WOR Claims its Audience Tops Most Papers' Circulation

WOR New York's "average daily audience tops the daily circulation of every newspaper in America" except one, and, in metropolitan New York, its weekly audience exceeds the "combined circulation of the four leading national magazines."

This claim was put forth last week by WOR on the basis of data obtained through Standard Audit & Measurement Services Inc.

The report placed WOR's average daily audience at 1,858,992 families, which the station said is "only slightly" less than the *New York Daily News'* weekday circulation of 2,114,189. The report, which also stressed WOR's position in relation to rival stations, asserted that WOR's total weekly audience of 1,903,109 families in the metropolitan New York area compares with combined circulation of 1,811,495 for *Woman's Day, Life, Ladies Home Journal,* and *Family Circle* in the New York area, and also "tops the next seven national magazines combined."

Former Manager Bowles Files Suit Against KONA

DAMAGE suit of $237,000 for alleged breac of contract has been filed in Circuit Cou Honolulu, against Radio Honolulu Ltd., o erators of KONA (TV) Honolulu, by Geor H. Bowles, former general manager.

Basing his suit on a five-year manageri contract entered into on Dec. 31, 1951, wi Radio Honolulu Ltd., Mr. Bowles charges worked but two months and then was dismiss without cause.

John D. Keating, manager of Radio Honolul stated that Mr. Bowles was dismissed befo the present owners took over the compan Controlling interest in KONA was sold by He bert M. Richards to The Advertiser Publishi Co. Ltd., and the Island Broadcasting Co.

Mr. Bowles' petition declares he signed agreement to become general manager of Rad Honolulu at salary of $1,500 per month, pl 15% of the annual net income for the five-ye period of the contract. He worked from Jan. to March 3 last.

Besides $87,000 in salary for remainder the contract, Mr. Bowles alleges the compa owes him an additional $150,000 or 15% $1 million, the network income he anticipat KONA will earn in that five-year period.

Mr. Bowles currently is in Los Angeles.

WLWT (TV) Uses Facsimile To Speed News Gathering

WLWT (TV) Cincinnati announces it now using facsimile for TV news gathering.

The station, owned and operated by t Crosley Broadcasting Corp., says the facsim service, operated by International News Servi will give the station's viewers "a last-minu pictorial, as well as word, report of the happe ings here and abroad on news shows, as well throughout the daily schedule if any momento events occur."

WLWT (TV) notes that the service is being used on the local scene and therefore t station has added "another first" by using t system "whereby photos of news events transmitted in addition to the story, with minutes of the happening."



OUTSIZED scissors in the hand of Cincinnati Mayor Carl Rich cut the tape to signal start of WLW's all-day picnic. Lined up with the mayor are (l to r) J. T. Murphy, Crosley Broadcasting vice president for television; Ward Quaal, vice president and assistant general manager, and K. T. Murphy, Crosley vice president and treasurer; lined up behind the mayor is the 60-car caravan to carry WLW personnel down to Kentucky for the festivity.

KFXD-TV SUSPENDS 2-MAN OPERATION

The station cites prohibitive costs of the small-market station competing against nearby triple-network service. KFXD-TV's President Hurt and one engineer had built and operated the outlet.

PSYCHOLOGICAL effect of its two-man operation, plus the poor film programming economically available to the small market station that is in competition with nearby triple-network service, was cited last week by KFXD-TV Nampa, Idaho, for suspension of interim operation on vhf Ch. 6.

President Edward P. Hurt said KFXD-TV went off the air Aug. 11 and has returned to FCC its special temporary authorization for commercial operation. Mr. Hurt advised FCC he will complete the permanent installation "as rapidly as possible," but does not know when the station can be completed and returned to the air.

KFXD-TV's interim operation with 500 w began June 20 atop Deer Point Peak, 10 miles northeast of Boise, with antenna height above average terrain 2,250 ft. The construction cost was "less than $25,000," Mr. Hurt told B•T, with substantially all of the building and equipment construction being done by himself and Gilbert Rose, chief engineer of KFXD-AM-TV.

The temporary installation equipment has been dismantled, Mr. Hurt said, and most of it already sold. He and Mr. Rose also plan to build the permanent installation, with no target date set.

Signal Described

Mr. Hurt said the signal technically was "very good" from the high site and covered outlying towns better than the business district of Boise, the latter now saturated by KIDO-TV Boise with much higher power on vhf Ch. 7. KIDO-TV began operation July 12 and carries CBS, NBC and DuMont programs.

Mr. Hurt said he expects KFXD-TV eventually will carry ABC shows.

KFXD-TV was programmed 6-8 p.m. daily by Messrs. Hurt and Rose from the transmitter site. Mr. Hurt said that about the only film material economically available were "30-year old movies" and he indicated the program fare was not too well accepted. Test pattern was aired some afternoons, he said.

He acknowledged that the chief problem of the small market TV station is not technical, but the cost of good programs. Mr. Hurt observed that in radio, a local advertiser buys $100 worth of time and $95 of this stays with the station, but that in TV nearly all of the $100 goes to "some New York film company."

Although KFXD-TV was the first TV station to go on the air in Idaho, there was no special promotion campaign to launch the station, Mr. Hurt recalled.

KFXD-AM was established in 1930 and is assigned 5 kw directional on 580 kc. A Mutual affiliate, it employs 18 fulltime people. Mr. Hurt said that although it originally was planned to use the radio staff in TV, this was not practical since the TV site is 20 miles from the AM studios and the AM personnel "are plenty busy, or else we probably wouldn't have them."

In returning his STA to the Commission,

Advertisement



From where I sit
by Joe Marsh

New Kind of Curb Service

Looked out the window yesterday and saw young "Smiley" Jones cleaning off the windshields of cars all down the block. Made me curious, so I went out to see what was up.

"Well, Mr. Marsh," he explained, "I've been helping Dad at the Service Station after school. And when I'm not busy there, I take a sponge and start shining windshields.

"Check the tires, too," Smiley went on, "to see if they need air. And I leave a note for the drivers to stop by our gas station telling them we're always glad to take care of them."

From where I sit, Smiley is learning early in life that it pays to go out of your way to be nice to your neighbors. Some folks never seem to learn it. They're quick to criticize a neighbor's preferences—even to claiming that an occasional glass of beer with dinner is wrong. Now that's not only intolerant, it's downright unneighborly. Think about it. Maybe all of us could stand some "polishing up."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

Mr. Hurt wrote: "I am forced to make this decision because I found that with my small staff I could not operate under this special temporary authorization and at the same time build the completed station called for in our construction permit. Our construction will proceed as rapidly as possible."

WWL's New Merchandising

WWL New Orleans has begun what it describes as its most extensive merchandising project. The campaign is being conducted by the station in all outlets of the Katz & Besthoff Drug Stores to merchandise both network and national spot advertiser products. WWL's Promotion Manager Ray Liuzza also reports the drive marks the first time in the drug chain's history that it has cooperated to such an extent with any local advertising medium. Katz & Besthoff operates 17 stores in the city. Campaign includes 46 window displays; 25 counter displays; reciprocal advertising; alterting of clerks to push advertised products. Arrangements were made by WWL's W. H. Summerville, general manager, and Sidney Besthoff, president of the store chain.

Explain TV's Terms, Weed Tells Industry

USE of local campaigns to explain to the general public the meaning of such technical abbreviations as vhf, uhf and other phrases was advocated last week by Joseph J. Weed, president of Weed Television, station representative firm.

He pointed out that personalities and programs obtain widespread attention in the newspapers, but that technical advances are covered as news and science stories and often are not absorbed by the readers. He suggested promotion pieces, on-the-air campaigns and other forms of TV station exploitation to publicize stations' operations, as well as phrases referring to TV.

A uhf station in a new market, Mr. Weed said, could proclaim: "What is uhf? It's simply the ultra-high frequency wave band between 300 and 3,000 megacyles, and the sets sold in this area can tune it in perfectly."

REPRESENTATIVE SHORTS

WPAQ-TV Mount Airy, N. C., appoints Thomas F. Clark Co. as representative.

KGA Spokane Wash., appoints George W. Clark Inc. as national sales representative effective Sept. 1.

KROD El Paso, Tex., appoints Branham Co. as exclusive representative in Los Angeles and San Francisco. Firm represents KROD-TV nationally.

STATION SHORTS

WSAZ Inc., Huntington, W. Va., contracts for complete Associated Press Wire-Photo Service for WSAZ-TV with lease of portable Wire-Photo Transmitter for regional news picture coverage.

WHLI Hempstead, N. Y., appoints Marks-Aiken Co., N. Y., to handle advertising and sales promotion. **Lawrence B. Marks** is account executive.

NBC-TV NEGOTIATES WITH MGM ON COOPERATIVE TALENT PACT

Brig. Gen. Sarnoff for NBC-TV leads off discussions with Nicholas M. Schenck of Loew's Inc. Details reportedly were developed by the network's Bud Barry in West Coast conferences. Agreement would permit MGM stars to appear on TV with a tie-in for the movie firms' feature films.

NEGOTIATIONS which may free the full roster of Metro-Goldwyn-Mayer movie stars for appearances on NBC-TV programs have been launched between Brig. Gen. David Sarnoff, board chairman of RCA and NBC, and Nicholas M. Schenck, president of Loew's Inc. (MGM).

In New York, spokesmen for Loew's said no decision had been reached but that one might be made this week.

The plan under discussion, it was understood, would involve a cooperative arrangement whereby MGM contract stars would make special appearances on the NBC-TV network, with a plug for an MGM feature picture tied in.

Meeting Confirmed

Officials of both RCA-NBC and Loew's confirmed the meeting between Gen. Sarnoff and Mr. Schenck. At RCA-NBC, it was said details of the proposed agreement might be in the process of development by representatives of the movie company and Charles C. (Bud) Barry, NBC vice president in charge of TV programs, who was on the West Coast last week.

It was reported from Hollywood that an arrangement had been agreed upon in principle. John K. West, NBC Western Div. vice president, acknowledging such a deal in the making, said it had not been consummated. He told B•T Thursday that any announcement at this time would be "premature."

Mr. Barry, it was learned, held three major conferences with MGM officials. After a long session Thursday, he delayed his return to New York, to continue his exploratory talks.

Sam Fuller, network producer of the *Colgate Comedy Hour,* which returns to the air Oct. 4, attended the Thursday session. He and other executives associated with the Colgate show were reported to have conferred at length with MGM executives in working out a formula for talent appearances. Also reported at the meeting was Max Lieberman, producer of NBC-TV's *Show of Shows.*

Colgate's approval, it was understood, would be necessary on what is used on the program in view of the $5.7 million the firm pays for time and talent in a 35-week period. Mr. Barry was scheduled to leave the coast last Saturday and confer with Gen. Sarnoff, Mr. Schenck, Edward Little, board chairman, and Joseph McConnell, president of C-P-P.

On TV shows in exchange for appropriate exploitation of MGM pictures, some of the appearances will be made live with brief interviews possibly included. Others may be filmed inserts on the NBC-TV shows. The Colgate tie-in would include clips from current feature films. The studio's creative staff, however, would work with TV producers on material used by the stars.

MGM, long a holdout against its talent appearing on TV, relented some six months ago and entered an agreement with Ed Sullivan's CBS-TV *Toast of the Town* whereby clips from current films were shown, in addition to live appearances by stars.

Now recognizing TV as a major promotion medium, the film studio uses TV for local spot announcements to sell its product.

Among the MGM stars who would be freed for appearances on NBC-TV under the proposed plan are Fred Astaire, Ann Blythe, Leslie Caron, Cyd Charisse, Clark Gable, Ava Gardner, Greer Garson, Gene Kelly, Elizabeth Taylor, Robert Taylor, Spencer Tracy and Lana Turner.

CBS SELLS MORE 'GODFREY TIME'

THREE new sales in CBS simulcast of *Arthur Godfrey Time,* thereby expanding the show to a full 90 minutes Monday through Thursday, and the sale of another quarter-hour of the radio version on an alternating basis were announced last week.

National Biscuit Co., which sponsors the 11-11:15 a.m. portion of the CBS Radio show, is adding the same period in the simulcast, effective Sept. 28, while Kellogg Co. will sponsor the 10-10:15 a.m. part of the simulcast starting Oct. 26.

Knomark signed for the 10-10:15 a.m. period of the CBS Radio program on an alternating basis with Mutual of Omaha, and also will participate in the Monday and Wednesday portions of the simulcast, both effective Aug. 31.

Arthur Godfrey Time currently is on CBS Radio from 10 to 11:30 a.m. Monday through Friday, and is on CBS-TV from 10 to 11:30 a.m. Monday and Wednesday and from 10 to 11:15 a.m. on Tuesday and Thursday.

Starting in September it will be on both radio and TV from 10 to 11:30 Monday through Thursday. The radio version will continue on Friday.

Agency for National Biscuit is McCann-Erickson; for Kellogg, Leo Burnett Co., and for Knomark, Emil Mogul Inc.

NBC's Creative Program Meet Is Postponed Indefinitely

NBC decided last week to postpone indefinitely the Creative Program Conference which had been slated to draw about 60 of its top writers, producers, and program executives to The Greenbrier, White Sulphur Springs, W. Va., from Aug. 31 through Sept. 3 [B•T, July 27].

Reason advanced for the decision was that the timing coincided too closely with the start of the fall program season. Accordingly, those for whom the conference was to be held should be more practically engaged with problems closer at hand, it was said. Some 30 participants had been slated for 10 daytime seminars, and Brig. Gen. David Sarnoff, board chairman of RCA and NBC, had been scheduled to address a banquet on the final evening.

Jameson to NBC Spot Sales

EDWIN T. JAMESON, formerly with Free & Peters, representation firm, and previously with WNEW New York, CBS, and Crosley Broadcasting Corp., has been named regional sales representative for NBC Spot Sales in Camden, Philadelphia, and eastern Pennsylvania.

CBS RADIO PLANS PROMOTION CLINIC

Outline of the 1953-54 promotion campaign will be drawn for network and station executives in New York Sept. 1-2. West Coast conference is set for Sept. 10 in the Palace Hotel in San Francisco.

PLANS for CBS Radio's 1953-54 promotion campaign will be described for network station promotion managers and station executives during a two-day clinic in New York Sept. 1-2, it is being announced today (Monday) by Charles Oppenheim, administrative manager of sales promotion and advertising for the network.

Executives Attend

Among the CBS Radio executives who will address the first day session of the clinic at the Hotel Pierre will be Adrian Murphy, president; John Karol, vice president in charge of network sales; Lester Gottlieb, vice president in charge of network programs; W. Eldon Hazard, network sales manager; George Bristol, director of sales promotion and advertising; George Crandall, director of press information; Irvin Fein, director of public relations, Hollywood, and Mr. Oppenheim.

A special question-and-answer panel on programming will be held at the morning session Sept. 1. Participants will be Stuart Novins, director of public affairs; Wells Church, director of news broadcasts; Dr. George Crothers, director of religious broadcasts, and John Derr, director of sports.

Publicity, Promotion Panel

During the afternoon meeting on the opening day, a panel discussion will be conducted on publicity and promotion. Participating will be Messrs. Crandall and Fein; Harper Carraine, director of research; Louis Dorfsman, associate director of sales promotion and advertising; Tom Means, director of promotion service for CBS-owned stations; Joseph Tole, production manager of sales promotion and advertising department; Murry Salberg, program promotion manager; Sid Garfield, director of exploitation, and Harry Feeney, trade news editor.

Special entertainment will be provided at the Sept. 1 session by Joan Edwards, WCBS New York personality, and Lyn Duddy, who are co-authors of the new CBS Radio campaign jingles.

Mr. Oppenheim said sessions the second day will be devoted to special seminars dealing with specific station promotion topics. He expressed the belief that more than 125 promotion managers will attend the clinic.

West Coast Clinic Set

Announcement also was made of a similar clinic to be held for 35 CBS Radio stations on the West Coast at the Palace Hotel, San Francisco, on Sept. 10. Speakers will include Messrs. Karol, Bristol and Oppenheim, and William Shaw, general manager of KNX Los Angeles and of the Columbia Pacific Radio Network; E. W. Buckalew, assistant general manager and sales manager of KNX; Arthur Hull Hayes, vice president in charge of the San Francisco office, and Mr. Fein.

OUT SOON!
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING **Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.**

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

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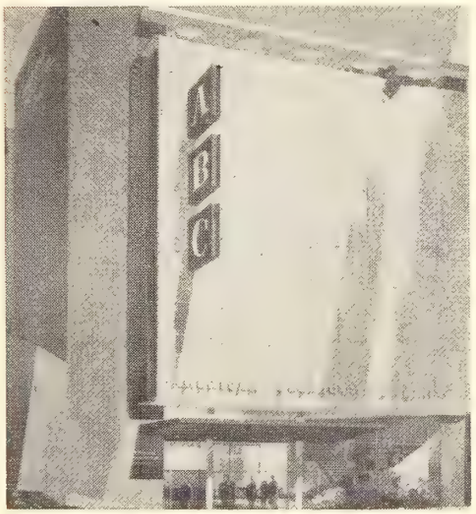
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ABC STARTS WORK ON S. F. CENTER

Elaborate layout for radio and television, to cost $1.5 million, will be available for use next February with final completion date set for May.

WITH completion planned during the first half of 1954, ABC this month began construction on its Radio-TV Center on Golden Gate Ave. at Hyde St., San Francisco. The new $1.5 million structure will provide studio and office facilities for the network's KGO-AM-TV, according to James H. Connolly, vice president in charge of ABC's San Francisco office.

ABC expects to originate programs from the new plant in February of next year with final completion set for May of 1954. The finished Center will be the largest and most modern radio-TV plant in Northern California and one of the finest in the nation, according to ABC. The San Francisco construction is described as the largest single part of ABC's $8 million facilities improvement program.



ARTIST'S sketch shows the front of the new ABC Radio-TV Center in San Francisco as it will look when completed next year.

House Eight Studios

Encompassing a floor area of 50,000 square feet, the Center will house eight studios, the largest one 60x100 feet with permanent seating capacity of 200 and capable of further expansion if needed. A total of 15 studios, remote and film cameras will be employed along with all the latest equipment. The control room, ABC points out, has been designed to handle color television.

A special half-hour telecast was carried Aug. 4 by KGO-TV direct from the construction site. Program later was carried on KGO. During the show city officials and ABC executives witnessed Mayor Elmer E. Robinson's giving of the signal that started construction.

On hand for ABC were, among others, Earl J. Hudson, vice president of ABC in charge of its West Coast division; Mr. Connolly; Vincent F. Francis, KGO-TV manager, and Paul T. Scheiner, KGO manager.

New CRAC Directors Slate May Be Known Next Week

ELECTION of new independent CBS Radio Affiliates Committee directors ought to be known next week, Chairman Keynon Brown (KWFT Wichita Falls, Tex.) said Thursday in reporting that a Cincinnati auditing firm which is overseeing mail balloting had received about 50% of the returns.

CRAC, established at the NARTB Los Angeles convention last April, is scheduled to take the place of CBS's Business Standards Committee, set up two years ago for a rate-cut fight, and the CBS Affiliates Advisory Committee. Both committees go out of existence automatically Aug. 25.

CRAC membership will act in place of the two committees, but will be independent of the network. Scheduled to be elected are nine directors. They, in turn, will elect three more directors from the membership at large. By-laws were adopted unanimously by 161 CBS affiliates, with some 40 stations not voting [CLOSED CIRCUIT, Aug. 17]. Hulbert Taft, WKRC Cincinnati, is treasurer of CRAC.

DuMont Schedules 14 Fall Basketball Games

ARRANGEMENTS for telecasting a schedule of 14 Saturday afternoon basketball games of the National Basketball Assn. from Dec. 12-March 13 over the DuMont Television Network were announced last week by Tom McMahon, DuMont's sports director.

Mr. McMahon noted that this was the first time a network had carried NBA games in the afternoon—though games occasionaly have been presented at night. He added there was a possibility that DuMont would telecast six other Saturday games from Oct. 31-Nov. 28.

Negotiations for the games were handled by Mr. McMahon and Maurice Podoloff, president of NBA, and representatives from each of the nine clubs in the association.

A DuMont spokesman told B•T that the network is negotiating with several national advertisers for sponsorship and added that several local TV stations have expressed interest in a co-op sponsorship transaction.



KCTY (TV) Kansas City affiliation with DuMont Television Network is arranged by: (l to r) seated, Herbert Mayer, president of Empire Coil Co., which owns and operates the station; Chris Witting, DTN managing director; standing, Martin W. Kramer, Empire Coil general counsel, and Robert L. Coe, manager of DTN's station relations department.

MBS' Billings Bullish

MBS' gross billings for the first seven months of 1953 were reported last week at $12,833,249, representing a 10% increase over $11,594,724 billings for the same period in 1952. Gross billing for the month of July totalled $1,658,422, an increase of 23% over the $1,339,276 billings for July 1952.

MUTUAL'S PLAN GETS FCC ASSENT

PROPOSED new MBS contract with affiliates has been cleared with FCC and, except for recommended minor revisions, does not conflict with any of the Chain Broadcasting regulations, it was learned last week.

Draft of new affiliation contract—to be signed by MBS affiliates when the new Mutual plan goes into effect Oct. 1—was submitted to FCC several weeks ago with the request that the Commission call atttention to any provisions which it might feel violated the network rules. Commission made several suggestions and last week received revised contract agreement for a second review.

Only Question

Only thing the Commission questioned, it was understood, was the lack of a provision providing that the network notify affiliates in advance of nature of program and sponsor. Draft contract provided that MBS could change programs or sponsors without prior notification. FCC felt, it was understood, that stations should have an opportunity to learn what was coming and whether they desired to accept it or not.

MBS' plan, announced last month [B•T, July 20] provides five hours a day of network option time. In return the network promises to supply 14 hours of programming, outside option time, which the affiliates can sell locally. Stations would not be paid for option time the network feeds.

MBS had set Friday as the deadline for the decision on whether or not to go ahead with the plan. Decision was dependent on the number of affiliates accepting the proposal. See late story; AT DEADLINE.

Three More Clients Buy NBC-TV's 'Today'

THREE new clients for NBC-TV's early-morning *Today* show (Mon.-Fri., 7-9 a.m. EDT and CDT) were announced last week by the network, which said the program already is set to enter the fall season with the largest client roster of any show in TV history. New clients: Eastco Inc., White Plains, N. Y., for its Scratchex and Clearasil, through Ruthrauff & Ryan, New York; M & R Dietetic Labs., Columbus, Ohio, for Pream, through Benton & Bowles, New York, and Smith Brothers, Poughkeepsie, N. Y., for Smith Brothers Cough Drops, through Sullivan, Stauffer, Colwell & Bayles, New York. Additionally, Anson Inc., Providence, R. I., signed for renewal on the show on behalf of its men's jewelry products, through Grey Adv., New York.

NBC May Ask State Dept. To Help Newsmen Overseas

William McAndrew, network's news and special events manager who has just returned from Europe, points up the difficulties faced by correspondents and hints that the government may be asked to intercede.

POSSIBILITY that representations will be made through State Dept. channels to governments which make it difficult for American correspondents to obtain their stories was indicated last week by William R. McAndrew, NBC's manager of news and special events, on his return from a three-week tour of Europe.

Mr. McAndrew, who consulted with correspondents and cameramen associated with NBC-TV Newsfilm during his trip, pointed out that problems of news coverage for TV included censorship by certain Near Eastern countries, the difficulty in obtaining visas for roving cameramen and reporters, delay in shipment of the film occasioned by customs, schedules and weather.

Newsfilm Step Up

Though Mr. McAndrew did not elaborate on details, he forecast a stepping up of the NBC-TV Newsfilm operation and indicated that representations might be made to the State Dept. as a means of relieving certain pressures. He pointed out that NBC-TV Newsfilm had penetrated the Iron Curtain with coverage both in East Germany and the Soviet Union itself, and expressed the belief that efforts to increase the coverage there will be speeded up.

Mr. McAndrew returned in time to give his personal attention to the special program celebrating the 8th anniversary of NBC-TV Newsfilm which was to be broadcast yesterday (Sunday) from 7-8 p.m. EDT. Entitled *Assignment: Tomorrow,* the production was to consist of excerpts from the film coverage of the major news stories of the past eight years by NBC-TV news cameramen.

ABC Promotes Elder To Asst. Gen. Counsel

OMAR F. ELDER JR., an ABC staff attorney since 1947 and appointed assistant secretary in 1951, has been named assistant general counsel of the network, Geraldine E. Zorbaugh, secretary and general counsel, announced last week. Before joining ABC, he was with the New York law firm of O'Brien, Driscoll, Raferty & Lawler. He is a member of the New York State, Federal bars, and of the American Bar Assn. and the Federal Communications Bar Assn.

Dullaghan Joins ABC

JOHN DULLAGHAN, formerly head of the March of Time film editorial department, last week was named manager of technical and film operations for the ABC television network news, special events and public affairs department. He entered the film field with Fox Movietone News in 1935, later joined Louis de Rochemont's staff for the "Magic Carpet" series and continued with Mr. de Rochemont through the "March of Time" series.

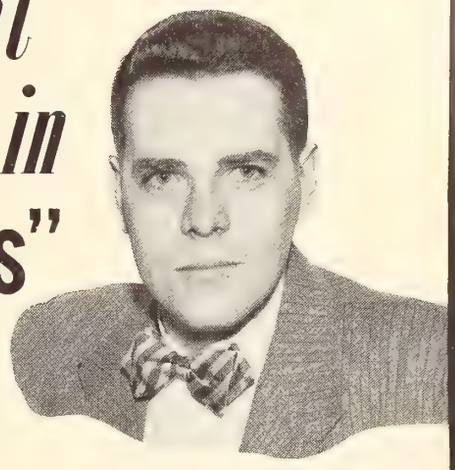
The Simmons Relay

A SPECIAL memento of the part which Mrs. Walter Simmons played in covering the Korean conflict for Mutual has been flown by plane to Walter Simmons, the network's correspondent in Korea for the past three years. It is a copy of the recording of the invasion of the 38th Parellel on June 25, 1950, by the North Koreans. At the time, Mr. Simmons could not get a direct line from Korea to the U. S. and therefore phoned Mrs. Simmons in Tokyo. She phoned in her husband's description to the U. S.; the recording was made from her call.

Cornell Football Network

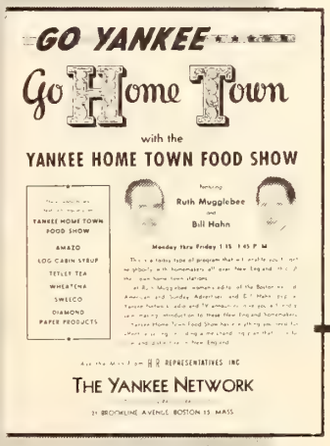
CORNELL Football Network in New York State will start its second season Sept. 26, feeding the entire Cornell U. schedule to WHLD Niagara Falls, WSYR Syracuse, WGY Schenectady, WWNY Watertown and WHCU Ithaca. Rural Radio Network of 13 FM stations is to carry schedule and act as networking facility. The network has been set up by Michael R. Hanna, general manager of WHCU, which is key station and handles engineering. Sam Woodside, WHCU sports director, will handle play-by-play with Don Martin doing color. WSYR is carrying full Cornell and Syracuse U. schedules. All the AM outlets have sold the series. Other stations are expected to join the network.

"Here's what I like to see in service-SRDS-ads"



Michael Donovan, time buyer at McCann-Erickson, New York, says

"We use Standard Rate many times a day as a workbook. The listings tell us a station's power and frequency, network affiliation, rates, management and personnel data. Here's what I'd like to see in Service-Ads next to the listings: details about programs, especially participation shows, sketches on program personalities, ratings of specific programs, and who the sponsors are. Sometimes program information can be more valuable than anything else in selecting radio stations for a client. We often buy the right program for a product regardless of coverage or cost per thousand."



Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that every one who sees it is interested in stations *right then.*
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS

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Reports With Pride

NBC-TV reported pridefully last week that its new morning lineup is catching on fast. During the first three weeks they were on the air, the three across-the-board shows launched July 6 showed gains in national Nielsen ratings as follows, according to the network:

Glamour Girl (10:30-11 a.m.) went from a 3.6 rating average for the first week to a 5.3 the third; *Hawkins Falls* (11-11:15 a.m.) from 4.6 to 6.1, and *The Bennetts* (11:15-11:30 a.m.) from 3.7 to 5.0.

CARDINALS FILE AGAINST TRINITY

THE St. Louis Cardinals last week filed a complaint with the FCC against Trinity Broadcasting Corp. (KLIF Dallas, KLBS Houston) charging the stations with uauthorized broadcasting of "purported" play-by-play descriptions of games played in the home parks of various major league clubs.

The Brooklyn Dodgers and the New York Yankees filed similar complaints during June [B•T, June 22]. Trinity, replying to these complaints, asked their dismissal on the grounds they represented an attempt to abuse the FCC's processes. Trinity alleged that the complaints were attempts "to involve the Commission in a private controversy" [B•T, Aug. 17].

Gordon B. McLendon, executive director of Trinity and principal announcer of the alleged unauthorized re-created baseball games, was formerly associated with the defunct Liberty Broadcasting System, which has a $12 million damage suit pending in U. S. District Court in Chicago against 13 major league baseball clubs [B•T, May 18].

The Cardinals' complaint, repeating the request of the Dodgers and Yankees, asks the Commission to issue an order directing Trinity to show cause why a cease and desist order should not be issued to make KLIF and KLBS terminate the alleged unauthorized broadcasts.

In the alternative the complaint requests an order to show why the licenses issued to the stations should not be revoked.



NEWEST MBS affiliate is 50 kw WPTR Albany, N. Y., which joins the network Aug. 30. Signing the affiliation agreement is Stephen R. Rintoul, WPTR general manager. Earl M. Johnson, Mutual vice president, is looking on. WPTR is assigned 1540 kc and is a fulltime outlet.

American TV's Sanabria Urges 'Go Slow on Color'

ATI runs newspaper ads in Chicago asking readers to caution FCC against hasty action which would make color the 'Frankenstein' of television.

FCC was urged last week to "proceed slowly and with great care lest color became the Frankenstein monster of television" and invite "a premature color commercialism."

The warning was sounded by U. A. Sanabria, president of American Television Inc., in full-page Chicago newspaper advertisements, calling on readers to write or wire the FCC and caution its Commissioners against hasty action.

Wants Limit

ATI is preparing to file objections against the Commission's proposal to establish a compatible color TV system along the specifications drawn by the National Television System Committee [B•T, Aug. 17]. It wants the FCC to limit color-casting to "more populous areas" like New York for a couple of years until all manufacturers catch up on color development.

No comments have yet been received by the FCC on its proposal to adopt the NTSC compatible color signal specifications in place of the present, authorized field sequential system [B•T, Aug. 10]. Deadline for comments is Sept. 8, with counter comments due 15 days later.

Amplifying ATI's position, Mr. Sanabria stated:

. . . Let's confine our experiments in color TV to just one area, until the "bugs" can be worked out of the whole color system. Give us time to train servicemen—give us time to get the "know-how" distributed around. The broadcasting channels in the country belong to everyone. They are not the exclusive property of one or two companies who get there first. . . . You can relax and enjoy your black and white set for many happy years to come. Color TV, for the average American, is still a long way "round the corner."

FCC authorization of compatible color TV will accentuate the sales of low-cost, "promotional" black and white receivers for "several months," John S. Meck, president of Scott Radio Labs, said last week. Mr. Meck said that publicity on color TV has affected the sale of higher priced receivers, but not the low end of lines. He also predicted that it will be 18 months to two years before "appreciable" color-casting gets underway and sets are available at moderate prices.

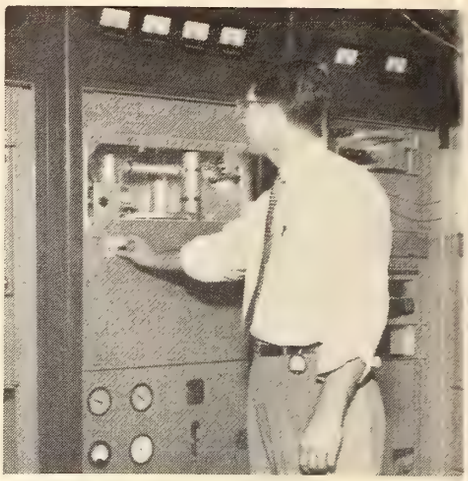
Ruiter Takes DuMont Post

DuMONT LABS has named Jacob H. Ruiter to head its newly-reorganized public relations division [AT DEADLINE, Aug. 17]. Mr. Ruiter formerly was in charge of technical advertising for the company. He will report to Keeton Arnett, general assistant to the president.



Mr. Ruiter

The public relations division will manage institutional advertising and coordination of technical advertising of the various divisions of DuMont Labs. The reorganization followed elimination of DuMont's former advertising division.



KFEL-TV Denver's Chief Engineer Rhean Cunningham looks over the station's new DuMont 25 kw high power television transmitter before it was shipped from DuMont Labs, Clifton, N. J. KFEL-TV will use the equipment (DuMont's first of its kind) to increase power to 100 kw.

Stanford Physicists Double Strength of Powerful Klystron

DOUBLING of the strength of the Klystron tube to 30 kw was reported last Wednesday by Stanford U. physicists. The Klystron is described as the most powerful vacuum tube known to the western world.

Announcement was made by John H. Jasberg, research associate, on behalf of scientists at the university's W. W. Hansen Labs, during a western regional meeting of the Institute of Radio Engineers.

'Cornerstone of Industry'

The Kylstron, developed by the late Professor Hansen and Stanford colleagues just before World War II, was credited with making possible the war-time use of radar. It also was described by the university as "the cornerstone of a new communication industry, including uhf television."

The new vacuum tube is made of copper. It resembles a fire-plug in size and shape. The 100% increase in strength was attained largely through improved design with some increase in the power input, according to Mr. Jasberg. Two of the tubes have been built and tested in the Hansen Lab, it was noted.

Electronics Parts Show Planned for Chicago in '54

ANNUAL Electronics Parts Show will be held at the Conrad Hilton Hotel in Chicago May 17-20, 1954, it has been announced. Site and dates were selected by the board of directors of Radio Parts & Electronics Equipment Shows Inc., sponsor of the show, at its recent meeting in Dixville Notch, N. H.

Harry A. Ehle, International Resistance Co., has been elected president and H. M. Carpenter, Thorow Distributors, vice president of the organization.

L. B. Calamaras, executive vice president of the National Electronic Distributors Assn., was named to the educational committee. A national educational program for parts distributors is planned, with the radio parts and NEDA organizations each to contribute $15,000. Seminars will be held in various areas.

Chicago Electronics Meet Includes Talks on Color TV

Leading engineering associations in the radio-TV, electronics and motion picture fields sponsor the conference. Theme: "Electronics — Key to Progress."

COMPATIBLE color television and use of monochrome TV transmitters for broadcasting color signals under specifications proposed by the National Television System Committee will be explored during the National Electronics Conference in Chicago Sept. 28-30.

The ninth annual conference-exhibition will be sponsored by the American Institute of Electrical Engineers, Institute of Radio Engineers and others in collaboration with Radio-Electronics-Television Mfrs. Assn. and the Society of Motion Picture and Television Engineers.

The conference is described as a "national forum on electronic research, development and application." The theme is "Electronics—Key to Progress." Technical sessions and exhibits will be held at the Hotel Sherman. About 100 manufacturers will display their equipment.

Television will be discussed during morning and afternoon meetings Tuesday, Sept. 29.

J. F. Fisher, Philco Corp., will explain the "alignment of a monochrome TV transmitter for broadcasting NTSC color signals." J. B. Chatten and R. C. Moore, Philco Corp., are slated to review "transition effects in compatible color television." Trans-Atlantic TV will be reviewed by W. S. Halstead, Unitel Co., New York.

Other Topics

Other TV sessions include discussion of a continuous all-electronic scanner for 16mm color film; a new television film scanner; Vidicon film reproduction cameras; aperture condensation for TV pickup equipment, and automatic TV overload elimination circuits. Papers also will be read on circuits, amplifiers, materials and components, ultrasonics, electron tubes, filters, nucleonics, computers, microwaves and communications.

On Sept. 29, luncheon addresses will be delivered by I. S. Coggeshall, planning director, Western Union Telegraph Co., and Sept. 30 by H. B. Richmond, board chairman, General Radio Co. A joint IRE-AIEE banquet will be held.

Among sponsoring schools are the Illinois Institute of Technology, and Northwestern and Illinois U's. Purdue and Wisconsin are participating. Registration opens Sunday, Sept. 27.

Sports Still Pay

IS TV hurting attendance at sports events?

No, says Seymour Mintz, vice president in charge of advertising for Admiral Corp., Chicago, citing the recent All Star-pro football classic at Soldier Field [B•T, Aug. 17]. He observes: "This year 93,818 football fans jammed Soldier Field, compared with 88,215 in 1952. The increased attendance was recorded despite the fact that 84 TV stations and another 530 radio stations were carrying the game throughout the country. This should prove that a first class sports event will attract paying customers in the face of full television and radio coverage."

AT&T Relay Extension Gives WEEK-TV Service

WEEK-TV Peoria is now receiving network program service, being linked to the AT&T TV facilities network from Chicago with the completion of a 137-mile section of a new Chicago-St. Louis radio relay system now under construction. The remaining 147 miles of the system is scheduled for completion next month.

Meanwhile, AT&T announced that Buffalo began receiving two network TV programs simultaneously Monday, when the city's second station, WBUF-TV, was connected to the Bell Telephone System's nationwide facilities, with the result that network programs are now available, at the time of origin, to 150 stations in 99 U. S. cities.

SHORTS

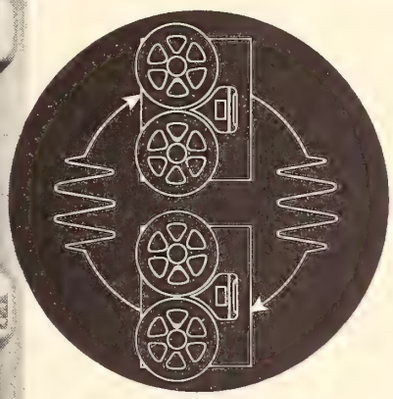
Computer Control Co., Belmont, Mass., has developed wide-band dual-beam conversion unit for use with two Tektronix oscilloscopes.

Allen B. DuMont Labs Inc. has released catalogue of its latest television equipment.

Westinghouse Electric Corp., Pittsburgh, has purchased government-owned plant in Lansdowne, Md., which Westinghouse has operated under lease since 1942.

James Knights Co., Sandwich, Ill., introduces new stabilized crystal, JK G-12, designed to handle applications in 500 kc to 1500 kc range.





An Ampex Automatic Station now in operation at KEAR in San Mateo, California. It sustains the evening programs on tapes prepared by the daytime staff.

Sub-audible tones on each tape stop one machine and automatically start the other.

Announcing

THE AMPEX AUTOMATIC STATION

a new concept in radio programming and operation

Now a 16 hour broadcast day can be handled by an 8 hour staff. Commercials and announcements for the full broadcast day can be pre-taped in fast succession and will be automatically cued to prepared program material.

AUTOMATIC CUEING

Your broadcast time can be sustained automatically by alternate operation of two Ampex 450 Continuous Tape Reproducers. One carries a program tape—the other has a tape with commercials and announcements. One stops—the other starts. It's "cued automatically" with sub-audible "trigger signals" recorded on the tapes themselves. And when desired both machines can be stopped and live programs, separate tapes or discs can still be broadcast in the conventional manner.

ELECTRONIC SPLICING

The announcer pre-records his announcements, pressing a button between each one to place the "trigger signal" on the tape. In effect he is putting the announcement in its proper place with a fast "electronic splice."

PRE-PLANNED PROGRAMS

Program tapes for use in your Ampex Automatic Station will contain the cueing signals. Selections and exact performance times are available to your program director for accurate integration with commercials and local announcements.

Write today for further information to Dept. D-1217B

AMPEX
MAGNETIC RECORDERS

AMPEX CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Distributors in principal cities
In Canada: Canadian General Electric Company

IBEW STRIKES AT WEVD, WOR-AM-TV

WEVD suspends operation. Supervisory personnel fill in at the General Teleradio stations. Baseball TV switches to other stations meet with slight success.

SEPARATE strikes by engineers and technicians of the same union last week forced WEVD New York off the air and disrupted operations at WOR-AM-TV New York.

Negotiations continued up to last Friday between representatives of Local 1212, radio and television broadcast engineers union of the International Brotherhood of Electrical Workers (AFL), and broadcasting officials at WOR-AM-TV and WEVD. Spokesmen for both factions agreed late Thursday that concessions had been made but there were no immediate prospects for settlements.

The strike flared at WEVD, primarily a foreign language station, on Aug. 16 when nine engineers and technicians were ordered off their jobs by the union in a move for higher pay. Management of the station, which is operated by the Debs Memorial Radio Fund, declared no attempt was made or will be made to use "scab labor" or to operate without its regular engineers and technicians.

The suspension of the station's operations was explained by Richard Sugar, program operations supervisor, as a move in consonance with WEVD's "pro-labor policy."

A. Walter Socolow, attorney for the station, said wages for engineers and technicians ranged from $135 to $165 a week, which he claimed were higher than for comparable stations. He added that the station had offered increases of $5 a week but the union had demanded $20 a week plus fringe improvements. Mr. Socolow told B•T Thursday that although the union offered to relax its demands during negotiation sessions on Wednesday and Thursday, he still considered their proposals "unrealistic." He also stressed that WEVD is a part-time station.

According to Charles A. Calame, business agent for Local 1212, the strike was called at WEVD because engineers and technicians no longer wanted to work without a contract. He said the previous contract expired on April 1.

The strike at WOR-AM-TV began early Tuesday morning and was said to have caught station officials without notice. It involves about 160 radio and television engineers and technicians in a dispute centering around the limitation or expansion of duties of the engineering staffs.

Running Smoothly

By the weekend, operations at WOR-AM were said to be running smoothly with supervisory personnel filling in for strike-bound engineers and technicians. Several broadcasts were interrupted during the first day, but regular programming was carried on, starting Wednesday, from facilities established at Carteret, N. J.

WOR-TV was blacked out completely on Tuesday but filmed programming was presented the rest of the week. The suspension of "live" programming prompted a maneuver aimed at shifting the Dodgers home baseball games, usually carried on WOR-TV, to WABC-TV New York, but this ran into a union roadblock.

The station made arrangements for the telecasting of Tuesday night's game with the Giants over WPIX (TV) but did not attempt to cover Wednesday's contest. Later that day, an announcement from BBDO, agency for the American Tobacco Co. and F & M Schaefer Brewing Co., which sponsor the home telecasts, said arrangements had been completed for presenting the remaining 17 games at Ebbets Field over WABC-TV, starting on Thursday.

But this arrangement was shortlived. It was reported that when WABC-TV engineers, who are members of the National Assn. of Broadcast Employes & Technicians (CIO), appeared at the ball park on Thursday, they found that IBEW electricians employed there refused to turn on the power. There was no indication by Friday what steps would be taken to telecast the balance of the Dodgers home schedule.

Though both union and management spokesmen agreed that the dispute at WOR-AM-TV revolved around the duties of the engineering staff, there was a difference of interpretation, which was said to have plagued negotiations since the last contract expired on March 23.

Mr. Calame accused General Teleradio, which operates the stations, of trying to eliminate from the contract a clause protecting workers from doing more than one job at one time. He said the management's proposal would cost 26 jobs.

In a statement issued by General Teleradio, it was claimed that the principle issue on which the strike is based is "the insistence of the union on doubling up of engineering personnel on certain assignments and the non-interchangeability of engineers on others. This, in management's opinion, results in 'featherbedding' and follows the principle of minimum performance and effort."

Representatives of the union and General Teleradio were scheduled to hold another meeting on Friday, starting at 2:30 p.m.

Chertok-SWG Contract Triples Usual Minimum Employment

FIRST contract with a TV film producer which grants the same wage scale and a greater minimum employment guarantee than that won for week-to-week writers in the motion picture industry, has been signed between Screen Writer's Guild and Jack Chertok Productions, Hollywood.

Agreement provides that the weekly minimum pay scale be no less than that provided in the major film studios basic contract, which currently is $250 per week, and that there be a minimum employment guarantee of six weeks (film studios guarantee two weeks).

Other points in the contract provide that Chertok accept leasing of TV rights; reservation of dramatic, publication, commercial, etc., rights to any authors for original story or original teleplay on an anthology series; separation of motion picture and radio rights on the same optional basis—i.e., use by the producer and participation by the writer in such rights within two years for motion pictures and three for radio, otherwise reversion to the author of such rights if use is not made by the producer; repayment for reuse on TV, and for release to motion picture theatres.

Chertok will not in any way undercut the already-signed television freelance contracts through the employment of week-to-week writers, according to the agreement.

Provision is made for automatic credit arbitration when a week-to-week writer is involved. Other benefits are also included.

The 2½-year contract is to coincide with SWG's agreement with the Alliance of Television Film Producers, and it can be reopened six months before termination date in spring of 1956.

Nobody Spared

AS AN outgrowth of the labor dispute at WOR-AM-TV New York, Frank Edwards' news program on Mutual (Mon.-Fri., 10-10:15 p.m.), sponsored by American Federation of Labor, was cancelled on WOR last Thursday. An announcement was broadcast at the beginning and end of the scheduled time period pointing out that Mr. Edwards was not heard "at the request of his sponsor, the American Federation of Labor."

KTLA (TV), IATSE Agree on 10% Raise

NEW two-year collective bargaining contract, giving 40 employes of KTLA (TV) Hollywood engineering, production and graphic arts departments wage increases averaging over 10% has been signed with Television Broadcasting Studio Employes Local 815, IATSE.

Major portion of the increase was derived through shortening of escalator clauses and revaluation of job classifications, according to William Brown, the union's business agent, who negotiated the new contract with station general manager Klaus Landsberg. Straight money increases averaging $5 per week also were obtained in many catagories. The new contract, retroactive to last Dec. 1, also gives a more liberal vacation plan, plus other fringe benefits.

Members of the engineering department will now receive $150 per week after four years ranging up from the present $105 weekly. Employes new to the industry get a starting rate of $85 weekly. Stage hands, after 18 months, are to receive $90 a week.

—PROFESSIONAL SERVICES—

Lappas, Lindberg Form Tower Consultant Firm

FORMATION of Lappas and Lindberg Co. as consultants on radio-TV station tower construction problems, effective Sept. 1, was announced in Chicago a fortnight ago. The firm will headquarter in the Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4.

Frank G. Lappas and Carl A. Lindberg, formerly with the Civil Aeronautics Administration, will be partners in the new company. Its purpose is to serve "the radio and television industry as consultants in aeronautics problems created by high tower construction."

Mr. Lappas for the past four years has acted with authority for the Regional Airspace Subcommittee on airspace matters and maintained liaison with radio-TV interests. Mr. Lindberg served from 1948 to 1951 as secretary of the Regional Airspace Subcommittee. Both are civil engineers, and had been with CAA since 1942.

Julius Aceves Dies

REQUIEM mass was held in New York Thursday for Julius G. Aceves, 65, partner in the firm of Amy, Aceves & King, electrical consulting engineers, and an expert in the radio technology field. He died Tuesday in French Hospital in New York. Mr. Aceves was a fellow and former director of the Radio Club of America, and a member of the Institute of Radio Engineers and of the Columbia U. Faculty Club.

features



(Photograph courtesy of American Airlines, Inc.)

"MOVING THE GOODS"
IN THE
Memphis Market

Air Express and Air Freight Service by six operating airlines over thirteen radiating lines are moving more and more goods into one of the nation's fastest growing areas. The fastest way to "move the goods" through retailers in this $2 Billion Memphis Market is to broadcast your message over WREC. You get the "better half" of both metropolitan and rural listeners at the lowest cost . . . and, a single schedule does it! Memphis No. 1 Station completely covers the 76 rich counties with quality programming that keeps them listening. (Ask to see the latest Pulse, Standard Audit and Measurement Report and Hooper Rating for **proof**!

WREC

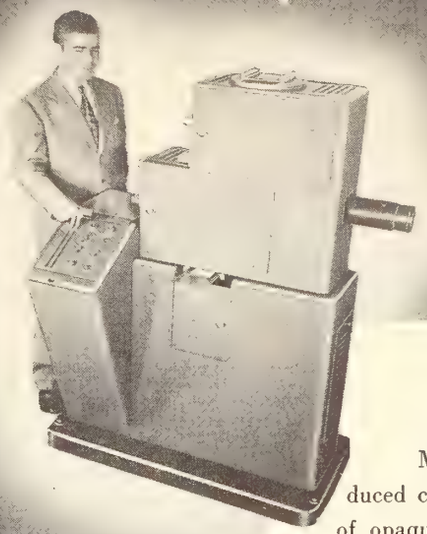
MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

Reprints of articles appearing in this section are available at nominal cost. Write to
BROADCASTING • TELECASTING
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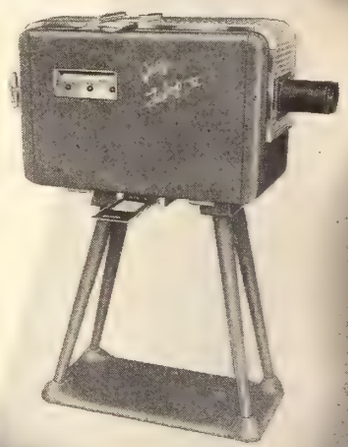
than any other 4 x 5 commercial slide projector

The famous GRAY TELOP I

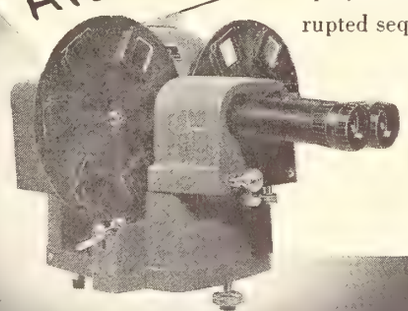
Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!



AND NOW...



GRAY 3A TELOJECTOR

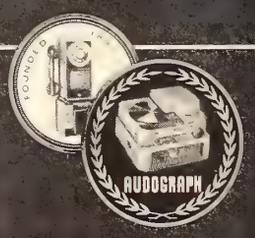
New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-8

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*



features

- The red network: A story with a moral. Page 82.
- Can monopoly programming circulation be measured? Page 84.
- An experiment in regional TV news programming. Page 86.

USING TV SERVICEMEN TO HELP RATINGS

By Joseph H. Weed

President, Weed Television

SHAKE hands with the local TV servicemen.

There, in seven words, is a short cut to good ratings for all TV stations—especially those in multi-station cities where competition for audiences is getting keener and keener.

In the serviceman, the station owner must recognize the single potential physical link with the homes of local set owners. The serviceman is welcomed into homes to install sets, adjust antennae and repair sets. He is a necessity to the set owner and to the station owner, too. And, to the latter, he can be a darn good friend.

But it's up to the station owner to seek the serviceman out and take the initiative in developing good relations.

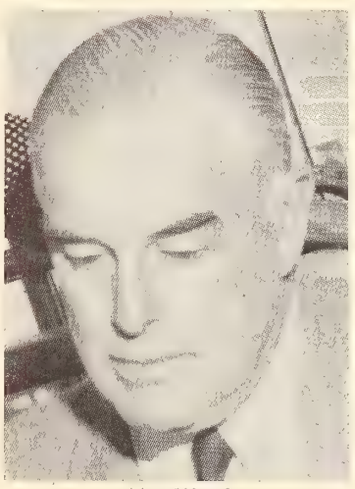
Here's my suggestion: Invite the local servicemen to your transmitter and studios. Have the chief engineer greet them and give them a personally conducted tour of your facilities. Let them see how TV works, how live shows are picked up, how films and kinescopes are utilized and how network and remote programs are handled.

Also, the local servicemen should be put on program schedule mailing lists. The repairman, knowing your stars and programs, can use the information in testing sets in homes and in talking points with set owners.

And it must be kept in mind that the men who erect antennae and install TV receivers can have a lot to do with the good reception of individual TV transmitters.

Now, I wouldn't make this "short-cut" too short. Contacts with the servicemen should be sustained continuously. And the extent to which station tie-ins are applied must be determined in each case.

Stations can supply the servicemen with program highlight cards listing their outstanding telecasts. These would be given to the serviceman with his own overprint carrying his name and phone number. He can leave these at every repair job and/or mail them on a periodic basis to customers.



Mr. Weed

Further, the station can supply the cooperating servicemen with throw-cloths (sheets on which they place their tools and equipment when repairing sets in homes) and, naturally, they'll carry the television station's identification in good-sized letters.

The servicemen should be encouraged to contact the station engineer for answers to any queries they might have regarding the local telecasts. Occasional sustaining announcements (not mentioning the serviceman by name) could boost the thought of having sets and antenna checked for best possible reception. And, in the instance of the program highlight card tie-in, your announcement can recommend "Ask your serviceman for one."

As a checking source on the reliability of local servicemen, lists of "approved" repairmen can be obtained from distributors of major lines of TV receivers in each area.

THE RED NETWORK

When they set out to make Soviet satellites out of Central European nations, the first government mechanism the Communists seized was radio. And because radio was an apparatus of the state it was easily brought under Red control. Today broadcasting in the satellites is an organ of the Party and plays nothing but the propaganda that is canned in the Kremlin. Here's how the Reds used radio to conquer Central Europe and are using it now to solidify their power. The story is a frightening lesson in the dangers of government monopoly and a clinching argument for private operation. It's condensed from an article in the August 1953 issue of the authoritative "News From Behind The Iron Curtain," a monthly publication of the National Committee for a Free Europe.

LIKE ALL other forms of mass communication, the radio in satellite Europe functions primarily as a propaganda medium. Rejecting the Western concept of radio as entertainment, the Communist regimes have made it a channel of communication between the Party and the people and admittedly assigned it political-ideological tasks:

> ". . . To speak about the magnificent achievements of Socialism, to mobilize millions of people all over the world in the struggle for peace; to educate the people in the spirit of Socialist ideas, in the spirit of love for the country and proletarian internationalism; to shape the political consciousness of the working masses; to propagate education, culture and science; to mobilize the masses for participation in the construction of Socialism; to denounce the propaganda of warmongers; to strengthen friendship with the USSR. . . ." (*Glos Pracy* [Warsaw], May 7, 1953).

In order to convert satellite radio into an effective propaganda instrument, the Communists have had to alter the entire prewar radio apparatus: Administration, physical structure, types of receiving sets—even audience listening habits. These alterations can be divided into four general stages: (1) Seizure and State monopolization of existing broadcasting facilities and radio enterprises; (2) creation of Party-controlled administrative governmental agencies (known as Radio Committees, Boards, Councils or Administrations) with exclusive rights to the organization, planning, direction and operation of all broadcasting; (3) increased manufacture of radio sets in order to expose the entire population to "the Party's voice;" and (4) physical modifications in transmission and receiving equipment for the specific purpose of excluding western programs and limiting the radio audience to wave lengths broadcasting Party-approved material.

As on most of the continent, broadcasting facilities in Central Europe have always been largely State-owned. State broadcasting corporations were responsible for programming and administration, and a Ministry of Posts and Telecommunications usually owned technical equipment and issued licenses to subscribers for the operation of individual receiving sets. Generally speaking, the Communist Party seized this dual apparatus (as well as other means of communication) even before it had gained full control of the government mechanism: Either by placing Party members in strategic positions in the Ministry and the radio corporations, or by transferring corporate powers to a newly created Committee, Board, Council or Administration. The chronology of these two stages varied, but within a very short period both had been accomplished in every country of Central Europe. Polskie Radio, for example, was created as early as 1944 by the Communist-dominated Committee of National Liberation, and assumed authority over all broadcasting. Czechoslovakia radio corporations were nationalized in 1948 along with other private enterprises, and a new State radio administrative body was created under the name of Czechoslovak Radio. Romania's Broadcasting Board, with exclusive radiotransmission rights, was not set up until 1949, in a decree published in *Buletinul Oficial,* No. 32, May 23. Article 32 of the decree stipulated that one to twelve years' imprisonment and a fine of from 10,000 to 200,000 *lei* would be imposed upon "any person who, not being legally authorized thereto, builds or installs any radio transmitter, or broadcasts speech, music, or televised pictures by means of electric waves, whether by wire or wireless. . . ."

The duties assigned Romania's Radio Board, typical for all radio committees in the area, were enumerated in Article 4 of the decree:

> (a) To assist in carrying out the policies of the Government by producing and broadcasting programs, in Romanian as well as in the languages of the national minorities of the country, of such a nature as to educate, organize and mobilize all the working people for the building of Socialism in the Romanian People's Republic.
>
> (b) To foster and to spread cultural activities among the broad masses of the people.
>
> (c) To make known beyond the borders the achievements of the Romanian People's Republic in its struggle for peace, democracy, and Socialism.
>
> (d) To supervise all the programs produced by the programming staffs of individual stations in the Romanian People's Republic. . . .
>
> (g) To coordinate the work of the Ministries and other agencies of the State, [and] of institutions, enterprises, organizations, and associations which build, install, sell, or use transmission sets or installations, or receivers of any sort, as well as their accessories.

The Communist broadcasting apparatus, streamlined for propaganda, is strikingly different from that used in the early postwar years. As in most of Europe, all radio sets were equipped to receive three wave lengths: Long, for close-range pickup; medium, on which most of Europe could be heard, and short, for picking up broadcasts from America or elsewhere outside Europe. While this high quality set was not the standard household item that a radio is in this country, it was commonplace among radio owners (largely urban). Its cost was approximately equivalent to an average worker's monthly wage; if the radio's shortwave pickup was especially

a story with a moral

good, or the set generally superior in quality, it might cost as much as two months' salary. The small, cheap, one-wave radios popular in this country were not sold on the European market.

Unlike American listeners, who are offered a wide variety of entirely local and locally rebroadcast national network programs but don't generally own radios with shortwave equipment, Central European radio audiences could pick up stations all over the world but were offered an extremely limited selection of local programs. Central broadcasting for nation-wide pickup transmitted at the most only one or two programs daily. Because broadcasting facilities were State-owned rather than commercially financed, subscribers paid a nominal quarterly fee through the Postal Ministry, which also managed all technical broadcasting equipment.

Under Communist control, these patterns of broadcasting and listening have been changed enormously. Because radio's effectiveness as a propaganda weapon depends vitally upon the exclusion of "enemy" wave lengths, the familiar shortwave wireless set capable of picking up foreign broadcasts is no longer manufactured for mass consumption, and is gradually being replaced by new, limited-reception sets of various types. A few wireless sets are still produced for "politically reliable" groups—Party officials, trade union leaders, or stakhanovites, who may earn them as prizes—but replacement parts for old sets have almost disappeared from the shops, and the general purchase of new ones is virtually prohibited by arbitrarily jacked-up prices and exhorbitant subscription fees. In Poland, for example, a four-tube "Mazury" set is 1,150 *zloty* (about $300.00, or more than twice an average worker's monthly wage). A one-wave "radio diffusion loudspeaker," on the other hand, costs only 180 *zloty*, including installation. The loudspeaker subscription fee is 7.5 *zloty* a month; the fee for a wireless is more than twice as much: 16.5 *zloty*. (Trade union members pay 2.4 *zloty* for a loudspeaker; 7.5 *zloty* for a wireless.)

Owning a Wireless Isn't Easy

Assuming that a potential purchaser can afford a wireless set (which *prima facie* makes him suspect), ownership involves him in endless red tape. Chapter I of Romania decree No. 216 (published in *Buletinul Oficial* No. 32, May 23, 1949) reads:

> *Article 15.* No one may install, keep, sell, operate or construct a receiver or loudspeaker for reception by coils and amplifying tubes [i.e., a wireless receiving set] without a written authorization from the Broadcasting Board. No one may deal in, construct, or repair electric radio equipment for commercial purposes without a written authorization from the Broadcasting Board. For the purposes of this law a receiver is defined as a receiving set, whether functioning or defective.
>
> *Article 16.* Such authorization shall be obtained by the filing of a printed application blank, either directly with the Broadcasting Board or with the post office. The application must be accompanied by subscription fees listed in the schedule of postal rates for the category and use of the receiver in question. The term of subscription is for one year; the Broadcasting Board is authorized to collect the fee in two, three, or more installments per year.

Chapter II, Article 43, provided that "informers and tracers of infractions of the provisions of this decree may claim a joint reward amounting to not more than 30% of the amounts recovered by the Broadcasting Board. Such rewards will be distributed in conformity with regulations to be adopted by the Broadcasting Board."

Because there are radio subscribers who can still pick up foreign broadcasts on old wireless sets, the Communists feel that they must prevent these owners from tuning in to such programs. Rather than confiscating the "dangerous" sets, or making such listening a punishable offense, the Communist governments have preferred to use indirect methods which make foreign listening either technically difficult (by jamming) or morally dangerous. Vicious denunciations of Voice of America, BBC and Radio Free Europe periodically appear in the Party press (and on radio) in a continuous campaign against Western radio's popularity, attempting to counteract its influence. Newspaper attacks on Western broadcasts invariably include loaded comparisons between Western and Soviet radio. A May 7, 1952, *Rabotnichesko Delo* (Sofia) editorial is typical: "While American and other capitalist radio stations are broadcasting savage, hateful and warmongering radio propaganda, the calm voices of Moscow, Kiev, Odessa, Leningrad, Vladivostok and other Soviet radio stations are describing Soviet progress and advocating peace and friendship. . . ."

Press and radio accounts of spy and sabotage trials (which generally cite foreign radio stations as accomplices to the anti-State activities in question) are similarly designed to act as veiled warnings that foreign listening may lead to heavy punishment. *Rude Pravo* (Prague), October 28, 1952, wrote that a certain Kulhavy (who had killed a national security officer) "had justified his way of life at the radio receiving set tuned in to VOA and RFE . . . and from listening to these broadcasts had progressed to murder and to jail. . . ."

The Bitter Joke of Refugees

The following refugee joke gives perhaps the best insight into the regime's listening-control problems:

> "Did you hear that the radio fee will be increased next month to 251 *koruny?*"
>
> "Why exactly 251 *koruny?*"
>
> "Well, just count them up. 50 *koruny* for RFE, 50 *koruny* for VOA, 50 *koruny* for BBC, 50 *koruny* for Radio Canada, 50 *koruny* for Radio Paris, and 1 *koruny* for Radio Prague."

Along with attempts to seal off foreign broadcasts from their captive population, the Communists have mass-produced new types of low-priced radios with listening range limited to local, Party-controlled transmissions. These sets include the outmoded battery-powered crystal set which requires earphones; one- or two-tube wireless sets with extremely limited reception (usually called a "people's radio"), and a radically new kind of set called a "telephonic radio," consisting of a transformer, loudspeaker, switch and volume control, all of which are wired to a "radio diffusion exchange." All three sets drastically limit the audience's choice of programs. The crystal sets and other wireless radios are only powerful enough to pick up nearby stations rebroadcasting regional programs. The telephonic radio is literally connected (exactly as telephones are—by overhead wire) to the local diffusion exchanges.

Whereas radio broadcasting formerly operated on two geographical levels, central and regional, the Communist governments have added a third: The radio diffusion system. Its basic difference from the first two is that its transmission is not by aerial wave at all, but over a system of wires very much like a large public address system. Nor do its programs originate with the exchange: The central broadcaster, located in the capital city, transmits for national pickup, either directly or by means of network hookups with regional stations. Regional stations rebroadcast (also by aerial wave and on their own wave lengths) programs received from the central station. When the regional broadcaster is directly linked in a network to the central broadcaster, transmission will be simultaneous;

when operating independently, it will schedule central broadcasts as it wishes, and usually originate a few hours of local broadcasting in addition.

Depending upon their proximity to the transmitting station and the power they possess, wireless and crystal set owners can pick up both central and regional transmissions, and foreign transmissions as well if jamming does not interfere. None of these alternatives is open to owners of telephonic sets. The telephonic radio can receive only retransmitted material sent out by the diffusion exchange to which it is connected.

It is difficult to determine from official Communist sources the actual number of individual telephonic radio owners, as statistics usually refer to "listeners" rather than to sets. The collective audiences who are served by diffusion loudspeakers in communal meeting rooms, public gathering places, city squares, factories and lunchrooms, as well as listeners to actual public address systems sending out local announcements and important speeches, or providing music for parades and meetings (and rarely transmitting radio broadcasts), may be included in the published radio data. The Warsaw paper *Glos Pracy,* for example, wrote on May 7 that the country had 1,119,262 wireless set owners, 1,092,171 "listeners receiving programs from loudspeakers," and 36,931 crystal set owners. Radio Sofia broadcast on October 15 of last year that 5,517 houses had radio sets, but did not point out whether they were wireless, crystal or telephonic.

Irrespective of the type of set which any data on the number of radio subscribers represent, the Communists invariably claim that the data clearly show a marked increase over prewar days in the size of the radio audience, and that this growth is due solely to the government's deep interest in raising the cultural standard of "the toiling masses."

While it is likely that most telephonic radio listening is "collective" (in public squares, factories and the like), the number of individual telephonic radio owners has gradually increased. As existing wireless sets wear out and prospective radio buyers are forced to subscribe to diffusion exchanges in order to hear any program at all, individual subscribers to telephonic and weak wireless sets will grow in almost direct proportion. The Communist governments are eager to make the new substitutions. The press has reported that in some villages workers have "demanded" the removal of shortwave bands from their wireless sets in order to exclude the "warmongering" voice of foreign stations. Refugees tell of forced installation of the new telephonic sets, or report that new housing is equipped with telephonic radio in every flat. Generally, however, the regime uses more "persuasive" and subtle methods. Having arbitrarily priced the shortwave wireless set out of general reach, the regime followed up with inducements to purchase the new sets. The "people's radio" may be bought in installments, and telephonic radio, complete with installation, is very cheap. Subscription fees, too, are less. In Hungary, telephonic owners pay 6 *forints* a month; "people's" radio owners, 30 *forints;* wireless owners, 60 *forints.*

CAN MONOPOLY PROGRAMMING CIRCULATION BE COUNTED?

An article in B•T last week by Walt Dunn, of H-R Representatives Inc., pointed out that there were two main types of programming, monopoly and non-monopoly, and that different station circulations were generated by each. Mr. Dunn proposed that future circulation studies ought to measure these two. Here the president of Standard Audit & Measurement Services, argues that such a measurement would be difficult and perhaps undesirable.

By Kenneth H. Baker

I SUPPOSE the thing by Dunn in the August 17 issue should be a challenge to us guys in the circulation business. It is certainly a very well done piece and Mr. Dunn should be commended for having thought through the problem a great deal further than many other salesmen who are inclined to take numbers at their face value and peddle them wherever they can.

The points which Mr. Dunn raises regarding the different audiences at different segments of a program format are certainly well established and undeniably true. Measuring these segmental audiences, however, is an entirely different matter and I think Mr. Dunn realized that it is when he, in effect, dropped the problem in our laps.

I think, on the other hand, that he is asking simply for a quarter hour-by-quarter hour breakdown of audiences and this is what the various program rating services are now giving him. To extend the scope of this measurement to include the entire coverage of a station, however, puts the thing entirely beyond the financial reach of the industry as a whole and certainly makes it too expensive for the vast majority of stations.

There is no denying the fact that many stations show higher ratings for locally originated programs than for some of the network shows they carry. Also, some stations will show higher ratings for locally originated shows than the network shows opposite them are enjoying at the same time. Furthermore, diary studies and other equivalent techniques will show that the composition of some of these audiences provides an almost tailor made theatre for the commercial messages of certain sponsors. I think that a station will find it commercially and financially rewarding to establish as much of this information about itself as it possibly can.

Where I fall off the sled is when the implication is made that this sort of thing should be done nationally or on a uniform basis the way we try to conduct our circulation studies. In addition to the expense involved (which I am sure would be prohibitive) there is the very simple fact that stations vary a great deal in the time of day at which they decide to make their big pitch for certain audiences.

A lot of stations would be very unhappy, for instance, if we were to attempt to ascertain the attractiveness of their locally originated shows by measuring them before network option time in the morning. Some would prefer to have it done, say, between 12 and 2; others would rather have us take some evening period; still others would prefer unbelievable combinations of various time periods during the day. (I won't even hint at the unhappiness of some operators who have done nothing but ride the gain control throughout their existence and for whom it would undoubtedly develop that the audience to their local shows is practically nonexistent.) With this in the offing, you can imagine the scramble the researcher (and the buyer) would be in. The idea of uniformity would have to be discarded.

Although our next measurement of circulation will lean a little in the direction suggested by Mr. Dunn, the basic reason that I am opposed to the medium's tying this additional millstone around its neck is that it is competing with other media which don't do it and it therefore presents an unnecessary burden on radio in the competitive struggle.

Mr. Dunn noted that the network circulation for a station according to our figures is the same as the "local circulation" simply because we provide one number for that place. This is also true, however, of the newspapers. The circulation for a national syndicated column or feature in a newspaper is, according to the ABC, the same as the circulation of the locally produced news stories which are the original creations of that newspaper. The analogy breaks down I suppose if it can be shown that a sizeable portion of the newspaper's audience reads only the locally produced stories while another sizeable portion reads only the nationally syndicated stories.

I doubt that this breakdown of the audience has ever been made by the newspapers. I doubt that the newspapers have ever thought that it would be helpful or necessary. I doubt that the space buyer has ever concerned himself with the problem. I therefore return to my original position that, to saddle radio with this additional measurement burden doesn't do anyone any good—even though the distinction which Mr. Dunn makes is undoubtedly a true one.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

August 17, 1953

To the PRESS and RADIO:

Subject: TRANSPORTATION OF MAIL

Current claims that the Post Office Department could economize by moving all long-haul first class mail by air add more than usual interest to the Cost Ascertainment Report for the fiscal year 1952, just issued by the Post Office Department.

Analysis of the Department's report shows that railroads and other surface carriers moved nearly 17½ billion pieces of non-local first class mail, for which they received an average of approximately 1/9th of a cent for transportation of each piece.

Airlines carried about 1 1/3d billion pieces of air mail (excluding air parcel post) for which they received an average of about 2 2/3d cents per piece -- more than 20 times as much per piece as was paid to railroads.

Besides transporting the mail, railroads rented to the Post Office Department space and facilities aboard railway post office cars for distributing mail en route, a service not provided by air carriers. For both services combined, the railroads received about 1/4th of one cent per piece -- less than 1/10th as much as was paid air carriers for transportation alone.

On a ton-mile basis, railroads and other surface carriers (approximately 90 per cent of the service being by rail) received an average of a little more than 16 cents for carrying a ton of first class mail one mile, and an average of 36 cents when the amount paid for distributing space and facilities is included.

Air carriers and surface carriers handling air mail (approximately 95 per cent of the service being by air) received an average of $1.33 per ton-mile. Of this amount, the Post Office Department estimated that 68.8 cents was paid for transportation service and the balance was a direct subsidy to airlines. Payment of this subsidy is soon to be transferred from the Post Office Department to the Civil Aeronautics Board but the subsidy will be continued.

In addition to lower cost of transportation, mail moved by rail has the further advantages of lower cost transfer between post offices and stations, of facilities better adapted to terminal handling of mail in quantities, and of the dependability of an all-weather service reaching directly some 40,000 post offices.

Taking everything into account, no other form of transportation can equal or approach the efficiency and economy of the railroads for transporting the great bulk of the United States mail.

Sincerely yours,

William T. Faricy

By Frank Rylick

NEWSPAPER

How a 20-year-old radio news show was adapted to regional TV with happy results for Alka-Seltzer and One-A-Day vitamins

NO word has been more overworked than "pioneering" in efforts to report new developments in the short, turbulent history of television.

There is the apocryphal story of an agency-client conference on Madison Avenue, and of the ebullient account executive who hailed the client as "our new TV pioneer." After staring at the proposed budget for a moment, the client solemnly replied: "I've just made the fastest covered wagon trip in history."

But the medium has progressed so swiftly, toward so many new horizons, that a writer inevitably finds himself eye to eye with the most belabored word in television reportage.

So, with misgivings, we must call your attention to a "pioneering" experiment in the challenging field of regional television coverage.

The experiment is being conducted on the Pacific Coast. It involves *Newspaper of the Air,* one of the oldest news broadcasts in the West. Now in its 20th year on radio, and its third on television, *Newspaper of the Air* is developing a new and unique pattern for video coverage.

As the pattern develops, interesting highlights emerge. They focus on a number of provocative questions, including the importance of film and the role of news programming in television.

But first, let's establish our vital statistics:

The *Newspaper of the Air* radio program has been hailed in broadcasting circles as the "longest association between sponsor, agency, program and talent on the Pacific Coast."

The sponsor is Miles California Co. on behalf of Alka-Seltzer and One-a-Day brand multiple vitamins, two pharmaceutical products produced by Miles Laboratories of Elkhart, Ind.

The agency is Geoffrey Wade Advertising, of Chicago and Hollywood.

A word here about the agency is necessary to provide background for the new experiment in TV. Established back in 1909, the agency first specialized in direct mail advertising for agricultural, food and pharmaceutical products. It is an interesting sidelight to recall that, in spite of wars, depressions and prosperity, the agency has maintained a steady progression of family ownership. The present agency head, Geoffrey Wade, is a grandson of the founder.

But the stability of family ownership has not led to a rigidity of thinking in the same old framework. Quite to the contrary. As the frenetic 20's brought radio to commercial maturity, along with the lesser boon of bathtub gin, the Wade agency researched the potentialities of the new medium and promptly steered its clients in that direction. Subsequent years produced such bywords of broadcasting as *One Man's Family, Quiz Kids, Curt Massey Show, Hilltop House, News of the World* and many others. Nielsen Ratings, month-in and month-out, have for years rated *One Man's Family* and *News of the World* as the top multi-weekly radio programs.

In The Beginning

On March 1, 1934, Miles California Company started a new chapter in the history of regional radio, with its first *Newspaper of the Air* on KNX Los Angeles. It shifted to the full Don Lee Broadcasting System on Dec. 29, 1936.

Newscaster then was Glenn Hardy. That same Glenn Hardy is still giving the news, twice daily, six days per week.

When television, the billion-dollar baby, was dropped on advertising's doorstep after World War II, the Wade agency did not join the professional pallbearers who volunteered their services to radio. In fact, radio, demonstrating a healthy disregard for the predictions of rigor mortis, is continuing to sell product, lots of it, for agency clients. But the Wade agency did establish fundamental research procedures for evaluating the growth of television and for recommending how to use it most intelligently.

The need soon became evident for readjusting budgets to offset radio's circulation loss to television in certain markets.

Los Angeles, with seven hotly competing TV stations, was choice testing ground. And the long, successful history of *Newspaper of the Air* on radio made *Newspaper of the Air-TV* a natural. The first video version debuted on KNBH (TV) Hollywood, NBC outlet, in June 1951, with a 10-minute program three times a week.

In October of that year, the program expanded to a five-a-week schedule, and in July 1952, switched to KHJ-TV, where it began a twice-an-evening, Monday through Friday, schedule that is still maintained. The 15-minute program is telecast at 7 p.m. and again at 10:30 p.m. Up-to-the-minute news is presented on both the early and late programs, with widest possible film and picture coverage. The combined efforts of more than 30 people go into the preparation of every program, which features newscaster Jack Gardner and commercial announcer Fort Pearson. The operation is guided by Robert E. Dwyer, manager of the Geoffrey Wade Hollywood office for nearly 10 years, and Forest Owen Jr., West Coast radio and television director for the agency.

In Southern California, *Newspaper of the Air-TV* has been highly successful in selling Alka-Seltzer and One-a-Day brand multiple vitamins. But the problem was: How to expand this coverage to other markets. One agency dream of the future is a clear-time simultaneous coverage of all stations and major markets in the western United States. However, this dream obviously could not be translated into present reality.

On the other hand, the need for action was pressing. By early 1952 it was obvious that the FCC freeze would not last much longer. Transmitters of new stations would soon be springing up across the West like oil-well towers on a Texas bonanza.

San Francisco was then selected as a new testing area. But this time, new approaches were tried out. The 15-minute format presented many problems of production away from the Hollywood office. Also, time costs and time availability were important considerations. The result was a decision to try a five-minute news format. This was introduced to the San Francisco Bay area in July 1952, via KRON-TV. Program time was 10:30 p.m., Monday through Friday. Art Primm was selected to present the news and commercials.

For the next 11 months, a controlled testing provided a conclusive answer to the No

OF THE AIR

1 question: Would the five-minute news program build an audience, hold an audience and sell products? New peaks on the sales charts answered these questions. Recently, the San Francisco program has grown to 10 minutes nightly, with a *Science Laboratory Edition,* presided over by Dr. Tom Groody.

By July 1953, *Newspaper of the Air-TV* was ready for its next expansion, and the embryo of a regional network began to form.

On July 6, a five-minute *Newspaper of the Air-TV* began telecasting in Spokane, over KHQ-TV. The program is heard and seen Mondays through Fridays, from 6:55 to 7 p.m.

The following day, July 7, *Newspaper of the Air-TV* was launched in the same five-minute format over KING-TV Seattle, from 10:10 to 10:15 p.m.

On July 20, Portland began receiving its news over *Newspaper of the Air-TV,* via KPTV (TV), from 5:40 to 5:45 p.m., five nights a week.

San Diego, Bakersfield and Fresno-Tulare, all in California, will be the next *Newspaper of the Air* television cities. And this is the beginning, only the beginning.

In each case, the new programs utilize valuable experience gained by the Geoffrey Wade agency in Los Angeles and San Francisco. The operation in Spokane illustrates how the program is currently handled.

Newscaster is Jerry McCumber. The writer is Tal Tripp. Both are KHQ-TV staffers. The station produces the program. A cameraman is used for local still photos, and there is also a picture tie-up with a local newspaper. News services supply still photos of national events, and newsreel footage is excerpted to pace the action. The set is simple, but effective: A desk in front of a large window showing Spokane's skyline at night. Commercial copy is supplied by the Geoffrey Wade Hollywood office, where it is written five weeks ahead of program time in order to allow for checking, client approval and final processing.

Copy needs, and the prospect of greater needs in the near future, have already expanded the agency's staff of writers on the West Coast to six.

Agency Expansion

Agency supervision of the *Newspaper of the Air* programs, and those of such other TV clients as See's Candy and Colonial Dames cosmetics, has also required establishment of a fully-staffed radio and TV production department, headed by three executive producers. Director Forest Owen Jr. personally visits all *Newspaper of the Air-TV* stations once a month.

No analysis of the trail-blazing venture could be complete without considering the importance of film commercials to the entire operation. Outside of Los Angeles and San Francisco, nearly all of the TV commercials consist of films integrated into the news program by the newscaster. Currently, no fewer than 23 one-minute films and 18 20-second films are being rotated in commercials for Alka-Seltzer and One-A-Day brand multiple vitamins. Many more films are already on the story-boards at Swift-Chaplin Productions in Hollywood.

Some of the films are live-action. Some are animation. The latter feature a new character, "Speedy" Alka-Seltzer—an impudent, cocky, lovable character who already has millions of friends.

On the basis of experience to date, it can be stated unequivocally that these films are vital to the success of the embryonic regional network. They make possible a hard-hitting, errorless selling job under all conditions of production and operation. They add actual production value and variety to a five-minute news format, and make possible a uniform selling campaign in every market.

One argument against film commercials has been that they tend to a static presentation, lacking the verve of a live production.

But here again experience has demonstrated that films can be integrated into program format in an infinite variety of ways, a variety limited only by the imagination.

For example, on the same day a certain vitamin film was used in all cities, but in each case the integration was adapted to the character of the news presentation and the personality of the man who was handling the program.

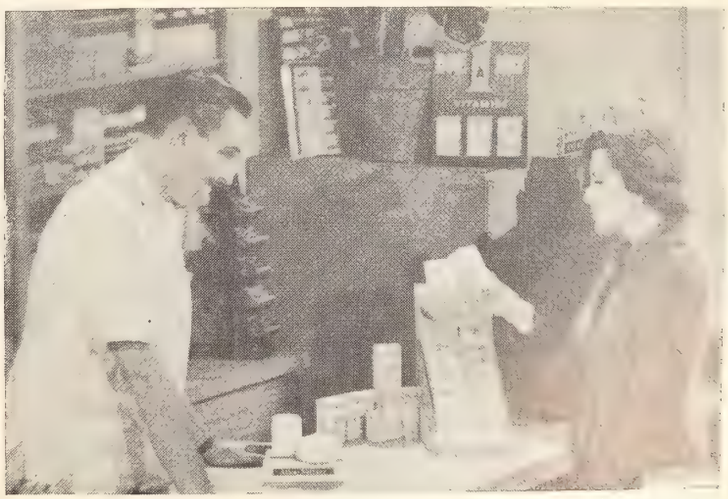
In San Francisco, scholarly, soft-spoken Dr. Tom Groody introduced the film with these words:

". . . In science, we depend a great deal on symbols, for, as Webster says, a symbol is a visible sign of something invisible. In every day life, such things as quality and reliability are also invisible, intangible—and we have certain symbols to express them. Here are two:"

In Los Angeles, Newscaster Jack Gard-

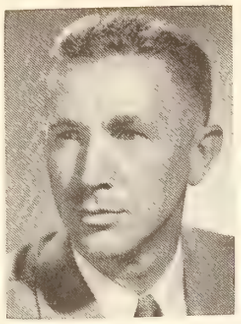


One of the TV film commercials on *Newspaper of the Air-TV* features "Speedy" Alka-Seltzer, produced by Swift-Chaplin Productions.



One-A-Day vitamins commercial is live action. Both the vitamins and Alka-Seltzer are advertised on *Newspaper of the Air-TV.*

ABOUT THE AUTHOR



Mr. Ryhlick is copy director for the Hollywood office of Geoffrey Wade Advertising. He has been writing for and about TV since leaving the armed services after World War II. For five years he was radio and television director of Ross, Gardner & White Adv. Agency, Los Angeles, and wrote most of the General Electric and Hotpoint copy that originated on the West Coast during that time. He has also created a number of successful TV shows. As an avocation, Mr. Ryhlick writes articles and fiction under the pen-name of Frank Riley. His recent article, "The Social Impact of Television," was voted one of the best magazine pieces of the year.

ner, who has a friendly, personal style of delivery, introduced the film and commercial announcer Fort Pearson with these words:

". . . You know, friends, we sometimes have a rather hard time trying to decide which news item to bring you—there are so many to choose from! But Fort Pearson tells me that many of you have just as much difficulty trying to decide which brand of vitamins to buy. . . ."

And in Seattle, Newscaster Charles Herring, with one eye on the clock, and ever-mindful of the tautness of a five-minute program, said crisply:

". . . Now, for an item from the 'Woman's Page' of our *Newspaper of the Air*. . . ."

The examples are quoted only to show even a film made for spot usage can be given the character of the format in which it appears—without in any way softening the impact of the selling message.

In other *Newspaper of the Air-TV* commercials, bits of film have been edited out of the regular commercial context, spliced to blank leader and used without soundtrack to illustrate and activate a live announcement.

As for film coverage of the news, much has been learned and much remains to be learned. A great deal of footage supplied by national services is still shot in accordance with newsreels' leisurely techniques. But a good newsreel is not always good television. And fast film coverage of local events is still one of the great challenges facing television news programs. However, everyone in the business is learning fast, and there are eager newcomers leading the way to new film techniques as well as the use of fax machines and still photos of hot news.

But this much is certain: Without film or picture coverage, a television news program is not television. This will become clearer as we emerge from the present transition period of television news programming on a local and regional level.

Today, as the *Newspaper of the Air-TV* expands into more and more markets, the sponsor and agency recognize a fundamental responsibility to the growing number of viewers. This responsibility was put into words many years ago when Glenn Hardy told his radio audience that he was going to "give the news straight, and both sides of it."

After 20 years on the same program, Mr. Hardy is still giving the news straight, both sides of it.

"My business," he once said, "is to bring folks all the news as clearly and succinctly as possible. I'm their digest and their reader, not their thinker."

This basic philosophy of news reporting has been followed by the *Newspaper of the Air* programs on TV.

Proof of its success with the public was the tremendous response to the radio program's fifteenth anniversary celebration in March, 1949. Thousands of letters of appreciation were received from all over the West, and the governors of six states participated in a special anniversary broadcast.

The radio version of *Newspaper of the Air* is now heard over all 45 Don Lee-Mutual network stations in California, Washington, Oregon, Idaho, Nevada and Arizona. Nielsen surveys indicate that more than a million homes are reached each week.

By comparison, *Newspaper of the Air-TV* may seem like a kid brother. But the "kid" is growing very fast.

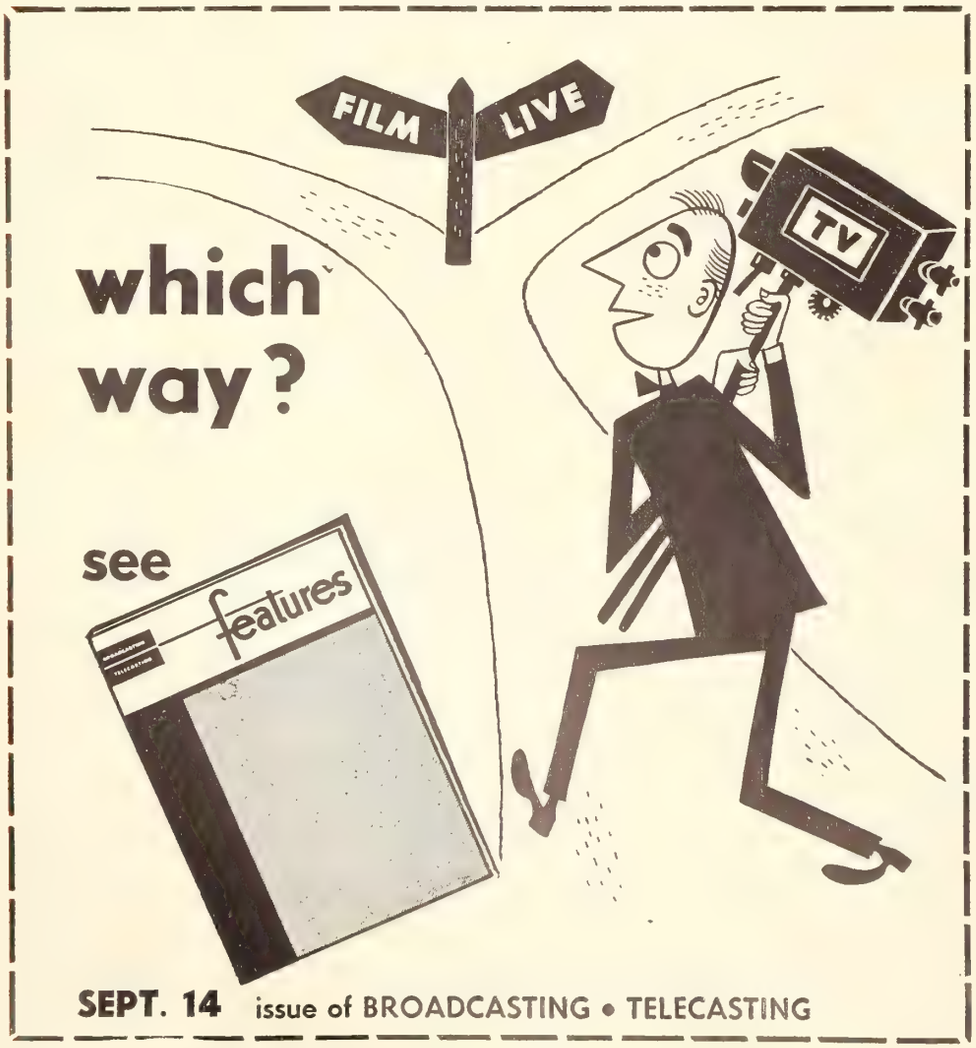
And we've got to call him (dammit) one of the "pioneers" of television.

WICC-TV's Helpful Hints

WHEN WICC-TV Bridgeport, Conn., put out its little booklet of helpful hints for those people slated to appear before the cameras, the leaflet was designed only for local use. Then *The New York Times* devoted a column to the value of the booklet, and requests for copies came flowing in from schools, PTA groups, other stations and even from Italy. Last week the station reported that it had been advised by the Executive Office of the President that henceforth officials slated to speak outside of Washington will be given a copy of the booklet.

'Fired' & 'Re-Hired'

GONE from KXOL Fort Worth is the concept of an announcer with his feet propped up on the desk absorbed in a magazine, foresaking his reading from time to time to read a commercial or announce the name of a record. On Aug. 11, Station Manager Earle Fletcher passed out "pink slips" to Tom Seay, Jim Tucker, Glenn Rich and Jerry Hahn, temporarily leaving KXOL with a single staff announcer. When the quartet stormed his office, Mr. Fletcher immediately "re-hired" them, but as "air salesmen." Henceforth they will hold weekly meetings similar to those of the time sales force, but aimed at making better air salesmen when delivering commercials. KXOL's staff has been told to drop the word "announcer" from its vocabulary.



STEINS FROM ST. LOUIS

IN COOPERATION with the American Legion's 1953 National Convention in St. Louis (Aug. 31-Sept. 3) KMOX St. Louis is presenting colorful beer steins to each Legionnaire as part of a Legion welcoming program. The carved, multi-colored steins have a card attached to the handles reading: "Welcome Legionnaire! Here's a Symbol of St. Louis! Your cup of entertainment will be filled to overflowing when you always tune to KMOX-CBS Radio, 1120 on your Dial, 'The Voice of St. Louis.'"

EDITORS GET CIGARS

TO CELEBRATE its advent into radio and television, E. Regensburg & Co., N. Y. (Admiration Cigars), sent to trade news editors last week a box of Admiration Cigars. The company is sponsoring *Eleventh Hour News* with Kenneth Banghart over WNBC New York, Monday to Friday, 11-11:05 p.m. EDT, starting Aug. 31.

BIRDS EYE VIEW

HENRY A. BARNES, Baltimore traffic director, and Charles Purcell Jr., cameraman at WMAR-TV Baltimore, took to the air last week for a study of the city's traffic problems. By means of a telescopic lens and 1,000 feet of film, six of Baltimore's known trouble spots were observed closely, as well as downtown Baltimore in general. Films taken by Mr. Purcell will be processed by the station and used on the air in later television programs, after which they will be turned over to Mr. Barnes for his study. The films were taken from 4 p.m. until after the peak hours of home-bound traffic. The aerial-motion picture survey was the idea of Marx Kaufman, president of the Advertising Club of Baltimore.

KSTM'S 'BIG MO'

IN FOLDER form, KSTM-TV has released a promotion piece which states boldly that St. Louis is no longer a captive TV market, that its second station is coming soon. Likening itself to a battleship, the station proclaims: "Television's 'Big Mo' sails into St. Louis Sales Battle." Inside the green and brown colored folder and pictured as a series of blasts from the ship's guns are listed the stations assets in the form of network affiliation, market, power and equipment.

RADIO FROM HOSPITAL

CHICAGO listeners are getting a glimpse of a hospital and its functions through a new program launched last week by WENR Chicago. Titled *Becker Visits Hines,* the program is heard each Thursday directly from Hines veterans' hospital, with Charlie Becker, former Hines patient, handling the show. Mr. Becker plays requests of patients and tells of treatment and rehabilitation men receive in the hosiptal. While a patient at Hines, Mr. Becker broadcast disc jockey programs over the Hines radio outlet until his discharge last July 3. The station hails the program as a "new concept in radio programming . . . an aspect of daily living previously unattended by radio."

'DRUGSTORE ACTION'

WBAL Baltimore has inaugurated a drugstore merchandising campaign which assures support for approved drug products on WBAL and point-of-sale support throughout Maryland's 625 independently owned drugstores, reports the station. The plan, "Drugstore Action," will be conducted in 13-week segments. A drug manufacturer whose product is approved by the Advisory Committee of the Druggists Association can advertise over WBAL with the assurance that his product will receive point-of-sale support from Maryland's druggists. Such support will include posters, displays and merchandising devices devoted to the advertiser's product for one week. WBAL will launch a weekly radio broadcast titled *Your Best Neighbor,* dedicated to neighborhood druggists. In addition, the station will carry spot announcements daily, paying tribute to the druggist.

COVERAGE OF COLOMBIA

PAT MICHAELS, news editor at WDSU-AM-TV New Orleans, is touring Colombia, South America, as the only radio-TV representative in a nationwide group of newspaper and magazine editors visiting the country to observe the new freedom of the press now in effect there. Mr. Michaels broadcast a special series of programs for WDSU last week, and in addition, he is filing releases for NBC Radio and filming highlights of his visit, including the celebration of the lifting of press censorship for NBC-TV as well as a special series of films for WDSU-TV.

PROMOTION MAP

KXLY-TV Spokane has released a map indicating in red the number of TV sets in various parts of its coverage area. The point of the release is that "Only from 6018 ft. Mt. Spokane can your TV program reach ALL receivers in the rich Spokane Market!" Copy reads that a large portion of the indicated population can receive only KXLY-TV and that the station dominates the vast basin between Cascade and Rocky Mountains, affording it the "greatest coverage of any TV station in the U. S."

WTMJ-TV's 'Rights' Trio

HUMAN RIGHTS is the point at issue on a trio of audience participation programs prepared by WTMJ-TV Milwaukee. The station launched the series July 4 to foster community awareness of vital problems.

Three community experts act as a panel for the show, and discuss questions posed for them by the at-home audience. The first discussion, on human rights in employment, drew such telephone response that operators were swamped. The second, presented Aug. 1 and covering rights in housing, gained even greater response. It presented visual evidence of the types of housing which prevail in some communities.

Third in the series is scheduled next Saturday, and will deal with human rights in education.

SPEEDBOAT RACES COVERED

GOLD CUP speedboat races received the greatest radio and TV coverage they have had in their three years on Lake Washington, Seattle. KRSC Seattle, serving as "official broadcaster" for the water event, fed live coverage from 1-7 p.m. to a special "Gold Cup Network," which included KSEM Moses Lake, KPQ Wen-

KOPR-TV

CHANNEL 4

Butte, Montana

ON THE AIR

SEPTEMBER 1

Regular program telecasting to begin September 1st at 6:00 PM, with an outstanding line-up of good programs. The fact that KOPR-TV is on the air first in Montana is of little importance . . but that it is going on right, right from the start, is of tremendous significance. The finest film and syndicated shows make up the day to day viewing fare. Write or wire immediately for choice availabilities. Current schedule—6:00-11:00 PM.

Represented Nationally

BY GEORGE P. HOLLINGBERY COMPANY

CHICAGO, NEW YORK, LOS ANGELES, SAN FRANCISCO, ATLANTA





atchee, KYAK Yakima, KTNT Tacoma and and KELA Centralia, all Washington. Each station used local sponsors, with one-minute announcements between heats and 30-second spots during heats. Noting that nearly 100% of the boats out to watch the race and the people on shore had their radios tuned to KRSC (with an estimated spectator crowd of 300,000), the station reported that when the Coast Guard had difficulty clearing boats away from a log boom on the course, the KRSC announcer asked the boats to back off, and two minutes later the Coast Guard announced complete cooperation. The races were held Aug. 9.

FISHER BODY AWARDS

WWJ-TV Detroit fed to NBC-TV a telecast of the Fisher Body Annual Craftsman's Guild Scholarship Awards Dinner, held last Tuesday. General Motors sponsors the Craftsman's Guild competition each year to encourage craftsmanship, healthy competition, good sportsmanship and the dignity of working with the hands as well as the head. University scholarships and $65,000 in cash awards went to top model winners. The program was heard from 9:30-10 p.m. EDT.

12 NEW FACES

TO PUBLICIZE new staff and station representatives of CHLO St. Thomas, station representatives Stephens & Towndrow, Toronto, sent to advertisers and agencies a bag with 12 shiny new Queen Elizabeth II pennies, and descriptive information on 12 new faces on the staff of CHLO. The pennies were used to point up low rates of CHLO's selling power.

NBC TRAILERS

TO PROMOTE seven NBC-TV programs returning to the air this fall, the network has had 51 20-second trailers filmed by Hollywood production firms. Programs include *Life of Riley* (Gulf Oil), Hal Roach Studios; *Letter to Loretta* (Procter & Gamble), Lewisler; *Dragnet* (Liggett & Myers), Mark VII Productions; *Fireside Theatre* (Procter & Gamble), Frank Wisbar Productions; *Milton Berle* (General Motors), Telefilm. Kinescope trailers have been made of *Martin Kane* (U. S. Tobacco) and *This Is Your Life* (Hazel Bishop). Trailers, in addition to promoting the program and star, feature intensive sponsor identification. H. Blake Chatfield, supervisor of audience promotion, NBC-TV Hollywood, is in charge of the project.

FALL PROMOTION KIT

FALL promotional kit, specifically developed for its "Harvest of Sales," is being sent out to dealers by Webster-Chicago Corp. on behalf of its phonographs, magnetic recorders and disc-changers. Fall campaign will utilize radio announcements, newspapers, national magazines and window displays.

KANSAS MARKET DATA

DISPLAYED by means of a colorful green and black brochure is the Greater Kansas Market Data, released by KCKN Kansas City. With a diagramatic picture of the city and TV tower on the cover is the slogan: "For Greater Buying Power, Greater Kansas City. For Greater Sales . . . KCKN." Inside are a map of the area and tables indicating market coverage and buying power.

WSBA NEWSLETTER

WSBA-AM-TV York, Pa., has inaugurated new service newsletters which are mailed to 150 York County men and women serving in the Armed Forces overseas. The plan is based on the knowledge that those recently attached to overseas installations will face an extended tour of duty producing the boredom associated with peacetime foreign service. The newsletters contain brief, light items not usually given space in local papers. The first edition contained fishing notes, crop and weather reports, background on police versus crime activities and a story of George Kennan, former ambassador to Moscow. The station reports that reaction from servicemen has been enthusiastic.

'NEWS MAKERS'

NEW PANEL discussion program on the local level, titled *News Makers,* has made its debut on WJAR-TV Providence. The weekly series, produced in cooperation with the Rhode Island Press Club, features guests closely connected with the topics under discussion, who answer questions put to them by a panel of four different Rhode Island newspaper editors each week. Topics planned for discussion include: Rent control, primary laws, opening of the relief rolls and home rule. From time to time editors from out-of-state papers will be invited to join in on discussions pertaining to their states as well. The program is aired Sunday, 7-7:30 p.m.

WTOB'S ARMCHAIR DJ

AFTER two months absence caused by polio, Owen Spann, WTOB Winston-Salem, N. C., personality and conductor of the station's *Morning Man Show,* has begun broadcasting from an armchair in his home where he now is recuperating. By virtue of his broadcasts from his home, WTOB says, some new show personalities have been added, Mrs. Spann and their two sons, Richard and David, the latter age 2. David is gaining steadily in popularity, according to the station, which reports that Mr. Spann may be recovered enough by fall to broadcast from WTOB's new radio-TV studios which open in September.

WSB on Manhunt

MANHUNT for two escaped federal prisoners in Georgia brought swift cooperation between the FBI and WSB Atlanta recently.

The prisoners escaped into the Georgia hills near Adairsville after killing a U. S. deputy marshal and taking another officer with them as hostage. WSB got the story before its 6 p.m. broadcast Saturday, Aug. 8, and immediately thereafter established the close liaison with the Federal officers. Complete descriptions of the fugitives were aired along with other information designed to keep searchers out in the field aware of last minute developments.

An assist from KSTP St. Paul, Minn., came in the form of a personal appeal from the mother of one of the escaped men to give himself up. WSB aired the taped message four times on two days. The station scored its final scoop just after 10 a.m. Aug. 12—the news that the prisoners and their hostage had been found.

Advertisers

Charles Emery, former merchandising manager of Toilet Goods Div. of Colgate-Palmolive-Peet Co., announces establishment of his own business, **Charles Emery & Assoc.,** 1 South King Street, Honolulu, Hawaii.

David P. Jaicks, Leo Burnett & Co., N. Y., to Franklin Baker Div. of General Foods as assistant product manager for Baker's coconut and Log Cabin syrup.

Mack Kehoe, publicity and community relations director of Miller Brewing Co., Milwaukee, named chairman of industrial relations committee of Milwaukee Junior Chamber of Commerce.

Agencies

Ralph C. Robertson, who resigned as assistant advertising manager of budgets and media for all brands at Colgate-Palmolive-Peet Co., to Geyer Advertising, N. Y., as vice president and marketing director, in charge of media, radio-television and merchandising depts., newly created management position.

E. Sherman Pratt, vice president, C. J. La Roche & Co., N. Y., to Lynne Baker Inc., N. Y., in managerial post.

Paul Wickman, executive secretary and radio-TV director for General Conference of Seventh Day Adventists, Washington, elected vice president in charge of radio, TV and film production at Western Adv. Agency Inc., L. A.



Mr. Wickman

Joseph Gering, art director at N. W. Ayer & Son Inc., heads newly-formed GRA Assocs., Philadelphia design group to offer advertisers and agencies integrated visual coordination dept., 312 So. Camac St. **Howard Alber,** art director at Weightman Inc., Phila., heads company's identfication analysis, and **J. Permar Richards Jr.,** former vice president of R. A. Ogden Co., heads GRA sales dept.

Robert Guggenheim, general manager, Major Television Productions, named West Coast representative for William H. Weintraub & Co. on Revlon Products Corp. account.

Richard E. Goebel, formerly head of own San Francisco agency, named account supervisor, Caples Co., Phoenix. **Patricia Curran** appointed copy chief.

William P. McFarland, N. W. Ayer & Son, N. Y., to Young & Rubicam, N. Y., as account executive.

French L. Eason, formerly with Foote, Cone & Belding, to J. R. Pershall Co. as account executive. **John Dewey** named production manager of J. R. Pershall Co.

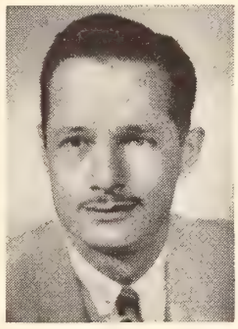
Daniel M. Burns, vice president of Don Gussow Publications and editor of trade paper *Bottling Industry,* to William Esty Co., N. Y., as member of merchandising and sales promotion staff.

Warren F. Warner, program director at WLWC (TV) Columbus, Ohio, to program staff of radio-TV dept., N. W. Ayer & Son Inc., N. Y. **William Doyle,** Morey, Humm & Johnstone Inc., also to radio-TV dept., and **Roeland Jan VanEmmerik,** A. C. Nielsen, Sydney, Australia, to research section of radio-TV dept. **Henry B. Grandin,** advertising and promotion manager of *Western Family* magazine, to plans-merchandising dept., Phila.

Maxwell Arnold, Jr., free lance publicist, S. F., rejoins Guild, Bascom & Bonfigli, that city, as copyrighter.

Stations

L. A. (Bud) Blust Jr., assistant general manager, named vice president and general manager of KTUL Tulsa and Tulsa Broadcasting Co., also operating KFPW Fort Smith, Ark. He succeeds **John Esau,** who resigned to devote time to personal enterprises.



Mr. Blust

Charles W. Brunt, salesman, WTOB Winston-Salem, N. C., named sales manager.

Paul McCaslin, chief engineer, KFPW Fort Smith, Ark., promoted to station manager, succeeding **James P. Walker** who is now manager of KATV (TV) Pine Bluff, Ark.

A. T. Christensen, manager of KBLI Blackfoot, Idaho, appointed sales manager at KGVO Missoula, Mont. **Helen Flick** to sales staff of station.

Howard D. Longworth, regional sales manager of WOWO Fort Wayne, Ind., promoted to manager of sales. He takes post vacated by **Paul E. Mills,** who transfers to WBZ - AM - FM Boston as manager [B•T, Aug. 10].



Mr. Longworth

Ranny Daly, commercial manager at WPFB Middletown, Ohio, to WONE Dayton, Ohio, as assistant to President **Ronald B. Woodyard.** He will be in charge of programming.

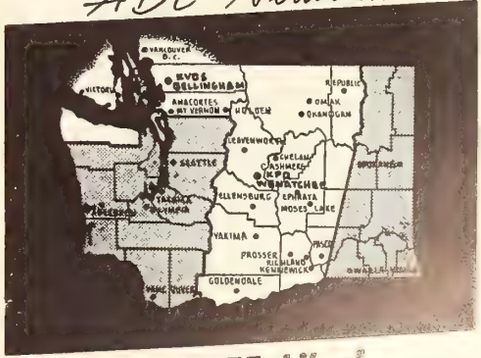
Myles Foland named program director of WCOL Columbus, Ohio.

Jack Kilpatrick, former member of ABC Central Div.'s promotion dept., appointed assistant to **John Fitzpatrick,** production manager of WBKB (TV) Chicago.

Gene I. Williams, KFH Wichita, named chief engineer at KWBB Wichita, replacing **Ralph McClellan** who has transferred to KCMO-TV Kansas City.

John Bushell, development engineer, KVOO Tulsa, promoted to chief engineer, replacing **Watt Stinson,** who has taken position with Con-

IN THE 75th MARKET
– TEXAS' 5th
EL PASO
There's Big Business waiting for you in the land of the famous Four C's . . . the Great El Paso Southwest! Get your share!
Remember . . . it's impossible to sell the El Paso market, the area that ranks among the first thirty major markets in the entire United States, from the OUTSIDE! Get on the INSIDE! Include KEPO, El Paso's most powerful station . . . the station that blankets this fabulous, fast-growing center completely, on your schedule.
You'll be amazed at the dollar for dollar returns in a ratio of dollar for dollar expenditure, when you put KEPO to work for you. On the alert, day in and day out, KEPO is THE STATION you must use to get your message across to the prosperous people of the El Paso Southwest.
Contact Avery-Knodel for complete details
THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network

Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by Robert Meeker Assoc. Inc.

tinental Electronics, Dallas. **Howard W. Phillips,** transmitter engineer, named transmitter supervisor.

Theodore B. Pitman Jr., program supervisor at WKNB - TV New Britain, Conn., to WTAO - TV Cambridge, Mass., as assistant general manager.



Mr. Pitman

Tracy Lounsbury, producer and director for KSTP-TV Minneapolis, to WTOB-TV Winston-Salem, N. C., as production manager. **Hassell Bailey** named chief engineer for WTOB-AM-TV and **Jack Wiggens,** promotion manger, WTOB, to WTOB-TV as film director. **Avery Van Etten,** continuity director at WTOB, appointed director of promotion and continuity for WTOB-TV.

Edward L. (Ted) Favors, General Electric, Syracuse, N. Y., named chief engineer for KSTM-TV St. Louis.

Chick Morris, formerly special events director at WBZ Boston, and **Jack King,** WORL Boston sales staff, to WBZ-TV as sales representatives.

Walter Weightman, former commercial manager of WRDO Augusta, Me., to WNAC-AM-TV New Haven, Conn., as account executive.

Ken Hall to WCCM Lawrence, Mass., as sports director.

The best way to sell the KANSAS FARM MARKET

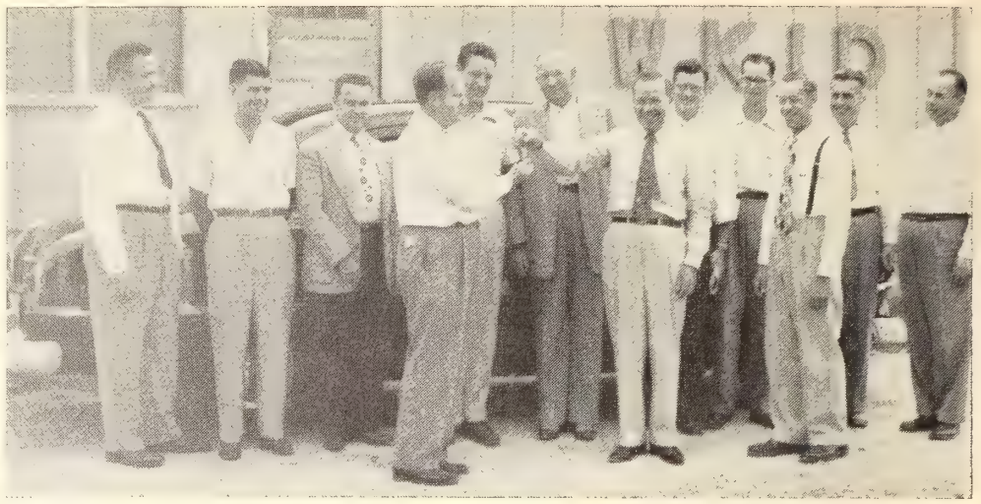


use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.



ATTENDING presentation of new '53 Plymouth to top salesman at WKID Urbana, Ill., are these participants in Fred A. Palmer Co. sales training school held there: (l to r) Ray Baker, WSAL Logansport, Ind.; Henry Myers, WBYS Canton, Ill.; Monty Moncrieff, sales manager, WKAN Kankakee, Ill.; Earl (Dutch) Kumple, winner of car after only 72 days as WKID salesman; Gene W. Mayall, WBYS sales manager; Lewis J. Romack, WHBF-TV Rock Island, Ill.; Fred A. Palmer, radio management consultant and head of firm conducting sales training courses, who presents keys of new car to Mr. Kumple; Marvin W. Houtz, WHBF; George M. Stofan, WJOL Joliet, Ill.; Robert E. J. Snyder, WKID manager who offered car; Ray E. McLellan, WHBF; and Lester E. Johnson, WHBF. Not shown but also at school were Robert R. Beauchemin, WHBF-TV, and A. J. Reid, WKID.

Lewis Thomas, former radio columnist for *Denver Post,* named promotion manager for KLZ - AM - TV Denver.



Mr. Thomas

Charles T. Lynch, production assistant, WKZO-AM-TV Kalamazoo, Mich., promoted to program director.

James T. Kirwan, WNLK Norwalk, Conn., appointed program director at WDLA Walton, N. Y.

Philip D. Porterfield, account executive with ABC radio to WOR-TV New York as account executive.

Ralph Jamison, J. J. Gibbons Adv. Agency, Calgary, Alberta, Canada to CKOV Kelowna, B. C., as announcer. **Gwynneth Harvey** to CKOV as copywriter and **Bob Leckie** appointed continuity editor.

J. Stanley Probst, president of Maryland Pharmaceutical Co., appointed coordinator for "Drugstore Action," WBAL Baltimore's drug merchandising program (see story p. 89).

Jay S. Kerekes, secretary to general manager of WEWS (TV) Cleveland, to station's sales staff.

Carl Ide, KDKA Pittsburgh, to announcing staff of WDTV (TV) there.

Frank Allan, announcer-disc jockey, WLEE Richmond, Va., to KFEQ-AM-TV St. Joseph, Mo.

Betty Shepard, program traffic, WMPS Memphis, and **La Vonne Brooks,** accounting dept., CBS Hollywood, to KLAC Hollywood, traffic dept.

Dick Lane, announcer-personality, KTLA (TV) Hollywood, assigned leading role in Jerry Fairbanks Productions 30-minute public relations film for Chrysler Corp.

Walter Haase, general manager of WDRC-AM-FM Hartford, Conn., has written book review for *Hartford Courant* on "Producing and Directing for Television," written by Charles Adams.

William McCormick, WOR New York account executive since 1948, was initiated into station's "million dollar club," composed of salesmen who have brought in $1 million in net billings.

Mrs. Donald Welch, program director, KWBB Wichita, mother of girl, Donnie Gay, July 10. **Bob Mays,** sports director, father of girl, Toni Ann, July 31.

Mrs. Dorthy Schiff, owner of KLAC-AM-TV Hollywood and owner and publisher of *New York Post,* and Rudolf G. Sonneborn, president of L. Sonneborn Sons Inc., N. Y. chemical and petroleum corp., were married, Aug. 18.

Networks

Alice Guego, broadcast information coordinator for DuMont Television Network, appointed manager of continuity acceptance for DuMont. In her new post, Miss Guego replaces the late **Edward Saulpaugh** [B•T, Aug. 3].

Roland T. Kay, account executive, CBS Radio Spot Sales, Chicago, named eastern sales representative for Columbia Pacific Radio Network with headquarters in New York. He succeeds **Bok Reitzel,** recently appointed Pacific Coast sales manager for CBS Radio.

Nicholas Gordon, director of research and sales planning for Keystone Broadcasting System, to NBC's owned and operated stations div. as rate and price analyst in controller's dept.

John Sirotiak transfers from NBC Central Division's sound dept. to film editing dept. as broadcast coordinator. **Boyd Brown** to NBC Central Div. as AM studio engineer.

John H. Eckstein, advertising-production manager of National Screen Service Corp., N. Y., to advertising and promotion department of ABC as staff writer.

Reed Hadley, star of CBS-TV *Racket Squad,* assigned role in Allied Artists feature film, "House in the Sea."

Faye Emerson, radio and television personality, signed by United Features syndicate to write three-times-a-week syndicated newspaper column under title "Faye Emerson on Radio and Television." First release will be for publication on Sept. 7.

Howard A. Chinn, chief engineer of audio-video div. of CBS-TV, author of book, *Television Broadcasting,* to be published early next month by McGraw-Hill Book Co.

Jaime del Valle, producer-director on CBS Radio *General Electric Theatre, Richard Diamond, Private Detective* and *Yours Truly, Johnny Dollar,* father of boy, Aug. 17. Mother is radio actress **Virginia Gregg.**

Manufacturers

Robert L. Westbee, general manager, sound recording div., elected vice president of Minnesota Mining & Mfg. Co., St. Paul, and will head up newly-created electrical products div., which includes sound recording tape div.

G. A. Bradford, advertising manager of General Electric's tube dept., Schenectady, N. Y., named manager of advertising and sales promotion for radio and TV dept., Syracuse, N. Y.

J. H. Riddel, marketing manager for Capehart-Farnsworth Co., Fort Wayne, Ind., appointed assistant vice president of its consumer product div.

George A. Sheehy, manager of N. Y. warehouse, Sylvania Electric Products Inc., N. Y., promoted to sales representative for radio and TV tube divisions and will handle distributor renewal sales for North Jersey area.



EXECUTIVE appointments at WSYR-AM-TV Syracuse, N. Y., resulted in the naming of Jim McDonald (c) as program director of WSYR-TV, reporting to Bill Rothrum, vice president in charge of programs for WSYR-AM-TV. Warren Rossell (l) has been appointed assistant program manager for television in charge of production, and Paul Abbott (r) has been named assistant program director for television in charge of administration. Appointment of Floyd Ottoway as program manager for WSYR, reporting to Mr. Rothrum, also was announced by E. R. Vadeboncoeur, stations' president.

Kenyon Kilbon, former staff member of New York *Herald Tribune,* to staff of RCA Dept. of Information, N. Y.

Newland F. Smith, director of general engineering for MBS and WOR New York, named general manager of Gray Research and Development Co., Manchester, Conn. (TV studio projection equipment and accessories and sound effects consoles).



Mr. Smith

Robert Redfield appointed chief engineer of government div. of Webster-Chicago (magnetic recorders, phonographs).

Eugene Lieberman, Emerson Radio & Phonograph Corp. test engineering dept., to CBS Columbia Inc. as liaison engineer for product engineering staff.

Program Services

William Bidell, Hollywood freelance publicist, forms **William Bidell Syndicate,** 6926 Melrose Ave., that city, to distribute *Who's Who and Why,* series of 3¾ minute tape-recorded radio interviews with top personalities.

Stacy Keach, producer-owner of former NBC Radio *Tales of the Texas Rangers,* is producing new transcribed documentary radio series, *The Way It Happened.* Program, written by **Charles Israel,** is dramatized from recordings by detectives of their experiences with emphasis on human angle.

Marty O'Shaughnessy, former editor of *TV Forecast,* will edit and publish *Boulevard,* newsletter for radio, TV and advertising agency executives starting Sept. 1. Publication will maintain offices at 333 N. Michigan Ave., Chicago.

Trade Associations

James N. Sites, special representative of Assn. of American Railroads, Washington, appointed manager of press and radio service of that organization. He succeeds **Harry E. Hammer,** who joins public relations staff of Reading Railway System, Phila.

Alex Evelove, former director of publicity and advertising, Warner Bros., named publicity director of Radio - Television - Recording - Adv. Charities Inc. 1954 fund raising campaign. RTRA special advance gifts drive starts Sept. 18 and general drive starts Oct. 1.

Don DeFore, who portrays Thorny on ABC-TV *Adventures of Ozzie and Harriet,* named membership committee chairman for Academy of TV Arts & Sciences, succeeding **Robert Cummings** who remains on board of directors.

Personnel Relations

Lloyd Ritchie, assistant business agent and secretary-treasurer, Motion Picture Costumers Local 705 (IATSE), Hollywood, to Publicists Guild, that city, as business agent. He succeeds **John Bowman,** author of current novel, "Isle of Demons," who will devote full time to writing.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-000, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

MILESTONES

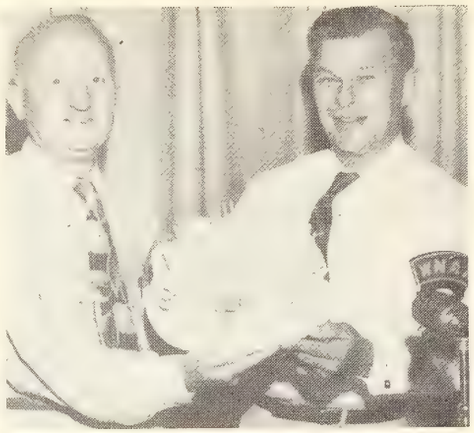
► MBS NEWSCASTER Bill Henry celebrated his 30th anniversary as a radio newsman last Friday. Mr. Henry, who will return to his weekday news digest program over MBS, 9-9:05 p.m. EDT, on Sept. 7, participated in his first news broadcast on Aug. 21, 1923, when he substituted for a fellow member of the *Los Angeles Times* editorial staff on a local radio news show.

► OTTO A. HARBACH, past president of Ascap, was guest of honor at a banquet given by the society Tuesday at the Waldorf-Astoria in New York to celebrate his 80th birthday. A charter member of Ascap, Mr. Harbach has served on its board since 1920 and was president from 1950 to 1953.



CAKE to celebrate 17th anniversary is presented by Richard A. Moore (c), vice president-general manager, KTTV (TV) Hollywood, to Ted H. Factor (l), president, and Donald A. Breyer, executive vice president, Factor-Breyer Inc., Los Angeles, in honor of Mr. Factor's founding his firm in 1936.

► SACHS *Amateur Hour*, simulcast each Sunday by WENR and WBKB (TV) Chicago, ABC outlets, celebrated its 19th anniversary yesterday (Sunday) with the 988th consecutive weekly performance. Show has been sponsored by Morris B. Sachs stores since its inception, with Norm Heyne, Ruthrauff & Ryan vice president, as producer. Program has introduced such stars at Mel Torme and Frankie Laine. At the end of each 13-week period, a contest is held for the victors of the preceding 12 shows. Bob Murphy is m.c.



FOURTEEN years of advertising by Champlin Oil Products on WNAX Yankton, S. D., occasions this cake presented to Whitey Larson, station newscaster, by Tuffy Hansen, president, H & K Oil Co. there. Champlin sponsors Mr. Larsen's *Sunset Edition of the News* six days weekly.

► WALT KAY, conductor of *Kousin Kay's Corner* on WDOK Cleveland and *Kousin Kay's Merry-Go-Round* on WXEL (TV) that city, is celebrating his 10th anniversary in broadcasting. He began on WMRN Marion, Ohio, moved to WJW Cleveland for six years and joined WDOK.



A WATCH for Thomas G. Callahan (r) marks 25 years of service with WBT-WBTV (TV) Charlotte, N. C.. Mr. Callahan is audio-video supervisor for the Jefferson Standard Broadcasting Co. Charles H. Crutchfield, executive vice president of the company, makes the presentation.

WCKY

NIELSEN SHOWS THAT

WCKY COVERS THE SOUTH

WITH THE LARGEST AUDIENCE

AT THE LOWEST COST

WCKY

INTERNATIONAL

Canadian Summer Sales Surpass Spring Totals

CANADIAN retail sales of all products are higher during summer months than in the spring, according to a preliminary survey made by a number of stations for the Canadian Radio Station Representatives Assn. The survey, covering 1951, shows that food sales are as high in summer as in any season of the year, that gas and garage services are highest in summer and appliance sales begin their rise in the late summer. The survey is still underway. Summer listening habits, programs and radio effectiveness also were studied by the stations.

CANADA

CBC Board Meet Set With TV on Agenda

TV STATION applications will be taken up at the next meeting of the board of governors of the Canadian Broadcasting Corp. at Winnipeg, Sept. 23-25. Meeting had been planned for an earlier date in September, but was postponed to allow more time for new TV station applicants, AM station share transfers and new AM applicants.

CANADA

15 Agencies Enfranchised Bring Total to 74

ANOTHER 15 advertising agencies were enfranchised by the Canadian Assn. of Broadcasters this month, bringing the current fiscal year total to 74 agencies. Among latest agencies enfranchised are Canadian offices of Grant Adv. of Canada Ltd., Toronto; McCann-Erickson Inc., Toronto; Robert Otto & Co. (Canada) Ltd., Toronto; Young & Rubicam Ltd., Toronto and Montreal, and the New York office of Hirshon-Garfield Inc.

CANADA

Boost Canadian Music

TO PUBLICIZE the part Canadian broadcast stations play in the development of Canadian music through BMI Canada Ltd. and Broadcast Music Inc., plans are being made to have Canadian stations send prominent young musicians, businessmen, advertisers or staff members to New York for the All-Canadian Concert Night at Carnegie Hall, Oct. 16. Some stations are planning to buy first and second tier boxes to send guests to the concert of all Canadian music, which will be conducted by Leopold Stokowski. It is planned to invite President Eisenhower, Canadian Governor-General Vincent Massey, Canadian Premier Louis St. Laurent and cabinet ministers to the concert which is being sponsored jointly by BMI Canada Ltd., Broadcast Music Inc., Canadian Assn. of Broadcasters and Canadian Broadcasting Corp.

VOICE OF DEMOCRACY CONTEST UNDER WAY

Annual script-voice competition for high school students began last week under sponsorship of NARTB, RETMA and the U. S. Jr. Chamber of Commerce.

THE 1953 Voice of Democracy Contest, seventh annual script-voice competition for high school students, got under way last week. The contest is cooperatively sponsored by NARTB, Radio-Electronics-TV Mfrs. Assn. and the U. S. Jr. Chamber of Commerce.

The contest will have the support of the U. S. Office of Education. Local broadcasters, radio-TV distributors and dealers, and local Jaycee chapters will handle competition on the local level.

All 10th, 11th and 12th grade students of public, private and parochial schools in the 48 states and territories are eligible to compete. Entrants are required to compose and deliver five-minute scripts, suitable for broadcast, on the subject "I speak for Democracy." Judging at classroom and school levels is followed by state and national eliminations conducted by means of recordings.

A dozen finalists will be chosen from the transcribed state and territorial winners. A national judging panel of leading citizens will select the four national winners, each to receive a $500 college scholarship and either a radio or TV receiver. National winners will receive their prizes during Awards Week, Feb. 19-26, including a weekend as guests of Colonial Williamsburg where they will join in a national youth forum, Democracy Workshop.

National Assn. of Secondary School Principals joins the Office of Education in supporting the contest for students. Competition opens Nov. 1-7, National Radio & Television Week. Transcribed broadcasts by outstanding Americans will be put on the air to provide contestants with background material. Eliminations are scheduled Nov. 16-20, with the state and territorial winners to be announced Jan. 1.

Chairman of the national VOD Contest Committee is Robert K. Richards, NARTB administrative vice president. Other members are James D. Secrest, RETMA; W. B. McGill, Westinghouse Radio Stations Inc., also RETMA; Oscar Elder, NARTB; Gene Trumble, Jaycees, and Dr. G. Kerry Smith, Office of Education. Campbell Arnoux, WTAR-AM-TV Norfolk, Va, is broadcast advisor to the committee.

Sen. Douglas Boosts Chicago Educ. TV Plan

ESTABLISHMENT of privately-supported educational TV projects is essential "if we are to avoid the dangers both of concentrated commercial and governmental control of telecasting," Sen. Paul Douglas (D-Ill.) has warned.

In a letter to the *Chicago Sun-Times*, Sen. Douglas urged public support for a local, noncommercial, educational TV station on Ch. 11, to be operated by the Chicago Educational Television Assn. CETA has about half the funds it needs to start construction and operation. Last week it was indicated the station may not be on the air before the fall of 1954. Earlier, Rep. Sidney Yates (D-Ill.) had written a letter to the same paper in support of an educational station [B•T, Aug. 17].

UPCOMING EVENTS

Aug. 25-26: NARTB AM Committee, NARTB Headquarters, Washington.

Aug. 27-28: NARTB FM Committee, NARTB Headquarters, Washington.

Aug. 28-Sept. 18: Educ. TV production workshop, U. of Illinois, Urbana.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, convention, Jasper Park Lodge, Jasper, Alberta.

Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.

Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.

Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.

Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 11-12: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25-26: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

SPECIAL LISTING
(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville. N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel. Philadelphia.



All Pittsburgh wakes up daily to the most complete news coverage in Pittsburgh radio. Herb Morrison's 7:15 AM newscast is a "must" for a news conscious audience . . . and ALL DAY, the WJAS news staff keeps pace with the news AS IT IS HAPPENING!

FIRST—with an on the spot report of the air disaster at Milton, Florida Naval Training Base, July 17th.

FIRST—with complete coverage of Pittsburgh's Soap Box Derby. Four solid hours charged with the excitement and color of this annual event.

No wonder all Pittsburgh *NATURALLY* turns to WJAS ALL DAY for complete news coverage.

5000 Watts 1320 KC

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/15/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-Aug. '53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53 [CP stayed].
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH (TV)** (*28), 8/28/52-Aug. '53.
Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-12/1/53.
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, NBC, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/15/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuMont
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Macon, **WETV (TV)** (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI (TV)** (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI (TV)** (2), 5/14/53—12/1/53.
Pocatello, **KISJ (TV)** (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI (TV)** (54), 11/20/53-8/10/53, DuM, Weed TV.
Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), Initial Decision 7/15/53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, H-R TV.
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-9/15/53, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT (TV)** (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53—Raymer.

MICHIGAN

Battle Creek, **WRCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV)** (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/15/53, DuM, Taylor.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.

MINNESOTA

Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

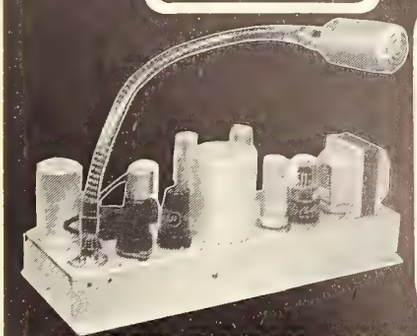
MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-Early Sept. '53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Louis, **WIL-TV** (42), 2/12/53—Late '53.
dalia, **KDRO-TV** (6), 2/26/53-1/1/54.
ringfield, **KYTV** (TV) (3), 1/8/53-9/15/53, ABC, NBC, Hollingbery.

MONTANA

lings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
lings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
te, **KOPR-TV** (4), 1/15/53-9/1/53, ABC, Hollingbery.
te, **KXLF-TV** (6), 2/26/53-9/1/53, Walker.
eat Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
eat Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
ssoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

arney, **KHOL** (TV) (13), 7/22/53—Unknown.

NEVADA

no, **KZTV** (TV) (8), 12/23/52—Unknown.

NEW HAMPSHIRE

ene, **WKNE-TV** (45), 4/22/53—Unknown.
. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

bury Park, **WRTV** (TV) (58), 10/2/52—Late Dec. '53.
lantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
w Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
w Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
enton, **WTTM** (TV) (41), 7/16/53—Unkown.

NEW MEXICO

buquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
buquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC.
ovis, **KNEH** (TV) (12), 3/4/53—Unknown.
nte Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

bany, **WPTR** (TV) (23), 6/10/53—Unknown.
bany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
bany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
ghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
ffalo, **WEBS-TV** (59), 12/23/52-11/1/53, Bolling.
ffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
nira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
aca, **WHCU-TV** (20), 1/8/53-11/15/53.
aca, **WIET** (TV) (*14), 1/8/53—Unknown.
mestown, **WJTN-TV** (58), 1/23/53—Unknown.
gston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
w York, **WGTV** (TV) (*25), 8/14/52—Unknown.
ughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
chester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
chester, **WRNY-TV** (27), 4/2/53—Unknown.
chester, **WROH** (TV) (*21), 7/24/52—Unknown.
chester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
chester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
henectady, **WTRI** (TV) (35), 6/11/53—Unknown.
racuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
ica, **WFRB** (TV) (19), 7/1/53—Unknown.
atertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

arlotte, **WAYS-TV** (36), 2/26/53-9/1/53—ABC, Bolling.
rham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
eensboro, **WCOG-TV** (57), 11/20/52-9/30/53, ABC, Bolling.
eenville, **WNCT** (TV) (9), 3/11/53—Oct. '53, CBS, DuM, Pearson.
ndersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
unt Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
lmington, **WMFD-TV** (6), 7/30/53—Spring '54.
nston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
nston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, H-R Television.

NORTH DAKOTA

marck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
marck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
not, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
lley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

htabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
ncinnati, **WCIN-TV** (54), 5/14/53—Unknown.
eveland, **WERE-TV** (65), 6/18/53—Fall '53.
lumbus, **WOSU-TV** (*34), 4/22/53—Unknown.
yton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed,
na, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
ssillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
rtsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
ndusky, **WLEC-TV** (42), 1/23/53-12/1/53.
ubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
ungstown, **WUTV** (TV) (21), 9/25/52—Aug. '53.

OKLAHOMA

ami, **KMIV** (TV) (58), 4/22/53—Unknown.
lahoma City, **KLPR-TV** (19), 2/11/53—Sept. '53, ABC, DuMont, Bolling.
Oklahoma City, **KTVQ** (TV) (25), 2/11/53-10/1/53, ABC, H-R Television.
Oklahoma City, **KWTV** (TV) (9), 7/22/53—Late '53, CBS.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53 — Sept. '53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA** (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS** (TV) (16), 12/23/52-8/22/53, ABC, CBS, Petry.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ** (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET** (TV) (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC** (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT** (TV) (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-Sept. '53, Pearson.
Knoxville, **WTSK** (TV) (26), 3/26/53—Unknown.
Knoxville, **WROL-TV** (48), 7/31/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-11/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, **KBMT** (TV) (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX** (TV) (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO** (TV) (20), 3/11/53—Unknown.
Galveston, **KTVR** (TV) (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP** (TV) (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE** (TV) (32), 2/5/53-9/20/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA** (TV) (35), 3/26/53—Unknown.
Sherman, **KSHM** (TV) (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Tyler, **KETX** (TV) (19), 1/29/53-8/30/53.
Victoria, **KNAL** (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV** (TV) (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.

WHBF

IS NOW

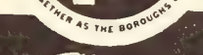
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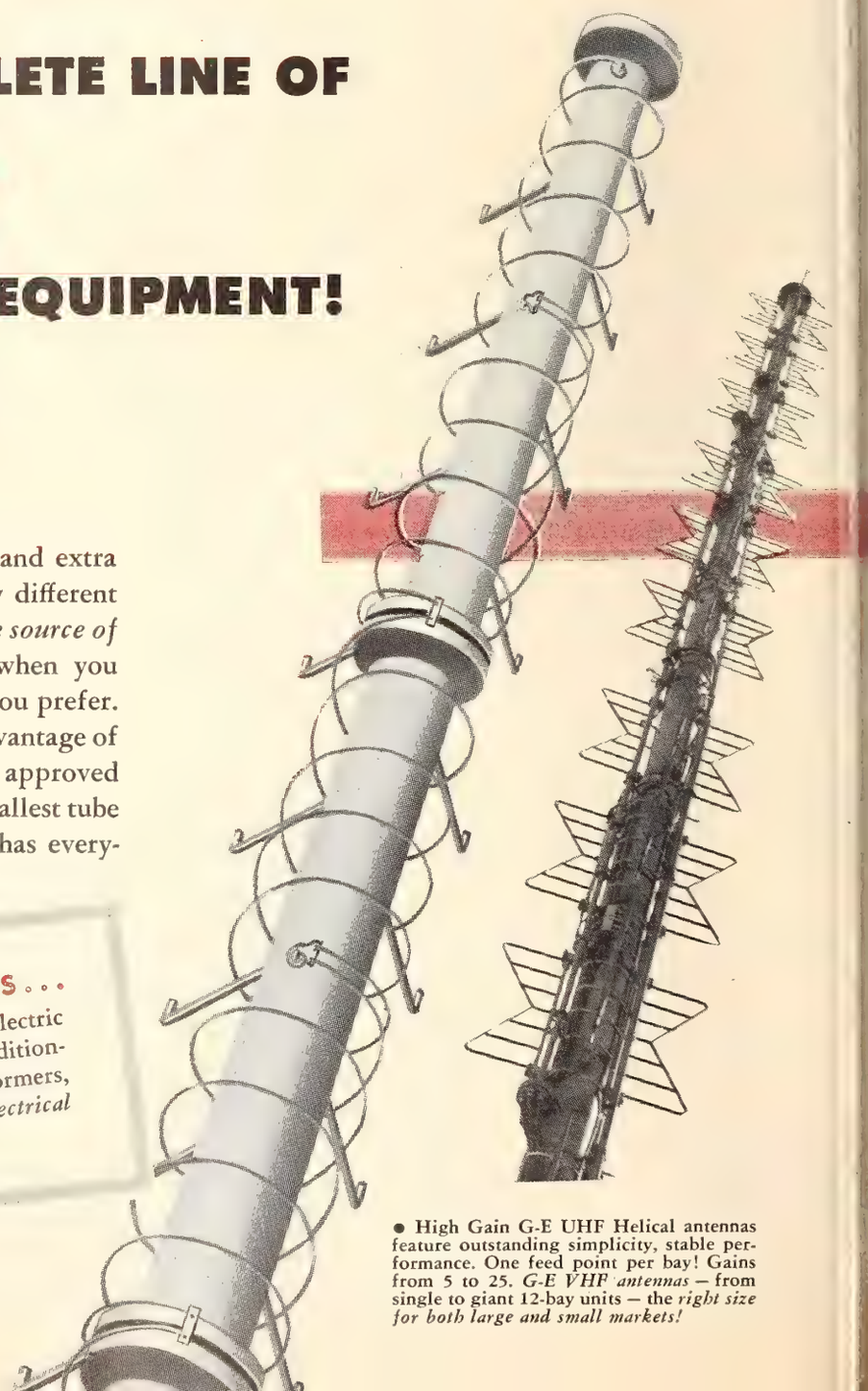
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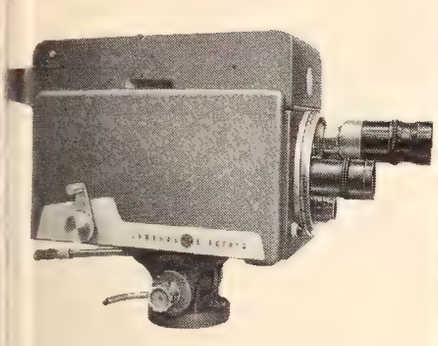
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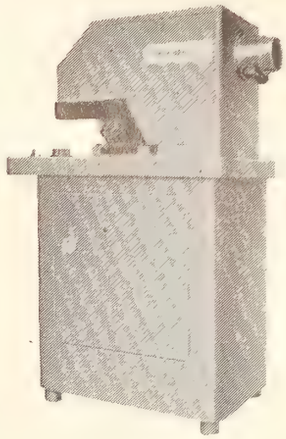


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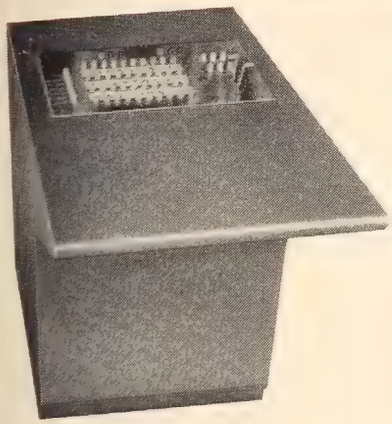
• G-E Synchrolite* Projector offers unlimited commercial possibilities, utmost in performance.



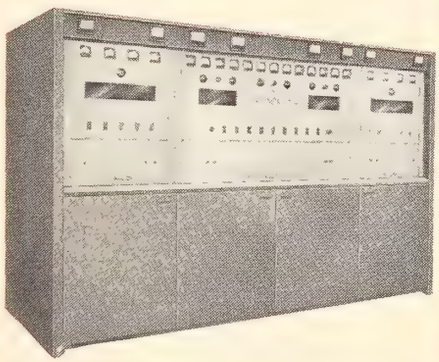
*Reg. U.S. Pat. Off.



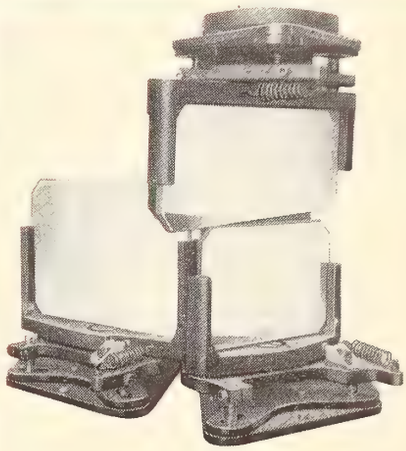
• G-E Dual Slide Projector featuring variety of laps, fades, dissolves, superpositions, etc.
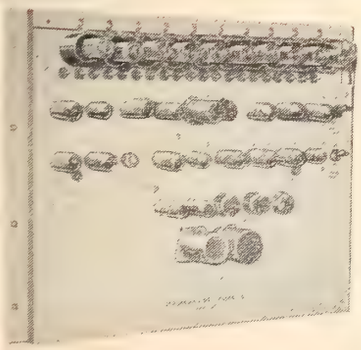


• G-E Studio Switching Combinations exactly fit your needs... one-man, single, medium or large studio operation.



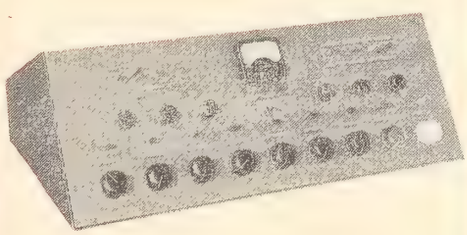
•G-E Transmitters ideally answer all requirements... from 5 kw VHF to the industry's highest power 50 kw UHF units.



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mplete Television Equipment for UHF and VHF

GENERAL ELECTRIC

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Unknown, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/1/53—ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV** (TV) (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53—Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

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KGW

on the efficient 620 frequency

PORTLAND, OREGON

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AFFILIATED WITH NBC

ACTIONS OF FCC

Aug. 13 through Aug. 19

Includes data on new stations, changes in existing stations, ownership changes, heari cases, hearing calendar, new petitions, rules & standards changes and routine roundu

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local su set. mod.—modification. trans.—transmitt unl.—unlimited hours. kc—kilocycles. SSA special service authorization. STA—special te porary authorization. (FCC file and heari docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.

* * *

AM and FM Summary through Aug. 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,475	2,457	144	254	80
FM	578	549	54	7	0

Television Station Grants and Applicatio
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	To
Commercial	157	264	42
Educational	7	13	2

Total Operating Stations in U. S.:

	Vhf	Uhf	To
Commercial on air	160	51	21
Noncommercial on air	1	0	

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	To
Commercial	818	337	643	511	1,15
Educational	50		24	26	5
Total	868	337	667	537	1,20

[1] Eleven CPs (2 vhf, 9 uhf) have been returned
[2] **One applicant did not specify channel.**
[3] Includes 20 already granted.
[4] Includes 438 already granted.

* * *

Note: Processing of uncontested TV applic tions has been extended through both the Gro A-2 and group B city priority lists. New pr essing lines and procedures go into effect on Au 24 [B•T, July 27, 20].

New TV Stations . . .

ACTIONS BY FCC

Owensboro, Ky.—Owensboro on the Air Inc. (WVJS), granted uhf Ch. 14 (470-476 mc); ERP 178 kw visual, 93.3 kw aural; antenna height above average terrain 390 ft., above ground 405 ft. Estimated construction cost $265,220, first year operating cost $242,000, revenue $315,000. Post office address 324 Allen St., Owensboro, Ky. Studio and transmitter location on U. S. 60, about 1 mi. west of Owensboro (same site as WVJS [AM]). Geographic coordinates 37° 46' 32" N. Lat., 87° 09' 31" W. Long. Transmitter, antenna and studio equipment GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **V. J. Steele** (69⅔%), Vice President **Malcolm Greep** (11%), Secretary-Treasurer **M. A. Rhodes** (19%) and **Pauline H. Steele** (⅓%). Granted Aug. 19.

Milwaukee, Wis. — Cream City Bcstg. Co. (WMIL), granted uhf Ch. 31 (572-578 mc); ERP 15.1 kw visual, 9.1 kw aural; antenna height above average terrain 430 ft., above ground 461 ft. Estimated construction cost $170,314, first year operating cost $240,000, revenue $300,000. Post office address 2625 West Wisconsin Ave., M waukee 3, Wis. Studio and transmitter locati 2625 West Wisconsin Ave. Geographic coor nates 43° 02' 18" N. Lat., 87° 56' 48" W. Lo Transmitter and antenna GE. Legal coun Krieger & Jorgensen, Washington. Consulti engineer Nathan Williams, Washington. Prin pals include President **Gene Posner** (74.5%), M waukee (Wis.) attorney; Vice President **R Posner** (wife of Gene Posner) (0.2%), partn and 50% owner of E. & R. Real Estate Accou Milwaukee, and Secretary-Treasurer **Jerome** (25.3%). Messrs. Posner and Sill are owners Belle Co., uhf Ch. 38 applicant at La Crosse, W Granted Aug. 19.

APPLICATIONS AMENDED

Lake Charles, La.—Sowela TV Inc. (KLO amends application for new TV station on Ch. 7 to change ERP from 108 kw visual, 54 k aural to 102 kw visual and 61 kw aural; stu and transmitter location to corner Ryan a Clarence Sts., Lake Charles. Filed July 20.

Plattsburg, N. Y.—Great Northern TV L amends application for new TV station on Ch. 28 to change ERP from 100 kw visual, 5 kw aural to 224 kw visual and 119 kw aural; a

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enna height above average terrain from 220 ft. to 957 ft.; change transmitter location to 10 miles NW of Plattsburg on Rand Hill Rd. Filed July 31.

Madison, Wis.—Radio Wisconsin Inc. (WISC) amends application for new TV station on vhf Ch. 3 to change ERP to 100 kw visual and 50 kw aural; transmitter location to 6.9 miles WSW of center of Madison; studio location to be determined; antenna height above average terrain 794.5 ft. Filed Aug. 7.

APPLICATIONS DISMISSED

Memphis, Tenn.—KWEM-TV Inc. (KWEM West Memphis, Ark.) granted dismissal of bid for new TV station on uhf Ch. 48 at request of attorney. Dismissed Aug. 10.

Portland, Me. — Community Bcstg. Service granted dismissal of bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Aug. 3.

High Point, N. C.—High Point Enterprise Inc. FCC returned application for new TV station on vhf Ch. 6 per order of July 29 dismissing application and request for comparative hearing. Returned Aug. 4.

Old Hickory, Tenn.—A. G. Beaman and T. B. Baker Jr. d/b as Capitol Bcstg. Co. FCC dismissed by letter bid for new TV station on vhf Ch. 5. Dismissed Aug. 4.

Existing TV Stations . . .

ACTIONS BY FCC

KBTV (TV) Denver, Colo.—Colorado TV Corp. granted modification of CP for vhf Ch. 9 to increase ERP to 282 kw visual and 141 kw aural; antenna height above average terrain 950 ft. Granted Aug. 14.

WSIL-TV Harrisburg, Ill.—Turner-Farrar Assn. granted modification of CP for uhf Ch. 22 to change ERP from 10.5 kw visual, 5.5 kw aural to 41 kw visual and 3.72 kw aural; antenna height above average terrain 520 ft. Granted Aug. 13.

KFAZ-TV Monroe, La.—Delta TV Inc. granted STA to operate commercially on uhf Ch. 43 for the period ending Dec. 1. Action Aug. 10; announced Aug. 18.

WBEB-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted STA to operate commercially on uhf Ch. 59 for the period ending Jan. 20, 1954. Action July 31; announced Aug. 18.

KETC (TV) St. Louis, Mo.—St. Louis Educational TV Commission granted STA to operate noncommercial educational station on vhf Ch. 9 for the period ending Jan. 9, 1954. Action Aug. 2; announced Aug. 18.

KOOK-TV Billings, Mont.—Montana Network granted STA to operate commercially on vhf Ch. 2 for the period ending Oct. 4, 1953. Action Aug. 11; announced Aug. 18.

WIMA-TV Lima, Ohio — Northwestern Ohio Bcstg. Corp. granted modification of CP for uhf Ch. 35 to change ERP from 91 kw visual, 50 kw aural to 66.1 kw visual and 38 kw aural; change transmitter location to 4.2 miles S of center of Lima and studio location to 223 N Main St., Lima; antenna height above average terrain 234 ft. Granted Aug. 14.

WFBG-TV Altoona, Pa. — Gable Bcstg. Co. granted modification of CP for vhf Ch. 10 to change ERP to 316 kw visual, and 158 kw aural; antenna height above average terrain 980 ft. Granted Aug. 13; announced Aug. 18.

WTVU (TV) Scranton, Pa.—Appalachian Co. granted STA to operate commercially on uhf Ch. 73 for the period ending Aug. 18. Action Aug. 4; announced Aug. 18.

KCMC-TV Texarkana, Tex.—KCMC Inc. granted STA to operate commercially on vhf Ch. 6 for the period ending Jan. 22, 1954. Action Aug. 1; announced Aug. 18.

KSL-TV Salt Lake City—Radio Service Corp. granted ERP boost on vhf Ch. 5 from 0.002 kw visual and 0.001 kw aural to 29.5 kw visual and 7.8 kw aural. Antenna height above average terrain 4090 ft. Granted Aug. 14.

CALL LETTERS ASSIGNED

WABT (TV) Birmingham, Ala.—The TV Corp., vhf Ch. 13. Changed from WAFM-TV.

KFIA (TV) Anchorage, Alaska—Kiggins & Rollins, vhf Ch. 2.

KTVA (TV) Anchorage, Alaska—Northern TV Inc., vhf Ch. 11.

KFIF (TV) Fairbanks, Alaska—Kiggins & Rollins, vhf Ch. 2.

KQED (TV) Berkeley, Calif.—Bay Area Educational TV Assn., noncommercial educational, vhf Ch. 9.

KRMA-TV Denver, Colo.—School District #1 in the City and County of Denver and State of Colo., noncommercial educational, vhf Ch. 6.

KBOI (TV) Meridian, Idaho — Boise Valley Bcstrs. Inc., vhf Ch. 2. Changed from KTOO (TV).

WSJV (TV) Elkhart, Ind.—Truth Pub. Co., uhf Ch. 52. Changed from WTRC-TV.

WBOS-TV Boston, Mass.—E. Anthony & Sons Inc., uhf Ch. 50. Changed from WSTB-TV.

WCSH-TV Portland, Me.—Congress Square Hotel Co. (WCHS), vhf Ch. 6.

KXJB-TV Valley City, N. D.—North Dakota Bcstg. Co. (KCJB Minot), vhf Ch. 4.

KOIN-TV Portland, Ore.—Mt. Hood Radio & TV Bcstg. Corp., vhf Ch. 6.

WLBR-TV Lebanon, Pa.—Lebanon TV Corp., uhf Ch. 15.

WSCV (TV) Spartanburg, S. C.—Sterling Telecasting Co., uhf Ch. 17.

WTSK (TV) Knoxville, Tenn.—TV Services of Knoxville, uhf Ch. 26. Changed from WCEE-TV.

WSIX-TV Nashville, Tenn.—WSIX Broadcasting Station, vhf Ch. 8.

WJPB-TV Fairmont, W. Va.—Fairmont Bcstg. Co., uhf Ch. 35. Changed from WVVW-TV.

APPLICATIONS AMENDED

KID-TV Idaho Falls, Idaho—Idaho Radio Corp. seeks modification of CP for vhf Ch. 3 to change transmitter location to on top of Little Butte Mountain, 8.5 miles NE of Atomic City, Idaho; studio location to Ammon Road, near Idaho Falls; change ERP to 100 kw visual and 60 kw aural; antenna height above average terrain 1,600 ft. Filed Aug. 7.

WMAC-TV Massillon, Ohio—Midwest TV Co. amends application for modification of CP for uhf Ch. 23 to change ERP to 20.1 kw visual and 10.06 kw aural; antenna height above average terrain 439 ft. Filed Aug. 5.

WIP-TV Philadelphia, Pa.—Pennsylvania Bcstg. Co. seeks modification of CP for uhf Ch. 29 to change ERP to 208 kw visual and 125 kw aural; antenna height above average terrain 802 ft. Filed Aug. 5.

WSM-TV Nashville, Tenn.—WSM Inc. seeks CP to increase ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 682 ft. Filed Aug. 7.

KCEN-TV Temple, Tex.—Bell Pub. Co. seeks modification of CP for vhf Ch. 6 to change studio location to 1 mile S of Eddy on U. S. Hwy. 81, near Eddy, Tex., and waiver of section 3.613 of Commission's rules. Filed Aug. 10.

KANG-TV Waco, Tex.—Clyde Weatherby tr/as Central Texas TV Co. seeks modification of CP for uhf Ch. 34 to change transmitter and studio location to near Lakeair Drive & Bosque Blvd., Waco; increase ERP to 18.94 kw visual and 9.45 kw aural; antenna height above average terrain 520 ft. Filed Aug. 4.

Wheeling, W. Va.—Tri-City Bcstg. Co. seeks modification of CP for vhf Ch. 7 to change studio location to 1329 Market St., Wheeling; change ERP to 209.7 kw visual and 154.9 kw aural; antenna height above average terrain 591 ft. Filed Aug. 5.

New AM Stations . . .

ACTIONS BY FCC

Cocoa, Fla.—Emerson W. Browne, Russell A. Browne and Charles L. Browne Jr. d/b as Capel Bcstg. Co., granted 1540 kc, 250 w daytime. Estimated construction cost $13,000, first year operating cost $24,000, revenue $36,000. Each partner has ⅓ interest. Emerson W. Browne is 16⅔ owner WKKO Cocoa, Fla. Post office address P. O. Box 387. Granted Aug. 19.

Cleveland, Tex.—Cleveland Bcstg. Co. granted 1410 kc, 500 w unlimited directional. Estimated construction cost $22,910, first year operating cost $30,000, revenue $48,000. Partners are **Howard C. Bailes** (60%), co-owner KSAM Huntsville, Tex., and **Theodore F. Lott** (40%), minister First Baptist Church, Mission, Tex. Post office address P. O. Box 843. Granted Aug. 19.

Seminole, Tex.—Marshall Formby, granted 730 kc, 250 w daytime, antenna 270 ft. Estimated construction cost $19,150, first year operating cost $26,000, revenue $36,000. Sole owner is **Marshall Formby**, sole owner of KPAN Hereford, Tex., 40% owner of KFLD Floydada, Tex., and applicant for new AM station in Spur, Tex. Granted Aug. 19.

APPLICATIONS

Peru, Ind.—Wabash-Peru Bcstg. Co., 1600 kc, 500 w, daytime. Estimated construction cost $28,014.17, first year operating cost $48,000, revenue $55,000. Principals include President **Rev. Wendell Hansen** (48.26%), ⅓ owner WMNE Menomine and WTRW Two Rivers, Wis.; Vice President **Chris Hansen** (6.71%), ⅓ owner WMNE and WTRW; Secretary **Douglas A. Weikle** (16.63%), program director WMNE, and Treasurer **Rev. Willard L. Archer** (8.59%), public relations consultant for churches, Pastor Downing Bible Church, Downing, Wis. Post office address 189 S. Main St., Wabash, Ind. Filed July 28.

Ft. Scott, Kan.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co. (KDMO Carthage and KRMO Monett, Mo.), 1370 kc, 500 w daytime. Estimated construction cost $25,651.90, first year operating cost $30,000, revenue $36,000. Each partner has ½ interest. Post office address % L. C. McKenney, KDMO Carthage, Mo. Filed July 27.



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Houston, Tex.—Rollins Bcstg. Inc. (WRAD Radford, Va.; WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAP Norfolk, Va.), 540 kc, 250 w daytime. Estimated construction cost $20,598.70, first year operating cost $60,000, revenue $70,000. President **John W. Rollins** (62.5%), Vice President **O. Wayne Rollins** (33.3%) and Treasurer **E. Rollins** (4.2%). Filed July 30.

APPLICATION AMENDED

Vancouver, Wash.—Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co. amends application for new AM station on 1010 kc, 1 kw daytime, to change transmitter and studio location from to be determined to Fourth Plain Road at E. 50th, Vancouver. Filed July 28.

Existing AM Stations . . .

ACTION BY FCC

KREM Spokane, Wash.—Louis Wasmer granted CP to increase power on 970 kc from 1 kw unlimited, directional night, to 5 kw day, 1 kw night, unlimited, directional night. Granted Aug. 19.

CALL LETTERS ASSIGNED

WAHR Coral Gables, Fla.—Alan Henry Rosenson, 1490 kc, 250 w unlimited.

WMEN Tallahassee, Fla.—WASP Inc., 1330 kc, 1 kw daytime. Changed from WFLR.

WDQN DuQuoin, Ill.—Ava Broadcasting Co., 1580 kc, 250 w daytime. Changed from WAVA.

WEAW Evanston, Ill.—North Shore Broadcasting Co., 1330 kc, 500 w daytime, directional.

WFLW Hodgenville, Ky. — Lincoln Memorial Broadcasting Co., 1320 kc, 1 kw daytime.

WHXY Bogalusa, La.—Bogalusa Broadcasting Co., 920 kc, 1 kw daytime.

WPON Pontiac, Mich.—James Gerity Jr., 1460 kc, 500 w unlimited, directional night. Changed from WBLM.

WNNJ Newton, N. J.—Sussex County Broadcasters, 1360 kc, 500 w daytime.

WNIA Cheektowaga, N. Y.—Niagara Broadcasting System, 1230 kc, 250 w unlimited.

WNRC New Rochelle, N. Y.—Radio New Rochelle Inc., 1460 kc, 500 w daytime. Changed from WGNR.

KRWC Forrest Grove, Ore.—Irving V. Schmidtke. 1570 kc, 250 w daytime. Changed from KFGR.

WEEX Easton, Pa.—Easton Pub. Co., 1230 kc, 250 w unlimited.

KEAN Brownwood, Tex.—Lyman Brown Enterprises, 1240 kc, 100 w unlimited.

APPLICATIONS

WAVZ New Haven, Conn.—WAVZ Bcstg. Corp. seeks CP to change from 1260 kc to 1300 kc. Filed July 28.

WMOP Ocala, Fla.—Andrew B. Letson seeks modification of CP to increase power from 500 w to 1 kw; change studio location to Robertson Bldg., Main St. and Ocklawah Ave. and transmitter location to intersection of U. S. 301 and Force Rd., 3.8 miles N of Marion County Court House. Filed Aug. 4.

WKIN Kingsport, Tenn.—Radio Station WKIN Inc. seeks CP to increase power from 1 kw to 5 kw. Filed July 29.

APPLICATIONS AMENDED

KDJV Sanger, Calif.—John H. Poole tr/as John Poole Bcstg. Co. amends application (to change frequency from 900 kc daytime to 1150 kc unlimited, directional night, 1 kw) to change frequency to 900 kc, 1 kw daytime; change transmitter and studio location to SE corner of Jensen Ave. and Fowler Ave., 7 miles W of Sanger. Filed July 6.

WEAT Lake Worth, Fla.—James Robert Meachem amends application (to change transmitter location from 19th Ave. and A St. N., Lake Worth, to Park Ave. and Lake Trail, Palm Beach; and change studio location from 422 North Dixie Hwy., Lake Worth, to Park Ave. and Lake Trail, Palm Beach) to change to 850 kc, 1 kw directional; change transmitter location to NE corner of Lark & Congress Rds., 2½ miles NW of Lake Worth, and change studio location to be determined, West Palm Beach. Filed July 27.

WFIG Sumter, S. C.—Radio Station WFIG Inc. amends application (to change from 1340 kc 250 w to 1290 kc 1 kw directional) to make changes in nighttime directional antenna system. Filed July 28.

KCUL Ft. Worth, Tex.—East-West Bcstg. Co. amends application (to increase power from 1 kw night, 5 kw day to 5 kw night, 50 kw day) to change nighttime power to 1 kw. Filed July 28.

New FM Station . . .

ACTION BY FCC

Louisville, Ky.—Board of Trustees of Louisville Free Public Library granted CP for new noncommercial educational station on Ch. 220 (91.9 mc); ERP of 10 kw; antenna height above average terrain 35 ft. Granted Aug. 19.

Existing FM Stations . . .

ACTIONS BY FCC

WRC-FM Washington, D. C.—National Bcstg. Co. granted CP to change antenna height above average terrain from 330 ft. to 410 ft. Action Aug. 11; announced Aug. 18.

WAUG-FM Augusta, Ga.—Garden City Bcstg. Co. granted change in ERP from 9.2 kw to 5.8 kw. Granted Aug. 19.

WMVO (FM) Mt. Vernon, Ohio—Mt. Vernon Bcstg. Co. granted CP to change ERP from 3.2 kw to 2.9 kw; antenna height above average terrain from 310 ft. to 270 ft. Action Aug. 11; announced Aug. 18.

KPRC-FM Houston, Tex.—Houston Post Co. granted change in ERP from 57 kw to 48 kw; antenna height above average terrain from 320 ft. to 550 ft. Granted Aug. 19.

CALL LETTERS ASSIGNED

KAIM Honolulu, Hawaii—Christian Broadcasting Assn., Ch. 238, transmitter power 1 kw.

WEAW-FM Evanston, Ill.—North Shore Bcstg. Co., Ch. 286, ERP 36 kw. Changed from WEAW.

KIND-FM Independence, Kan.—Central Bcstg. Inc., Ch. 228, ERP 350 w.

WFUL-FM Fulton, Ky.—Ken-Tenn Bcstg. Corp., Ch. 285, ERP 500 w.

WHPR (FM) Highland Park, Mich.—School District of the City of Highland Park, noncommercial educational, Ch. 201, transmitter power 10 w.

WRRA (FM) Ithaca, N. Y.—Northeast Radio Corp., Ch. 279, ERP 5.6 kw.

WNRC-FM New Rochelle, N. Y.—Radio New Rochelle Inc., Ch. 228, ERP 1 kw. Changed from WGNR-FM.

WEEX-FM Easton, Pa.—Easton Pub. Co., Ch. 289, ERP 1 kw. Changed from WEEX.

WFME State College, Pa.—Pennsylvania State College, noncommercial educational, Ch. 216, ERP 860 w.

WAEW-FM Crossville, Tenn.—Arthur Wilkerson Lumber Co., Ch. 246, ERP 9 kw.

WHBT-FM Harriman, Tenn.—Harriman Bcstg. Co., Ch. 237, ERP 780 w.

APPLICATION AMENDED

WJHP-FM Jacksonville, Fla. — Jacksonville Journal Co. seeks modification of license to change main studio to 0.7 miles S of Jacksonville. Filed Aug. 5.

Ownership Changes . . .

ACTIONS BY FCC

KOCS (AM)-KEDO (FM) Ontario, Calif.—Mrs. Jerome Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby and Robert Fairchild d/b as The Daily Report Co. granted a change in partnership by transfer by Mrs. Harnish of 1½% interest as gifts to each of her sons. Principals are Mrs. Harnish, formerly 76½%, proposed 73½%; Carlton P. Appleby, formerly 14%, proposed 15½%, and Andrew B. Appleby, formerly 2%, proposed 3½%. Granted Aug. 14.

KBOL Boulder, Colo.—Boulder Radio KBOL Inc. granted voluntary transfer of control to Russell W. Shaffer and Allen J. Lefferdink through sale of 100% stock by J. Herbert Hollister for $35,000. Mr. Shaffer is general manager of KBOL and Mr. Lefferdink has interests in investments, real estate and life insurance. Granted Aug. 19.

WBYS-AM-FM Canton, Ill. — Fulton County Bcstg. Co. granted voluntary relinquishment of control through transfer of 50 shares of stock from Harold R. Winsor to Dale S. Phares for $5. Granted Aug. 19.

WCIL Carbondale, Ill.—Paul F. McRoy, John H. Searing and Ann E. Searing d/b as Southern Ill. Bcstg. granted involuntary assignment of license to Paul F. McRoy and Ann E. Searing, individually and as Executrix of the Estate of John H. Searing d/b as Southern Ill. Bcstg. Mrs. Searing will now own ⅔ interest. Granted Aug. 12.

WFMF (FM) Chicago, Ill.—WJJD Inc. granted assignment of license to WFMF Inc., a new subsidiary of Field Enterprises, after sale of WJJD to Plough Inc. [B•T, Aug. 10]. Granted Aug. 14; announced Aug. 18.

WOPA-AM-FM Oak Park, Ill. — William L. Klein, Oak Park Arms Hotel Inc., James M. Whalen Jr., Egmont Sonderling d/b as Village Bcstg. Co. granted assignment of license to Richard Goodman, Mason Loundy, Oak Park Arms Hotel Inc., and Egmont Sonderling d/b as Village Bcstg. Co. Mr. Klein sells 40% of his interest for $47,000 and gives the remaining 6% to Sonderling. Mr. Whalen sells his 3¾% interest for $4,000. Sonderling will now own 21.25% interest. Granted Aug. 19.

WCMI-AM-FM Ashland, Ky.—Ashland Bcstg. Co. Gilmore N. Nunn and J. Lindsey Nunn granted voluntary transfer of control to Great Trails Bcstg. Corp. through sale of 70% of stock for $140,000. J. Lindsey Nunn will receive $95,000; Gilmore N. Nunn will receive $45,000 and retain 25% interest. 5% interest is transferred as gifts to several WCMI employes. President, treasurer and 100% owner is Charles Sawyer, president, treasurer and majority stockholder WIZE Springfield, Ohio, president, treasurer and 20% stockholder WCOL Columbus, president, treasurer and controlling stockholder Eagle-Gazette Co., Lancaster newspaper, and owner Apex Pub. Co., Cincinnati newspaper. Granted Aug. 19.

KOLN-AM-TV Lincoln, Neb.—Cornhusker Radio & TV Corp. granted voluntary transfer of control to Fetzer Bcstg. Co. for total consideration of about $650,000. Sale price includes $145,000 cash plus assumption of obligations totaling about $500,000. Fetzer Broadcasting Co. is licensee of WJEF-AM-FM Grand Rapids and WKZO Kalamazoo, Mich., and operator of WKZO-TV Kalamazoo-Grand Rapids. Principals in Fetzer Broadcasting are President John E. Fetzer (52%) and his wife Rhea H. Fetzer (48%), vice president and secretary. Mr. Fetzer is minority stockholder of KXEL Waterloo, Iowa which is applicant for a TV station at Waterloo, vice president and 33⅓% stockholder WMBD-AM-FM Peoria, Ill., TV applicant for that city, chairman of the board and minority stockholder Vitapix Corp., distributor of motion pictures for TV, and together with his wife owns all of the stock of Fetzer Enterprises Inc., electronic equipment company in Kalamazoo. Granted Aug. 19.

KBON Omaha, Neb.—Inland Bcstg. Co. granted voluntary relinquishment of control by John K. and Nella Marie Morrison through corporate reorganization. Company retires 260 shares of Arthur Baldwin for $31,200; 30 shares of William Baldwin for $3,600; 60 shares of Nella Marie Morrison for $7,200; 150 shares of John K. Morrison for $16,500. Mr. Morrison sells 50 shares to Paul R. Fry for $5,500. Granted Aug. 19.

KZTV (TV) Reno, Nev.—Nevada Radio-TV Inc. granted transfer of control to Southwestern Pub. Co. by Donald W. Reynolds through sale of 50% interest for $1,250. Southwestern will now own 100%. Mr. Reynolds owns 75% interest in Southwestern. Granted Aug. 13; announced Aug. 18.

KGBS-TV Harlingen, Tex. — Magic Triangle Televisors Inc. granted assignment of CP to Harbenito Bcstg. Co. Stock interest in both companies are substantially the same and no major change from assignment of license. Principals include President McHenry Tichenor (38.5%), Genevieve Tichenor (12.2%), Vice President James Cullen Looney (39%), Secretary-Treasurer Troy R. McDaniel (10%) and Dave Bennett (0.3%). Granted Aug. 13.

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Offering discs concerning Studebaker Cars, punches Terrific sales for Local Dealer! One station in Each city being approached. Advise us if a Show-Room in your territory.
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KABC San Antonio, Tex.—Alamo Bcstg. Co. granted voluntary assignment of license to San Antonio TV Co. (KEYL) San Antonio for $70,000. KEYL (TV) is a wholly-owned subsidiary of Storer Bcstg. Co., licensee of WAGA-AM-FM Atlanta, Ga., WGBS-AM-FM Miami, Fla., WJBK-AM-FM-TV Detroit, Mich., WSPD-AM-FM-TV Toledo, Ohio, WWVA-AM-FM Wheeling, W. Va., and WBRC-AM-TV Birmingham, Ala. Granted Aug. 19.

KCMC-AM-FM-TV Texarkana, Tex. — KCMC Inc. granted transfer of negative control of licensee corporation from Walter E. and Betty P. Hussman to themselves and Camden News Pub. Co., through sale of 250 shares of stock for $33,740. Transferors are officers and own 77.6% interest in Camden News Pub. Co. Granted Aug. 14.

KALL Salt Lake City, Utah—Salt Lake City Bcstg. Co. granted acquisition of control by George C. and Wilda Gene Hatch through sale of 75% interest by Telegram Pub. Co. (50%) and Abrelia S. Hickley (25%) for $125,000. George C. and Wilda Gene Hatch will now own 56% of licensee corporation. Licensee is itself purchasing and retiring stock and its subsidiary, The Intermountain Network, is purchasing part of the stock. Granted Aug. 19.

WMMN Fairmont, W. Va.—Storer Bcstg. Co. granted assignment of license to Peoples Bcstg. Corp. for $350,000. Peoples, subsidiary of Farm Bureau Mutual Automobile Ins. Co., owns and operates WTTM Trenton, WOL-AM-FM Washington, WRFD Worthington, Ohio, and is permittee for uhf Ch. 41 in Trenton. President is Murray D. Lincoln, president of Farm Bureau Ins. Co.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Commercial manager with successful sales record and plenty ideas. Pay big wages. WKNK, Muskegon, Michigan.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

A 250 watt midwest network affiliate has an opening for an ambitious salesman. Opportunity to advance to sales mgr. This is a single station market in a TV fringe area. Send full particulars, including salary requirements in first letter. Box 594X, B•T.

Experienced salesman wanted by 1000 watt independent near Chicago. Guarantee with commission, car allowance. Fine opportunity. Fast growing community. Personal interview required. State age, experience. Box 596X, B•T.

Big opportunity for a live wire salesman. Big salary, also big commission. Box 603X, B•T.

Salesman. Famous resort area. Established CBS affiliate. Substantial salary, good commission. Permanent position, fine possibilities. KCMJ, Palm Springs, California.

Seattle independent needs one topflight salesman. Heavy sports schedule, outstanding DJ personality, news and record programs. Salary and commission. Good opportunity for sober go-getter. Write Gil Bond, KOL, Seattle.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

Good opportunity awaits right man who can sell part-time and do a good announcing job. WHIT, New Bern, North Carolina.

Aggressive salesmen, capable of moving to commercial manager position. Salary and commission. Excellent future for right man. Send full information first letter. Howard Dahl, WKBH, La Crosse, Wisconsin.

Excellent opportunity for radio salesman with proven sales record. Exceptional salary and incentive plan for right man. Unlimited possibilities in the Greater Hartford market. Write giving complete data including references and past billing to Gustave Nathan, Commercial Manager, WKNB, 11 Asylum Street, Hartford, Connecticut.

Help Wanted—(Cont'd)

Announcers

Announcer-hillbilly DJ. Southern country music station needs personality who can also do staff work. Good proposition on base salary plus talent. Resume and auditions to Box 472X, B•T.

Wanted: announcer-engineer. Must have first class ticket, emphasis on announcing. Immediate opening leading network station. Write Box 506X, B•T.

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Combination man with good voice. Start $60, forty hours; raises every six months up to two years. Union station. Box 579X, B•T.

Immediate openings—announcing and engineering staffs. Good salaries to good men. Experience preferred, but not essential. State all information first letter with tape, photo and references. Box 587X, B•T.

Sportscaster, play-by-play. Must be top flight and with thorough knowledge of football, basketball, baseball. Send complete details first letter and air check recording. Program Director, WEEX, WEEX-FM, Easton, Penna.

Good announcer with first phone. New station in southeast. $75 to start. Needed by September 15th. Send background and picture in first letter. Box 601X, B•T.

Opening in October—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000-watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

Experienced announcer opening on progressive independent. Good pay and working conditions along with hospitalization plan. Send disc and letter, KAYS, Hays, Kansas.

Announcer—needed immediately. Want mature, versatile staff man with approximately three years experience. Prefer married man. TV applicant. Rush tape and resume. Bryon Napier, Program Director, KCRC, Enid, Oklahoma.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Help Wanted—(Cont'd)

Newsman and nightman immediately. Boardwork, remotes. Top salary! Contact Manager, KPDN, Pampa, Texas. Information, auditions, recommendations.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Staff announcers and newswriters. Competent, experienced in AM-FM operation. Complete details first letter together with audition disc. Program Director, WEEX, WEEX-FM, Easton, Penna.

Experienced announcer, with or without first class ticket, wanted by outstanding, small-market, NBC fulltime affiliate in western North Carolina. Top pay and ideal working conditions. WPNF, Brevard, North Carolina.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Urgently need 1st, engineer, preferably announcer or salesman combo for eastern Indiana. Wire collect. Box 374X, B•T.

Chief engineer for new 1000 watt daytime station. New RCA equipment already installed and tested. Salary $500 month to start. Must be immediately available. Send references and outline of experience to Frank Quinn, Radio Station KDEF, 506 Second St. NW, Albuquerque, New Mexico.

KRES, St. Joseph, Missouri, will pay $75 weekly to start for experienced combo man. Tape and details in first letter.

Chief engineer. 1000 watt station in southwest; daytime only. Good salary. Experience required. Car necessary. Send photo, references first letter. If good mike man, send tape. KSCB, Liberal, Kansas.

WAVE-Radio, NBC, needs an aggressive, experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

WFNC, Fayetteville, North Carolina, needs first-class engineer. AM-FM operation. 5 kilowatts AM; 14 kilowatts FM. Television application. Desirable working conditions.

Assistant chief engineer. WE 10 kw FM transmitter. WKJF, Pittsburgh 11, Penna.

Combo man, first phone, emphasis on announcing. 40 kw FM station, specializing in background music. Pleasant work. WKJF, Pittsburgh 11, Pa.

Wanted: First class licensed engineer and announcer at once. We pay $82.50 for 50 hours. WKNK, 5000 watt fulltime, Muskegon, Michigan.

Chief engineer. Combo work plus maintenance. Salary and overtime. WMPA, Aberdeen, Miss.

Wanted before Sept. 1: First class combo man. No experience necessary. Write or wire WTWA, Thomson, Georgia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket man. $55 start, forty hour week. Permanent. No announcing. Contact Jack Gelzer, Mgr.

Engineer, first class radio-television. Experience unnecessary. For transmitter. Write Victor Voss, Technical Director, WWCA, Hotel Gary, Gary, Indiana.

Production-Programming, Others

Program man—experienced in announcing, capable of handling some football and basketball color and play-by-play. Give complete details first letter, salary expected. West coast location, opening September 15. Box 590X, B•T

Nebraska editor. Need trained men for local news editor. Gather, write and broadcast local news. Applicants must have news training or background. 20-35 years. Radio Station KCOW, Alliance, Nebraska.

Experienced all around program man to handle traffic, copy and programming for new 1000 watt daytime station. Send outline of experience to Frank Quinn, Radio Station KDEF, 506 Second St. NW, Albuquerque, New Mexico. Must be immediately available.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCK, Battle Creek, Michigan.

NEW TV EQUIPMENT

available immediately at discount

Channel 7 GE Kw Transmitter, Type TT-6-D—complete with monitoring and control equipment.

GE Antenna Equipment—Type TY-18-A-6 bay with PY-5-B phasing unit, transmission line, dehydrator, deicing equipment, etc.

GE Stabilizing amplifier—TV-16-B with power supply.

RCA Complete 2-camera field pickup equipment with 2 MI-26010-B field camera, synchronizing generator equipment, field switching equipment.

Above equipment made available as the result of a merger. Write, wire, or phone for information and complete list. Equipment in storage in original packing.

J. A. Morton KJR Seattle Elliott 5890

Help Wanted—(Cont'd)

Copywriter. Experienced. Send full details. WEOK, Poughkeepsie, New York.

Copywriter radio, good starting salary. All details first letter. WILS, Lansing 30, Michigan.

News editor. Need man who can cover local beat and write local news. Air work if desired but not necessary. Newspaper or radio experience necessary. Send full particulars about yourself rush. WNXT, Portsmouth, Ohio.

Television

Technical

Immediate opening: Master control engineer. Video operator. WKJF-TV, Pittsburgh 11, Pa.

Situations Wanted

Managerial

Manager. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

Broadcasting executive with broad experience including major ad agency, radio station operation and trade association. Background includes management, public relations, promotion, programming. Recalled by army during Korean war, coming out of service now. Box 609X, B•T.

Successful, versatile manager available September 15th. 15 years radio, 8 as mgr.-comm. mgr. Manage small or medium station on low monthly nub and guarantee satisfactory increased monthly net in less than year. Highest trade and advertising references. Prefer deep South city, 25 to 50 thousand. Reasonable base with percent of net. Guarantee owner satisfaction one year trial. Box 618X, B•T.

Salesmen

Salesman-announcer. Five years experience. Details by mail. Box 605X, B•T.

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 620X, B•T.

Announcers

Announcer—beginner with promise. Complete professional training; willing to start at bottom. Resume, tape, references. Box 541X, B•T.

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

DJ-announcer seeks PD position with authority in large urban area. Graduate top radio school. 3 years commercial experience plus AFRS. 27 years old, married. Must top present base salary $90. All phases radio except play-by-play. Box 595X, B•T.

Versatile announcer, age 20, married, draft exempt. Nine months, midwest 1 kw. Strong on news, commercials. Tape proves it. Available immediately. Box 599X, B•T.

DJ-announcer. Experienced. Handle all types music including classical. Especially strong on modern jazz. Good commercials and news. Operate board. Single, veteran, 27. Available immediately. Box 600X, B•T.

Announcer, 5 years experience. Good commercial, news voice, metropolitan delivery. Box 602X, B•T.

Announcer with south indie experience seeks position. Wish to return north. Good worker, steady, sober. Present employer reference. $75 minimum with merit increases. Box 604X, B•T.

DJ-newsman. Five years experience. Audition; details by mail. Box 606X, B•T.

Announcer-engineer, experienced construction, maintenance, programming. Presently employed. Minimum start, $85. Box 607X, B•T.

Announcer, first phone, programming, copy, remotes, DJ, boxing. Five years heavy commercial experience. References. Prefer outside continental U.S. Box 608X, B•T.

Announcer, 25, experienced. Strong music, news and commercial copy; operate board. Will travel. Box 612X, B•T.

News-DJ, board, MC, creative writer, desires Canada or north U. S. Photo, disc, resume, references. Box 615X, B•T.

Young, personable announcer. College graduate. Single, draft exempt. A natural for television or radio station. Good voice. versatile and dependable. A bit light on experience. Just give me opportunity. Box 616X, B•T.

Announcer-pitchman. Great on commercials; tops for variety; DJ work; good copy. Short on experience, long on ability. Prefer east. Box 617X, B•T.

Situations Wanted—(Cont'd)

Topnotch announcer, experienced all phases radio. Young. Family man. Prefer west or midwest. Strong on sports. Will sell during off hours. Minimum $85. Presently employed. Box 622X, B•T.

Experienced newscaster, desiring permanent Florida location. Six years all phases of radio, 3½ strictly news specialist. Best of references; further information, tape and photo on request. Box 623X, B•T.

Announcer, 6 years, 50 kw experience, desires quality station, size unimportant, midwest, Washington, D. C. Box 624X, B•T.

Announcer—experienced, mature family man. Solid, dependable. Educated, knowledge of popular and classical music. Good news and commercial delivery. Minimum salary must be $85. Box 630X, B•T.

Available September 1. Sportscaster-director-staff man. Currently employed as morning man and sports director. Crazy for southern California. Veteran 5½ years experience. Present employer knows of and sanctions this ad. Call, wire or write: Tom Atkins, WATO, Oak Ridge, Tennessee.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Apartment 104, 1749 E Street, San Bernardino, California.

Versatile, experienced, 26, married veteran available. Keen interest in sports. 500 mile radius of New York City. Disc and resume on request. Peter Franklin, 73 Propp Avenue, Franklin Square, L. I., New York.

Young, thoroughly trained staffman, some college, some experience, loads of ambition, recently discharged, single, money no object, simply must obtain extensive experience. Tape, resume available. Bob Karen, 30-11 43rd St., Long Island City, New York.

Announcer-engineer, experienced, accent on announcing, single, 26. E. R. Mattison, 5642 Locust, Kansas City, Missouri.

Technical

Combo work saves money. But an operator isn't always an engineer. Here's one that is—two years radio school—first ticket, news, DJ, music man. Like classics. Married, like stay in northeast. Now employed 100 miles from NYC, available two weeks notice. Tape, photo, resume. Box 575X, B•T.

SRT graduate desiring position in TV station as studio technician. Some knowledge of film and movie cameras. Photo on request. Box 576X, B•T.

Engineer, first phone since 1948. RCA graduate. N. Y. or vicinity preferred. Box 577X, B•T.

Engineer, married, age 27, currently employed 50 kw, experienced studio, transmitter, scully and tape operations, desires east coast position. Box 582X, B•T.

Situations Wanted—(Cont'd)

First phone. Desires work studio or transmitter. Some studio experience. Box 593X, B•T.

Combo with 1st phone desires position in northwest or southwest. I'm married, dependable. Have copywriting, announcing experience and car. Available anywhere on two weeks notice. Box 611X, B•T.

Combo. Young, dependable, ambitious. Pleasant voice. Station staff, DJ, news, commercials. Move promptly. Tape. Carl Dino, 781 47th Street, Brooklyn, N. Y.

Engineer seeking employment. Have worked as chief in 250 watts non-directional AM. Have no TV or FM experience. Prefer south central U. S. Want long-term position. C. E. Warford, 108 North 26, Parsons, Kansas.

Production-Programming, Others

Program director-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

Two for one. Unique programming, sports domination. Program-sports director. Box 581X, B•T.

Program director—eight years experience all phases radio, production, continuity, announcing. Fresh ideas that sell. College graduate. Family man. Desire change from present 1000 watter. Box 586X, B•T.

News director. BA degree in radio journalism. Four years experience as news director of 250 watt network station. Still employed by this station. Looking for advancement. Experienced in gathering, writing, and announcing local news, as well as editing, rewriting, and announcing wire copy. Prefer southeast; however, will go elsewhere for right deal. Prefer station with television possibilities. Age 27. Single. Tape, photo, and references on request. Box 591X, B•T.

News director. Intensive local news reporting, documentaries, forums, newsreels, commentaries. Box 597X, B•T.

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Program manager with 30 years experience in every phase of programming including production, direction, writing and announcing, wants to locate in medium-size community. Salary less important than permanent connection in pleasant surroundings. Box 632X, B•T.

Experienced writer-announcer desires better opportunities. Single. Excellent references. Write Robert Beadle, Pipestone, Minnesota.

(Continued on next page)

EARN UP TO $7,500 A YEAR! IN ELECTRONICS

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Broadcast Stations ★ TV Stations ★ Airlines ★ Steamships

As A Radio, Radar, Television Operator (FCC)

No previous experience required because you learn from the beginning in one of America's finest Electronic specialized Training Schools—a School that provides PHOTOSOUND training aids to the U. S. Armed Forces and one of the very few civilian schools in America licensed by the U. S. Govt. FCC to own and operate its own radar station.

note to broadcast managers:

write us for ETI's qualified engineers available

DAY & EVENING CLASSES
HOME STUDY COURSES
1st Class Telephone License and
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(Approved for Veterans)

ELECTRONIC TECHNICAL INSTITUTE
970 West Manchester Ave., Inglewood
(West of La Brea)
ORegon 8-5134 ORchard 7-7006

Situations Wanted—(Cont'd)

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

Desire position manager, asst. mgr., sales mgr. Two years TV experience as asst. mgr. handling programming, sales, production, film buying, personnel, traffic. Fifteen years radio, eight as mgr.-comm. mgr. Excellent trade references. Available September 15th. Box 619X, B•T.

Announcer

Newscaster: deep voice, sincere delivery. Thorough reporter can develop news for TV station and/or help radio station battle TV competition on music-news basis. Know music, sports, public relations. Top rated newscaster, competitive metropolitan market, 5 kw regional net affiliate. Box 584X, B•T.

Production-Programming, Others

Production manager. Presently employed at one of the country's largest and best known TV stations. 4 years TV, 3 years radio experience includes production-direction of all types of shows. Box 524X, B•T.

TV women's and children's programming. Experience includes small station and network (N.Y.C.) writing, production, and performing. Desire work in Conn., Mass., or Calif. Single, female, 25. Box 578X, B•T.

Young woman wants all around TV job. Much experience in writing, production, and performing local and network. Will relocate. Box 580X, B•T.

TV director. Six years experience in major eastern market. Fully experienced all phases production, remote and studio. Still employed same station. References and resume on request. Box 610X, B•T.

TV engineer, age 27, first phone. Desire to relocate in new midwest station. Have held present job with network outlet 3½ years. Plenty of experience and responsibility. Box 627X, B•T.

Graduate TV production school. Six years experience motion picture production. PO Box 27638, Hollywood 27, Calif.

Desire television or radio production assistant position. Advertising and newspaper experience, two years college, 26. Ray Griffin, 1515 West Monroe, Chicago 7, Illinois.

For Sale

Stations

Experienced radio station investors desire top-notch personnel to invest with them and operate midwest location. Box 346X, B•T.

Southwest 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

Ask for our list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

Will swap Collins 250w FM transmitter with monitor for 250w AM transmitter in good condition. Or will sell at bargain. Box 589X, B•T.

For sale: Magnecord PT6-JAH portable recorder, like new, $425. Presto TL-10, new $100. Magnecordette, excellent condition, $300. WE 630-A microphone, $100. Box 598X, B•T.

For sale and immediate delivery. 1080' of Andrew 3⅛" T-452 coaxial cable. 60' of 1⅝" Teflon Q-551-1 coaxial cable. Also associated bends, connectors and dual mounting clamps—both rigid and spring hangers. Write for price and complete list to Box 628X, B•T.

For Sale—(Cont'd)

Telecasting equipment for sale. Excellent condition, has given 5 years of topflight service. One 3-bay channel 4 RCA superturnstile antenna less feed lines. Two 235' galvanized steel square tapered, insulated Lehigh Structural Steel Co. towers less field bolts. One 235' galvanized steel square tapered, insulated Blaw Knox tower less field bolts. One RCA triplexer for FM at 101.3 mc. and channel 4. One type WM-20A RCA TV dimodulator for channel 7. One REL 250 watt FM (Cat. # 549A-DL) transmitter. One parts kit necessary to convert on 503B 1 kw WE FM transmitter to 10 kw. This equipment is reasonably priced and quotations will be rendered on request. Box 629X, B•T.

Almost new PT-6J Magnecorder. Has been used less than 6 hours. Only two months old. Buyer will receive full warranty period. Priced at $550. Write Roland Hundley, KFSA-TV, PO Box 569, Fort Smith, Arkansas.

RCA 73-B professional recorder, Langevin 119-A Progar. Excellent condition. KGA, Spokane, Washington.

The first $500 buys our Collins 300-D-3 1240 KC transmitter, FOB Kilgore, suitable for stand-by or Conelrad. KOCA, Kilgore, Texas.

TV tower & turnstile available, knocked down, after September 1. Tower is Blaw-Knox special LT 300' guyed, insulated, triangular uniform **cross-section, 3' faces, built to support 3-bay** turnstile and 8' dish. Turnstile is RCA TF-3C. Also 600' 3⅛" transmission line. **Material listed in use only 3 years, in excellent condition. Available because station is increasing present ERP and height. Write Chief Engineer, WJIM-TV, Lansing, Michigan.**

RCA 10 kw FM transmitter with power cutback equipment—make offer. Contact J. W. Spencer, Chief Engineer, WJNO, West Palm Beach, Florida.

FM broadcasting station monitor, GE type BM-1-A, complete with power supply. New in original crate. Will sell or trade for AM equipment. WKRZ, Oil City, Pennsylvania.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Ampex model 401 rack mount demonstrator, one only. Like new. $795 fob Radio Engineering Company, 908 Kansas, Topeka, Kansas.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used 1000 watt transmitter (AM). State price, age, model and dimensions. WALM, Albion, Michigan.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Salesmen

We have two salesmen; one earns *$20,000.00;* the other *$14,000.00.* No ceiling on earnings for another *top* man. Good market and top station. If you can sell in a competitive market, send complete resume to *Box 552X, B•T.*

Help Wanted—(Cont'd)

SALESMAN
GO-GETTER

Good proposition for the right man. Write, wire or call J. Eric Williams, Manager.

WGAT
UTICA, NEW YORK

Announcers

WANTED

Topflight deejay, with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.

Production-Programming, Others

PROGRAM MANAGER WANTED

If you have demonstrated your creative and administrative ability in radio *and* television, if you want to contribute original ideas to the building of local community-minded programs comparable to the dominance NBC enjoys in the Tidewater Area, we offer an unusual opportunity. We join NBC September 19 and have applied for VHF. We will pay a realistic salary commensurate with your qualifications. Write fully in strictest confidence.

Carl J. Burkland
Vice President and General Manager
WSAP
Portsmouth, Virginia

Television

Salesman

TELEVISION - SALES

New TV only station has opening in sales department. Person with TV production experience and yen to sell preferred. Guaranteed commission. Please write Station Manager, P. O. Box 865, Rockford, Illinois.

Production-Programming, etc.

TV PRODUCTION MANAGER

Top California market planning TV soon. Man we're looking for is under 35, and has been energetic, creative, staff producer in competitive TV area for last two years. Here's the break you've been looking for. State salary and complete details first letter. Prima Donnas, forget it. Box 592X, B•T.

Situations Wanted

Managerial

ADVERTISING MANAGER (RADIO-TV) in export with third largest radio advertiser in U. S. back in states visiting, wants to remain, settle children in school. Background: Now advertising manager (Cuba), 30 years old with 10 years experience from announcer to time salesman to station manager (U. S.). With present company also as radio director (Brazil), radio-TV production (Mexico). (Speaks Spanish fluently). Wants community (large or small) offering: 1. Good family living and 2. Opportunity for permanence and stability. Management, sales or programming. Full resume, references, etc., gladly furnished. **Box 621X, B•T.**

Situations Wanted

Announcers

AVAILABLE

One of America's Top Disc-Jockies capable of building ratings in any time segment. Smooth, clean and commercial. 26, single, twelve years experience—some network. Can prove big ratings and clients in city of over a million. Not expensive. . . . Let's talk! Box 512X, B•T.

Television

Technical

TELEVISION ENGINEERING SUPERVISOR AVAILABLE

Fully qualified for a top engineering position in a television station on the air, about to begin operation or still in the paper stage. College degree and five years of concentrated TV experience in operation and maintenance of transmitters, studios, and film projection. Have held present supervisory position in large TV station 3½ years. If you want engineering results and not excuses, contact Box 585X, B•T.

Production-Programming, Others

ASSISTANT TO TV STATION MANAGER

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and of CARE, international relief agency. Granted Aug. 19.

APPLICATIONS

WMLS Sylacauga, Ala.—Marble City Bcstg. Co. seeks voluntary transfer of control to Curtis O. Liles through sale of 52 shares of stock each by Edward J. Smith and Richard L. Scroggins for $12,400. Mr. Liles will now own 81%. Filed July 27.

WDBO-AM-FM Orlando, Fla.—Orlando Bcstg. Co. Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, seek voluntary transfer of control through sale of 390 shares of stock for $35,575.20. Principals include President **Harold P. Danforth** (18.4%), formerly 8%; Vice President **James E. Yarbrough** (18.4%), formerly 8%; **William C. McBride** (13.7%), formerly 3.3%; **Henry S. Jacobs** (11.7%), formerly 1.3%, and **John M. Pedrick** (13.0%), formerly 2.6%. Filed July 24.

WSIX-AM-FM Nashville, Tenn. — Louis R. Draughon for himself and as executor of estate of Jack M. Draughon d/b as WSIX Bcstg. Station seeks voluntary assignment of license to L. R. Draughon and as trustee of the estate. L. R. Draughon owns ⅗ interest and holds ⅖ interest as trustee for Jacquelyn Draughon. Filed July 21.

WBOB Galax, Va. — Carroll-Grayson Bcstg. Corp. requests voluntary relinquishment of negative control by John W. Shultz and Heck A. Ford through sale of their interests in 1947 and 1948 respectively. Principals are President **Robert V. Morris** (50%); Vice President **B. C. Vaughan** (25%); Secretary-Treasurer **Joseph P. Crockett** (5%); **W. Edward Boyer** (5%); **John W. White Jr.** (5%); **Carl E. Dueckett** (5%), and **Homer D. Jennings** (5%). Filed Aug. 4.

KWBC Ft. Worth, Tex.—Worth Bcstg. Co. seeks voluntary assignment of license to Associated Bcstrs. Inc. through sale of 100% of stock for $150,000. Principals include President **John Flood Jr.** (57%), district sales manager Ruberoid Co., roofing manufacturers; Vice President **Joe W. Evans** (38%), SW manager of Free and Peters, radio & TV representatives, and Secretary **George Q. McGown Jr.** (5%), Ft. Worth attorney. Filed Aug. 3.

Hearing Cases . . .

FINAL DECISIONS

Worcester, Mass.—New TV, uhf Ch. 20. FCC made effective immediately hearing examiner's initial decision of July 15 and granted CP to Wilson Enterprises Inc. for new TV station on uhf Ch. 20 in Worcester. Action Aug. 12; announced Aug. 13.

San Juan, Puerto Rico—New TV, vhf Ch. 4 FCC made effective immediately hearing examiner's initial decision of July 10 and granted CP to Jose Ramon Quinones for new TV station on vhf Ch. 4 in San Juan. Action Aug. 12; announced Aug. 13.

INITIAL DECISION

Jackson, Miss.—New TV, vhf Ch. 3. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Lamar Life Bcstg. Co. for CP for new TV station on vhf Ch. 3 in Jackson to operate with ERP of 100 kw visual and 50 kw aural; antenna height above average terrain 591 ft. Action Aug. 17.

OTHER ACTIONS

Wichita, Kan.—Taylor Radio & TV Corp. FCC by memorandum opinion and order denied petition filed by Taylor for review of examiner's ruling denying its request to amend its TV application for vhf Ch. 3 in Wichita to show change in make of technical equipment. Action Aug. 12; announced Aug. 13.

Springhill, La.—Springhill Bcstg. Co. Comr. E. M. Webster granted petition to amend its application to specify 1460 kc in lieu of 1300 kc and removed amended application from hearing docket. Also removed from hearing application of Lone Star Bcstg. Co., Lone Star, Tex. Action Aug. 11; announced Aug. 13.

Flint, Mich.—New TV, vhf Ch. 12. FCC scheduled oral argument in Washington on Aug. 31 in competitive proceedings of WJR Detroit, Trebit Corp. and W. S. Butterfield Theatres Inc. for new TV action on vhf Ch. 12 in Flint. Action Aug. 13.

Duluth, Minn.; Superior, Wis.—New TV, vhf Ch. 6, Ch. 3. By memorandum opinion and order, FCC (a) granted petition of WDSM to extent of retaining in hearing status its application for new TV station on vhf Ch. 6 in Superior; (b) referred request of WREX Duluth for dismissal of its application for vhf Ch. 6 in Duluth to hearing examiner for consideration with the preparation of initial decision in this proceeding; (c) directed examiner to proceed forthwith with hearing on issues not rendered moot by proposed dismissal of WREX application; (d) denied petition of WEBC to remove WDSM application from hearing docket; and (e) denied petition of WEBC for leave to amend its application for new TV station on vhf Ch. 3 in Superior to specify Ch. 6 and to designate it in consolidated hearing with WDSM application. WEBC is in consolidated hearing with KDAL Superior for new TV station on Ch. 3 in Superior. Comr. Bartley dissented. Action Aug. 10; announced Aug. 13.

Jackson, Miss.—New TV, vhf Ch. 3. Comr. E. M. Webster granted petition of Delta Sales Corp. for dismissal without prejudice its TV application for new TV station on vhf Ch. 3; retained in hearing application of Lamar Life Bcstg. Co. for same channel. Action Aug. 11; announced Aug. 13.

Albuquerque, N. M.—FCC scheduled oral argument in Washington on Sept. 17 on proceeding involving KOB application for extension of special service authorization to operate on 770 kc, 50 kw day, 25 kw night unlimited. The participants are afforded an opportunity to address themselves not only to initial decision and exceptions filed thereto, but also to issues raised by pleadings filed subsequent to issuance of initial decision relating to reopening of the record. Action Aug. 13.

Canton, Ohio—New TV, uhf Ch. 29. FCC granted petition of Brush-Moore Newspapers Inc. and Stark Telecasting Corp., in part, and revised the issues in their hearing proceeding with Tri-Cities Telecasting Inc. on competitive applications for new TV station on uhf Ch. 29 in Canton. Action Aug. 13.

Portland, Ore.; Vancouver, Wash.—New TV, uhf Ch. 21. FCC scheduled oral argument in Washington on Aug. 31 in competitive proceeding of Mt. Scott Telecasters Inc. and Vancouver Radio Corp. for new TV station on uhf Ch. 21 in Portland and Vancouver, respectively. Action Aug. 13.

Easton, Pa.—New AM, 1230 kc. FCC by memorandum opinion and order denied petition for rehearing and petition for stay filed July 31 by Allentown Bcstg. Corp., Allentown, directed against decision of July 2 granting application of Easton Pub. Co. for new AM station on 1230 kc, 250 w unlimited and denying application of Allentown for same facilities. Action Aug. 19.

Montpelier, Vt.—New TV, vhf Ch. 3. FCC scheduled for hearing in Washington on Sept. 11 the competitive applications of WCAX Burlington and Colonial TV Inc. for new TV station on vhf Ch. 3. Action Aug. 13.

Madison, Wis.—New TV, vhf Ch. 3. FCC scheduled for hearing in Washington on Sept. 11 the competitive applications of Radio Wisconsin Inc. and Badger TV Co. for new TV station on vhf Ch. 3. Action Aug. 13.

Routine Roundup . . .

August 12 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

WAPX Montgomery, Ala., United Bcstg. Co. (BR-2117); KBIO Burley, Idaho, KBIO Inc. (BR-1307); KLIX Twin Falls, Idaho, Southern Idaho Bcstg. & TV Co. (BR-1395); WGRY Gary, Ind., WGRY Inc (BR-2578); WAAB Worcester, Mass., WAAB Inc. (BR-189); KTRI Dakota City, Neb., Sioux City Bcstg. Co. (BR-968); WAWZ Zarephath, N. J., Pillar of Fire (BR-239); WGTC Greenville, N. C., Carolina Bcstg. System Inc. (BR-1065); KXIT Dalhart, Tex., Dalrad Assocs. (BR-1970); WWOD Near Peakland, Va., Old Dominion Bcstg. Corp. (BR-1604).

Remote Control

Following stations request to operate transmitters by remote control:

WCCP Savannah, Ga., Dixie Bcstg. Co. (BRC-142); WKEI Kewanee, Ill., Kee Bcstg. Co. (BRC-141); WWGP Sanford, N. C., Sandhills Bcstg. Corp. (BRC-143); WAYZ Waynesboro, Pa., Richard Field Lewis Jr. (BRC-144).

Modification of CP

KEAN Brownwood, Tex., Lyman Brown Enterprises—Mod. CP (BP-8149) which authorized new AM, for approval of ant., trans. and studio location as Fisk Ave. and Texas St., Brownwood (BMP-6283).

August 13 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Gulf Coast Bcstg. Co., Corpus Christi, Tex.—Granted petition for extension of time to and including Aug. 11, 1953, within which to file reply to petition for enlargement of issues filed by Baptist General Convention of Texas (Dockets 10559-60).

Darlington Bcstg. Co., Darlington, S. C.—Granted petition for acceptance of its late filing of appearance in re its AM application (Docket 10403; BP-8158). Also granted leave to amend said application to specify the frequency 1350 kc in lieu of 590 kc, and for removal from hearing docket.

Press-Union Publishing Co., Atlantic City, N. J.—Granted petition for extension of time to and including Aug. 24, within which to file its reply brief to exceptions which have been filed to initial decision in re its application (Docket 10121 et al).

Town & Farm Co., Columbia, Mo.; Jerrell A. Shepherd, Jefferson City, Mo.—Granted petition of Town & Farm Co. for dismissal without prejudice of its AM application (Docket 10162; BP-8392), and removed from hearing Docket application of Shepherd (Docket 10161).

Southern Enterprises, Montgomery, Ala.; Southern Bcstg. Co., Montgomery, Ala.—Granted petition of Southern Enterprises for dismissal without prejudice of its TV application for Ch. 32 (Docket 10576; BPCT-1051), and retained in hearing application of Southern Bcstg. Co. for same channel (Docket 10575).

Chief, Broadcast Bureau—Granted petition for extension of time to Aug. 20 within which to file response to petition for reconsideration in re applications of WNDR and WNDR-FM Syracuse, N. Y., for renewal of licenses (Docket 10569).

The Enterprise Co., Beaumont Bcstg. Corp., Beaumont, Tex.—Granted joint petition for extension of time from Aug. 12 to and including Sept. 1, within which to file exceptions to initial decision in re their applications for TV stations (Docket 10286 et al). (Action taken 8/6).

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application (Docket 10273) in various respects. (Action taken 8/11).

The Brush-Moore Newspapers Inc., Canton, Ohio—Granted petition for leave to amend its application for TV station (Docket 10272) in various respects. (Action of 8/10).

WNDR Syracuse, N. Y., Syracuse Bcstg. Corp.—Granted petition for indefinite continuance of hearing now scheduled for Sept. 9 in Syracuse, in re application for renewal of license (Docket 10569), pending action by Commission on its petition for reconsideration. (Action of 8/10).

Southland Tele. Co., Radio Station KRMD, Shreveport, La., Shreveport Tele. Co.—Ordered that filing of proposed findings and conclusions in re their applications for new TV stations (Docket 10522 et al), shall be in conformity with stipulations entered into on Aug. 6, and all proposed findings and conclusions shall be set forth in serially numbered paragraphs with appropriate citations. (Action of 8/6).

By Hearing Examiner Basil P. Cooper

Michiana Telecasting Corp., Notre Dame, Ind.—By memorandum opinion and order, granted petition of Michiana for leave to amend its application (Docket 10535) to change type trans. (Action of 8/7).

KTBS Inc., International Bcstg. Corp., Shreveport, La. — Granted motion of KTBS Inc., to extent shown and amended original order controlling conduct of hearing dated July 8, 1953, in this proceeding (Docket 10476-77). (Action of 8/6).

By Hearing Examiner H. Gifford Irion

Superior Television Inc., KEYS-TV Inc.; K-Six Tele. Inc., Corpus Christi, Tex.—Issued statement and order which will govern course of hearing in re their application for TV stations (Docket 10556 et al). (Action of 8/6).

WKRG-TV Inc., The Mobile Tele. Corp., Mobile, Ala.—Gave notice of further hearing to be held Sept. 11 in this proceeding (Docket 10457-58), for purpose of receiving certain stipulations and for disposition of other matters prior to closing of record. (Action of 8/6).

H. L. Hunt, Coastal Bend Tele. Co., Corpus Christi, Tex.—Granted petitions for acceptance of late filing of appearances in re their applications for TV stations (Docket 10577-78). (Action of 8/5).

KEYS-TV Inc., Corpus Christi, Tex.—By memorandum opinion and order granted petition of KEYS-TV for leave to amend its TV application in various respects (Docket 10557). (Action of 8/5).

By Hearing Examiner Annie Neal Huntting

On examiner's own motion, postponed from 10 a.m. to 2 p.m., Friday, Aug. 28, 1953, hearing on TV applications of Erie Tele. Corp., and Commodore Perry Bcstg. Service Inc, Erie, Pa. (Dockets 10614-15). (Action of 8/7).

Louisiana Tele. Bcstg. Corp., Baton Rouge, La.—Granted petition to amend its TV application (Docket 10550), in certain respects. (Action of 8/6).

By Hearing Examiner Benito Gaguine

WJIV-TV Inc., Savannah, Ga.—Granted petition for leave to amend its TV application to make certain changes in antenna gain and rated power (Docket 10518).

By Hearing Examiner William G. Butts

Jerrell A. Shepherd, Jefferson City, Mo.—Granted motion to amend his application (Docket 10161; BP-8151), to change name to Empire Bcstg. Co., etc.; to show increase in power from 1 kw to 5 kw, etc.

By Hearing Examiner Elizabeth C. Smith

WMBD Inc., Peoria, Ill.—Granted petition for leave to amend its TV application (Docket 10541), in order to correct certain minor discrepancies in its engineering specifications.

By Hearing Examiner Thomas H. Donahue

Continued hearing in re applications of George A. Smith Jr., Dallas, Tex., et al (Docket 10486, etc.), to September 7, 1953.

By Hearing Examiner J. D. Bond

Continued hearing from Aug. 28 to Sept. 9, 1953, on applications of Music Bcstg. Co., W. S. Butterfield Theatres Inc., and Peninsular Bcstg. Co. for TV stations in Grand Rapids, Mich. (Docket 10552 et al).

August 13 Applications

ACCEPTED FOR FILING

Modification of CP

WGGA Gainesville, Ga., Blue Ridge Bcstg. Co.—Mod. CP (BP-7661) as mod., which authorized change frequency, increase power, install new trans. and directional ant. for night use only, change trans. location and for extension of completion date (BMP-6284).

WAZL-FM Hazleton, Pa., Hazleton Bcstg. Co.—Mod. CP (BHP-1788) to make changes in licensed station, for extension of completion date (BMPH-4841).

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. CP (BP-8164) which authorized increase power, change hours of operation, install DA for day and night use, install new trans. and for extension of completion date (BMP-6285).

License to Cover CP

KCLS Flagstaff, Ariz., Saunder's Bcstg. Co.—License to cover CP (BP-8383) as mod., which authorized change frequency, increase power, change hours of operation, change type trans. and make changes in ant. system (BL-5091).

KLIR Denver, Colo., Denver Bcstg. Co.—License to cover CP (BP-8589) as mod., which authorized new AM (BL-5090).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—License to cover CP (BP-7750) as mod., which authorized new AM (BL-5089).

Modification of License

WAUX Waukesha, Wis., WAUK Bcstg. Co.—Mod. of license to change name from WAUK Bcstg. Co. to Waukesha Bcstg. Co. (BML-1553).

Renewal of License

Following stations request renewal of license: KVNC Winslow, Ariz., Gila Bcstg. Co. (BR-2731); KATL Houston, Tex., Texas Bcstrs. Inc. (BR-1571); KGNO Dodge City, Kan., The Dodge City Bcstg. Co. (BR-787); WJJL Niagara Falls, N. Y., John J. Laux (BR-1862); WACA Camden, S. C., Camden Bcstg. Corp. (BR-2576); KVRE (FM) Redding, Calif., Golden Empire Bcstg. Co. (BR-222).

Remote Control

Following stations request to operate transmitters by remote control:
WEXL Royal Oak, Mich., Sparks Bcstg. Co. (main and alternate main trans.) (BRC-145, 146); WOMC (FM) Royal Oak, Mich., Sparks Bcstg. Co. (BRCH-48); WWGP-FM Sanford, N. C., Sandhills Bcstg. Corp. (BRCH-47).

August 17 Applications

ACCEPTED FOR FILING

License to Cover CP

KERC Eastland, Tex., Tri-Cities Bcstg. Co. of Eastland County, Tex.—License to cover CP (BP-8575) as mod., which authorized new AM. Amended to change name of applicant to Tri-Cities Bcstg. Co. of Eastland County Tex. (BL-5053 amended).

Modification of CP

KYVU (TV) Stockton, Calif., San Joaquin Telecasters—Mod. CP (BPCT-1465) which authorized new commercial TV, for extension of completion date to March 7, 1954 (BMPCT-1295).

WOTV (TV) Lakeland, Fla., WONN-TV Inc.—Mod. CP (BPCT-1215) which authorized new commercial TV, for extension of completion date (BMPCT-1300).

WHFC-TV Chicago, Ill., WHFC Inc.—Mod. CP (BPCT-1343) which authorized new commercial TV, for extension of completion date to March 7, 1954 (BMPCT-1299).

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co.—Mod. CP (BPCT-1023) which authorized new commercial TV, for extension of completion date to Feb. 17, 1954 (BMPCT-1292).

WJBK-TV Detroit, Mich., Storer Bcstg. Co.—Mod. CP (BPCT-622) as mod., which authorized changes in existing station, for extension of completion date to March 2, 1954 (BMPCT-1293).

WPIX (TV) New York, N. Y., WPIX Inc.—Mod. CP (BMPCT-838) which authorized changes in existing station, for extension of completion date to Dec. 31, 1954 (BMPCT-1302).

WSYR-TV Syracuse, N. Y., Central N. Y. Bcstg. Corp.—Mod. CP (BPCT-940) as mod., which authorized changes in existing station, for extension of completion date to Feb. 28, 1954 (BMPCT-1290).

WOCN (TV) Atlantic City, N. J., Matta Enterprises—Mod. CP (BPCT-1457) for extension of completion date (BMPCT-1296).

Application Returned

Application for CP

Carl W. Kensinger and Robert E. Meredith, Martinsburg, Pa.—CP for new AM to be operated on 1370 kc with power of 500 w and daytime hours of operation.

August 18 Decisions

BY BROADCAST BUREAU

Actions Taken August 14

Granted License

WOSA Wausau, Wis., Alvin E. O'Konski—Granted license to use old main trans. as auxiliary trans. at former location of main trans., to operate on 550 kc, 1 kw, DA-N (BL-5065).

WBBM-FM Chicago, Ill., Columbia Bcstg. System Inc.—Granted license covering changes in FM station; Ch. 242 (96.3 mcs); ERP 10.5 kw; 560 ft. ant. (BLH-907).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

WSYR-TV Syracuse, N. Y., to 2/28/54 (BMPCT-1290); WTVH-TV Peoria, Ill., to 2/17/54 (BMPCT-1292); KSL-TV Salt Lake City, to 11/1/53 (BMPCT-1205); WJBK-TV Detroit, Mich., to 3/2/54 (BMPCT-1293); WPIX (TV) New York City, to 12/31/53 (BMPCT-1302).

Actions Taken August 13

Granted License

WPFP Park Falls, Wis., M & N Bcstg. Co.—Granted license for AM station; 1450 kc, 100 w-U (BL-5057).

Granted CP

WMCT (TV) Memphis, Tenn., Memphis Publishing Co.—Granted CP to replace expired permit (BPCT-1322) which authorized changes in facilities (BPCT-1744).

Modification of CP

KDBS Alexandria, La., Dixie Bcstg. Service—Granted mod. CP for approval of ant., trans. location; specify studio location and change type trans. (BMP-6267).

WAJF Decatur, Ala., J. B. Falt Jr.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6254).

Remote Control

The following were granted authority to operate transmitters by remote control:

WKEI Kewanee, Ill. (BRC-141); WEXL Royal Oak, Mich., main and alternate transmitters (BRC-145, 146).

Actions Taken August 12

The following were granted authority to operate transmitters by remote control:

WCCP Savannah, Ga. (BRC-142); WWCP Sanford, N. C. (BRC-143); WAYZ Winchester, Va. (BRC-144).

Actions Taken August 11

Remote Control

WWGP-FM Sanford, N. C., Sandhills Bcstg. Corp.—Granted mod. of license to operate trans. by remote control (BRCH-47).

WOMC (FM) Royal Oak, Mich., Sparks Bcstg. Co.—Granted mod. of license to operate trans. by remote control (BRCH-48).

Modification of CP

WJMW Athens, Ala., Athens Bcstg. Co.—Granted mod. of CP to change type trans. (BMP-6270).

WFIW Fairfield, Ill., Wayne County Bcstg. Co.—Granted mod. of CP to change type trans. (BMP-6277).

Granted CP

WMC Memphis, Tenn., Memphis Publishing Co.—Granted CP to replace expired permit (BP-8316) as mod., which authorized removal of FM ant. from top and mount on side of NW tower and increase height of tower; conditions (BP-8941).

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Modification of CP

The following were granted mod. CP's for extension of completion dates:

WAPO-FM Chattanooga, Tenn., to 1/11/54 (BMPH-4837); WBID Henderson, N. C., to 10/1/53 (BMP-6273); KB-9845 Elyria-Lorain Bcstg. Co., Elyria, Ohio, to 9/30/53 (BMPRE-153).

Actions Taken August 10

Remote Control

The following were granted authority to operate transmitters by remote control:

WHOS-FM Decatur, Ala. (BRCH-42); WCNB-FM, Connersville, Ind. (BRCH-43); WRNY-FM Rochester, N. Y. (BRCH-44); WRLD-FM West Point, Ga. (BRCH-45); WHBS-FM Huntsville, Ala. (BRCH-46); WPEL Montrose, Pa. (BRC-140); WCNB Connersville, Ind. (BRC-129); WENK Union City, Tenn. (BRC-130); WGRD Grand Rapids, Mich. (BRC-131); WVCH Chester, Pa. (BRC-132); WWSC Glens Falls, N. Y. (BRC-133); WHOS) Decatur, Ala. (BRC-134); WRMN Elgin, Ill. (BRC-135); WRNY Rochester, N. Y. (BRC-136); WMOA Alexandria, Va. (BRC-137); WTNS Coshocton, Ohio (BRC-138), WFMD Frederick, Md. (BRC-139), while using non-DA.

Action Taken August 7

Granted STA

WTVU (TV) Scranton, Pa., Appalachian Co. — Granted STA to operate commercially for period ending Aug. 18, 1953, on Ch. 73.

August 18 Applications

ACCEPTED FOR FILING

Modification of CP

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Mod. CP (BP-8261) as mod., which authorized increase in power, change trans. location, install DA for daytime use and install new trans., for extension of completion date (BMP-6288).

WLBC-TV Muncie, Ind., Tri City Radio Corp.—Mod. CP (BPCT-789) as mod., which authorized new commercial TV, for extension of completion date to 3/1/54 (BMPCT-1309).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Labs Inc.—Mod. CP (BPCT-932) as mod., which authorizes changes in existing commercial TV, for extension of completion date to 12/15/53 (BMPCT-1307).

WJAR-TV Providence, R. I., The Outlet Co.—Mod. CP (BPCT-772) as mod., which authorized change in existing commercial TV, for extension of completion date (BMPCT-1304).

Renewal of License

Following stations request renewal of license:

WTVN (TV) Columbus, Ohio, Picture Waves Inc. (BRCT-38); KVON Napa, Calif., Napa Bcstg. Co. (BR-2116); WRDW Augusta, Ga., Radio Augusta Inc. (BR-792); WVOM Brookline, Mass., The Boston Bcstg. Corp. (BR-2092); WQBC Vicksburg, Miss., Delta Bcstg. Co. (BR-721); WEOK Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc. (BR-2361); WFVG Fuquay Springs, N. C., Radio Station WFVG (BR-2289); WGCB Red Lion, Pa., John M. Norris (BR-2555); WPJB Providence, R. I., Providence Journal Co. (BR-1119); KGNB New Braunfels, Tex., Comal Bcstg. Co. (BR-2461).

Remote Control

Following stations request to operate transmitter by remote control:

KLFY Lafayette, La., Camellia Bcstg. Co. (BRC-148); KOKO Warrensburg, Mo., Clinton Bcstg. Co. (BRC-149); KBKR Baker, Ore. (BRC-147).

TENDERED FOR FILING

Special Service Authorization

KFVD Los Angeles, Calif., Standard Bcstg. Co.—SSA to operate on 1020 kc, power of 10 kw and limited hours of operation as proposed in BP-7193.

August 19 Decisions

BY COMMISSION EN BANC

McFarland Letter

WBUT Butler, Pa., Eagle Printing Co.—Is being advised that application (BMP-6216) for mod. CP to change power from 500 w to 250 w and change from DA to non-DA, indicates necessity of hearing.

WLOW Portsmouth, Va., Commonwealth Bcstg. Corp.—Is being advised that application (BML-1438) for mod. of license to change studio location from Portsmouth to Norfolk-Portsmouth, Va., indicates necessity of hearing.

Hartford City High School Alumnus Assn. Inc., Hartford City, Ind.—Is being requested to furnish additional information in connection with its application (BPED-222) for noncommercial educational FM station.

WJLN-TV Johnston Bcstg. Co., Birmingham, Ala.—Is being advised that application (BMPCT-1219) for extension of completion date to construct TV station on Ch. 48, cannot be granted on basis of present information.

Renewal of License

The following stations were granted renewal of licenses for the regular period.

KAKC Tulsa, Okla.; KASM Albany, Minn.; KMAR-FM Bakersfield, Calif.; WSM and KIC-68 to 73, KA-7611, Nashville and area, Tenn.; KEYE Perryton, Tex.; WTSL Hanover, N. H.; KONG Visalia, Calif.; KORA Bryan, Tex.; KXGN Glendive, Mont.; KSAM Huntsville, Tex.; WWLN Baltimore, Md.; KWED Sequin, Tex.; WLEY Elmwood Park, Ill.; WMCK-FM McKeesport, Pa.; WMLN Mt. Clements, Mich.; WOTW-FM Nashua, N. H.; KALW San Francisco, Calif.; KCVN Stockton, Calif.; KRCC Colorado Springs, Colo.; KSLH St. Louis, Mo.; KSUI Iowa City, Ia.; KTOY Tacoma, Wash.; KUHF Houston, Tex.; WBEZ Chicago; WDUQ Pittsburgh, Pa.; WEVC Evansville, Ind.; WGRE Greencastle, Ind.; WHRM Madison, Wis.; WIUC Urbana, Ill.; WLSU Baton Rouge, La.; WNYE Brooklyn, N. Y.; WOUI Athens, Ohio; WPWT Philadelphia, Pa.; WPTL Providence, R. I.; WSIN Delaware, Ohio; WTDS Toledo, Ohio; WTHS Miami, Fla.; WUOA Tuscaloosa, Ala.; WVSH Huntington, Ind.; WWHI Muncie, Ind.

August 19 Applications

ACCEPTED FOR FILING

License to Cover CP

WLCM Lancaster, S. C., Royal Bcstg. Co.—License to cover CP (BP-8909) which authorized installation of new trans. and changes in ant. system (BL-5093).

Modification of CP

WNBH-TV New Bedford, Mass., E. Anthony & Sons Inc.—Mod. CP (BPCT-217) as mod. which authorized new commercial TV, for extension of completion date to 3/7/54 (BMPCT-1311).

KRHT (TV) Billings, Mont., Rudman-Hayutin TV Co.—Mod. CP (BPCT-1418) which authorized new commercial TV, for extension of completion date to 1/14/54 (BMPCT-1313).

KRLD-TV Dallas, Tex., KRLD Radio Corp.—Mod. CP (BPCT-748) which authorized changes in existing commercial TV, for extension of completion date to 2/15/54 (BMPCT-1312).

KDTX (TV) Dallas, Tex., UHF TV Co.—Mod. CP (BPCT-827) which authorized new commercial TV, for extension of completion date to 3/14/54 (BMPCT-1314).

KTSM-TV El Paso, Tex., Tri-State Bcstg. Co.—Mod. CP (BPCT-999) as mod., which authorized new commercial TV, for extension of completion date to 11/24/53 (BMPCT-1305).

KTVP (TV) Houston, Tex., UHF TV Co.—Mod. CP (BPCT-826) which authorized new commercial TV, for extension of completion date to 3/7/54 (BMPCT-1306).

Renewal of License

Following stations request renewal of license:

KPMO Pomona, Calif., Valley Bcstg. Co. (BR-1697); KSEW Salinas, Calif., Salinas Bcstg. Co. (BR-1892); KSJO San Jose, Calif., Santa Clara Bcstg. Co. (BR-1309); KANS Wichita, Kan., Taylor Radio & TV Corp. (BR-890); WSDC Marine City, Mich., Radio St. Clair Inc. (BR-2583); KARE Near Halls, Buchanan County, Mo. (BR-1006); KLMS Lincoln, Neb., Lincoln Bcstg. Corp. (BR-2360); KTNM Tucumcari, N. M., Quay County Bcstg. Co. (BR-1153); WFEA Manchester, N. H., N. H. Bcstg. Inc. (BR-828); WEED Rocky Mount, N. C., William Avera Wynne (BR-820); KASH Eugene, Ore., Radio Air Ways (BR-2074); KEYS Corpus Christi, Tex., Nueces Bcstg. Co. (BR-1105); WBKV West Bend, Wis., West Bend Bcstg. Co. (BR-2558).

Remote Control

WFRP Savannah, Ga., Georgia Bcstg. Co.—Application for remote control operation of trans. (BRC-150).

Amended FCC Rule On Filing of Contracts

FOLLOWING is the text of revised Sec. 1.342 of FCC's rules and regulations pertaining to the documents, instruments and contracts relating to ownership, management, operation and control of broadcast stations which are required to be filed with the Commission. The changes, finalized a fortnight ago [B•T, Aug. 17], become effective 30 days after publication in the *Federal Register.*

Sec. 1.342 of the Commission's Rules and Regulations is amended by deleting the present text and substituting the following:

§1.342. *Filing of contracts, broadcast licensees and permittees.* Each licensee or permittee of a standard, FM, television, or international broadcast station shall file with the Commission within 30 days of execution thereof copies of the following contracts, instruments and documents, together with amendments, supplements and cancellations. The term "contract" as used herein includes any contract, express or implied, oral or written. The substance of oral contracts shall be reported in writing:

(a) Contracts relating to network service. This provision does not require the filing of transcription agreements or contracts for the supplying of film for television stations which do not specify option time, contracts granting the right to broadcast music such as ASCAP, BMI or SESAC agreements. Transcription agreements or contracts for the supplying of film for television stations which do specify option time must be filed.

(b) Contracts, instruments or documents relating to the present or future ownership or control of the licensee or permittee, or of the licensee's or permittee's stock, rights or interests therein, or relating to changes in such ownership or control. All contracts, instruments and documents exempted from the requirements of Section 1.343 of the rules are similarly exempted here. The term "stock" includes any interest in legal or beneficial, right or privilege in connection with stock. The terms "officers" and "directors" include the comparable officials of unincorporated associations. This provision is limited to the following:

(1) Articles of partnership, association and incorporation and changes in such instruments.

(2) Bylaws and any instruments affecting changes in such bylaws.

(3) Any agreement, document or instrument affecting, directly or indirectly, the ownership or voting rights of the licensee's or permittee's stock, (common or preferred, voting or non-voting stock) such as (i) agreements for transfer of stock, (ii) instruments for the issuance of new stock, (iii) or agreements for the acquisition of licensee's or permittee's stock by the issuing licensee or permittee corporation. Options to purchase stock, pledges, trusts agreements, and other executory agreements are required to be filed.

(4) Proxies with respect to the licensee's or permittee's stock running for a period in excess of one year; and all proxies, whether or not running for a period of one year, given without full and detailed instructions binding the recipient to act in a specified manner. With respect to the latter proxies given without full and detailed instructions, a statement showing the number of such proxies, by whom given and received, and the percentage of outstanding stock represented by each proxy shall be submitted by the licensee or permittee within 30 days after the stockholders' meeting in which the stock covered by such proxies has been voted; provided, however, that when the permittee or licensee is a corporation having more than 50 stockholders, such complete information need be filed only with respect to proxies given by stockholders who are officers or directors or who have one percent or more of the corporation's stock. In cases where the permittee or licensee is a corporation having more than 50 stockholders and the stockholders giving the proxies are neither officers or directors nor hold one percent or more of the corporation's stock, the only information required to be filed is the name of any person voting one percent or more of the stock by proxy, the number of shares voted by proxy by such person, and the total number of shares voted at the particular stockholders' meeting in which the aforesaid shares were voted by proxy.

(5) Mortgage or loan agreements containing provisions restricting the licensee's or permittee's freedom of operation, such as those specifying or limiting the amount of dividends payable, the purchase of new equipment, the maintenance of current assets, etc.

(6) Any agreement reflecting a change in the officers, directors, or stockholders of a corporation other than the licensee or permittee having an interest, direct or indirect, in the licensee or permittee as specified by Section 1.343 of the rules.

(c) Contracts relating to the sale of broadcast time to "time brokers" for resale.

(d) Contracts relating to functional music operations such as "storecasting," "transitcasting," "background music," and similar services. This provision does not require the filing of contracts granting functional music licenses or permittees the right to broadcast copyright music.

(e) Time sales contracts with the same sponsor for 4 or more hours per day, unless the length of the events broadcast pursuant to the contract is not under control of the station, such as athletic contests, musical programs and special events.

(f) Contracts relating to the utilization in a management capacity of any person *other than* an officer, director, or regular employee of the licensee or permittee station, and management contracts with any persons, whether or not officers, directors, or regular employees which provide for *both* a percentage of profits and a sharing in losses. With the above exceptions, this provision does not require the filing of agreements with persons regularly employed as general or station managers or salesmen, contracts with program managers or program personnel, contracts with chief engineers or other engineering personnel, contracts with consulting radio engineers, attorneys, or accountants, contracts with performers, contracts with station representatives, contracts with labor unions, or any similar agreements. It does require the filing of management consultant agreements with independent contractors.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

160 Million People, 110 Million Sets

IT'S HARD to believe that the popularly-accepted figure of 110 million radio sets in use in the U.S. can be an underestimate, but a story in this publication last week suggested it is.

In the seven and a half years since World War II, a total of 110 million sets has been manufactured, a figure equal to the estimate of total sets now in use. Surely there is a considerable number of pre-war sets still in service—undoubtedly more than the number of post-war sets that have been junked.

Since America's homes have virtually reached the saturation point in radio distribution (96% or more of them are equipped with radios), the increase in total sets in use is more or less of academic interest. It is significant, however, to note recent trends in the kinds of receivers being manufactured.

From 1947 to last July 1 manufacturers turned out 49,952,809 home receivers, 26,900,324 auto receivers, 12,662,828 battery portables and 3,829,715 clock receivers. (These add up to 93,345,676. The other 15,521,000 post-war sets, built in 1946, are not broken down by types.)

The tremendous production of auto and portable radios shows why manufacturers can continue to produce and sell more sets now than a year ago, in the face of near-saturation in radio homes and of growing television competition. The reason, of course, is that out-of-home listening has become an American habit. These figures point up the growing need for adequate research into the size of the out-of-home audience which radio reaches almost without competition from other media.

And the out-of-home audience is steadily growing. In the first half of 1953 more than three million auto sets were manufactured, almost as many as were made in all of 1952. But the in-home audience appears to be growing, too, because clock radios and other home sets were produced in greater quantity so far this year than in the same period of 1952.

For a business that had already reached the saturation point and was supposed to have been seriously harmed by TV, radio seems to be surviving nicely. The only question seems to be how saturated can the U. S. get.

The Frantic Era Ends

THE FRANTIC era in television station building just anywhere is at an end. A return to sanity is in evidence—the hard way.

Signs are plentiful. A dozen stations have turned in their construction permits or have suspended operation. (And this isn't all a uhf tale of woe, because three of those who have thrown in the towel are vhf.)

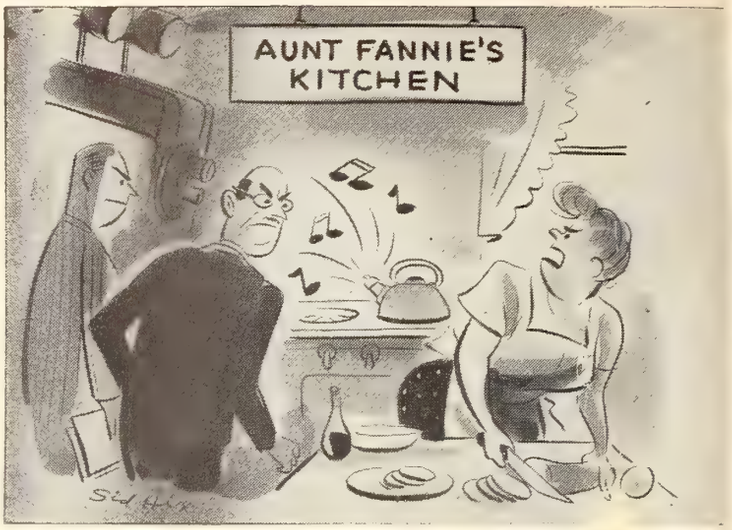
There has been a slow-down in construction so pronounced that the FCC has served notice that extensions of time may be hard to get [B•T, Aug. 17]. And anguished cries have reached the FCC that the networks are giving uhf short shrift, with the result that the FCC is taking a look, although there's doubt whether it can with propriety meddle in the business affairs of stations. (It exercises no direct jurisdiction over networks, but gets at them through their owned-and-operated stations.)

This is not to say that TV is losing ground. On the contrary it is moving ahead at supersonic speed. There still are plenty of competitive hearings ahead. But these are mainly in good markets, where the supply of channel assignments is short of the demand.

This turn in events comes as no surprise to older and wiser heads. As always, it's a question of economics—and management know-how. If the market is there and management knows what it's doing, the result is a successful operation.

In virtually every instance of failure, and in many of those slow-down situations, the owners have found or are concerned about economic uncertainties. There have been more uhf cases than vhf simply because more uhf construction permits have been issued since the lifting of the freeze. And in no few of these instances, the applicants have been newcomers who were beguiled by the stories that TV anywhere was an automatic license to steal.

There are no pat answers. It was predestined to be this way, particularly under an allocations system—right or wrong—which proclaimed that specific channels would be allocated to specific locations, with the implied warning that this was the first and last opportunity to get a permit by original grant. This brought the deluge of applications from newcomers and from others who felt the economic scales were balanced against them but didn't want any new competition in their markets.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"That tea kettle stays! It's the only whistle I get around studio!"

So this is all a part of the shake-down process of a vigorous new medium. Much the same thing happened in radio. The networks initially spurned, in secondary or fringe markets, 250-watt locals. Then they took them on almost indiscriminately, but made them bonus (no pay) stations.

Today all networks admittedly prefer vhf stations. That's because the preponderent circulation is vhf. It got there first. But later on, when more and more uhf sets are operating and when smaller coverage uhf stations may be needed to fill in service, the story is bound to be different. Moreover, there are uhf stations now being operated successfully, by virtue of having good markets, good management and resourcefulness in building circulation.

Moreover, networks, again by virtue of economics and almost by their own admission, are destined to be less basic in television than in radio. The big live and film-for-television programs will always be desirable because of demand for spot adjacencies. The spontaneous event is the networks' great resource. But high cost of live production and interconnection will bring greater use of film, for which network relays are not essential. The answer on this will come when film-on-tape is feasible. The fact that all networks have gone into film syndication is extraordinarily significant.

These events, then, mean that the inflationary period in TV is over. They do not mean that uhf is doomed as being forever precluded from the networks. The networks will put them on where it can make a dollar, and that means where there's circulation the advertiser wants. There will be vhf and uhf, just as there are locals and regionals and clears in radio.

We live in a free enterprise economy. The prudent operators, in small markets as well as in large, will make it. (Not all of the seven vhf's in the world's largest market are in the black.) This goes for both uhf and vhf. It goes (eventually) for independent as well as network, as we know network today.

Sub-Debs

WEVD New York last week found itself in a delicate ideological position. Bearing the initials of the late Socialist leader, Eugene V. Debs, in whose memory it was founded, and operating under a pro-labor broadcast policy, the station was confronted by a strike of its engineers.

WEVD's management had refused to meet the technicians' demands for a $20 raise, in itself a gesture that could be interpreted as anti-union, and now union members had resorted to the ultimate union weapon (advocated and often used by Mr. Debs)—strike.

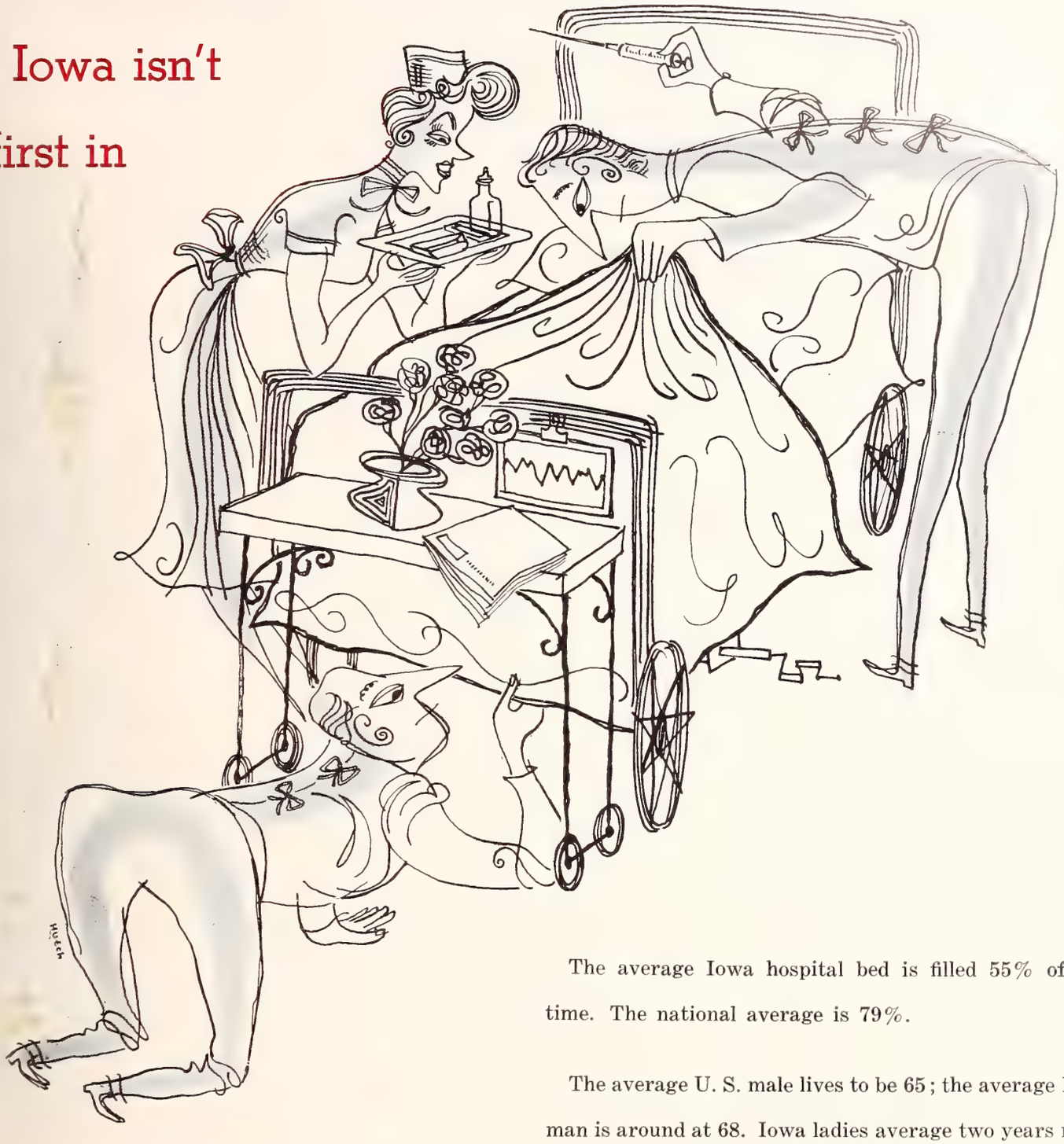
What to do?

The station closed shop (no pun intended).

As a pro-labor station, WEVD refused to operate with scab help. As a commercial enterprise obliged to keep expenses within reasonable limits, it was unwilling to ante up the pay raise the union demanded.

Anybody for ring-around-the-rosy?

Here's a statistic Iowa isn't first in



The average Iowa hospital bed is filled 55% of the time. The national average is 79%.

The average U. S. male lives to be 65; the average Iowa man is around at 68. Iowa ladies average two years more life than U. S. ladies-in-general.

Moral: For healthy prospects, use WMT.

W M T CEDAR RAPIDS

600 kc • 5,000 watts • Basic CBS Network • Represented nationally by the Katz Agency

Everything's
up-to-date
in Kansas City
since
the Swing to

WHB-TV

on
Channel

9

CBS

Basic
CBS Television
Affiliate





FREE!

To advertisers a
agency executiv

Swing, the pocket-size m
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WHB-TV six times a
Current "TV Issue" con
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of WHB "Thru 31 Years"
and a Picture Review of Ka
City's 1953 Starlight Th
season. Sent free to tim
ers, advertisers, agencies,
vertising and sales execut
Ask for a copy on your
pany letterhead.

1922-1953



Don D. Davis, President
John T. Schilling, General Manager

WHB-TV
CHANNEL 9 BASIC CBS-TV
SHARING TIME WITH KMBC-TV Kansas City

Represented Nationally by **BLAIR** INC

WHB
710 K.C. 10,000 WATTS
MUTUAL NETWORK

KANSAS CITY'S
OLDEST
CALL LETTERS

Represented nationally by
JOHN BLAIR & CO.

UGUST 31, 1953 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

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d, Spot Up 10%
Page 27

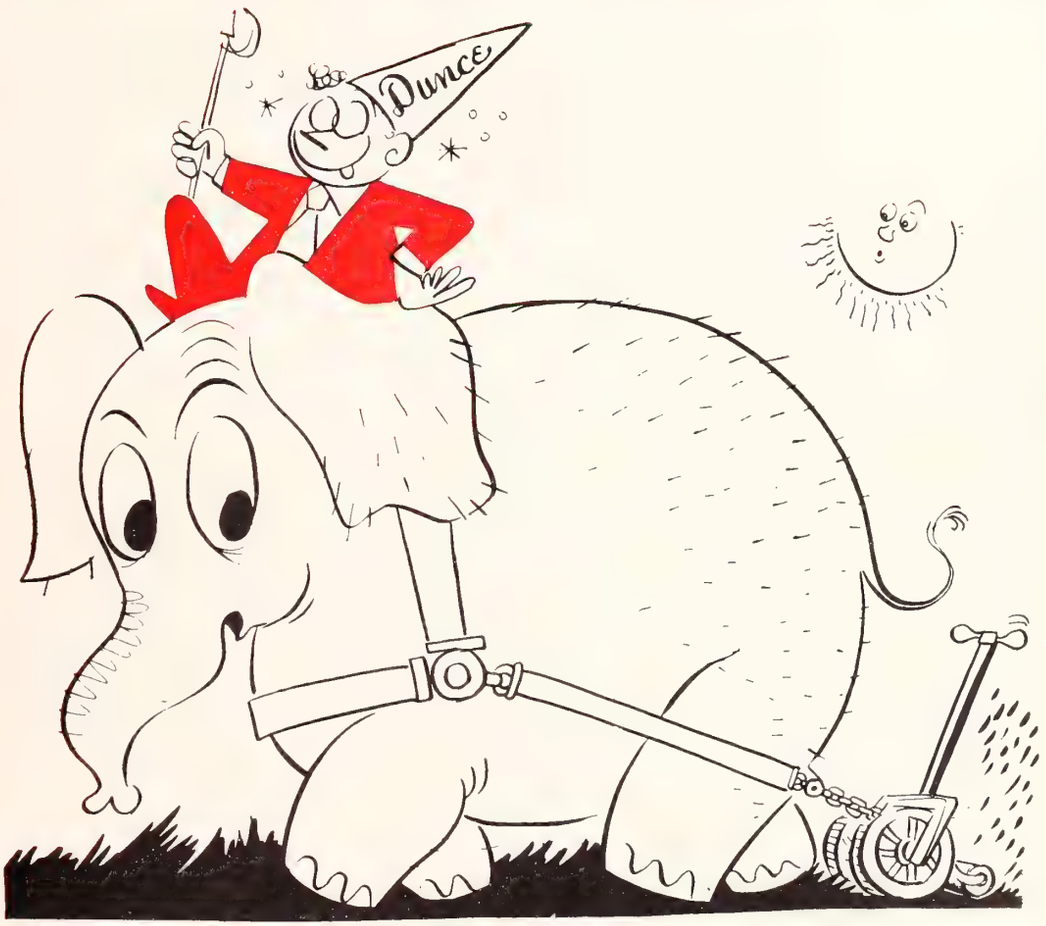
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Page 54

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22 ND
year
E NEWSWEEKLY
RADIO AND TV



You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts—or 10,000 or even 5000—to cover the *compact* Baltimore market!

W-I-T-H will do the job for you—*without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

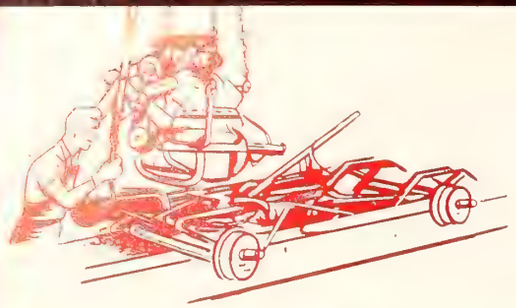
NIELSEN SHOWS W-I-T-H IN LEAD!

In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station—network or independent—in weekly daytime circulation.

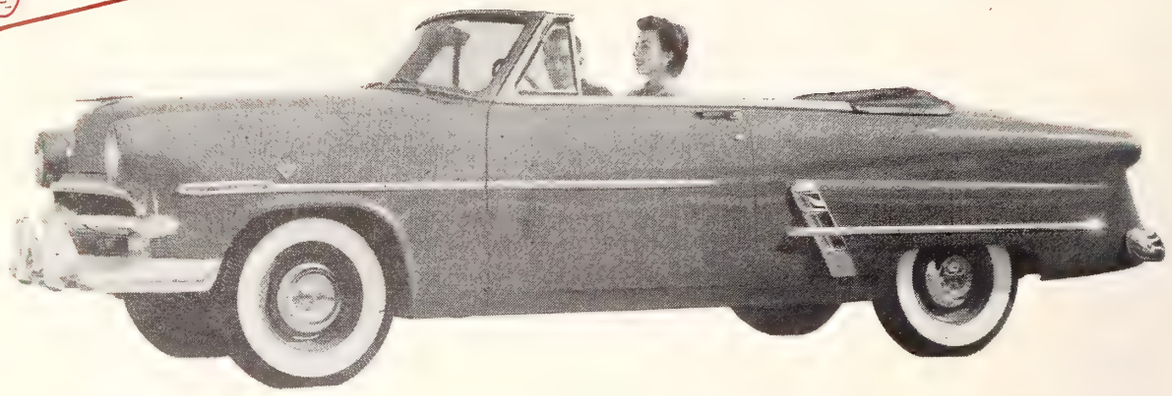
Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.







FORD MOTOR COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

The Ford Dealers of America are observing Ford's 50th Anniversary with a well-chosen slogan, "Fifty years forward on the American road." Back of it is a study in American private enterprise. From one man's dream of a "horseless carriage" has grown an organization so far flung it has a Ford Dealer in almost every hamlet in the U.S. This kind of growth can come only from inventive genius, hard work and dedicated service all along the way.

These same qualities serve well in the broadcasting field too. Through them have come the South's only complete broadcasting institution—WTVR, WMBG and WCOD. Pioneers in AM, FM and TV, Havens & Martin, Inc. Stations have built large and loyal audiences in the rich areas around Richmond. Advertisers know the value of telling their story via these First Stations of Virginia.



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

YOU CAN BUY



16 HOMES FOR A PENNY*

by using

TELLO-TEST

on

KDKA

If you're an advertiser who wants to reach a BIG audience and a RESPONSIVE audience—buy a participation in "Tello-Test" on KDKA—and you can be sure your Pittsburgh sales problems are under control.

TELLO-TEST, America's most popular radio quiz, is a block-buster on KDKA. Broadcast at 6:15 p.m. (Mon. thru Sat.), it has double the weekly cumulative audience of the next three Pittsburgh stations combined!

Note to alert Radio Station Managers:

Get complete details, prices, and audition disc on TELLO-TEST. It works wonders—hypoing ratings, getting sales results. Write, wire or phone WALTER SCHWIMMER PRODUCTIONS, INC., 75 East Wacker Drive, Chicago 1. Phone Franklin 2-4392.

Get the Facts
about
TELLO-TEST on KDKA
From KDKA or your
Free & Peters man.

*Pittsburgh Area Nielsen Radio Ratings

ublished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC · CBS · ABC · DuMont

Lancaster, Pa.

Steinman Station

Clair McCollough, President

actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL | Represented by **MEEKER**

AM TV FM | **New York · Chicago · Los Angeles · San Francisco**

closed circuit®

PROCTER & GAMBLE, Cincinnati, which spent 71% of its overall budget in radio and TV during 1951-52 season, slated to spend 73% for '53-54 in those media, with increase expected to go into spot TV. No. 1 broadcast advertiser, P & G had budget of $56 million last year. Three and one-half million went into spot TV, 20 million into network TV, 2½ million into spot radio and 14 million into network radio. In 1953-54 budget radio appropriation expected to go down slightly but both network TV and spot TV will increase.

★ ★ ★

NEW PROBLEM confronting national representatives is how far they can logically go in aligning new television stations for national spot representation and still do an effective job. Whereas in radio most lists run from about 25 to just under 50 noncompeting stations, in TV it's thought that the maximum might be around 35. That's because coverage areas in TV generally are larger than in radio (except for clear channels).

★ ★ ★

DOMINANCE of radio-TV pointed up in "secret" study which one company made of 12 competitors in detergent and shortening fields. It shows: 35% of 1952 overall advertising budgets of these 12 advertisers was spent in television, 29% in radio, 22% in newspapers, 10% in magazines, and 4% in other media.

★ ★ ★

PRIMARY inter-connected affiliation agreement reached by CBS-TV with WCAN-TV Milwaukee, effective Sept. 15 [CLOSED CIRCUIT, Aug. 24], is only one in that category so far signed. Interim arrangements, however, have been made with other stations both uhf and vhf where regular radio affiliates have not yet received their TV authorizations.

★ ★ ★

IN RE CBS-TV affiliation policy, Herbert V. Akerberg, station relations vice president for CBS-TV, has this stock response to inquiries: "This is the basis on which we furnish program service to television stations other than our regular affiliates in various markets: If our regular affiliate is unable to carry (either live or on a delayed basis) a particular sponsored program and the advertiser requests an alternate station in that market for that program, then if we are able to make satisfactory arrangements with such alternate station for the broadcasting of that program, we will furnish the program to that station."

★ ★ ★

DORMANT, BUT not dead, is status of issue before FCC on what to do about specialized FM services (functional music, forecasting, transitcasting, etc.) in "beep" class. Pending for many months, plan originally was to hold hearing to determine whether these constitute broadcasting or some other kind of service. But majority feels situation is apparently adjusting itself.

SOURCE of tip to FM stations that there's real chance for revenue in use of FM channels for multiplexing was FCC Comr. George E. Sterling, who's an engineering expert. Comr. Sterling told NARTB's FM Committee at closed luncheon that multiplexing offers rich source of channels for music service and spectrum-starved taxi-utility-industrial (mobile) communications.

★ ★ ★

BECAUSE George B. Storer, president of Storer Broadcasting Co., has been active trader reports persist that he's negotiating when he isn't. Fact that Storer Co. now holds five television and seven radio properties precludes addition of stations in either category without sale of an existing holding. It was ascertained that Mr. Storer last week had conferred with ownership of WATV (TV) Newark but that it was purely preliminary and that nothing approaching definite understanding had been reached.

★ ★ ★

RECORD attendance of NBC Radio Affiliates expected at session scheduled Sept. 17 in Chicago at which Brig. Gen. David Sarnoff will expound on NBC's network future. Secretary-Treasurer Harold Essex (WSJS Winston-Salem) reports 80 commitments as of last week, with likely attendance of 125. Eight-man executive committee of affiliates group meets tomorrow (Tuesday) with NBC brass for preview.

★ ★ ★

FCC THIS week expected to take its first fling at selecting "hardship cities" under its new TV processing procedure. It will set for prompt hearing—irrespective of where they may fall on A and B lists—those cities where longest delays have been encountered and greatest need exists. Also to be considered would be those "strike application" suspects in effort to flush out those who do not seriously intend to prosecute their cases.

★ ★ ★

VITAPIX about to announce signing for 26 features with name stars to be made in Europe for TV by Princess Pictures (Burt Balaban, president). Vitapix board met last weekend in Washington to formalize transaction. Primarily station owned, Vitapix outbid NBC and ABC for features, it's understood. Mr. Balaban is son of Barney Balaban, Paramount Pictures president.

★ ★ ★

WHATEVER happened to Eugene H. Merrill, Utah Democrat who served on FCC on interim basis from Oct. 14, 1952, to last April 15 when John C. Doerfer assumed office? It now develops he is executive officer of Infrastructure Committee of NATO in Paris and is believed to be in line for its chairmanship. Committee is one of NATO logistics groups. Mr. Merrill came to FCC from Defense Production Authority and prior to that had served as communications coordinator with U. S. High Commissioner to Germany.

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KFH

Announces

JOHN BLAIR & COMPANY

as National Representative

EFFECTIVE OCT. 1

KFH WICHITA, KANSAS . . . CBS for 25 Years . . . 5000 Watts 1330 KC.

On October 1, KFH, Wichita, Kansas, joins the list of radio stations nationally represented by John Blair & Company. KFH, noted for 31 years for its fine public service record, is every advertiser's assurance of dominant penetration of the rich Wichita market, where sales response is matched by high purchasing power.

KFH is a strong selling force because its local area programming is smart, personalized and sales minded. As "The Radio Voice of the Wichita Eagle," KFH is able to offer the finest news coverage and sports services in the area. Coupling its CBS affiliation and outstanding local programs, KFH has for years maintained a leading position, with more audience than the next two stations combined.

If you need a top selling job, you need a station that's been tops for thirty-one years. Call your John Blair man!

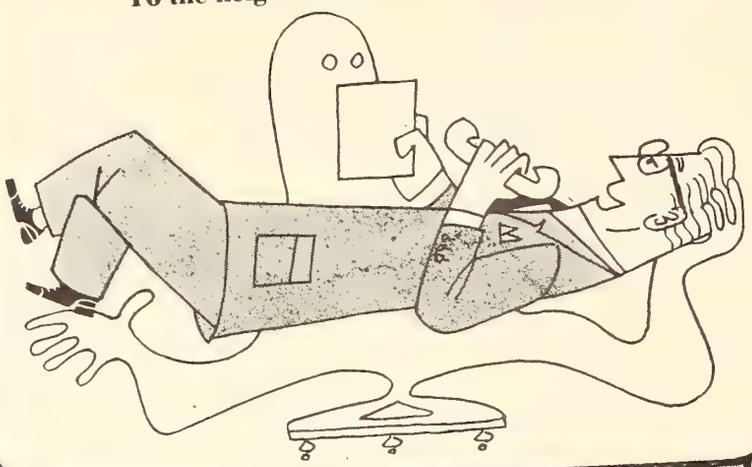
JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

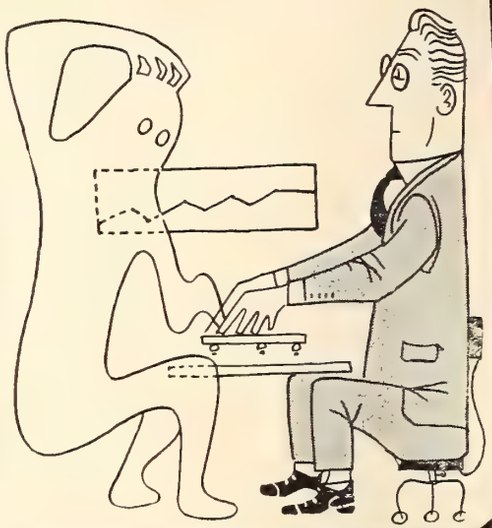
NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

THE MEDIA DIRECTOR

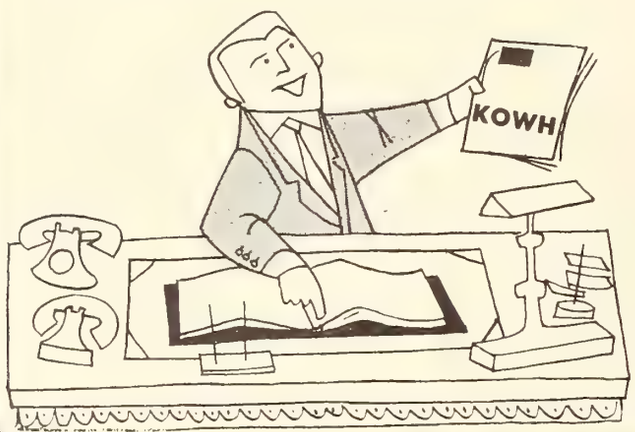
of Smelton and Hector
To the heights of his trade quickly soared.



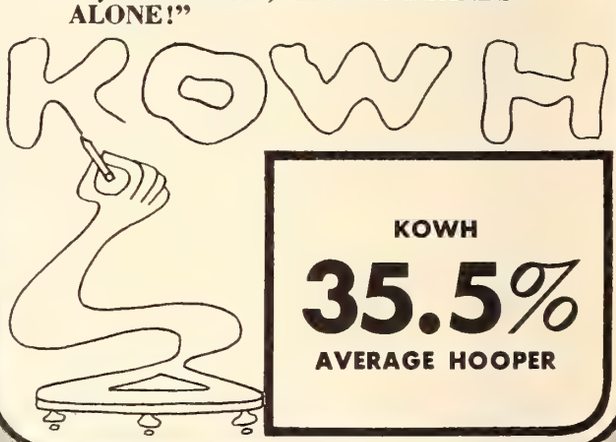
He didn't think much of surveys and such . . .
His tool was a hot Ouija Board!



But from all records kept, the spirits were hep
To the answers all surveys had shown —



When radio was mentioned, the ghostly invention
Always clicked out, "KOWH STANDS ALONE!"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru July, 1953.)
- *Largest share of audience,* of any independent station in America! (July, 1953.)

Kowh

OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Mutual Goes Ahead With Plan, Target Date Oct. 1

"FAR MORE than a majority" of Mutual's "pay" affiliates have signified acceptance of network's new affiliation contract plan, now scheduled to go into effect Oct. 1 (see earlier story page 70), MBS officials said Friday afternoon. "Pay" stations are only ones whose approval is needed.

While not revealing exact figures, officials said all key-market as well as most other affiliates had indicated they would sign contract amendments which were to go into mails to stations Friday. Of those who still had not accepted, it was felt many had held back pending FCC clearance of contract form or to learn attitude of others, and would now sign up. Any who refuse to sign will continue under old type of operations until expiration of affiliation contract, spokesmen said.

In closed circuit call announcing new plan would become effective Oct. 1, Station Relations Vice President E. M. (Pete) Johnson outlined changes in affiliation contract form as cleared by FCC. "None of these changes in any way alters the basic concept of our proposal," he asserted.

Among changes, which included specification that "reasonable notice" be given affiliates on program changes, was insertion saying that MBS will not permit "schedule B" programs—those provided free by Mutual for local or national spot sale—to be sponsored "by any of the following products and services: Hard liquors, hygienic products of the intimate type, harmful drugs, funeral parlors, morticians, fortune-telling, firearms, fireworks, lotteries, gambling." This replaced provision calling for specific Mutual approval of local sponsor.

Mr. Johnson also noted that, within average five hours per day of network "option" time, stations may sell local announcements in certain MBS programs "when there are no Mutual commercial messages," and that list of such availabilities will be provided to stations by Oct. 1. But all such locally sold commercials in Mutual time "must be immediately removable for network use."

NARTB Plans Agendas For District Meetings

ANNUAL NARTB series of 17 district meetings to feature two-day agendas based on roundtable discussions and management forums [CLOSED CIRCUIT, Aug. 10], with schedule to open at Benjamin Franklin Hotel, Seattle. Richard M. Brown, KPOJ Portland, Ore., director of NARTB District 17 (Ore., Wash., Alaska), will formally open series at 9:30 a.m. Sept. 14.

First day agendas, subject to wishes of district directors, include address by NARTB President Harold E. Fellows; report on profitable station operation study by Robert K. Richards, NARTB administrative vice president, at first group of meetings, and by Ralph W. Hardy, vice president, at second series. Vice President Richard P. Doherty will discuss personnel and labor topics.

Lunch session on first day will be followed by government relations review after which delegates will enter wide-open roundtable discussion of station problems.

Second day opens with small market TV clinic occupying most of morning. Lunch will be followed by business meeting. W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., will conduct TV clinics at Districts 15, 16 and 17; Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, Districts 10, 11, 14; James H. Moore, WSLS-TV Roanoke, Va., Districts 7, 8, 9. Conductors not yet selected for rest of series.

NARTB survey listed following favorite topics for roundtables—payment of salesmen, principles of profitable operation, sales practices, size of staff, lottery laws, developing and controlling personalities, double billing, cost control and budgets, collections, and results of upcoming NARTB news survey.

Messrs. Fellows and Doherty will attend all 17 meetings. Station Relations Dept. will be represented by William K. Treynor, manager, or field men.

BIGGEST WEEK

MORE than million dollars' worth of radio-TV business signed up in five-day period by NBC Spot Sales for NBC o&o stations and other outlets it represents, Thomas B. McFadden, director, announced Friday. Sales were made in five days which ended Friday. "This is the biggest week in terms of sales since the first of the year and we envision even bigger weeks within the next month," Mr. McFadden said.

NARTB Meeting Site Picked

SITE of NARTB District 8 (Ind., Mich.) meeting scheduled Sept. 30-Oct. 1 will be Columbia Club, Indianapolis, NARTB President Harold E. Fellows announced Friday. Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., will preside as district director.

UPCOMING

Sept. 1-3: International Sight & Sound Exposition & Audio Fair, Palmer House, Chicago.

Sept. 5-7: West Virginia Broadcasters Assn. Convention, Greenbrier, White Sulphur Springs.

Sept. 8: Comments due on FCC Notice of Proposed Rule Making for NTSC Color TV Standards.

Sept. 11-12: NARTB TV Code Review Board Meeting, NARTB Headquarters, Washington.

Sept. 14-15 NARTB Dist. 17 Meeting, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: NARTB Dist. 15 Meeting, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: NARTB Dist. 16 Meeting, Statler Hotel, Los Angeles.

For other Upcomings, see page 96

• BUSINESS BRIEFLY

RADIO TIME BUYS • At least two healthy network radio time buys in making Friday. Carnation Milk, through Erwin, Wasey & Co., N. Y., has optioned Mon.-Fri. quarter-hour daytime strip on NBC Radio and is expected to sign this week. (NBC also negotiating with another major advertiser for another quarter-hour strip.) CBS Radio meanwhile expected to sign General Foods this week for sponsorship of *Gunsmoke* (Sat., 8-8:25 p.m.) for its dry cereal, through Foote, Cone & Belding, N. Y., and of *Sanka Salutes* (Sat., 8:25-30 p.m.) for its Sanka coffee, through Young & Rubicam, N. Y.

SEELY TO NAME AGENCY • Seely Mattress will name Weiss & Geller, N. Y. and Chicago, as its advertising agency. Firm's account formerly was handled by Olian Adv., St. Louis and Chicago. Seely will sponsor *Come Back* on ABC-TV, Fridays, 9:30-10 p.m., starting early fall.

TRUSHAY DRIVE • Bristol-Myers, N. Y. (Trushay), through Young & Rubicam, N. Y., preparing radio spot campaign to start Oct. 1 in 25 radio markets.

CAVALIER CAMPAIGN • Cavalier Cigarettes, through William Esty, N. Y., expected to start radio spot announcement campaign in number of markets around Oct. 1.

MAGAZINE TV SPOTS • Pines Publications, N. Y., preparing spot TV campaign to start after Labor Day promoting first issue of *True Stories* magazine. Key cities will be used.

AGENCY NAMED • J. H. Whitney & Co., N. Y., names Kastor, Farrell, Chesley & Clifford, to handle advertising for community antenna television projects.

McCANN TO BATES • Frank McCann, timebuyer, Young & Rubicam, N. Y., expected shortly to join Ted Bates Inc., N. Y., in same capacity.

NATIONAL REALIGNS • National Bohemian Beer, Baltimore, through Kenyon & Eckhardt, N. Y., realigning its television schedule and adding several markets for sponsorship of half-hour wrestling matches.

Great Western Network Formed by Nine Stations

NEW hookup of nine NBC stations in Utah, Idaho and Montana formed with KDYL Salt Lake City as key station. Guaranteed time plan set up, with stations using NBC lines. Representative to be named soon.

Announcement of network made jointly by E. B. Craney, owner of XL Montana stations (KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KXLI Missoula); Henry H. Fletcher, manager of KSEI Pocatello, Idaho; Florence M. Gardner, manager of KTFI Twin Falls, Idaho; Walter E. Wagstaff, manager of KIDO Boise, Idaho, and G. Bennett Larson, president and general manager of KDYL.

W. W. Daynes, formerly of Intermountain Network, named sales manager, and Alvin G. Pack, KDYL, will be director of program operations.

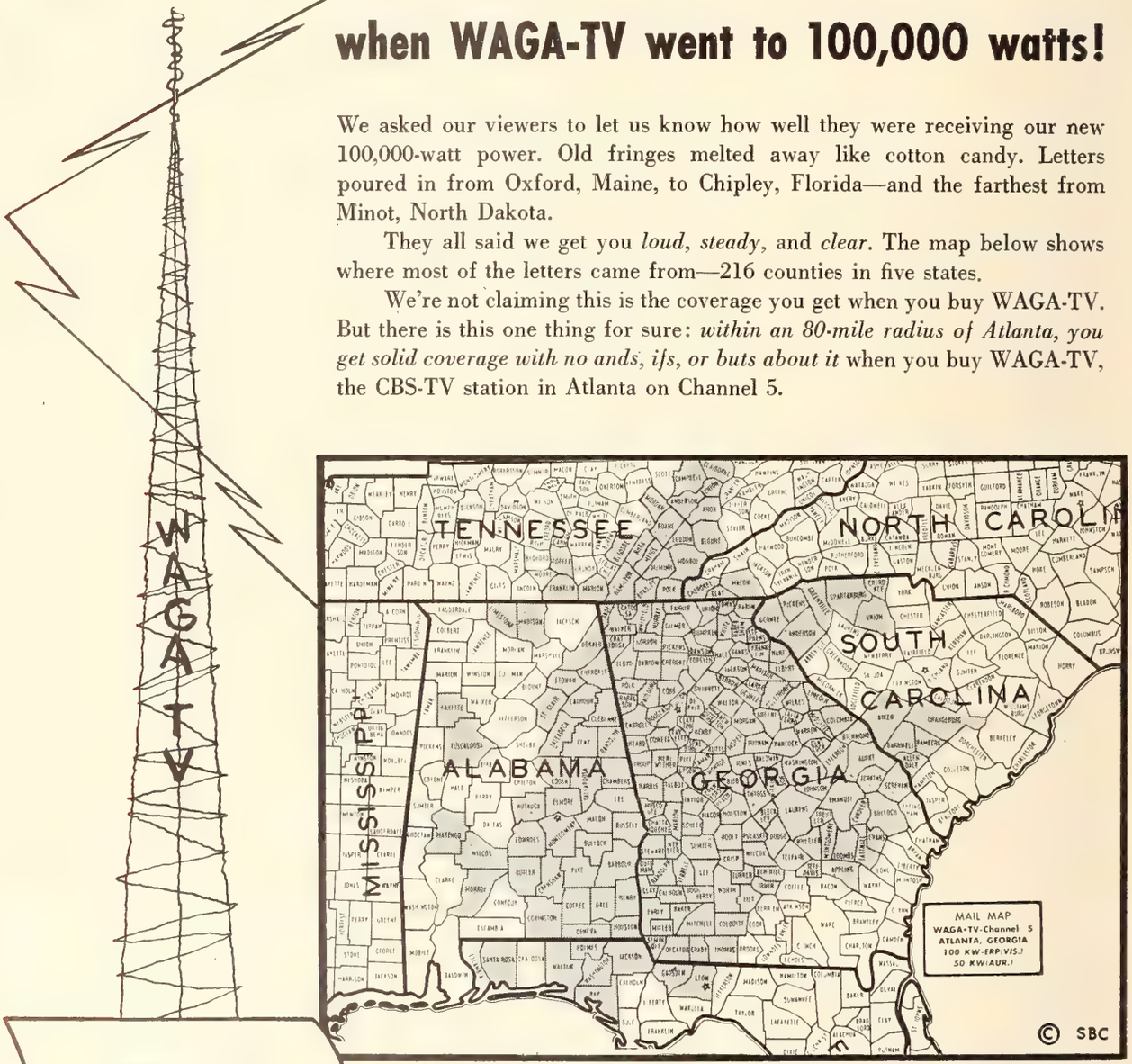
LOOK what happened

when WAGA-TV went to 100,000 watts!

We asked our viewers to let us know how well they were receiving our new 100,000-watt power. Old fringes melted away like cotton candy. Letters poured in from Oxford, Maine, to Chipley, Florida—and the farthest from Minot, North Dakota.

They all said we get you *loud*, *steady*, and *clear*. The map below shows where most of the letters came from—216 counties in five states.

We're not claiming this is the coverage you get when you buy WAGA-TV. But there is this one thing for sure: *within an 80-mile radius of Atlanta, you get solid coverage with no ands, ifs, or buts about it* when you buy WAGA-TV, the CBS-TV station in Atlanta on Channel 5.



TOPS IN ATLANTA*

11 out of the top 16 once-a-week shows.

13% more viewers week days and nights than station "B" — 128% more than station "C" (Monday thru Friday — 9 a.m.-11 p.m.)

More quarter-hour firsts than either other station (Sunday thru Saturday — 9 a.m.-11 p.m.)

**Atlanta Telepulse, July 1953*



NOW 100,000 WATTS

waga-tv

CHANNEL 5 CBS-TV, ATLANTA, GA.

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

RCA-NBC Color Investment $40 Million by Year's End

BY END of year RCA-NBC will have invested $25 million in color TV research and development and another $15 million will be added to establish color TV commercially, Sylvester L. Weaver, vice chairman of NBC Board, said in report prepared for delivery following NBC's color transmission yesterday (Sunday) of Kukla, Fran & Ollie production of *St. George and the Dragon* [B•T, Aug. 24].

Report covered what NBC has done to get ready for color and what it plans in immediate future looking toward eventual FCC approval of RCA compatible color telecasting standards.

Highlights of report: NBC is preparing its program production schedule for color; will start series of experimental "color premieres" on Sept. 28, designed to give such premiere to each show at rate of one or two per week (pending FCC approval of standards, commercial programs will be given dress rehearsal in color but will be telecast in black-and-white); has put more than 90% of its operating personnel through color indoctrination course; is holding color clinics for advertisers and agencies; is getting Warner Bros. sound stage in Brooklyn, recently acquired by NBC, ready for color to augment facilities at Colonial Theatre, its current color studio; has retained Richard Day, six-time Motion Picture Academy award winner, as color consultant to network.

NBC plans to colorcast Tournament of Roses Parade preceding Rose Bowl football game on New Year's Day; already has received signed color agreements, including agreements to order color equipment, from 55 NBC affiliates; has converted 300-seat Bijou Theatre in New York for projection of colorcasts on movie-size screen and will use it to demonstrate color to public as well as trade.

Special showing of NBC color program to mass audience is slated Sept. 21-22, with half-hour show to be piped from Colonial Theatre in New York to annual convention of Assn. of National Advertisers in Chicago (show will include sample commercials in color). Additionally, opera broadcast in color is set for October.

Mr. Weaver estimated first color sets of 14-inch picture size will cost $800 to $1,000, noted that "quantity production" of color sets cannot be achieved "for many months after FCC approval," and said "there is no reason why anybody should hesitate" to buy black-and-white set now or in futures, in view of compatibility of proposed color system.

He said NBC has established color producing unit to speed color conversion of its black-and-white TV schedule. Within six months, he continued, network plans to be originating some major shows in color from Hollywood and Chicago as well as New York, and soon thereafter from other points. One color TV mobile unit is near completion and others are on order, to permit colorcasting of special events "ranging from football games to the New Orleans Mardi Gras," his report asserted.

NBC has broadcast several regular sustaining shows in color in last few months, but yesterday's was first to be publicly announced as such.

LEGION AWARDS

THREE programs on ABC radio, two on NBC-TV and one on CBS-TV were announced Friday as winners of 1953 "Mike" awards of American Legion Auxiliary, based on nation-wide poll of almost million auxiliary members. Winners in patriotic dramatic category were *Mr. President* (ABC) in radio and *Cavalcade of America* (NBC) in television. Among variety shows, winners were *Breakfast Club* (ABC) in radio and *Arthur Godfrey and His Friends* (CBS-TV) in television. Honored as "most wholesome children's programs" were *Lone Ranger* (ABC) in radio and *Ding Dong School* (NBC) in television.

Four Sales Executives Added by NBC Radio Network

EXPANSION of NBC Radio network sales Dept. through addition of four sales executives, bringing department total to 12, announced Friday by Frederic L. Horton, radio network sales director. New appointees: John Birge, former J. Walter Thompson Co. account executive on NBC, RCA Victor Records, and RCA institutional advertising, who has had 26 years in advertising and sales; James H. Fuller, Young & Rubicam account executive, formerly with *McCalls* for seven years; John Doscher, formerly on ABC sales staff, and Jack H. Mann, formerly of local sales staff of NBC-owned WNBT (TV) N. Y.

WGBI-TV Petition

WGBI-TV Scranton, Pa., petitioned FCC Friday to dismiss application for assignment of permit from Scranton Bcstrs. Inc. (WGBI) to MCL Corp., one-third owned each by Scranton Bcstrs., Meco Realty Co. and Edward and Elizabeth Lynett, owners of Scranton *Times* (WQAN). Applicants said since FCC requires hearing on possible lessening of competition between WGBI and WQAN despite contentions of parties to contrary, parties feel further prosecution of transfer "is not justified, nor would it serve any good purpose."

3-Year License Supported

SUPPORT of FCC's three-year license plan for TV stations was filed with Commission by WTOP-TV Washington and WMBR-TV Jacksonville, Fla. Additional new supporters are KLZ-TV Denver and Storer Broadcasting Co., multiple-TV station operator. Comments on plan, announced in July [B•T, July 27], are due at FCC Tuesday.

Applications Dismissed

TWO TV applications dismissed Friday. South Texas TV Co. gave up vhf Ch. 13 bid at Houston as three principals take stock in Houston Area TV Co. Four other Ch. 13 bids still pend. U. of Miami, Oxford, Ohio, dropped educational application for reserved uhf Ch. 14 pending acquisition of sufficient TV funds.

PEOPLE

JAMES W. ANDREWS, formerly sales and assistant general manager for SOS Co., appointed sales-advertising manager for Kool-Aid, division of Perkins Products Co., General Foods subsidiary.

ARTHUR F. VINSON elected vice president of General Electric Co. in charge of manufacturing and general manager of manufacturing services division. He succeeds **NICHOLAS M. DU CHEMIN,** who assumes special assignments for president, Ralph J. Cordiner.

EDWARD LAMB, licensee of WICU (TV) Erie and WMAC-TV Massillon, Ohio, appointed member of Democratic National Committee's advisory committee.

JAMES P. HENSLEY, account executive with KNX Los Angeles-Columbia Pacific Radio Network sales department, named account executive in CBS Radio Spot Sales office in San Francisco. He joined CBS-owned KNX in 1952.

TED JOSEPH, account executive, Foote, Cone & Belding International Div., named vice president of agency. He will be in charge of Watchmaker of Switzerland account's U. S. advertising campaigns and will act as coordinator of all advertising activities of Swiss Federation of Watch Manufacturers handled out of agency's N. Y. office.

DAN THOMPSON, radio-TV director, National Safety Council, commissioned Kentucky Colonel on staff of Lawrence W. Wetherby. Governor of Kentucky. He was honored for "life-saving efforts since 1942 as director of radio and TV" for council.

FRANK RUBEL, formerly executive officer of Wometco Theatres (licensee of WTVJ [TV] Miami), appointed general manager of Cedar Rapids Television Co., permittee for vhf Ch. 9.

JAMES T. MURPHY appointed division manager of TV-radio for Philco Corp.'s newly reopened Washington, D. C., sales office.

PHILIP KATZEC, Ruthrauff & Ryan, Hollywood, to BBDO, Hollywood, in radio-TV department.

THEODORE H. COOK JR., who formerly worked on development of color TV receivers and studio equipment at RCA Labs, appointed senior electronic engineer for CBS-Columbia, TV set manufacturing subsidiary of CBS.

Protest KSTL Power Boost

THREE stations filed protests of power increase to KSTL St. Louis, 1 kw daytimer on 690 kc authorized to boost to 10 kw daytime directional. Alleging interference and asking hearing are WMPS Memphis, Tenn. (680 kc, 10 kw day, 5 kw night); KGGF Coffeyville, Kan. (690 kc, 10 kw day, 5 kw night, DA-DN); and WVOK Birmingham, Ala. (690 kc, 50 kw day, directional).

18 ABC Co-Op Programs

EIGHTEEN co-op programs, representing "record total" of 20 hours 10 minutes of cooperative radio programming per week, being made available to ABC Radio's 363 affiliated stations in new fall schedule, network is announcing today (Monday).

RCA Shipments

RCA Victor announced Friday shipment of one 25 kw and two 10 kw vhf transmitters. WCIA (TV) Champaign, Ill., vhf Ch. 3, will get 25 kw unit; KCBD-TV Lubbock, Tex., vhf Ch. 11, and KTSM-TV El Paso, Tex., vhf Ch. 9, will get 10 kw units.



man of many facets!



Versatile as a one-man band, Joe Reichman combines his talents as showman, pianist, recording star and personality to produce one of the most sparkling radio shows on the air.

● Emceed by anyone but Joe the Showman, the Reichman shows would be little more than slick disc jockery. "Pagliacci of the Piano" Reichman's music, effervescent personality, his inimitable wit and limitless store of recollections born of many years as a big name band leader blend a potent entertainment potion that charms his audiences.



● The Reichman manifold personality charms his guests as well. To the many headline stars who appear on Reichman's shows, doing a show with Joe is a delightful busman's holiday.

● The Reichman touch accrues to commercials. Response throughout the big WFAA-dominated Southwest keeps sponsors, too, under the Reichman spell. You'll want to ask a Petry man about availabilities.



THE Joe Reichman SHOWS . . .
SUNDAYS • MONDAYS • WEEKDAYS

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

ALEX KEESE, Station Manager
EDWARD PETRY & COMPANY, Natl. Representatives
RADIO SERVICE OF THE DALLAS MORNING NEWS

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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

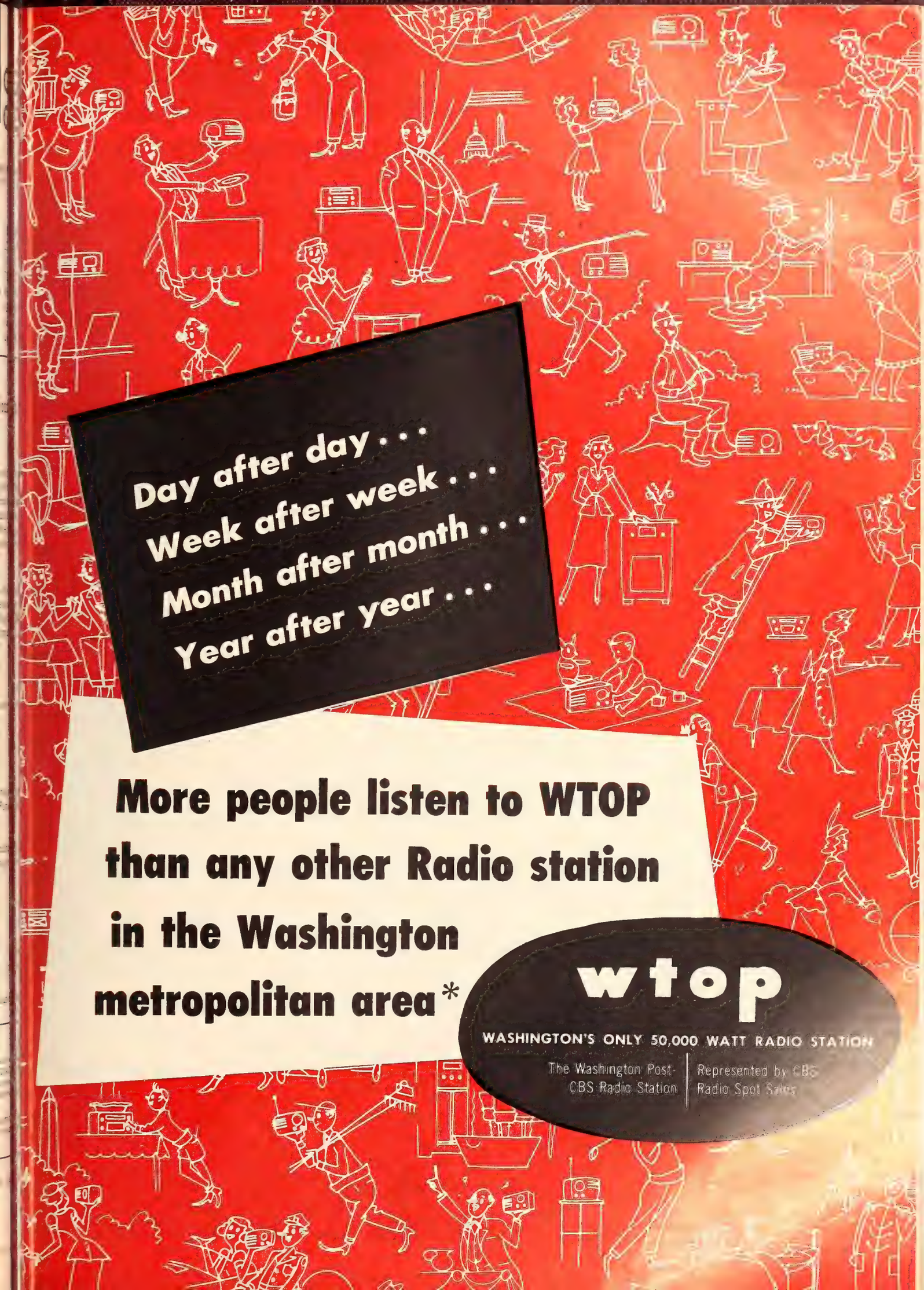
SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Day after day . . .
Week after week . . .
Month after month . . .
Year after year . . .
More people listen to WTOP
than any other Radio station
in the Washington
metropolitan area*
wtop
WASHINGTON'S ONLY 50,000 WATT RADIO STATION
The Washington Post-
CBS Radio Station
Represented by CBS
Radio Spot Sales

—NBC IS AMERICA

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE

10.



5 NO. 1 NETWORK—

9

NBC-TV programs rate highest five nights a week

At night, when viewing is at a peak, NBC consistently delivers the largest audiences in television.

In five out of the seven nights of the week during NBC network option time, NBC shows reach the largest audience average. And on each of the five nights NBC has the highest rated show.*

Here is NBC's score:

Nights	Highest Rated Show
Sunday	Colgate Comedy Hour
Tuesday	Star Theatre
Thursday	Dragnet
Friday	Gillette Cavalcade of Sports
Saturday	All Star Revue

NBC's audience strength is maintained throughout most nights of the week, rather than concentrated on one or two nights. Advertisers recognize NBC's great nightly advantage: their advertising investment on NBC is greater than on any other network. Proof once again that **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953 Averages.*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**7:30-10:30 PM*

PERRY COMO SHOW

Network: CBS-TV
Time: Mon., Wed. & Fri., 7:45-8:00 p.m. EDT
Star: Perry Como
Producer: Lee Coley
Director: Ib Melchior
Announcer: Dick Stark
Musical Arrangements: Mitchell Ayres Orchestra
Sponsor: Liggett & Myers Tobacco Co.
Agency: Cunningham & Walsh

DESPITE continuing high temperatures which no doubt will sustain the summer mood for the next few weeks, evidence of fall is beginning to be seen through the eye of the TV camera. The traditional hiatus season is nearing its end, a comforting thought for those who have watched as many hackneyed panel, quiz and replacement drama shows as they care to witness for at least the next full calendar year.

Generally speaking, quality programming and production during the last few months apparently have been vacationing too. Occasional replacement programs showed signs of professional handling.

Such a program was *TV Top Tunes*, the Helen O'Connel-Bob Eberly offering which replaced the *Perry Como Show* thrice weekly on CBS-TV. In format it was much like its predecessor and came off as well because it too was in capable hands. Both Miss O'Connel and Mr. Eberly are still the zestful, talented singers they were when they made collectors' items out of such records as "Green Eyes" and "Tangerine." They have provided some refreshing moments for Como fans in his absence and undoubtedly departed the air with many of their own when he returned with his own show last Monday.

The Como company, leading the parade of entertainers due to return to TV in the next month or two, was in fine form for the first show of the new season. Mr. Como, whose songs highlight each telecast, knows his way around a TV setting as well as he does around current musical hits. He has successfully combined his natural, effortless song style with a poise and self-assurance before the cameras not always found among his contemporaries.

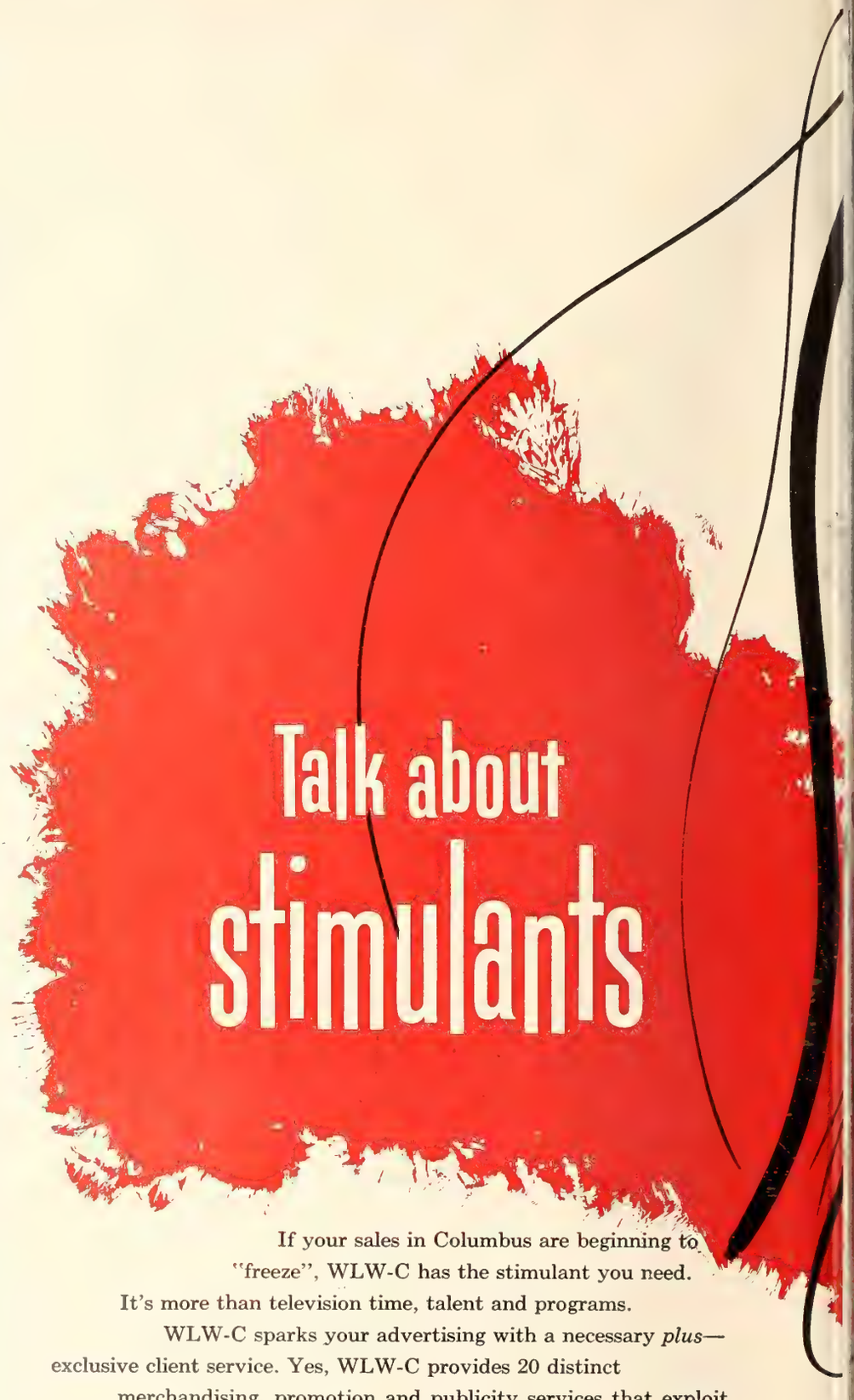
Featured on the Como show are the Fontaine Sisters. The performers on the *Perry Como Show* are well supported by pleasant orchestration and show up to their best advantage thanks to a director who stages his production in attractive sets and treats performers like people rather than props.

STRIKE IT RICH

Network: CBS-TV
Sponsor: Colgate-Palmolive-Peet
Time: Mon. through Fri., 11:30 a.m.-12 noon EDT and Wed., 9:00-9:30 p.m. EDT
Packaged by Walt Framer Productions
Producer: Walt Framer
Associate Producer: Joe Gottlieb
Director: Paul Alter
Technical Supervisor: Mitchell Johnson
Announcer: Ralph Paul
Star: Warren Hull

FOR several years *Strike It Rich* has been thriving on misfortune. Six times a week it parades the ill, the impoverished and the woebegone before the camera and rewards them with charities in exchange for their last ounce of self-esteem.

The fact that the program commands an audience of commercially significant size is both a criticism of the morbidness that afflicts too many people and of the network and sponsor that pander to it. *Strike It Rich* exists only because it engages in that most depressing



If your sales in Columbus are beginning to "freeze", WLW-C has the stimulant you need.
It's more than television time, talent and programs.
WLW-C sparks your advertising with a necessary *plus*—exclusive client service. Yes, WLW-C provides 20 distinct merchandising, promotion and publicity services that exploit your sales message in the field.
And in Columbus—heart of the rich, midwestern market—*only* WLW-C provides this important *sales stimulant!*

first in central ohio

WLW-C



CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

of all ways to make a buck—exploitation of human suffering.

Strike It Rich is a quiz show. Prerequisite to getting a crack at the jackpot is a personal tragedy of some sort.

People whose problems are sufficiently calamitous to justify their appearance on the show are interviewed by Warren Hull, an m.c. who can keep right on smiling through the tears. They tell their sad stories, answer a few questions and walk off with money, courtesy of Colgate-Palmolive-Peet and any sympathetic viewers who care to make a donation.

The Aug. 26 telecast gave a fair cross-section of the unhappy predicaments on which *Strike it Rich* feeds. There was the tearful mother in desperate need of funds to keep her 11-year old daughter, a cerebral palsy victim, in a special school. In case her plight, which also included an errant husband and a little boy she couldn't take care of, didn't move the most stoic observer, pictures of her daughter were flashed on the screen. A penniless veteran, just released from the hospital was on hand to strike it rich so that he might join his son, now in the Army stationed in a western state. The train ticket could be purchased for $63, he said. Mr Hull in a wild moment of generosity handed over $125.

To accommodate those persons too feeble or impoverished to make it to the studio, a "Helping Hand" gimmick has been devised by the idea men on the series. On each program, a different celebrity answers questions for a needy case who wishes to strike it rich *in absentia*.

The program is a classic example of pseudo-humanitarianism without excuse or merit. Whatever good it may claim to accomplish is thoroughly negated by the manner in which it is brought about. If cash is really burning this big a hole in the Colgate-Palmolive-Peet pocket, a less ostentatious way of distributing it certainly can be found.

ask your KATZ man



about TIME AVAILABILITIES FOR GREATER SALES POTENTIAL in the Multibillion-Dollar Denver area Market through . . .

KLZ-TV CHANNEL 7

On the Air November 1st

WITH antenna rising 2380 feet above mile-high Denver.

WITH eventual full-authorized power of 316,000 watts.

WITH full schedule of CBS Television shows.

WITH top local programming . . . bright original productions.

WITH the finest, most complete TV operation in the Rocky Mountain area.

There are KATZ representatives located in cities throughout the U. S. Your KATZ man will be calling on you, or will be glad to have you contact him about Denver's top buy in TV . . . KLZ-TV.

CBS TELEVISION

KLZ-TV DENVER

ALADDIN RADIO AND TELEVISION, INC.

OPEN MIKE

Real Public Service

EDITOR:

Over and over again children are being killed by abandoned iceboxes in spite of [warning] news stories, and I believe state laws here and there. . . . The deaths of 11 youngsters in two days in three widely separated states are almost incredible.

Radio and television stations, especially in towns and small cities, are probably the *only* media that could make instant and insistent announcements, urging that discarded iceboxes be searched the minute reports of missing children are received.

And who knows but what such warnings might not only save individual lives, but educate the discarders of these frightful menaces too.

Frank Silvernail
Head Timebuyer
BBDO, New York

Post-War Radio Production

EDITOR:

Will you grant us permission to reproduce in its entirety page 39 of the Aug. 17 edition of B•T? We, of course, will give B•T full credits. It's a potent answer to some of the know-it-alls who say . . . "Who listens to the radio anymore." We'll be happy to present them with your facts.

Robert R. Whitely
Promotion Director
KPOJ-AM-FM Portland, Ore.

[EDITOR'S NOTE: Permission granted. The page contained a B•T analysis of post-war radio set production, showing that more than 110 million sets have been made since World War II.]

EDITOR:

For over five years I have faithfully read your publication from cover to cover every week. This week [Aug. 17] I received my biggest disappointment after reading your front page story on post-war radio production. It told about home radios, clock radios, portable radios, auto radios, television, radios—radios in 48 states, but not one single word on FM radios that would help us. Have a heart. When you write a story, how about all of the story, including figures for FM production, too. I'm sure you can afford one more paragraph saying how many FM sets were built. How about it?

Ray Torian
Manager
KNOB (FM) Long Beach, Calif.

[EDITOR'S NOTE. There are no accurate figures available anywhere showing the number of FM-only receivers or the number of FM tuners. The B•T article was designed to show the number of aural radio receivers turned out since World War II. Had figures been available on FM-only sets and tuners, they would have been added to the 110 million postwar sets. The 110-million figure included AM and/or FM receivers plus TV sets containing tuners for the FM band. B•T has regularly published monthly and annual Radio-Electronics-TV Mfrs. Assn. data showing number of radio and TV sets ever since collection of such data was started, but RETMA has no figures on total postwar FM production. John H. Smith Jr., director of the NARTB FM Dept., says best estimates place AM circulation at around nine million sets.]

Ready To Scream

EDITOR:

. . . For the past year we have been working with the distributors trying to arrive at a plan for getting accurate figures on conversions to uhf and breaking set sales down into the number equipped to receive the uhf stations which will be operating in Milwaukee, and another figure for those limited to vhf. We have come to the conclusion that it will never be possible to get an accurate figure representing set

No More Blue Sky!

AT LAST—A CLEAR PICTURE

OF COVERAGE

in the GREAT READING MARKET



WEEU-TV

CHANNEL 33

NOW OPERATING WITH FULL POWER

165,000

WATTS (ERP)

ONE OF AMERICA'S "HIGH SPOT" AREAS

Reading: Rated by Sales Management as a "preferred" city; third industrial city in the state; 74th Metropolitan Area . . . with a per capita income 10% higher than national average.
Grade A Area: Population 1,239,000; Retail sales, $1,113,000,000 (estimated).

GOOD NEWS FOR ADVERTISERS

Gone are the herringbones of doubt . . . the snow of confusion. Now you can appraise Eastern Pennsylvania in the light of reality. WEEU-TV's power boost now enables you to define the Reading market on a practical coverage basis . . . and to reach ALL of it, at the lowest cost, with the ONE station built to serve it.

ENGINEERED FOR DOMINANCE

With the newest G.E. 12 kw transmitter . . . and a specially-designed, electronically-tilted antenna. Broadcasting from the top of Mt. Penn, two miles from Reading—the site which engineering research showed was best to cover the READING MARKET.

PROGRAMMED FOR DOMINANCE

Top NBC and ABC network shows; the most diversified schedule of local programs . . . from Reading's only downtown TV studios; the ZIV and MPTV libraries, exclusive in the market. All backed up by the greatest amount of paid program promotion in the area.

NBC channel 33 ABC

WEEU-TV

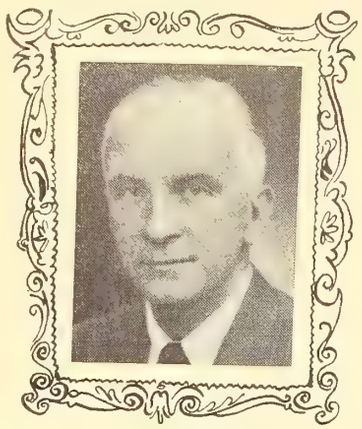
Thomas E. Martin, Exec. V.P., Gen. Mgr.

Ewart M. Blain, Dir. of Sales

NATIONAL REPRESENTATIVES:
HEADLEY-REED TV
Television Station Representatives

Algy writes to:

Mr. Curt Peterson
Marschalk & Pratt, Inc.
New York City



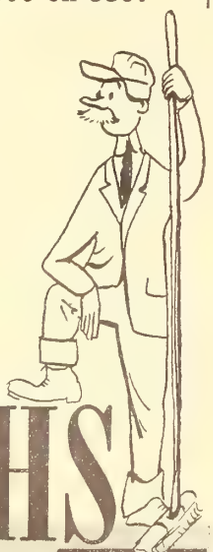
Dere Curt:

Watch out fer more sales of your Esso gas down here in W. Va. Our station is getting started agin with Th' Old Farm Hour which was suspendid durin th' war.

Now we're gonna hav a big show evry Fri. nite with thousands of folks from all around here fillin' up theyre cars with Esso and headin' down fer th' show.

Our first show was last Fri. nite with Cowboy Copas. This week we're gettin' Stoney Cooper. Things are rilly happenin' down here at WCHS with 5,000 on 580.

Yrs.



Algy

WCHS

580 KC 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

capable of tuning in the uhf stations, as converters do not go through the regular distributor's hands. Many dealers buy converters direct from the converter manufacturers. While the distributors might be able to break down their sales into vhf only and vhf-uhf combination sales, this would not result in a true figure because many of the vhf only sets leave the distributor and probably wind up in the owner's home equipped with the necessary strip or convertor.

I am writing to you because there will be three uhf stations operating here within the next several months and I am anxious to get your thinking as to what kind of figures you are going to use in the uhf column in your monthly figures. Most certainly if they are going to be dependent upon the guesses of the operators of the stations they are not going to represent a true picture. That has been evident in the vhf figures in a number of instances around the country. . . .

We, for one, having listened to the claims that around here in Milwaukee are going to scream our heads off to anyone just taking the other fellow's guess. We are going to scream because we have spent a year investigating the problem of securing accurate figures.

Walter J. Damm,
Vice President and General Manager
WTMJ-AM-TV Milwaukee

[EDITOR'S NOTE: As has been its practice in all TV cities, B•T's Telestatus will use uhf figures submitted in sworn affidavits by uhf stations in Milwaukee. The use of affidavits generally discourages wild guessing.]

Offer Stands

EDITOR:

I notice on page 106 of your Aug. 10 issue, under the heading "Education," an article with the headline, "Stations Assist Educational TV Groups." Mention is made herein of a number of stations offering assistance, but I find that the offer officially made to the Mayor's Committee for Educational Television of North Carolina by WSOC offering land and tower facilities was not included. This offer was made some time ago and is still standing and has been officially acknowledged.

E. J. Gluck
President-General Manager
WSOC Charlotte

Satellites

EDITOR:

I have read with a great deal of interest your story in [the Aug. 24] issue of BROADCASTING • TELECASTING covering Representative Bush's speech in the House on the Sylvania satellite proposal. I think your story covers the issue quite well.

In its report to the FCC, WSM Inc. pointed out the fact that the booster system is only one of several systems which might be used in spreading television to the small towns. Each of the systems has limitations as well as merit. The WSM-TV booster system is not considered competitive with the Sylvania booster system and for that reason I cannot understand the attitude taken by Representative Bush. Apparently he has felt it necessary to make gratuitous remarks concerning WSM's experiments.

We are of the opinion that it is high time that the Commission hold a general hearing on the subject of boosters and satellite stations and we believe that this hearing, if held, will show that there is need for several types. The WSM-TV booster remains the cheapest system from the point of view of the viewer since it is not necessary for him to install an expensive antenna, buy service from a cable, or purchase a uhf adapter. He simply turns his standar vhf to our Channel 4 and up comes the pic ture . . .

John H. DeWitt Jr.
President
WSM-AM-TV Nashville

Editorial Comment

EDITOR:

My attention has been called to a so-calle editorial appearing in [the July 27] issue o your esteemed journal, entitled "Roll Call o the Broadcast-Baiters." In this snarl, you briefl seek to hold up to contempt the active member of an organization, (NAFBRAT), who are suf ficiently public spirited to spend many weekl hours in systematically observing and commen ing upon what our television broadcasters se fit to feed out for the adult and children au diences, by day and by night.

Any self-respecting person who will thu deliberately punish herself by watching hou after hour, day by day, the television program that are persistently contaminating our pur ether, in the interest of their eventual bette ment for the sakes of our children, is deservin of a martyr's commendation—not sneering ridi cule.

The tone and import of your editorial, sir are wholly unworthy of your esteemed publi cation.

Lee de Forest
Los Angeles

Helping Hand

EDITOR:

I want to take this opportunity to thank yo for the extremely valuable material you mad available to the students attending the Stanford NBC Radio Television Institute. We have ha many fine comments from those receiving th information.

Again, we certainly appreciate your wonder ful cooperation. It helped to make this year' institute one of our best.

George Greaves
General Manager
KNBC-AM-FM San Francisc

Archaic Word

EDITOR:

Please permit me to commend the progres sive-thinking of Mr. Earle Fletcher of KXOl Fort Worth, Texas, for "firing" his "announc ers" and "rehiring" them as "air salesmen," a reported on page 88 in your Aug. 24 issue.

The term "announcer" no longer applies t modern radio's real, professional salesmen Their duties demand more mental gymnastic and much more actual work than the term "an nouncer" implies.

Here's hoping many other station manager become equally enlightened.

Frank Lokey
WRDW Augusta, Ga.

52 Stations in Ithaca

EDITOR:

After reading "The Rhombic Record" an "Yag's Bag" [OPEN MIKE, July 20, Aug. 10] couldn't resist sending in my record. Using 10-element Yagi cut to Ch. 6 on a Tenna-Roto I have logged 52 stations over a two-yea period. This includes three calls from Havane Cuba. I have logged stations from three coun tries and 20 states. I would be glad to hea from anybody who can equal or surpass m record.

Robert B. Cooper
Ithaca, N. Y.

BUTTE...*iful*

BUTTE
AMERICA'S RICHEST SECONDARY MARKET

a BUTTE *of a Test Market!*
NOW HAS

a BUTTE *of a Television Station!*
KXLF-TV6

with

a BUTTE *of a Rate! ($100 Hour for Time and Facilities)*

a BUTTE *of a Buy! (20% Savings with other XL Stations)*

a BUTTE *of a Network (NBC-DuMont)*

MONTANA'S FIRST!
On The Air August 14th 1953

The **XL** *Stations*
PACIFIC NORTHWEST BROADCASTERS

☆

THE WALKER COMPANY

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

SAN FRANCISCO 5, CALIF.
116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9-5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

there's new
activity
in the
HOUSTON
MARKET
since
K-nuz TV
Channel 39
introduced the
SQUARE
DEAL
rate card

Get every ounce of results for each dollar placed on K-nuz TV — and complete cost per thousand protection on a fair and square basis. The SQUARE DEAL Rate Card charges only rates that can be justified by actual sets in the market!

be a '39er

Join the rush of agencies and advertisers buying K-nuz TV and paying only for what K-nuz TV can deliver.

Write for the SQUARE DEAL Rate Card today!

DAVE MORRIS, Vice Pres.-Gen'l Mgr.
FORJOE TV, National Representative



our respects

to COL. JOSEPH HARVEY LONG



EIGHTEEN years before Guglielmo Marconi flashed the first wireless message across the English Channel in 1899, an 18-year-old printer left Wheeling, W. Va., and the *Sunday Leader,* for Erie, Pa., where he sought employment with the *Erie Dispatch.*

In his pocket was a letter of recommendation given to him by a friend. A sentence read: "He needs no overseer, but may be trusted to do his work as well without."

Col. Joseph Harvey Long, who in 1953 treasures this letter among others, got the job.

A week ago Sunday (Aug. 23), WSAZ-AM-TV Huntington, W. Va., held open house for the stations' new $500,000 radio-television home at 201 Ninth St.

The printer and his letter and the modernized radio-TV building are events in the career of Col. Long, who celebrated his 90th birthday last May. They mark the beginning and the flowering of an energy and foresightedness nurtured in the newspaper publishing-broadcasting businesses.

Col. Long bought the *Huntington Herald* in 1893, sold it later and purchased *The Advertiser* in the same city. His Huntington Publishing Co. owns radio and television properties. WSAZ made its debut Oct. 16, 1923, and WSAZ-TV arrived in the Tri-State area Oct. 14, 1949. The TV outlet has the distinction of being the only operating station in the state. Col. Long is president of WSAZ Inc., the radio-TV subsidiary of the publishing firm.

Col. Long has roots in the rustic, barefoot tradition of the people who pioneered the U. S. He was born on May 21, 1863, the son of Edward Christian Long and Sarah Roebuck Long, both descendants of immigrants from the German Palatinate in Colonial times. They lived at a village near Lebanon, Pa.

When Col. Long was in his teens, his family moved to Pittsburgh. At this point, young Joseph Long was engaged in printing visiting cards with a toy press and meager equipment.

His first opportunity in the printing trade was with the *Leader,* followed by the *Dispatch.* In 1855 he began his step up by taking charge of the mechanical departments of the *Wheeling Register.* In 1891, he and Herschel C. Ogden founded the *Wheeling News.*

Two years later, Col. Long, with typical foresight, saw new opportunity in a growing town—Huntington—and in 1893 made his first purchase of a newspaper plant.

At WSAZ Inc., executives and staff take pride in pointing to the stations' activities in community affairs. This falls into the pattern begun many years ago by Col. Long in the personal endeavors, civic, industrial and political interests which he maintains today.

His civic record is impressive. He was a Huntington postmaster 1916-21; a member of a state commission that in 1924 studied and proposed reforms in the state's tax laws; for more than 10 years he was chairman of a good roads committee of the Chamber of Commerce; in 1936 he was elected president of the chamber and was re-elected for four more terms; he was active in building the city's flood wall; in raising bond issues for school improvements, and in the growth of Marshall College in Huntington. He also is former vice president-director of the Huntington Symphony Assn.

Col. Long busied himself in the campaign of Franklin D. Roosevelt in 1932 and was elected a delegate to the Democratic National Convention. In 1952 he supported Eisenhower.

In the news field, Col. Long has been a member of the AP since 1895 and was elected president of the West Virginia Publishers' Assn. in 1950. He is known as the "daddy" of the United High School Press.

Col. Long is a director of the First Huntington National Bank, a director of the Ohio Valley Bus Co. and influential in still other business and civic groups.

His wife, the former Cora Thompson, died in 1944. Two sons, Walker Long, who is secretary, and Edward H. Long, treasurer, are officers of WSAZ Inc. Lawrence H. (Bud) Rogers, vice president and general manager of the stations, is a grandson-in-law.

The WSAZ stations serve a four-market area —Huntington, Charleston, Ironton (Ohio), and Ashland (Ky.). Papers published are the morning and afternoon *Herald-Dispatch* and *Advertiser.*

At 90, Col. Long took an active part and interest in the construction of the station's new home, a remodeled old warehouse with latest and the most complete equipment. Col. Long's past experience with mechanical devices has been stretched to the field of electronics. And now that he has nursed along the radio-TV building he is looking ahead to construction of a new plant for his newspapers.

WSAZ Inc.'s new center is a showpiece in the Mountain State. The stations occupy two floors with the third to be used for storage. A 3,000 sq. ft. studio for TV (can be used also for AM) can handle autos or small trucks. There are two AM studios; control rooms; film and news rooms, and many other features in addition to a whole floor devoted to administrative offices and engineering developments.

Throughout the building's renovation, Col. Long was active in taking responsibility for construction and equipment installation.

Along this inspirational planning path set by the top executive, WSAZ-AM-TV's operations have moved with practical and profitable success. WSAZ-AM is on 930 kc with 5 kw daytime and 1 kw directional at night. WSAZ-TV last year completed a $300,000 switch from Ch. 5 to Ch. 3 with a power increase from 16.8 to 84 kw. Last May, it ordered a "super height" antenna with a mast 1,000 feet and an antenna 102 feet—in all, 62 feet taller than New York's Chrysler Bldg.

For the future, WSAZ-TV has become a member of the NBC Color TV Network and has ordered compatible color TV equipment.

5,000 Daily Round Trips —Non-Stop RADIO



The 5,000th consecutive broadcast of THE 400 HOUR was heard this week, marking another milestone in Chicago radio. And, of course, it was heard on Station WMAQ, Chicago's pioneer radio station which has been creating and developing broadcasting techniques and establishing industry records for more than 30 years.

THE 400 HOUR, sponsored continuously on Station WMAQ by the Chicago and North Western Railway for almost 17 years, is a Chicago institution. Its presentation, Mondays through Fridays, of the finest in classical and semi-classical music has made it a breakfast-time listening habit for millions of Chicagoans and Middle Westerners. Interspersed with Brahms and Beethoven is pleasant chatter by Pat Gallicchio about time, weather, public service—and the C&NW.

Every broadcast in this long association is another example of how Station WMAQ continuously offers its advertisers a loyal, responsive audience.

NBC RADIO

Quality Programming
Quality Station
Quality Audience

WMAQ CHICAGO

REPRESENTED BY NBC SPOT SALES

First TV in Maine's

First Market

WPMT

CHANNEL 53

PORTLAND

MAINE

ON THE AIR . . . August 30, 1953

COMING SOON

WLAM-TV

LEWISTON, MAINE

on the air about DEC. 1, 1953

Special Combination Rates Available

CBS • NBC • ABC • DuMONT

Interconnected

Rep. Nationally by EVERETT–McKINNEY

NEW ENGLAND *by Ketell-Carter*



Jeanne Sullivan

on all accounts

JEANNE SULLIVAN, timebuyer for Wyatt Schuebel, agency consultant, New York, is successful career woman whose business care has been nurtured by one of the most succes ful woman careerists in the business, Regg Schuebel.

The duo met at the Duane Jones Agen where Miss Sullivan was secretary to Mi Schuebel in the agency's radio-TV departmer The two compiled an impressive record timebuying accomplishment, which was cu minated for Miss Sullivan when she was ma a timebuyer, in 1946.

Independent Success

In that capacity she established an indepen ent record of success, purchasing time for suc accounts as Manhattan Soap, Bab-O, Whiteha Pharmacal, Mennen, Tetley and Grove Lab

In 1951, Miss Schuebel departed the agen to set up her present firm, and when the tim buying functions there expanded, demandi the addition of a top-flight executive in th department, Miss Schuebel summoned h erstwhile colleague to head that phase of t operation.

The Duane Jones agency was reluctant have Miss Sullivan leave and offered to mat the salary. A Jones executive was astonished discover that Miss Sullivan did not know wh the salary would be and, as it turned out, didn discover the amount until she received her fir check from Wyatt & Schuebel.

Her Accounts

As timebuyer for Wyatt & Schuebel she cu rently services such accounts as Fanny Farm Candy, the CIO and the Lutheran-Sync Church. Over the past two years she has als handled All, a detergent; Helbros Watche Proctor Electric Appliances; Peters Shoes; R Goose Shoes and Pleasant Valley Wine.

Born in New York, she attended the Wash ington School for Secretaries there. She is t daughter of a career woman, too. Her moth is a buyer for children's wear and current manages a specialty shop on 57th Street.

Miss Sullivan, a petite, five-foot-two bachel girl, is an ardent and talented bridge playe Her favorite subject is mathematics. She is bowling fan, too, and often scores in the plu 200 category.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

KWKH unlocks 3 times as many radio homes as the next Shreveport station!



No ifs, ands or buts—KWKH is the key station in the important Arkansas-Louisiana-Texas area. It far surpasses all competition by a tremendous margin.

KWKH delivers 307.0% as many Weekly Listeners as Shreveport's next station—*yet costs only 60% more!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Get all the KWKH facts—write direct or ask your Branham representative.

KWKH

STATION "B"

AVERAGE DAILY LISTENERS (S. A. M.)

50,000 Watts • CBS Radio •

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*

Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

August 31, 1953 Vol. 45, No. 9

B•T's FORECAST: FALL RADIO NETWORK SALES TO REPEAT '52

Spot radio business is due to surge 10% ahead of last year's total, B•T's fifth annual survey reports. All the networks express confidence both in their positions and in the status of radio as a whole. NBC is the only network to show a drop from 1952 billings.

RADIO network time sales this fall will just about equal those for the fall of last year, according to B•T's fifth annual survey of network commercial hours sold as of Aug. 15, as compared with business signed by that date of the previous year and with the time volume actually broadcast the previous October.

Radio's spot business this fall will probably exceed last fall's total by about 10%, according to estimates made by leading station representative firms. These predictions of increased spot business for fall are strongly supported by reports of scores of new and extended spot campaigns published in recent issues of B•T, which indicate that the station representatives were being conservative in limiting their estimates of the overall increase to 10%.

Network business, as summarized in table this page, shows the total number of hours sold by all four radio networks for this fall very slightly (2.3%) below the total sold in August 1952. ABC's total is virtually the same as last year; CBS is slightly ahead (5%); MBS is twice that much ahead percentagewise (10.9%); NBC alone is down (17.8%) in comparison with last year.

NBC's failure to match last year's time sales occurs during daytime hours, the figures reveal, and is largely due to three daytime quarter-hour periods as yet unsold and to the three hours a week purchased last year by Tide Water Associated Oil Co. to broadcast West Coast football games. The open daytime strips may be due to watchful waiting on the part of advertisers who do not want to sign up for more NBC daytime periods until they can see what the network's fall program schedule looks like after the general overhauling now in progress has been completed [B•T, Aug. 17].

Considerations in Analyzing

Another point in the breakdown that calls for explanation is the report of the nighttime business on Mutual last fall, with 6 hours, 37½ minutes shown as sold in August but only 4 hours, 43 minutes broadcast in October. Fact is that several news programs, listed in August for evening broadcast, went on the air before 6 p.m. and so are listed as daytime programs in the table.

While the network-hour comparison here employed is valid in affording a preview of what sponsored programs are going to be on the radio networks this fall and a comparison of this year's and last year's time sales, it would be impossible to use the commercial hours-and-minutes data as any indication of dollar sales volume. A network of 20 stations (minimum number used in the B•T tabulation, which deleted all smaller network hookups) cannot be compared dollarwise with one of 100 stations or more.

To keep the time figures comparable for an average October week, all one-time or short-series programs have been omitted from the tables. The World Series broadcasts on Mutual, under Gillette sponsorship, which would have added some 15 hours to that network's daytime total, are one example. Last fall's political broadcasts, which contributed $890,117 to the gross time sales total of the four networks in October 1952, a Presidential campaign year, also were omitted as being outside the normal network business orbit for non-campaign years.

Another safeguard made against distortion in the commercial time figures was the division of time in cases of multiple sponsorship, so that a single broadcast does not receive multiple time credit just because it has more than one sponsor. To take the Edward R. Murrow newscasts on CBS Radio as an example, we find four sponsors for this five-a-week 15-minute series: Theodore Hamm Brewing Co. and Standard Oil Co. of Indiana sponsoring the original broadcast on different CBS hookups; Hudson Dealers and Edison Chemical dividing the West Coast repeat not on a geographical but on a time basis, Hudson sponsoring three and Edison two Murrow broadcasts a week. The table therefore divides the hour-and-15-minutes-a-week total for the Murrow newscasts three ways—25 minutes for Hamm, 25 for Standard Oil and 25 for the Pacific Coast, which is further divided into two parts, two-thirds or 15 minutes for Hudson and one third or 10 minutes for Edison. Alternate sponsorships are handled similarly, explaining the half-minutes (12½, 37½, etc.) appearing in the table beginning on page 28.

Checking the number of sponsored-program entries for 1952 and 1953 in this table reveals that of 276 units listed for last October, 145 will be on the air again this fall without change of either sponsor or program.

There are 92 new listings for this year, not quite replacing the 131 entries on last year's list which are missing this year. The difference, however, is more probably due to comparing October 1952 with August 1953 than to any real falling off in the number of network commercials.

Bright Horizons Envisioned

Certainly, there is no pessimism to be found in statements made to B•T by the sales heads of the networks. All agree that the slump in sales during the last few years is ended and that once again network radio is on the upgrade, reasserting its place in the lives of the American public and the advertising budgets of the nation's manufacturers.

Charles T. Ayres, vice president in charge of the ABC radio network, said:

"Radio isn't old and tired as some in the industry would have you believe. It is a substantial and continually growing advertising medium. It is as much a part of our everyday living as is the habit of consuming three square meals a day.

"It may be the simple fact that radio has become such an accepted part of our daily living—such a habit—that has caused it to be taken for granted. Under such conditions, it is axiomatic that such things as radio's mass coverage, the great number of advertisers who find radio a successful local and national medium are also taken for granted as rather common-place, ordinary facts.

"This line of reasoning, I am sure, is the one which misled the prophets of doom who gathered several years ago for the funeral of radio. For all I know, they are still waiting. And they'll have a long wait because every statistic of radio set manufacturing shows an increase and in these days where a dollar has a lot of work to do, the consumer is not buying radio sets at this rate merely because he has 'cheap' money to spend. Neither is the advertiser.

"It's much like a new baby coming into the home—this case between radio and television. Television is the new youngster, radio the older brother. Who gets the attention? The young-

NETWORK TIME SALES FOR FALL

DAYTIME

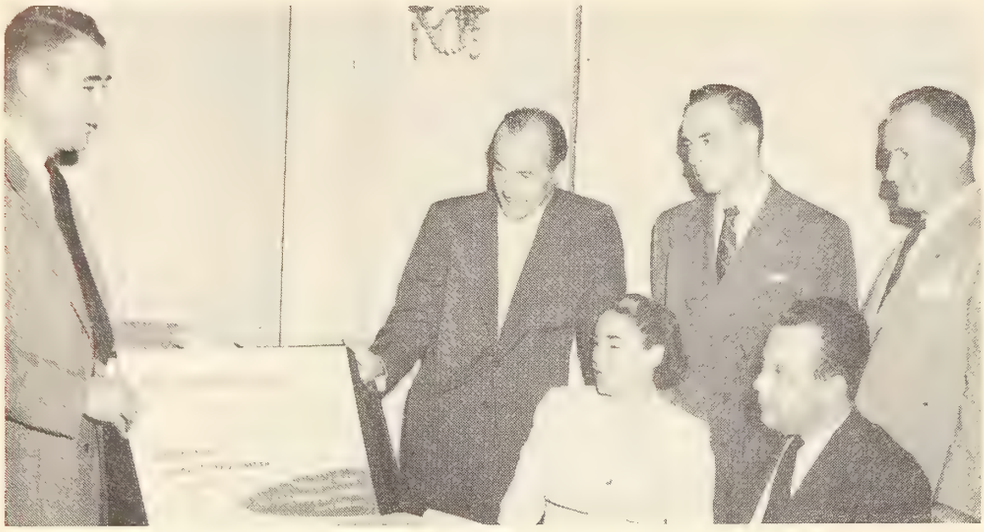
Network	Hours of Network Commercials		
	On Air in Oct. '52	Sold as of Aug. 15. '52	Sold as of Aug. 15, '53
ABC	28:46	20:22	20:15
CBS	46:45	40:00	44:35½
MBS	19:05	14:55	17:12½
NBC	36:40	34:10	25:07½
Total	130:56	109:27	107:10½

EVENING

ABC	11:55	8:12	8:25
CBS	23:55	19:40	18:05
MBS	4:43	6:37½	6:40½
NBC	19:55	17:25	17:15
Total	60:28	51:54½	50:25½

TOTALS

ABC	40:21	28:34	28:40
CBS	70:40	59:40	62:40½
MBS	23:48	21:32½	23:53
NBC	56:35	51:35	42:22½
Total	191:24	161:21½	157:35½



RADIO spot clinic for Colgate-Palmolive-Peet and Sherman & Marquette, New York agency, was held by Station Representatives Assn. In attendance were (l to r, standing): Reg Rollinson, director of advertiser relations, SRA; George Laboda, radio-TV director for CPP; George McCoy, CPP, and Ed Fitzsimmons, Weed & Co. Seated: Jan Gilbert and John Crandall, media director, Sherman & Marquette.

ster. Who is still bringing in a handsome living? Radio.

"The fact that it has come to full stature may mean that it isn't quite as exciting as its infant brother—television. But full stature means it has acquired unto itself a way of life—and a good portion of its way of life lies in the continuing good faith that advertisers show in radio.

"Many of these astute national advertisers will again be a part of the national radio scene this fall on the ABC radio network and many of them have been ABC radio network clients for a good number of years. These are the bedrock accounts on which radio grew to full maturity.

"The ABC radio network has never been lacking in quality advertisers of its daytime programs and, again this year, the morning lineup of ABC radio network programming is almost completely sold-out, with every likelihood that the SRO sign for the Monday through Friday daytime morning periods will be an accomplished fact by early fall.

"The recent Anheuser-Busch sponsorship of the new Bill Stern program across the board for 52 weeks is probably one of the largest radio sales to be made by any network this year and is significant in the fact that it marks this advertiser's first entry into network advertising.

"The fall radio scene here at ABC presents a healthy and sound outlook—refuting any claims by the prophets of doom that it is faltering."

John Karol, CBS Radio vice president in charge of network sales, stated:

"In writing about the autumn sales outlook for the CBS Radio network, the increasing amount of time sold leads me to the inevitable cliche about facing the future with confidence.

"The volume of summer business is higher this year than last. Total hours sold for July 1953 exceeded the previous July by 8%; this August topped last August by 11%. Since summer time sales are, traditionally and actually, the indicator of autumn volume, we know that we will see an even greater use of CBS Radio time by advertisers in the coming season.

"The increase in our summer business is especially significant when noted against this fact: Gross billing for the CBS Radio network for 1952 was $59,500,000—the largest in the field by far. And 1953 so far is running about 8% ahead of last year and 30% ahead of our nearest rival.

'Renewed Faith'

"Just as important to us as these figures is the attitude of advertisers and agencies toward our medium. It is, I believe, one of renewed faith in radio's strength. It is a confidence soundly based on the continuing public interest in radio—as shown by both its purchase of sets and its use of these sets.

"We believe that many advertisers will feel that they must use more of America's biggest and most efficient medium.

"From these facts comes our confidence."

Adolf N. Hult, vice president in charge of sales for MBS, summed up that network's picture this way:

"The up-trend in Mutual's billings still continues unabated with a 10% gain in gross billings for the first seven months of 1953 over last year ($12,833,249 vs. $11,594,724 in '52).

"This year Mutual has very nearly eliminated the usual summer slump in billing. A substantial part of this summertime revenue has been accounted for by numerous sales in Mutual's Multi-Message plan and the popularity of Mutual's Pin-Point plan.

"Based on present commitments for the fall months the network expects to finish its final quarter and the entire year of 1953 with a most satisfactory increase."

Frederic L. Horton, NBC director of radio network sales, said:

"Published PIB figures for January through June 1953 show NBC Radio network gross billings one-half million dollars ahead of last year. We expect a continuance of this trend.

"Orders have recently been received from the American Dairy Assn. for Bob Hope, from International Harvester for an evening Monday through Friday news strip, and from the Florida Citrus Commission for three day-time quarter hours weekly. These, plus evidence of increased interest in network radio on the part of many leading advertisers provide substance for the prediction that the coming season will bring increased sales volume for the NBC Radio network.

"The establishing of separate radio network sales and program departments dedicated to the specific job of selling network radio time and programs insures the success of NBC network radio. Important changes in our program structure will be announced shortly.

"The NBC Radio network will be an even more attractive advertising buy in all budget classifications."

Outlook for spot radio business is assayed by T. F. Flanagan, managing director, Station Representatives Assn., as follows:

"Spot radio will, as usual, show an increase for 1953 to add another year to its 17-year record of straight growth. This is assured by the fall orders now mostly in the hands of the station representatives.

'Best of Year'

"The fall season is, of course, as with most media, the best of the year. In spot radio it is best, not only because of the Christmas buying and the starting of new campaigns, but spot radio historically carries the brunt of the mass selling of the cold remedies, and their sister relief products.

"This fall will see several new things in spot radio—the 'enzyme' era in toothpastes, the changing pattern of the cigarette industry with emphasis on kings and filter-tips, the lengthening season of the soft drink business, the national coverage of several products after small test beginnings.

"The business is not all from Madison Avenue. Chicago is forwarding large orders to stations. One out-of-town agency in a smaller market now has three campaigns running respectively on 105, 195 and 156 stations.

"Naturally, the pattern of spot business is not the same on all radio stations. Many factors influence the ups and downs. But on some stations national spot gains are more than healthy and, overall, this fall and this year, national spot business will be well ahead."

Breakdown of Fall Advertisers' Time and Charges With Comparisons to 1952

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Admiral Corp.						
Robert Trout, News	$ 27,338	CBS	192		d0:25	
Life Is Worth Living		MBS		517		0:25
Allis-Chalmers Mfg. Co.						
National Farm & Home Hour	34,593	NBC	187	196	d0:30	d0:30
Amana Society						
Paula Stone Show	82,696	MBS	553		d0:45	
American Bakeries Co.						
Lone Ranger	9,834	ABC	40		1:30	
American Bakers Assn.						
Hollywood Star Playhouse	31,035	NBC	191		d0:30	
American Chicle Co.						
FBI in Peace and War	27,123	CBS	193		0:10	
Mr. Keen	27,195	CBS	194		0:10	
Meet Millie	27,132	CBS	193		0:10	
American Federation of Labor						
Frank Edwards, News	110,180	MBS	150	153	1:15	1:15
American Dairy Assn.						
Bob Hope		NBC		196		0:30

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
American Home Products Corp.						
Our Gal Sunday	90,633	CBS	173	184	d1:15	d1:15
Just Plain Bill	94,695	NBC	151	151	d1:15	d0:37½
Front Page Farrell	93,497	NBC	142	147	d1:15	d0:37½
Helen Trent	91,887	CBS	181	184	d1:15	d1:15
Gabriel Heatter, News		MBS		513		0:30
American-Marietta Co.						
Breakfast Club	81,222	ABC	290		d0:45	
American Safety Razor Corp.						
Frank Goss		CBS		21		d0:30
American Tel. & Tel. Co.						
Telephone Hour	61,971	NBC	186	197	0:30	0:30
American Tobacco Co.						
Jack Benny	69,116	CBS	207	203	0:30	0:30
Your Hit Parade	77,762	NBC	184		0:30	
Big Story	78,789	NBC	192	196	0:30	0:30
Anheuser-Busch						
Sports Today with Bill Stern		ABC		344		1:15
Animal Foundation						
Galen Drake		CBS				d0:15
Charles Antell Inc.						
Antell Theatre	6,534	ABC	26		0:45	
Armour & Co.						
Dial Dave Garroway	132,339	NBC	192	127	d1:15	d1:15
Armstrong Cork Co.						
Theatre of Today	33,136	CBS	189		d0:30	
Assn. of American Railroads						
Railroad Hour	62,700	NBC	197	197	0:30	0:30
Barbasol Co.						
Lineup, Scoreboard	8,025	MBS	183		d0:10	
Bekins Van & Storage Co.						
Hollywood Music Hall	5,552	CBS	22	24	0:30	0:30
Beltone Hearing Aid						
Gabriel Heatter	34,213	MBS	257		0:15	
Best Foods						
Larry Lesueur, News	10,622	CBS	184		d0:05	
Hazel Bishop Inc.						
Lorenzo Jones	99,891	NBC	154		d1:15	
Inside News from Hollywood	53,980	NBC	143		d0:25	
Block Drug Co.						
Gabriel Heatter, News		MBS		383		d0:12½
Borden Co.						
Frank Goss		CBS		22		d0:30
Bristol-Myers Co.						
Hollywood Barn Dance	2,740	CBS	20		d0:30	
Break the Bank	129,028	ABC	322		d1:30	
Brown Shoe Co.						
Smilin' Ed McConnell	15,844	CBS	144		d0:30	
Burton-Dixie Corp.						
Paul Harvey, News	29,240	ABC	139		0:15	
California Packing Corp.						
CBS Newsroom—Sunday Desk	1,938	CBS	20		d0:15	
Campana Corp.						
Bill Shadel, News	10,678	CBS	187	188	d0:05	d0:05
Campbell Soup Co.						
Double or Nothing	181,453	NBC	166		d2:30	
Double or Nothing		ABC		350		d2:05
Club 15	150,822	CBS	164		0:45	
Cannon Mills Co.						
Give and Take	28,324	CBS	152	149	d0:30	d0:30
Carnation Co.						
Stars Over Hollywood	34,194	CBS	175	158	d0:30	d0:30
CBS Newsroom—Sunday Desk		CBS		23		d0:15
Carter Products						
City Hospital	25,012	CBS	155	203	d0:25	d0:25
Drew Pearson	32,292	ABC	209		0:15	
Just Plain Bill		NBC		150		d0:22½
Nick Carter		MBS		504		0:12½
Chemicals Inc.						
Bob Garred	8,625	ABC	32		d0:05	
Chet Huntley	8,625	ABC	31		d0:05	
Chesebrough Mfg. Co.						
Dr. Christian	81,140	CBS	184	181	0:30	0:30
Christian Reformed Church						
Back to God	23,935	MBS	277	278	d0:30	d0:30
Chrysler Corp.						
You Bet Your Life	77,955	NBC	195	197	0:30	0:30
Churches of Christ						
Herald of Truth	31,536	ABC	168	223	d0:30	d0:30
Cities Service Co.						
Band of America	46,987	NBC	110	118	0:30	0:30
Clinton Foods						
Arthur Godfrey		CBS		194		d0:37½
Club Aluminum Products Co.						
Club Time	3,656	ABC	20	25	d0:15	d0:15
Coca-Cola Co.						
Coke Time		NBC		197		0:30
Coke Time		MBS		373		0:30

d—daytime, before 6 p.m.
p—participation.
Source of data for October 1952 network programs is Publishers Information Bureau. Where program has more than one sponsor, time is divided among them, which accounts for the fractional figures appearing in the list.

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Colgate-Palmolive-Peet Co.						
Bob and Ray	78,224	NBC	183		d1:15	
Strike It Rich	156,472	NBC	183	184	d2:30	d2:30
Louella Parsons	19,346	CBS	174	194	0:05	0:15
Mr. & Mrs. North	58,180	CBS	188	202	0:30	0:30
Our Miss Brooks	58,335	CBS	200	203	0:30	0:30
Phrase That Pays		NBC		191		d1:15
Lorenzo Jones		NBC		186		d1:15
Colonial Dames						
Bob Garred	1,125	ABC	30		d0:01p	
Congress of Industrial Organizations						
John Vandercook		ABC		128		1:15
Continental Baking Co.						
Grand Slam	63,158	CBS	52		d1:15	
Make Up Your Mind		CBS		51		d1:15
Coleman Co.						
Six Shooter		NBC		198		0:10
Barrie Craig		NBC		198		0:10
Eddie Cantor		NBC		198		0:10
Corn Products Refining Co.						
Sunshine Sue		CBS		58		d0:25
Cream of Wheat Corp.						
Grand Central Station	24,006	CBS	157		d0:25	
Theatre of Today		CBS		188		d0:25
Credit Union National Assn.						
Gabriel Heatter	44,216	MBS	523	519	0:15	0:15
Dawn Bible Students Assn.						
Frank and Ernest	22,497	MBS	461	360	d0:15	d0:15
E. I. duPont de Nemours						
Cavalcade of America	59,032	NBC	166		0:30	
Edison Chemical Co.						
Edward R. Murrow		CBS		23		0:10
Electric Auto-Lite Co.						
Suspense	70,907	CBS	189	181	0:30	0:30
Electric Cos. Adv. Program						
Meet Corliss Archer	79,227	ABC	284	288	0:30	0:30
Emerson Drug Co.						
Barrie Craig	10,486	NBC	194		0:10	
Judy Canova	10,486	NBC	194		0:10	
Red Skelton	10,486	NBC	194		0:10	
Titus Moody		MBS		530		0:10
The Falcon		MBS		482		0:01p
Deadline		MBS		477		0:01p
Eno-Scott & Bowne						
FBI in Peace and War		CBS		202		0:10
Meet Millie		CBS		202		0:10
Mr. Keen		CBS		202		0:10
Equitable Life Assurance Soc. of the U. S.						
This Is Your FBI	90,875	ABC	327		0:30	
Ex-Lax Inc.						
Doctor's Wife	128,313	NBC	174		d1:15	
Faultless Starch Co.						
Faultless Starch Time	5,291	NBC	61	67	d0:15	d0:15
Firestone Tire & Rubber Co.						
Voice of Firestone	55,074	NBC	145	157	0:30	0:30
First Church of Christ Scientist						
Monitor Views the News	14,136	ABC	44		0:15	
Flako Products Corp.						
Galen Drake	4,806	CBS	47		d0:05	
Florida Citrus Commission						
Ev'ry Day		NBC		55		d0:45
Ford Motor Co.						
Bob Trout, News	6,470	CBS	93		0:05	
Bob Trout, News	7,752	CBS	111		0:05	
Bob Trout, News	6,746	CBS	104		0:05	
Bob Trout, News	6,960	CBS	99		0:05	
Free Methodist Church of North America						
Light and Life Hour	9,684	ABC	57	82	d0:30	d0:30
French Sardine Co.						
Arthur Godfrey	59,807	CBS	186	184	d0:37½	d0:37½
General Candy Corp.						
True Detective Mysteries	16,416	MBS	511		d0:15	
General Conference of Seventh Day Adventists						
Voice of Prophecy	19,580	ABC	158		d0:30	
Voice of Prophecy	23,215	MBS	317	321	d0:30	d0:30
General Electric Co.						
Bing Crosby	66,812	CBS	199	195	0:30	0:30
Ray Milland		CBS		195		0:30
Ozzie & Harriet	36,430	ABC	327	324	0:15	0:15
General Foods Corp.						
Grady Cole	7,342	CBS	46	53	d0:30	d0:30
Grady Cole	10,908	CBS	40	38	d0:45	d0:45
Renfro Valley	8,630	CBS	107	103	d0:15	d0:15
Renfro Valley	17,999	CBS	107	108	d0:30	d0:30
Father Knows Best	65,980	NBC	160	166	0:30	0:30
Gangbusters	43,443	CBS	160		0:25	
Galen Drake		CBS		149		d0:05
Galen Drake	10,004	CBS	155		d0:05	

Advertiser / Program	Gross Time Charges Oct. '52	Net work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Second Mrs. Burton	79,047	CBS	138	131	d1:15	d1:15
Log Cabin News	10,998	NBC	162	165	0:05	0:05
Wendy Warren, News	83,499	CBS	155	164	d1:15	d1:15
Roy Rogers	54,981	NBC	162	165	0:25	0:25
Tarzen	48,370	CBS	149		0:30	
Bob Trout, News	18,998	CBS	168		0:05	
Sanka Salutes	8,384	CBS	156		0:05	
Robert Q. Lewis		CBS		99		d0:25
Bob Hope		NBC		162		d1:15
General Mills						
Whispering Streets	98,534	ABC	237	255	d1:40	d1:00
Lone Ranger	147,322	ABC	164	170	1:30	1:15
Bill Ring Show	36,343	ABC	167	41	d1:15	d0:45
Cal Tinney	98,316	ABC	270		d2:05	
Betty Crocker	82,213	ABC	320	344	d1:15	d1:15
Evening Dramas	33,600	MBS	453		0:06	
Hymn Time	3,278	ABC	24		d1:15	
Silver Eagle	102,848	ABC	184		1:00	
General Motors Corp.						
Your Land and Mine	36,768	ABC	182		0:15	
Henry Taylor		ABC		350		0:15
Peggy Lee Show	10,780	CBS	36		0:30	
Arthur Godfrey	60,126	CBS	191	199	d0:37½	d0:37½
Dinah Shore		NBC		174		0:30
General Products Corp.						
Health Facts	7,436	CBS	32		d0:45	
Stuart Craig		CBS		34		d0:15
Stuart Craig	22,900	ABC	43		{ 0:45 d1:00	
Paul Carter		CBS		31		d0:15
Gillette Co.						
Fights	88,904	ABC	303	350	0:30	0:30
Breakfast Club	11,000	ABC	297	330	d0:30	d0:30
Crime Letter	27,226	ABC	288		0:30	
Tennessee Ernie	5,823	ABC	142		d1:15	
Fun for All	32,832	CBS	186	177	d0:30	d0:30
It Happens Every Day	54,702	CBS	159		d0:25	
Break the Bank	82,971	ABC	323		d1:00	
Nora Drake	46,716	CBS	173	202	d0:30	d1:00
Arthur Godfrey	64,850	CBS	188	193	d0:37½	d0:37½
Whispering Streets		ABC		255		d0:40
Turn to a Friend		ABC		344		d1:00
Wizard of Odds		CBS		202		d0:37½
Family Skeleton		CBS		202		0:37½
Glidden Co.						
When a Girl Marries		ABC		201		d0:45
Turn to a Friend		ABC		344		d1:30
Goodyear Tire & Rubber Co.						
Greatest Story	52,250	ABC	306	350	d0:30	d0:30
Gospel Broadcasting Assn.						
Old Fashioned Revival Hour	55,232	ABC	276	260	d1:00	d1:00
Billy Graham Evangelistic Assn.						
Hour of Decision	34,268	ABC	287	338	d0:30	d0:30
I. J. Grass Noodle Co.						
Super Noodle Show	8,904	CBS	58		d0:15	
Green Giant Co.						
Houseparty	25,535	CBS	170	168	d0:15	d0:15
Gruen Watch Co.						
Walter Winchell	47,696	ABC	324	350	0:15	0:15
Gulf Oil Corp.						
John Daly, News	106,852	ABC	223		1:15	
Counterspy	23,140	NBC	138		d0:30	
Hall Brothers						
Hallmark Playhouse	65,832	CBS	191		0:30	
Hall of Fame		CBS		196		0:30
Theodore Hamm Brewing Co.						
Edward R. Murrow, News	16,936	CBS	20	24	0:37½	0:25
Holland Furnace Co.						
King Arthur Godfrey	7,045	CBS	151		d0:30	
Wonderful City		MBS		486		d1:15
Hills Brothers Coffee						
Ruth Ashton	8,564	CBS	42	45	d0:25	d0:25
George A. Hormel & Co.						
Hormel Girls	27,278	CBS	124	119	d0:30	d0:30
Hudson Dealers						
Edward R. Murrow		CBS		23		d0:15
International Cellucotton Products Co.						
Arthur Godfrey		CBS		194		d0:37½
International Harvester						
Alex Drier		NBC		53		1:15
International Shoe Co.						
Howdy Doody	10,212	NBC	140		d0:15	
Andrew Jergens Co.						
Hollywood Playhouse	37,895	CBS	110		0:30	
Time for Love		CBS				0:30
Johns-Manville Corp.						
Bill Henry, News	72,624	MBS	429	448	0:25	0:25
S. C. Johnson & Son						
News Shows	179,436	MBS	550	530	d2:25	d2:35

d—daytime, before 6 p.m.
p—participation.
Source of data for October 1952 network programs is Publishers Information Bureau. Where program has more than one sponsor, time is divided among them, which accounts for the fractional figures appearing in the list.

Advertiser / Program	Charges Oct. '52 Gross Time	Net work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Fred Jordan Inc.						
Church in the Home	4,216	ABC	33		d9:30	
Kellogg Co.						
Wild Bill Hickock	81,325	MBS	456	459	d1:15	d1:15
Carl Smith	53,010	CBS	145		d0:25	
Carl Smith	9,617	MBS	201		d0:25	
Houseparty	45,252	CBS	169	171	d0:30	d0:30
Kaiser Motors Corp.						
Lowell Thomas		CBS		166		1:15
New York Philharmonic Symphony	40,842	CBS	188	203	d1:30	d1:30
Kingan & Co.						
King Arthur Godfrey	17,291	CBS	107		d0:30	
Knomark Mfg. Co.						
Arthur Godfrey		CBS		194		d0:37½
Jacques Kreisler Mfg. Corp.						
Mickey Spillane		MBS		480		0.01p
Deadline		MBS		477		0:01p
Official Detective		MBS		478		0:01p
Lambert Co.						
Ozzie & Harriet	54,645	ABC	327	324	0:15	0:15
Leslie Salt Co.						
Meet the Missus	3,096	CBS	21		d0:30	d0:30
Lettuce Inc.						
Queen for a Day	17,603	MBS	550		d0:45	
Lever Brothers Co.						
Godfrey's Talent Scouts	53,402	CBS	168	161	0:30	0:30
Aunt Jenny	88,601	CBS	144	147	d1:15	d1:15
Lux Radio Theatre	116,864	CBS	181	176	1:00	1:00
Arthur Godfrey	91,330	CBS	182	193	d1:15	d0:37½
Houseparty	48,896	CBS	174	181	d0:45	d0:45
The Falcon		MBS		482		
Mickey Spillane		MBS		480		
Deadline		MBS		477		
Official Detective		MBS		478		
Take a Number		MBS		471		
Lewis Food Co.						
Hollywood Story		CBS		28		d0:25
Liggett & Myers Tobacco Co.						
Arthur Godfrey	136,061	CBS	205	190	d1:15	d0:45
FBI in Peace and War	15,720	CBS	177		0:10	
Mr. Keen	15,584	CBS	178		0:10	
Meet Millie	15,625	CBS	178		0:10	
Martin & Lewis	62,108	NBC	188		0:30	
Dragnet	62,227	NBC	191	197	0:30	0:30
Perry Como Show		MBS		530		0:45
Les Griffith		ABC		332		0:25
Locke Stove Co.						
Duke of Paducah	12,226	NBC	32		0:30	
Duke of Paducah		CBS				0:30
Libby, McNeill & Libby						
Nick Carter	5,645	MBS	297		0:25	
Longines-Wittnauer Watch Co.						
Choraliers	50,941	CBS	158	160	0:25	0:15
Symphonette	30,685	CBS	156	160	d0:30	d0:30
P. Lorillard Co.						
Monday Morning Headlines	6,907	ABC	305	328	0:15	0:15
Taylor Grant, News	8,491	ABC	313	328	0:15	0:15
Queen for a Day	133,254	MBS	541	542	d1:15	d1:15
Two for the Money	62,992	NBC	192		0:30	
Two for the Money		CBS		204		0:30
Lutheran Church						
Lutheran Hour	30,233	MBS	470	443	d0:30	d0:30
M.J.B. Co.						
Chet Huntley	9,131	ABC	46		d1:15	
Manhattan Soap Co.						
Woman in My House	132,910	NBC	184	192	d1:15	d1:15
Wizard of Odds		CBS		202		d0:37½
Mars Inc.						
People Are Funny	61,916	CBS	181	177	0:30	0:30
Mennen Co.						
Frank Goss		CBS		21		d0:30
Metropolitan Life Insurance Co.						
Alan Jackson, News	38,954	CBS	29	29	1:15	1:15
Miles Labs						
Hilltop House	85,917	CBS	145	151	d1:15	d1:15
News of World	168,181	NBC	170	177	1:15	1:15
Curt Massey	88,623	CBS	149	164	d1:15	d1:15
Curt Massey	109,237	MBS	479	480	d1:15	d1:15
One Man's Family	170,437	NBC	168	176	1:15	1:15
Milner Products						
Robert Q. Lewis		CBS		123		d0:15
Miller Brewing Co.						
First Nighter	23,763	NBC	114		0:25	
Philip Morris Co.						
My Little Margie	66,356	CBS	194	202	0:30	0:30
What's My Line?	82,540	CBS	192		0:30	
Playhouse		CBS		203		0:30
Morton Salt Co.						
Visitin' Time	5,888	CBS	27		0:30	
Motor Products Corp.						
Gabriel Heatter	55,810	MBS	537	527	0:15	0:15

Advertiser / Program	Gross Time Charges Oct. '52	Net work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Motorola Inc.						
True Detective Mysteries	17,013	MBS	529		d0:15	
Murine Co.						
Gabriel Heatter	44,088	MBS	545		0:15	
Mutual Benefit Health & Accident Assn.						
On the Line with Bob Consadine	20,560	NBC	184	176	d0:15	0:15
Arthur Godfrey		CBS		194		d0:37½
National Biscuit Co.						
Arthur Godfrey	128,418	CBS	198	190	d1:15	d0:30
National Dairy Products Corp.						
Bobby Benson	22,124	MBS	554	536	d0:15	d0:15
Great Gildersleeve	80,615	NBC	173	177	0:30	0:30
National Homes Corp.						
Gabriel Heatter		MBS		530		0:50
Naumkeag Steam Cotton Co.						
Paula Stone Show	41,146	MBS	561	530	d0:30	d0:30
Noxzema Chemical Co.						
Gabriel Heatter	26,900	MBS	103		0:15	
North American Van Lines						
Let's Go Hollywood	2,445	CBS	37		d0:15	
CBS Newsroom— Sunday Desk		CBS		20		d0:15
Orange Crush Co.						
Green Hornet	28,214	MBS	242		d1:00	
Owens-Corning Fibreglas Corp.						
Arthur Godfrey	65,016	CBS	185		d0:37½	
Arthur Godfrey Digest		CBS		202		d0:30
Pabst Brewing Co.						
Blue Ribbon Bouts	76,331	CBS	200		0:30	
Pacific Western Oil Corp.						
Alex Drier and This Farming Business	18,371	NBC	31	30	d1:30	d1:30
Pan American Coffee Bureau						
Ralph Story's Back Yard		CBS		22		d0:25
Pearson Pharmacal Co.						
My Friend Irma	5,918	CBS	85		0:30	
Pet Milk Co.						
Mary Lee Taylor	32,313	NBC	164	168	d0:30	d0:30
Truth or Consequences	73,235	NBC	171	176	0:30	0:30
Philco Corp.						
Edwin C. Hill	33,893	ABC	281	310	0:25	1:15
Breakfast Club	128,629	ABC	333	330	d1:15	d1:30
Pillsbury Mills						
Jack Hunt	16,299	CBS	39		d0:45	
Jack Hunt	7,607	CBS	20		d0:30	
Arthur Godfrey	103,167	CBS	191	203	d1:15	d1:15
Houseparty	71,514	CBS	183	181	d1:00	d1:00
Procter & Gamble Co.						
Young Dr. Malone	69,069	CBS	158	168	d1:15	d1:15
Road of Life	86,799	NBC	171	170	d1:15	d1:15
Welcome Travelers	139,285	NBC	155	162	d2:30	d2:30
Lowell Thomas	114,906	CBS	107		1:15	
Backstage Wife	80,485	NBC	177	186	d1:15	d1:15
Brighter Day	51,267	NBC	143		d1:15	
Right to Happiness	82,657	NBC	171	164	d1:15	d1:15
Beulah	146,685	CBS	127		1:15	
Pepper Young's Family	86,454	NBC	172	173	d1:15	d1:15
Guiding Light	70,252	CBS	156	164	d1:15	d1:15
Rosemary	64,581	CBS	142	126	d1:15	d1:15
Ma Perkins	79,351	CBS	160	166	d1:15	d1:15
Perry Mason	70,101	CBS	160	165	d1:15	d1:15
Tide Show	161,077	CBS	143		1:15	
Life Can Be Beautiful	87,570	NBC	176	175	d1:15	d1:15
Road of Life	74,923	CBS	152	158	d1:15	d1:15
Brighter Day	69,186	CBS	162	185	d1:15	d1:15
FBI in Peace & War		CBS		202		0:10
Mr. Keen		CBS		202		0:10
Prudential Insurance Co. of America						
Jack Berch	66,926	ABC	291	293	d0:25	d0:25
Virgil Pinkley	7,028	ABC	26		d0:45	
Pure Oil Co.						
News Time	50,512	NBC	36		1:15	
Quaker Oats Co.						
Man on the Farm	24,887	MBS	421	409	d0:30	d0:30
Aunt Jemima Home Folks	16,592	CBS	55		d0:20	
Aunt Jemima Home Folks	40,150	CBS	116		d0:30	
Queen for a Day	37,529	MBS	532	542	d0:30	d0:30
Sgt. Preston of The Yukon	56,676	MBS	403	409	d1:00	d1:00
Radio Bible Class						
Radio Bible Class	28,662	MBS	308	308	d0:30	d0:30
Radio Bible Class		ABC		42		0:30
Radio Corp. of America						
Phil Harris-Alice Faye	62,986	NBC	195	197	0:30	0:30
Ralston Purina Co.						
Space Patrol	39,080	ABC	329	322	d0:30	d0:30
Eddie Arnold		NBC		110		0:30
Realemon-Puritan Co.						
Queen for a Day		MBS		545		d0:45
Rexall Drug						
Amos 'n' Andy	66,558	CBS	201	203	0:30	0:30
Richard Llewellyn	3,100	ABC	34		d0:45	
Gabriel Heatter	55,495	MBS	366	363	d0:25	0:12½
R. J. Reynolds Tobacco Co.						
The Falcon		MBS		480		0:01
Mickey Spillane		MBS		480		0:01
Official Detective		MBS		475		0:01
Nick Carter		MBS		504		0:12½
Bob Hawk Show	64,392	CBS	181		0:30	
Walk a Mile		CBS		177		0:30
Camel Caravan	63,416	CBS	175		0:30	
Evening Dramas	19,950	MBS	285		0:06	
Football Scoreboard	11,906	NBC	114		d0:15	
Walk a Mile	76,721	NBC	184	191	0:30	0:30
My Friend Irma	64,392	CBS	181		0:30	
Grand Ole Opry	59,130	NBC	182	91	0:30	0:30
Reynolds Metals Co.						
Fibber McGee & Molly	63,004	NBC	195		0:30	
Richfield Oil Corp.						
Richfield Reporter	27,232	NBC	21	21	1:30	1:30
Riggio Tobacco Corp.						
America Calling	6,490	CBS	36		0:30	
Roman Meal Co.						
Bob Garred	2,520	ABC	29		d0:02p	
Chet Huntley	3,920	ABC	28		d0:03p	
S. & W. Fine Foods						
Harry Babbitt	5,892	CBS	21		d0:45	
C. F. Sauer Co.						
Evening Dramas	41,400	MBS	171		0:06	
Seabrook Farms						
Private Files of Mathew Bell	9,299	MBS	138		d0:25	
Seeman Brothers						
Nora Drake	73,710	CBS	174	202	d0:45	0:15
Serutan Co.						
Victor H. Lindlahr	49,872	NBC	90		d1:15	
Standard Oil Co. of California						
Whistler	6,472	CBS	28	28	0:30	0:30
Standard Hour	11,886	NBC	26	26	1:00	1:00
Standard Oil Co. of Indiana						
Edward R. Murrow	107,696	CBS	84	80	0:37½	0:25
State Farm Insurance Co.						
Cecil Brown	26,199	MBS	483	484	0:10	0:10
Sterling Drug						
Ladies' Fair	165,543	MBS	546	549	d2:05	d2:05
Young Widder Brown	93,014	NBC	156	161	d1:15	d1:15
Stella Dallas	93,014	NBC	156	160	d1:15	d1:15
Mystery Theatre	65,659	ABC	328		0:30	
My True Story	152,179	ABC	245	261	d2:05	d2:05
John J. Anthony	45,976	MBS	517		0:30	
Stokely-Van Camp						
John Conte	66,444	ABC	264		d0:25	
Sun Oil Co.						
Three Star Extra	82,944	NBC	34	34	1:15	1:15
Swift & Co.						
Breakfast Club	229,642	ABC	318	330	d2:30	d2:30
Sky King	65,077	MBS	557	544	d0:50	d0:50
Tide Water Associated Oil Co.						
Football	5,695	NBC	24		d3:00	
U. S. Rubber Co.						
Galen Drake	4,190	CBS	31		d0:05	
U. S. Steel Corp.						
Theatre Guild on the Air	98,712	NBC	193		1:00	
U. S. Tobacco Co.						
Martin Kane	31,072	NBC	183		0:30	
Union Pharmaceutical Co.						
Gabriel Heatter		MBS		464		0:15
Vick Chemical Co.						
Ed Pettitt, News	8,418	MBS	556		d0:05	
Warner-Hudnut						
Bergen-McCarthy	71,177	CBS	208		0:30	
Wesson Oil & Snowdrift Co.						
Dr. Paul	31,675	NBC	63		d1:15	
Westinghouse Electric Co.						
Pick the Winner	33,176	CBS	193		d0:30	
Whitehouse Co.						
Record Hits	5,867	MBS	379		d0:15	
Wildroot Co.						
The Shadow	17,091	MBS	537		d0:15	
Titus Moody	50,697	MBS	501		0:15	
Twenty Questions	45,064	MBS	516		0:15	
J. R. Wood & Sons						
Lanny Ross		MBS		538		d0:15
William Wrigley Jr. Co.						
Gene Autry	64,460	CBS	180	187	0:30	0:30
Life With Luigi	65,804	CBS	189		0:30	
Johnny Dollar		CBS		184		0:30
Dr. Thomas Wyatt						
Wings of Healing	13,112	ABC	77	200	d0:30	d0:30
Wings of Healing		MBS		306		d0:30

d—daytime, before 6 p.m.
p—participation.
Source of data for October 1952 network programs is Publishers Information Bureau. Where program has more than one sponsor, time is divided among them, which accounts for the fractional figures appearing in the list.

10 FIRMS BUSTLE IN RADIO-TV, BUY BOTH SPOT AND NETWORK

General Mills paces the purchasing by expanding coverage on 'Lone Ranger.' Other firms involved in buys are Packard Cars, Wildroot, Flako, Lysol, Ehler's Coffee, Mogen David Wine, Welch's Wine Division and National Homes Corp.

TEN national advertisers, paced by General Mills, figured last week in a range of action that included new time purchases and expansions, spot and network, radio and television.

General Mills in a surprise maneuver is expanding its coverage on *Lone Ranger;* Packard Cars is planning to extend its radio spots; Wildroot is increasing its spot radio outlay; Flako products, Lysol, and Ehler's Coffee are placing radio and TV campaigns; Mogen David Wine has purchased two DuMont TV shows; Welch's Wine Division is switching programs on DuMont; National Homes Corp. is buying three five-minute periods on Mutual, and Warner-Hudnut is "looking."

General Mills, through Dancer-Fitzgerald-Sample, New York, will expand its present sponsorship of the *Lone Ranger* on CBS-TV on Saturday to 30 more markets beginning in September. This expansion adds to continued sponsorship of the same program on ABC-TV on Thursday.

Flako Products Corp. (pie crust) will launch a schedule of radio-TV women's show participations and spots in mid-September to run through the end of November. Thirty television and 10 radio markets will be represented in the campaign, placed by Charles Hoyt Co., New York.

Packard Expands Schedule

Packard Cars, which placed a week-long radio campaign in 30 markets starting Aug. 28, through Maxon Inc., New York, expects to expand the schedule for another two weeks in the same markets.

Wildroot Co. (Wildroot cream oil) is increasing its radio spot schedule in a number of markets through BBDO, New York.

Lehn & Fink (Lysol), through Lennen & Newell, expects to break into a radio-TV spot campaign using participation and news shows. Details of the prospective schedule have not been revealed.

Warner-Hudnut, which failed to renew its *Edgar Bergen Show* on CBS Radio, through Kenyon & Eckhardt is contemplating television but has not yet decided whether it will be a film series placed regionally or a network show. Radio, too, is being considered. Plans are not expected until the end of September. The firm is just concluding participations on 32 women's TV shows this week.

Mogen David Wine Corp. has allocated a $2 million advertising budget for this season. The television portion will include sponsorship of two DuMont TV Network shows, *A Dollar a Second,* effective Sept. 20, and *Fight of the Week,* starting Sept. 21. Weiss & Geller, New York, is the agency.

Ehler's Coffee, through Dowd, Redfield & Johnstone, New York, is placing a television campaign said to approach a quarter of a million dollars in cost in four markets: New York, Philadelphia, Schenectady and New Haven, effective Sept. 15. Coffee company will use minute and chain break announcements and quarter-hour shows.

Welch's Wine Division of Quality Importers Inc. will sponsor *On Your Way* on DuMont, effective Sept. 9, (Wed., 9:30-10 p.m.), replacing its summer program, *The Dotty Mack Show.* Contract for the new audience participation program extends through the spring of 1954 and was placed through Monroe Greenthal Co., New York.

National Homes Corp. (prefabricated homes) has signed to sponsor Gabriel Heatter thrice weekly, (Mon., Wed., Fri., 8:45-55 a.m.) on Mutual. Applegate Advertising, Muncie, Ind., is the Agency.

Sales Up—So's TV Time

AS sales go, so goes its advertising budget—that's the pattern being followed by Mogen David Wine Corp., which has announced a $2 million campaign for fall and winter involving two network TV programs.

As part of its extensive promotion plans, the firm starts in September *A Dollar a Second* and *Fight of the Week* on the DuMont TV Network. Mogen David, a TV pioneer, reported its sales have established a new record high. Agency is Weiss & Geller, Chicago.

Television shows will be buttressed with large space newspaper ads for holiday occasions, and billboards, posters and bulletins.

STANDARD OIL SETS HEAVY GRID SLATE

STANDARD Oil Co. of Indiana Wednesday announced plans for comprehensive radio and television coverage of professional and college football games this fall, with a tab running into the million-dollar category.

The schedule calls for:

(1) Telecasts of home Chicago Bears and Cardinals pro football contests over nine midwestern ABC-TV stations on a co-sponsorship basis starting Sept. 27.

(2) Radio broadcasts of all Bears' games over a special 19-station midwest network headed by WGN Chicago.

(3) Radio coverage of all games of five universities on as many stations.

(4) A TV broadcast of films of previous Sunday games of the Bears—*Bears Quarterback Club*—on WGN-TV Chicago.

Wesley I. Nunn, Standard advertising manager, said the schedule calls for radio-TV broadcasts of 65 midwestern games under company sponsorship.

On the TV side, Standard will sponsor one-half of each of 12 Bears and Cards contests, with ABC-TV offering the other half for co-op sponsorship. The games will be blacked out in the Chicago area. Ford dealers reportedly are interested in taking the games in some markets. Harold (Red) Grange will handle commentary. The stations are:

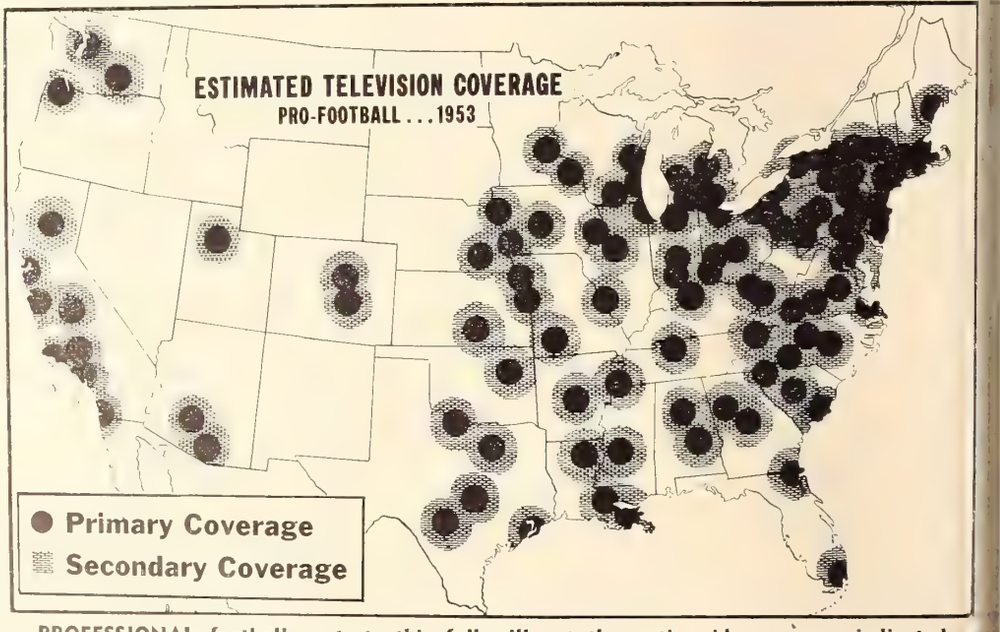
WFBM-TV Indianapolis; KCMO-TV Kansas City; WMIN-TV Minneapolis-St. Paul; WHBF-TV Rock Island, Ill.; KSD-TV St. Louis; KBTV (TV) Denver; WEEK-TV Peoria, Ill.; WSBT-TV South Bend, Ind.; WOOD-TV Grand Rapids, Mich.

On the Bears' radio slate, Mr. Nunn explained that Standard will pay the Bears management fee rights and line charges, with individual stations invited to solicit local participating sponsors for pre-, mid- and post-game spots. Standard retains a veto over type of sponsors signed. Jack Brickhouse, WGN-AM-TV sportscaster, handles play-by-play. Stations:

WGN; KASI Ames, Iowa; KCRG Cedar Rapids; KIOA Des Moines; WGIL Galesburg, Ill.; KXIC Iowa City; KFSB Joplin, Mo.; KOKX Keokuk; WASK Lafayette, Ind.; KWPC Muscatine, Iowa; WSIV Pekin, Ill.; WGEM Quincy, Ill.; KRES St. Joseph, Mo.; KISD Sioux Falls, S. D.; WJVA Mishawaka, Ind.; WMAY Springfield, Ill.; WTHI Terre Haute, Ind.; WKID Urbana, Ill.; WDZ Decatur, Ill.

Standard also will sponsor 10 games of the U. of Colorado on KOA Denver; 10 U. of Nebraska games on KFAB Omaha; nine U. of Iowa contests on WHO Des Moines; nine U. of Wisconsin games on WTMJ Milwaukee, and nine U. of Wichita games on KWBB Wichita.

Agency is McCann-Erickson Inc., Chicago.



PROFESSIONAL football contests this fall will get the nationwide coverage indicated on this map under sponsorship of Westinghouse Electric Corp. The manufacturing concern has set up a network of approximately 87 stations to carry the National Football League games. This is the first time in history that the professional end of the sport has had regular scheduled coverage over the U. S. Westinghouse anticipates typical-weekend TV audience at 35 million.


All this...and Heaven too!
• WDSU-TV, New Orleans, reaches new horizons with its increase to 100,000 watts video — the maximum power allowed Channel 6.

ADVERTISERS, INDUSTRY SEE RENEWAL OF 'LOCAL VS. NATIONAL' RATE ISSUE

Policy of national advertisers 'farming out' their spot budgets to dealers for time purchases at local rates draws fire from representatives surveyed by B•T. Dispute comes to the fore again with Chicago Chevrolet Dealers' purchase of campaigns there.

RADIO and television are facing a renewed assault on their industry rate structure because more and more large national advertisers are, in effect, farming out their spot budgets to dealers and distributors for time purchases at local card rates.

This is the consensus of a number of midwest radio-TV station representatives checked by B•T last week on a relatively little publicized aspect of "rate-cutting."

While the practice is not a new one, either in its concept or application, representatives were unanimous in their belief that the twin broadcast media face a fight reminiscent of that waged against the nation's newspapers some years ago.

The station representatives described the situation as "serious" and at least one suggested the practice might well be pursued through the Station Representatives Assn. Many feel it will hurt spot business (programs and announcements) at the local level, but acknowledge, too, that stations themselves should clean house.

All of them conceded that the practice, which is growing by leaps and bounds, is just another phase of rate-cutting and that, if unchecked, would have an adverse effect on the industry's national rate structure.

Evidence of growing concern among station representatives first manifested itself in Chicago last July with the report that some automobile manufacturers and breweries have ordered national campaigns, then urged their dealers to by-pass representatives and agencies and place business directly with stations. [CLOSED CIRCUIT, July 13].

Want Redefinitions

One conclusion drawn by most representatives is that the terms "national" and "local" should be redefined at the agency and station level. Most common suggestion was that the terms "general" and "retail" should be applied.

When should the national rate apply? Some representatives think it depends a lot on the technique of national distribution employed by manufacturers.

The growth of the practice was attributed by one midwest representative firm to the increasing number of dealer associations connected with name-brand manufacturers. Another is the emergence of associations representing certain product groups.

The issue is academic in some instances, it's acknowledged, because many stations, especially major network outlets in large cities, maintain a single rate for both national and local. But stations in smaller markets are offering local rates to national advertisers as a strictly competitive measure and, in some cases, out of "ignorance," B•T was told.

The whole issue emerged again last week with the announcement of a 26-week campaign by the Chicago Metropolitan Dealers Chevrolet Club (Chevrolet Dealers Assn.). The campaign calls for 50 spots per week on four Chicago radio outlets and 21 spots weekly on the four local TV stations, as well as broadcasts of college football games this fall.

The organization represents some 93 dealers within a 50-mile radius of Chicago. The account was placed through Campbell-Ewald Co. as a local campaign to boost the sales of new and used cars. A similar national advertising car for the same purpose reportedly was under consideration at the agency's Detroit office.

J. J. Hartigan, media director of the agency, which represents numerous Chevrolet dealer groups throughout the country, described the Chicago drive as a "local campaign." The agency's Chicago office, which handles the local campaign, also characterized it as a local drive for all media, although ostensibly the purpose of both the local and contemplated national programs is the same. The major radio outlets signed for the spot drive maintain a single national-local rate card, thus rendering the issue academic in those cases.

Commissions Deprived

But station representatives contacted by B•T claim that, in some instances, both agency and representative firms are deprived of their commissions when dealers or distributors go directly to the stations—sometimes even after the agency draws up a national campaign. Stations naturally offer competitive rates on spot (either programs or announcements).

One representative told how a certain cereal manufacturer operated in one case. Dealers obtained local rates and sent the bill to the manufacturer who, in turn, passed it on to the agency which then added its 15% commission.

Another example cited was that of a large petroleum company whose dealers insisted on the local rate for radio spots, despite the fact that the firm enjoys national distribution. Another factor mentioned by representatives is the coverage area claimed by some stations taking such business, with the signal bounding over beyond local retail territory.

Dealers, without prompting from manufacturers, are approaching stations for local rates, fully aware they can buy perhaps 50% more spots dollarwise, than if the money were allocated through agencies at the factory budget level, one representative told B•T.

Another phase of the assault on spot radio, another representative told B•T, involves associations or organizations of institutional nature. These advertisers turn out volumes of publicity and buy network shows. Then they circularize home economists with recipes to be used on homemakers' shows rather than buy spot participations.

The train of thought among station representatives contacted by B•T in the Midwest on the practice of some manufacturers having their dealers buy spots at local rates seemed to be:

Manufacturers themselves are at least sympathetic to if not active on behalf of such a practice by dealers. Agencies and representatives aren't particularly happy about it. And the first line of defense is still the radio station itself—competition or not.

Henry Schachte Leaves Borden To Join Sherman & Marquette

HENRY SCHACHTE, director of advertising, Borden Co., New York, will join Sherman & Marquette, New York, as vice president and account supervisor, effective in early September.



Mr. Schachte

Mr. Schachte was named Borden's director of advertising in January 1952. Prior to that he was national advertising manager of the firm. Before joining Borden's in 1947, he was with Young & Rubicam as account executive on the Borden account.

Two years before that he was with General Electric Co. in Schenectady for seven years, first as an industrial advertising copywriter and later as head of public relations advertising.

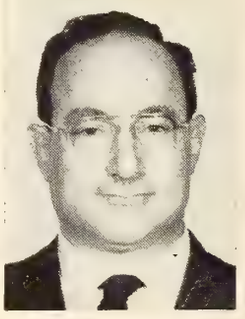
Hat Firm To Use TV For Fall Showing

LARGE screen television in color will be employed by Frank H. Lee Co., hat manufacturers of Danbury, Conn., to pre-show its 1954 spring line to dealers and other men's fashion authorities in New York on Sept. 30. The closed-circuit telecast will be handled by Theatre Network Television Inc.

TNT President Nathan L. Halpern said the preview, to be witnessed by an expected 500 persons at New York's Hotel Plaza, will "launch the regular use of large-screen color television by TNT for business and commercial organizations. We expect that this method will develop into an important use of television as a business communications system."

Ratner to McCann-Erickson

VICTOR RATNER of Theatre Network Television Inc., formerly vice president of Macy's department store, New York, and before that with CBS, on Sept. 7 joins McCann-Erickson, New York, in the creative department as a copy group head. Mr. Ratner will be engaged primarily in printed advertising, it has been announced.



Mr. Ratner

RCA Sells Football Series

JAMESVILLE Zone Chevrolet Dealers Assn. is sponsoring *Touchdown Tips*, RCA's quarter-hour syndicated football radio series, on 35 stations in Wisconsin and Illinois, via the Wisconsin Network, RCA Recorded Program Services announced Thursday. The 13-week contract was arranged by George Frechette, managing director of the Wisconsin Network.

Milwaukee is switching to WCAN-TV



The line forms to the left for Channel 25. And, all over town, Milwaukeeans by the thousands are flocking to get in line . . . for they *want* to see WCAN-TV.

In person and on the phone, Milwaukee is making arrangements to have its TV sets ready for WCAN-TV. New sets are being bought, old sets adapted, ALL FOR CHANNEL 25.

Skeptical? So were we until we got in line with Milwaukee. From the ever reliable party line*, we learned that 16 percent of the people called already have adapted their TV sets for Channel 25. What's more, an additional 46.1 percent said they will be ready for WCAN-TV within 3 months. **This means, in round numbers, that nearly 70,000 TV sets are ready NOW, and 192,000 more will be ready for Channel 25 within 3 months.**

So, get in line with Milwaukee by lining up with WCAN-TV.

*An impartial telephone survey supervised by Dr. A. A. Suppan, Director of Extension program Wisconsin State College.

WCAN-TV

CBS TELEVISION



For WCAN-TV is catching the eye in Milwaukee

channel 25 Milwaukee

represented nationally by O. L. Taylor & Co.
Alex Rosenman, New York, Business Mgr.

Ellis T. Gash Dies

FUNERAL services were held in Chicago Thursday for Ellis T. Gash, 52, vice president of Burnet-Kuhn Advertising Co., who died of a heart attack last Tuesday. A veteran of the advertising field for over 25 years, Mr. Gash once operated his own agency before joining Burnet-Kuhn. He is survived by his wife, Katherine, and a daughter.

NEW BUSINESS

Gillette Co. signs to sponsor Friday evening boxing bouts over ABC radio for 10th straight year, starting Sept. 4 for 39 weeks, Fri., 10 p.m. to conclusion. Agency: Maxon Inc., N. Y.

Sunkist Growers Inc., L. A., (Valencia oranges), starts concentrated national spot announcement campaign in 52 TV and 12 radio markets, for two weeks from week of Sept. 6. Agency: Foote, Cone & Belding Inc., L. A.

Procter & Gamble, Cincinnati (Lilt), was to start spot radio and TV campaign yesterday (Sun.) in six markets for an indefinite period, using both daytime and evening. Agency is Biow Co., N. Y.

Hamilton Watch Co., Lancaster Pa., will sponsor half-hour *Jewelry Showcase* program on DuMont's owned-and-operated stations, WABD (TV) New York; WDTV (TV) Pittsburgh and WTTG (TV) Washington, starting next month, for a total of 21 telecasts. **Pacific Coast Borax Co.,** N. Y., will sponsor half-hour *Death Valley Days* on same stations, starting next month, for total of 13 telecasts. Agencies are BBDO (Hamilton) and McCann-Erickson (Pacific Coast Borax).

Hills Bros., S. F. (coffee), renews *Woman's News Desk* on 45 Columbia Pacific Radio Network stations, Mon. through Fri., 3-3:05 p.m. PST, for 52 weeks from Sept. 21. Agency: N. W. Ayer & Son.

Block Drugs, through Cecil & Presbrey, N. Y., will replace **Crosley** as co-sponsor of Harry Salter's *Name That Tune* on NBC-TV Mon., 8-8:30 p.m., effective Sept. 7.

Cat's Paw Rubber Co., Baltimore, signs for alternate-week 10 minutes of NBC-TV's *Your Show of Shows,* Sat., 9-10:30 p.m.

North American Van Lines Inc., L. A., adds 26 CBS Radio Arizona and Mountain stations and two in Alaska to 18 station CPRN lineup carrying *CBS Radio News Room, Sunday Desk,* Sun., 5:30-6 p.m. PDT. Agency: Joseph Castor & Assoc., that city.

AGENCY APPOINTMENTS

Sayres Crest Co., Seattle, appoints West-Marquis Inc., Seattle, to handle nationwide advertising campaign for two new products: Fabri-Kit, build-it-yourself package of furniture parts, and sets of wrought-iron legs to be sold by lumber yards. **Stuart Nicholson** is account executive. Radio and TV will be used.

Raymond's Inc., Boston department store, appoints Ingalls-Miniter Co., Boston, to handle advertising. **W. J. Haughey,** vice president, and **Glen C. Livezey,** assistant to president, are associate account executives.

Heidelberg Brewing Co., Tacoma, Wash. (Heidelberg Beer and Columbia Ale), appoints Hoefer, Dieterich & Brown Inc., S. F., as advertising agency for firm's California activities. **James A. Brown** is account executive.

PULSE UTILIZES NEW TECHNIQUE TO FIND UHF AUDIENCE FOR WHUM-TV

Pilot study for the Reading, Pa., outlet is designed to avoid most of the pitfalls which can be encountered in getting accurate figures for a uhf audience.

PULSE Inc., audience measurement organization, today (Monday) is issuing a report on a pilot survey made for WHUM-TV Reading (uhf Ch. 61), utilizing a new survey technique of physical receiver checks plus interviews that Pulse believes will provide generally satisfactory information about uhf station audiences.

Operators of uhf TV stations have been frustrated by the difficulties they have encountered in obtaining reliable information about their audiences. First, the highly competitive attitude of the various manufacturers of receivers and converters prevents the ready release of figures regarding the sale and installation of all-wave TV sets or converters which would provide the station with potential audience figures.

Converted Set Problem

Next problem, in areas that have vhf TV service already in operation, arises from the fact that most of the audience for uhf programs will come from converted vhf sets. These receivers have dials calibrated from 2 to 13, the vhf channels, one or more of them used in receiving programs from vhf stations. In converting the receiver for uhf reception as well, the serviceman can bring the uhf in at any point of the dial not used for vhf reception.

This means that a uhf station operating on Ch. 61, for example, will be tuned in by one family at Ch. 2 on its receiver dial, while the family next door may get the same programs on Ch. 7 and the family down the street on Ch. 13. An interviewer collecting program audience statistics who accepts reported channel numbers as indication of listening will, under these conditions, wind up with a batch of very confusing and utterly useless information, at least so far as the uhf audience is concerned.

Well aware of these problems since his station went on the air early this year, Humboldt J. Greig, president and general manager of WHUM-AM-TV, asked Pulse to devise a solution and employed that research organization to conduct a pilot survey within WHUM-TV's coverage area, including some 760,000 homes, to validate its method and to provide the station with (1) an estimate of the number of TV receivers in the area capable of receiving Ch. 61, (2) the position on the dial on which Ch. 61 was received, and (3) share of audience figures for the principal stations serving the area.

The Pulse report stated that:

"Interviewers found WHUM-TV not only on Ch. 61 but on nine different dial positions throughout the area. Many uhf stations are received on vhf converted sets with the usual channel numbers 2-13. This emphasizes the need for the personal interview in the home in order to determine absolutely which stations the set can deliver. The presence of uhf plus community antenna systems in this area necessitate this procedure."

The pilot study discovered that 100,550 homes could receive WHUM-TV programs at the time of the survey, a total that Pulse projected to 110,600 TV homes as of Sept. 1. Adding the portion of the station's area not covered in the first survey, Pulse calculates that the station has overall coverage of 127,350 homes able to receive its programs.

Godfrey's Return Propels 'Friends' to Top ARB Spot

RETURN of Arthur Godfrey to his Wednesday evening *Godfrey and Friends,* zoomed that show to the top of American Research Bureau ratings for the week of Aug. 1-7. Reaching over 34 million viewers, the TV show earned the best rating in its history. During the high-viewing winter months, *Godfrey and Friends* reached about 32 million individuals and the last week in June, with Mr. Godfrey away, the show counted only 24 million.

ARB Director James W. Seiler also announced that effective immediately ARB will begin TV audience coverage reports in 35 individual markets and by March of next year will expand its service to include 60 cities. ARB will continue to report national TV audience figures twice each month.

The ARB ratings for Aug. 1-7:

	Program and Network	Viewers
1	Godfrey and Friends (CBS)	34,280,000
2	Racket Squad (CBS)	31,590,000
3	Toast of the Town (CBS)	29,340,000
4	Dragnet (NBC)	27,960,000
5	Best of Groucho (NBC)	26,290,000
6	Talent Scouts (CBS)	24,920,000
7	Television Playhouse (NBC)	24,620,000
8	What's My Line? (CBS)	23,120,000
9	Robert Montgomery Presents (NBC)	19,810,000
10	Burns and Allen (CBS)	19,250,000

	Program and Network	Rating
1	Godfrey and Friends (CBS)	48.9
2	Dragnet (NBC)	48.6
3	Racket Squad (CBS)	48.2
		45.0
5	What's My Line? (CBS)	41.0
6	Best of Groucho (NBC)	40.1
7	Toast of the Town (CBS)	38.6
8	Mr. and Mrs. North (CBS)	37.5
9	Television Playhouse (NBC)	35.7
10	Burns and Allen (CBS)	31.5

'Dragnet,' 'Howdy-Doody' Top July 6-12 Telepulse

NBC-TV's *Dragnet* led the list of weekly television programs in the Multi-Market Telepulse for July 6-12 while its *Howdy Doody* was first among multi-weekly shows, according to ratings released last week by the Pulse Inc. The ratings:

TOP FIFTEEN ONCE-A-WEEK SHOWS

		Program Average Rating	
		July	June
1	Dragnet (NBC)	33.5	41.2
2	Racket Squad (CBS)	32.1	
3	Best of Groucho (NBC)	30.4	41.7
4	Godfrey and His Friends (CBS)	29.3	34.7
5	Godfrey's Talent Scouts (CBS)	29.1	38.5
6	TV Playhouse (NBC)	27.1	31.8
7	What's My Line? (CBS)	27.0	32.7
8	My Little Margie (CBS)	25.5	29.2
9	Toast of the Town (CBS)	25.3	
10	Boxing (CBS)	25.0	
11	Ford Theatre (NBC)	24.6	
12	Burns and Allen (CBS)	24.4	30.2
13	Studio 1 Summer Theatre (CBS)	24.2	
14	Strike It Rich (CBS)	23.4	
15	This Is Your Life (NBC)	23.2	

TOP TEN MULTI-WEEKLY SHOWS

		Program Average Rating	
		July	June
1	Howdy Doody (NBC)	13.3	15.6
2	Camel News Caravan (NBC)	11.5	13.1
3	Captain Video (DuM)	10.0	12.1
4	Strike It Rich (CBS)	10.0	11.2
5	Search for Tomorrow (CBS)	9.7	10.5
6	Eddie Fisher (NBC)	9.5	10.3
7	Love of Life (CBS)	9.5	
8	Guiding Light (CBS)	9.3	
9	TV's Top Tunes (CBS)	9.0	
10	Bride and Groom (CBS)	8.9	

YOU MIGHT GET A 175-POUND WOLF*—



BUT...

YOU WON'T GET MUCH IN WESTERN MICHIGAN! WITHOUT THE FETZER STATIONS

WKZO-TV (80,000 WATTS VIDEO—40,000 WATTS AUDIO)

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV effectively serves more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties —a far larger *television* market than is available in and around such "big" cities as Miami, New Orleans or Houston. New Videodex, Nielsen and Pulse reports prove that WKZO-TV is far ahead of the next Western Michigan TV station. One example: The April, 1953 Pulse shows that WKZO-TV gets far more than *twice* as many *morning* viewers (138.5% more) as Station "B" —108.0% more *afternoon and evening* viewers!

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give you maximum radio coverage of Western Michigan, at minimum cost.

The March, 1953 Nielsen Report credits WKZO-WJEF with a 12-county audience of 130,530 nighttime homes —151,050 daytime homes. In Kalamazoo and Grand Rapids, alone, February, 1953 Pulse figures show that WKZO-WJEF get 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime, while the next-best two-station combination gets only 24%, 20% and 29%. *Yet WKZO-WJEF cost 12.2% less than this same "competitive" combination!*

Write direct or ask your Avery-Knodel man for *all* the Fetzer facts.

** A wolf weighing slightly over 175 pounds was killed on Seventy Mile River in Alaska.*

WJEF top IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV top IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO top IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Six Evenings A Week . . .
Sunday through Friday
Half-hour Famous Playhouse
Mystery-Romance-Adventure
11:05-11:35 P.M.
(Following News-Sports-Weather 11:00-11:05 P.M.)

Participation or Program Sponsorship available on Mondays, Tuesdays & Thursdays

Package includes "City Detective" and other M.C.A. films, and "Cases of Eddie Drake".

NOW ON MAXIMUM POWER

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

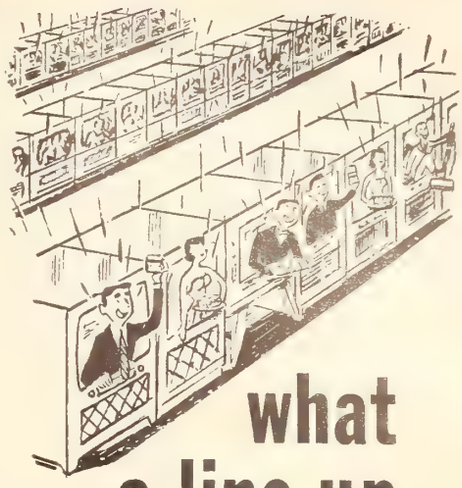
Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

TELESTATUS®

Weekly TV Set Summary—Aug. 31, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,000
Montgomery	WCOV-TV	.....	12,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	20,000
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	7,500
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	34,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	17,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	66,489
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	43,206	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	.....	.....
Duluth	WFTV	.....	24,200
Minneapolis	WCCO-TV	388,500	.....
St. Paul	KSTP-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
Springfield	KTTS-TV	23,917	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	194,604	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	24,631
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....



what a line up..

382,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

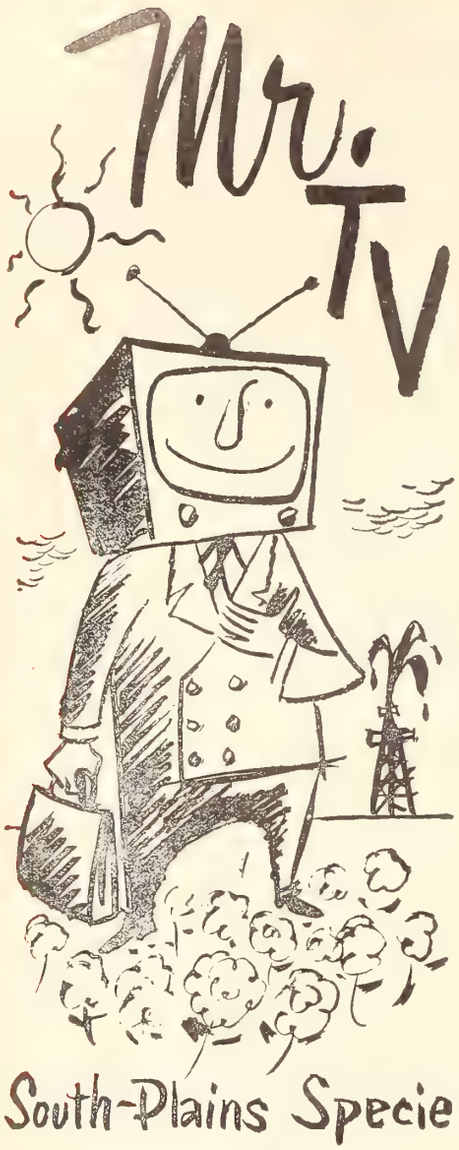
2,500 60,000 90,000 today

there are 382,000 sets in use in the rich market covered by

WFBM-TV Indianapolis

Represented nationally by The Katz Agency





South-Plains Specie

He is as natural on the South Plains as jackrabbits and oil wells. His audience has grown in Texas-style leaps and bounds.

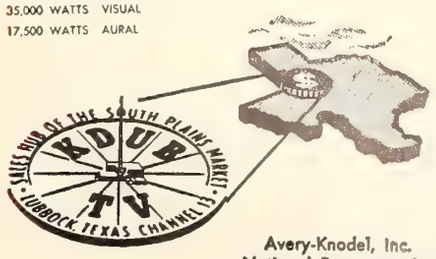
Here is an entertainment hungry market with the third largest per capita income in the nation!

Naturally TV caught on quick. Advertisers caught on quick and KDUB-TV, FIRST IN WEST TEXAS, has your South Plains market.

signed, sealed and channeled.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
PENNSYLVANIA			
Altoona	WFBG-TV	182,597	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,263,000	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	120,505	.....
TEXAS			
Abilene	KRBC-TV	.....	.....
Amarillo	KFDA-TV, KGNC-TV	28,305	.....
Austin	KTBC-TV	42,374	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,800	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	30,832	.....
San Angelo	KTXL-TV	4,500	.....
San Antonio	KEYL, WOAI-TV	151,675	.....
Texarkana	KCMC-TV	9,469	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	192,680	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,50
WEST VIRGINIA			
Huntington	WSAZ-TV	220,594	.....
WISCONSIN			
Green Bay	WBAY-TV	64,096	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,00
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,00

Total Stations on Air 224 *
Total Cities with Stations on Air 160 *
Total Sets in Use 26,812,016

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.**

TRENDEX QUESTIONS 'WHO TURNS IT ON?'

EXPANSION of the Trendex "TV Program Popularity Report" to include an "Index of TV Program Selection"—showing who turned the program on—was announced by Trendex last week.

The firm said pilot studies based on the question, "Who in your home selected this program?", had been compared with existing audience composition breakdowns, and that "in many cases the differences are startling."

For example, it was pointed out, in the case of a situation comedy sponsored by a cigarette manufacturer the audience had been found to be 27% men, 43% women and 30% children. But, Trendex continued, the new "Index of TV Program Selection" showed 12% of those who selected the show were men, 24% were women, and 52% were children, with a 4% having indicated the selection was unanimous while 8% said they had been watching the preceding program and left the set on.

"In addition to the many effectively planned commercial programs on the air now," Trendex concluded, "it is apparent from the above that some cases do exist where the advertiser is not even coming close to his potential buyer.

"The new index is offered to Trendex subscribers not as a conclusion in itself, but as another tool to eliminate 'blue sky' buying or selling of programs, and to aid in sound, carefully planned programming by the networks and their clients."

'Norths,' 'People Are Funny' Top July 19-25 Nielsen AM

MIDSUMMER radio network ratings were led by *Mr. and Mrs. North* and *People Are Funny*, according to National Nielsen Ratings for the Week of July 19-25. Complete ratings show:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(1,208
1	Mr. and Mrs. North (CBS)	2,327
2	People Are Funny (CBS)	2,327
3	Dr. Christian (CBS)	2,238
4	Best of Groucho (NBC)	1,925
5	Yours Truly, Johnny Dollar (CBS)	1,880
6	Great Gildersleeve (NBC)	1,790
7	Arthur Godfrey's Scouts (CBS)	1,790
8	Truth or Consequences (NBC)	1,745
9	My Little Margie (CBS)	1,701
10	F.B.I. in Peace and War (CBS)	1,656
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(806
1	News of the World (NBC)	1,522
2	One Man's Family (NBC)	1,477
3	Lowell Thomas (CBS)	1,298
WEEKDAY	(Average For All Programs)	(1,522
1	Guiding Light (CBS)	2,685
2	Our Gal, Sunday (CBS)	2,551
3	This Is Nora Drake (Seeman) (CBS)	2,551
4	Wendy Warren and the News (CBS)	2,506
5	Romance of Helen Trent (CBS)	2,506
6	Ma Perkins (CBS)	2,506
7	Arthur Godfrey (Liggett & Myers) (CBS)	2,506
8	Aunt Jenny (CBS)	2,372
9	This Is Nora Drake (Toni) (CBS)	2,327
10	Perry Mason	2,283
DAY, SUNDAY	(Average For All Programs)	(582
1	Hour of Decision (ABC)	1,164
2	World Music Festivals (CBS)	895
3	Old-Fashioned Revival Hour (ABC)	850
DAY, SATURDAY	(Average For All Programs)	(1,253
1	Theatre of Today (CBS)	2,553
2	Stars Over Hollywood (CBS)	2,372
3	City Hospital (CBS)	1,969

Copyright 1953 by A. C. Nielsen Co.

Put the 3rd dimension into UHF/VHF station planning—



—with RCA *exact scale* MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms

40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipments—transmitter consoles—power equipment, etc.

For studio and control rooms

22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.



For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

USE OF RADIO, TV CO-OPS FAVORED BY MAJORITY, ANA STUDY FINDS

Total of 40 out of 72 advertisers studied make free provision for radio and 24 for TV, ANA study reveals. Percentagewise this represents 55.6% in radio and 33.3% in TV. ANA comparisons shown place newspapers first, radio second and TV fourth in co-op advertising. Popular '50-50' concept unsubstantiated.

A TOTAL of 40 advertisers out of 72 studied make free provision for use of radio in co-operative advertising, and 24 in the case of television, according to a special study issued fortnight ago by the Assn. of National Advertisers [B•T, Aug. 24].

These totals represent 55.6% in the case of radio and 33.3% in the case of TV.

In addition to these, the study showed that "with specific approval" the use of radio in co-op advertising was permissible in the case of three advertisers and the use of TV in the case of two. On the other hand, the use of radio as a form of co-op advertising was not allowed by three advertisers, and use of television was banned by one.

By comparison, it was shown that the use of newspapers was allowed freely by 66, or 91.7%, of the advertisers under study. With its 40, radio was second, while television with 24 was just behind third-place outdoor advertising with 25 (34.7%).

The popular concept of cooperative advertising as involving a 50-50 sharing of costs was not wholly substantiated in the ANA study, since dealer reimbursement was found to vary from 25% to 100% or more.

Nor was there uniformity in definition of "cooperative advertising" as practiced by the various groups.

Of the 40 advertisers who permitted the use of radio freely, nine allowed spot announcements only; of the 24 making provision for use of TV, eight allowed spot announcements only.

Among the advertisers who permitted the use of radio in co-op advertising without specific approval, four were in the drug and cosmetics class; eight were in the grocery, foods, candy, soaps and cleaners field; three were textiles and apparels type advertisers; four were "miscellaneous," covering silver, mattresses, paint, etc.; six were automotive, tires, gas and oils advertisers; 10 were "large appliance" dealers, and five were radio-TV advertisers.

Similarly, use of TV without specific approval was indicated by three drugs-cosmetics type advertisers; one in the grocery class; three in the textiles-apparels category; three of the "miscellaneous" group; none of the automotive groupings; nine in the large appliance category, and five radio-TV advertisers.

The study was prepared by the ANA's Co-operative Advertising Steering Committee and is for the use of ANA members only.

NETWORK GROSS GAINS IN JULY

PIB's July figures of more than $28 million surpass the radio and TV networks' totals for the same month in 1952.

GROSS time sales of the nationwide radio and TV networks during July totaled $28,177,768, a gain of 17.3% above the July 1952 gross of $24,016,059, according to figures on advertising expenditures for broadcast network time compiled by Publishers Information Bureau.

For the January-July period, 1953 gross time sales for the radio and TV networks total $215,-244,777, up 9.8% from the 1952 gross of $196,122,923.

Radio network time sales for July topped those for the same month of last year by 7.1%, but for the seven-month period lagged 0.1% behind the 1952 gross. TV networks' sales for July were 26.4% ahead of July 1952; for January-July exceeded the 1952 gross by 16.0%. PIB's network-by-network tabulation follows:

NETWORK RADIO

	JULY 1953	JULY 1952	JAN-JULY 1953	JAN-JULY 1952
ABC	$ 2,030,989	$ 2,372,710	$17,386,830	$21,776,426
CBS	4,869,719	3,920,643	36,157,392	33,561,072
MBS	1,657,463	1,339,276	12,833,256	11,601,956
NBC	3,494,330	3,621,810	28,227,119	27,805,744
TOTAL	$12,052,501	$11,254,439	$94,604,597	$94,745,198

★ ★ ★

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
JAN.	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
FEB.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
MARCH	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
APRIL	2,637,364	5,375,243	1,974,359	4,196,009	14,182,975
MAY	2,593,923	5,333,481	1,994,358	4,141,070	14,062,832
JUNE	*2,113,725	*5,226,096	*1,808,168	3,979,471	*13,127,460
JULY	2,030,989	4,869,719	1,657,463	3,494,330	12,052,501
TOTAL	$17,386,830	$36,157,392	$12,833,256	$28,227,119	$94,604,597

NETWORK TELEVISION

	JULY 1953	JULY 1952	JAN-JULY 1953	JAN-JULY 1952
ABC	$ 1,299,471	$ 1,082,751	$11,175,743	$11,800,5
CBS	7,411,657	4,916,245	51,617,184	37,367,3
NBC	6,903,092	5,963,550	51,947,140	46,921,0
DuMont	511,047	799,074	5,899,113	5,288,8
TOTAL	$16,125,267	$12,761,620	$120,639,180	$101,377,7

★ ★ ★

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
JAN.	$ 1,604,892	$ 7,052,395	$ 982,794	$ 7,558,448	$ 17,198,5
FEB.	1,481,032	6,621,629	862,299	6,820,529	15,785,4
MARCH	1,728,446	7,739,812	1,054,857	7,938,751	18,461,8
APRIL	1,640,597	7,770,181	819,398	7,489,860	17,720,0
MAY	1,813,985	7,622,432	864,870	7,987,065	18,288,3
JUNE	*1,607,320	7,399,078	803,848	7,249,395	*17,059,6
JULY	1,299,471	7,411,657	511,047	6,903,092	16,125,2
TOTAL	$11,175,743	$51,617,184	$5,899,113	$51,947,140	$120,639,1

*Revised 8/26/53.

ARF READIES RATING STUDY-1

The study, developed by ARF working committee No. 1, is due by mid or late October.

THE FIRST part of the Advertising Researc Foundation's study of radio and TV ratin methods tentatively is slated for mid or la October, ARF authorities said last week.

First of three scheduled parts, Book I wi cover "What is wanted in audience size mea urements; a delineation of the potentials of 1 different rating methods; a discussion of san pling size and sampling error in radio ratin and related topics," Fred Manchee, BBDO, r tiring chairman of the ARF projects develo ment committee, said in a report summarizin current activities.

This part, Mr. Manchee's report explaine represents that which "the ARF can carry o without special financing." (BAB has all cated $15,000 toward the estimated $25,0 project, provided the necessary remainin funds are obtained. Mr. Manchee said, "W hope to get the balance soon.")

The report, which accompanied the Augu newsletter of ARF President Edgar Kobal pointed out that the rating methods committee activities have been expanded, with three worl ing committees totaling 20 members in add tion to the 14-man main committee.

Working committee No. 1 is preparin Book I.

Committee No. 2 "plans to examine, b means of field and office observations, the wor of the various rating services while their fiel work and tabulations are actually being done, the report said. "The purpose is to determin if the conduct of the work conforms to th standards established by the various practitio ers."

Working committee No. 3 "proposes to an lyze the ratings issued by the various servic to determine, if possible, reasons for differenc in ratings produced by the various methods now practiced."

Mr. Manchee, retiring as ARF projects deve opment committee chairman after servin since the committee was organized in Marc 1942, is succeeded in that post by Charles Pooler, Benton & Bowles. Mr. Manchee h been named projects progress advisor.

Big "Butter and Egg" man from

Paul Bunyan Land!



The Farmer (and his wife) in Paul Bunyan Land sell eggs and chickens each year for over 146 million dollars. They own 1½ million dairy cows—more than you'd find in New York State.

Combine these figures with wages of the big cities! Paul Bunyan Land has high income, a million radio homes and a half million TV sets. They are tuned to WCCO more than any other station.

The One Station Buy in a land of Giant Earnings

MINNEAPOLIS **WCCO** SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • **TELEVISION—100,000 Watts—Ch. 4**

(Radio Spot Sales) (Free and Peters)

75,956



readers every week*

American Research Bureau Inc., found that in an exhaustive survey conducted in July, 1953, 75,956 people read BROADCASTING ● TELECASTING every week.*

This huge audience is far bigger than that of any other publication in the radio and television fields. It includes *everybody who is anybody* in the business. Advertisers can influence *all* the decision-makers in radio-TV by placing their messages in BROADCASTING ● TELECASTING

* *ARB found that an average of 4.68 persons read each of B•T's 16,230 copies circulated each week — the largest paid circulation in radio and television. Further details on request.*

RKO RADIO MAY RELEASE BACKLOG OF FILM VALUED AT $20 MILLION

The report is that RKO Radio Pictures Inc. is interested in selling a backlog of films—none over eight years old—to a group of Chicago businessmen.

SPECULATION that RKO Radio Pictures Inc. may yet release a backlog of films to television was revived in Chicago last week.

It was reported—but could not be confirmed—that RKO Board Chairman Howard Hughes was receptive to an offer from a group of Chicago businessmen for a library of unused films, which could in turn be sold to TV broadcasters.

The report was that Mr. Hughes, West Coast industrialist and producer, was expected in Chicago last week to open negotiations for the sale of the films.

A similar report was current in the fall of 1952 when a syndicate headed by Ralph Stolkin, Chicago industrialist, bought controlling interest in RKO Radio Pictures. Such a possibility was subsequently quashed, however, pending further study by the RKO board. Mr. Stolkin and his associates then resigned and returned the stock to Mr. Hughes early this year.

The latest report is that a group of Chicagoans, including one or two prominent hotel executives, are interested in buying up the RKO backlog and that they planned to meet Mr. Hughes in Chicago Thursday.

One of the executives, it was learned, is Sam Leeds, who reportedly is identified with a group of Chicago hotels, including the Morrison, Midland and Hamilton. Mr. Leeds intimated such a conference was planned, but declined to comment on any aspect of the TV film plans. Mr. Hughes could not be reached late last week. Nor could the identity of his associates be learned.

The RKO film backlog is said to be worth about $20 million. It was understood that none of the films, which the Chicago group reportedly would sell to interested TV broadcasters, are more than eight years old.

Meanwhile there was no further word on a similar report that Mr. Stolkin is negotiating for purchase of Columbia Pictures Inc., whose subsidiary, Screen Gems, produces TV film [CLOSED CIRCUIT, Aug. 17]. Mr. Stolkin also has been unavailable for comment.

AFM TO MONITOR STATIONS' FILMS

Union to check on possible violations of 5% gross fee plan. Negotiations continue on background music problem.

POLICING system has been set up by the American Federation of Musicians to check television for old motion pictures for which the union has not been paid its 5% of gross under the AFM's music performance and trust fund agreement.

Union members in every TV community have been assigned to do the checking, according to Phil Fischer, AFM International studio representative.

Meanwhile, TV film packagers and producers are continuing their negotiation with AFM President James C. Petrillo for a new flat rate royalty formula covering background music on filmed video shows [B•T, July 6]. Several proposals have been made, but as far as can be learned, none are acceptable to the AFM.

In substituting a flat fee for the present 5% of gross, Hollywood packagers and producers declare not only will a new deal alleviate a hardship on them, but it will result in added employment for musicians. Many packagers and producers, it was pointed out, continue to work around the present percentage formula by using vocal groups and background effects.

Los Angeles musicians, in frequent complaints, claim that the trust fund setup as it now operates discourages filming of video shows with live music. This contention has been backed up repeatedly by Los Angeles Local 47 officers.

Academy Film Announces 3-D Baseball Production

ACADEMY Film Productions, Chicago, has announced the production of what it claims is the first three-dimensional motion picture of major league baseball in action—with a system it previously used to produce what it claims is the first television film commercial in 3-D.

The 3-D films were shot during the Milwaukee Braves-Chicago Cubs game in Chicago Aug. 15—in full color on 16mm film. Academy utilizes a one-camera, one-film, one-projector Bolex Stereo system—the same used to turn out TV film commercials in 3-D. The production was announced by Bernard Howard, Academy president.

Court Accepts 'Hoppy' Film Bid

SECOND offer of $5,000 by Hopalong Cassidy Inc. for some 200,000 feet of old Western film from the Harry (Pop) Sherman estate was accepted in Los Angeles Superior Court Monday, after Arlynne Sherman, daughter of the late producer, failed to show up with a bid topping that.

The stock footage had originally been sold to Hopalong Cassidy Inc. on June 22 for that same amount. However, the deal was ordered vacated when Miss Sherman and her sister, Theodora, protested they hadn't been given proper notice of the sale and claimed intention to bid on the property themselves [B•T, Aug. 17]. They informed the court that the film library might be worth as much as $1 million.

ACE Bid by TV Film Editors

AMERICAN Cinema Editors board of directors has mapped new rules for admitting TV film editors into the organization. Most editors exclusively in TV have not been able to meet ACE initiation requirements. The organization's membership also is being polled by letter to approve the proposal.

Film Sales

Canada Dry Ginger Ale Inc. contracts for 52 week *Annie Oakley* TV film series starring **Gail Davis.** Agency is **J. M. Mathes Inc.** with **CBS Television Film Sales** acting as sales agent for producer, **Annie Oakley Productions Inc.** Fifty stations in leading markets have been set for the series, it was reported, with negotiations underway to add 20-30 markets. Production starts today (Monday), with a Jan. 1 TV debut slated.

Estimated cost per film is $27,000. Production unit will use facilities of **Flying A Productions,** which produces the *Gene Autry Show* and *Death Valley Days.* **Mitchell J. Hamilburg** is president of the Annie Oakley company. **Armand Schaefer,** partner in the company, is executive producer. **Colbert Clark** is producer.

Canada Dry will promote the TV show with an extensive merchandising campaign with schedules being drawn for various media.

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Sales of the *Badge 714* TV film show in six additional markets, bringing its total to 40, was announced last week by **John B. Cron,** national sales manager of the **NBC Film Division.** Other new sales reported by Mr. Cron included *Douglas Fairbanks Presents* in four markets, making a total of 93; *Hopalong Cassidy* and *Dangerous Assignment* in three, making a total of 125 each; *Captured* in three, *Life of Riley* in four, and *The Visitor* in two.

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Sales of *All American Game of the Week* TV film series to six additional stations; its nine-series Station Starter Plan library to seven more, and *Front Page Detective* and *Public Prosecutor* to one each were announced Thursday by **Consolidated Television Sales,** film distribution firm.

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Unity Films, New York, has signed a $60,000 contract with **WITV (TV)** Fort Lauderdale, Fla., for 700 first-run feature movies. Initial telecast is scheduled in November, with series to cover one year.

Production

Revue Productions, North Hollywood, has started "The Humming Bird" for CBS-TV *Revlon Mirror Theatre* half-hour series. Film, based on a story by **Cornell Woolrich,** marks the video debut of radio-screen star **Agnes Moorehead** and features **Tom Drake. Felix Feist** is director. A romantic drama, "Heads or Tails," goes before the cameras shortly with **Rodney Amateau** directing. Stars are **Joanne Dru, John Ireland** and **Mary Sinclair.**

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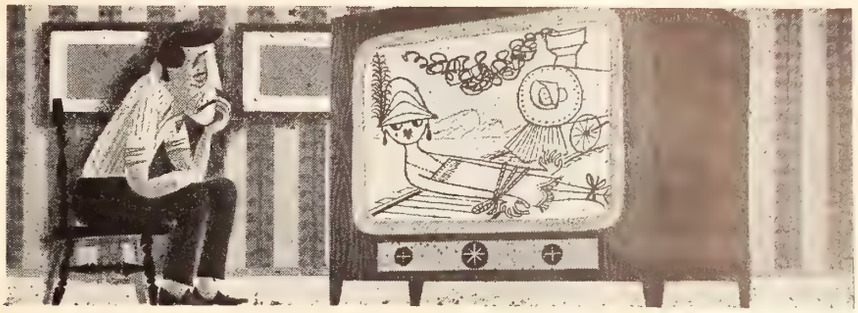
Volcano Productions, Hollywood, has been signed by NBC-TV to film the first program in a new series starring **Mickey Rooney.** Production starts shortly at Eagle-Lion Studios with **Richard Quine** directing from a script, co-authored with **Blake Edwards.**

Film People

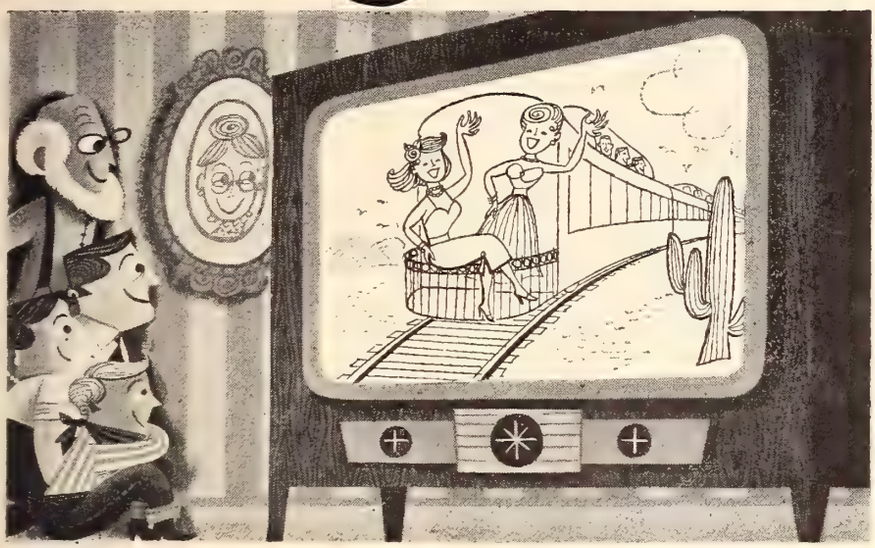
Martin Eisenberg, motion picture finance expert, has been named production controller of **Guild Films Inc.,** TV film producer and distributor, Guild Films President Reub Kaufman announced last week. He said the appointment was in line with rapid expansion by the company, which, he noted, has budgeted $2.5 million for television film production during the coming year.

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Richard Dinsmore, formerly part owner of Sound Recordings, San Francisco transcription firm, joins **Screen Gems Inc.,** Hollywood, as West Coast sales manager. He at one time conducted his own orchestra on NBC.



go FOR THE NEW ONES!



50% made since 1950

1953—THERE WAS A YOUNG LADY
1945—THE SHIPBUILDERS
1952—WHO GOES THERE
1945—THE SEVENTH SURVIVOR
1950—PAPER GALLOWS
1945—STRANGE HOLIDAY
1952—THE RINGER
1947—THE AGITATOR
1950—THE GLASS MOUNTAIN
1945—THE BUTLER'S DILEMMA
1950—NO ORCHIDS FOR MISS BLANDISH
1945—THOSE KIDS FROM TOWN
1953—MURDER AT THREE A.M.
1945—WELCOME, MR. WASHINGTON
1952—TWICE UPON A TIME
1950—THE TAMING OF DOROTHY
1947—WOMAN TO WOMAN
1947—LAUGHING LADY
1953—THE BROKEN HORSESHOE
1947—LOYAL HEART
1951—FOLLY TO BE WISE
1947—THE LISBON STORY
1951—MR. LORD SAYS NO
1947—SPRINGTIME
1947—APPOINTMENT WITH CRIME
1952—LADY GODIVA RIDES AGAIN

BUY TODAY'S STARS AS THEY ARE TODAY!

26 FIRST RUN FEATURES

NEVER BEFORE SHOWN ON TV

NOW AVAILABLE TO YOU FOR EXCLUSIVE SHOWING IN YOUR AREA

ALL TOP PICTURES . . . NEW PICTURES

Brought to you with these 4 ADDED ATTRACTIONS

1. Guaranteed Acceptability . . . every picture conforms to strict NBC Continuity Acceptance Standards, and NARTB Code.
2. Maximum NBC Film Division Service . . . your assurance of excellent print quality and delivery.
3. Unique NBC HIGH SPOT DISTRIBUTION PLAN . . . gives you a number of new pictures each month for 6 months, as you need them to boost ratings . . . to fill important time spots. (Or you may have all 26 at once.)
4. Your choice of full length or 54 minute versions . . . to fit into your program schedule.

NEW YORK
CHICAGO
LOS ANGELES

NBC FILM DIVISION

Serving All Sponsors . . . Serving All Stations

NARTB RADIO COMMITTEE ACTIONS SPELL STATION-NETWORK SOLIDARITY

Association's AM and FM units meet to review their problems. Both point to increases in radio set production and sales, and launch efforts to increase business. AM group urges network representation on committees.

STATION and network cooperation in the job of expanding radio as an advertising medium appeared last week as a favored industry policy, pointing toward an end to the arms-length attitude that developed two years ago with a young epidemic of radio rate-cutting.

Moves in the direction of joint action, as against intra-industry battling, were taken as two NARTB standing committees—AM and FM—reviewed their problems at Washington meetings and then decided what to do about them.

'Indispensable Medium'

The AM Committee worked on plans to increase sales and develop new local, spot and national advertising business. This committee, pointing to recent increases in raido set production and sales [B•T, Aug. 17, 10], emphasized radio's low-cost advantages as well as its position as "the indispensable medium."

The FM Committee scanned recent developments in the medium, noted its circulation of nine million FM sets and tuners, and laid plans to increase the revenues of stations (see separate FM story, adjacent page).

Chief sales weapon considered by the AM Committee was a long-range study of radio management problems released in final form last week. Originally proposed by the AM Committee, the study is titled "The Principles of Profitable Operation." It provides case histories of successful radio stations in five typical markets [B•T, May 4].

In essence the study points out, on the basis of detailed analyses in the field, that radio in the TV era "must realize its own strength as an advertising medium as compared with newspapers and magazines, and even, in many ways, its strength as compared with television; go to work and sell and resell itself at local, spot and national advertising levels."

The NARTB AM committee was given first-hand accounts of the studies by Richard M. Allerton, NARTB manager of research, who supervised the project. Field work was done by Stewart, Dougall & Assoc., New York management consultant.

First signs that peace and solidarity were emerging as industry policy appeared when the AM Committee, of which G. Richard Shafto WIS Columbia, S. C., is chairman, unanimousl adopted a resolution urging the NARTB Radi Board to appoint a representative of each radi network holding NARTB membership to serv on the committee and on other radio com mittees.

Then, after reviewing the newly publishe Allerton market study, the AM group urge that NARTB President Harold E. Fellows orde further management studies. These are to b based on topics that elicit most interest durin the NARTB district meetings starting Sept. 1 at Seattle.

AM Committee Impressed

AM committeemen were impressed by th Allerton study after going over the document findings, which had been summarized at th NARTB Los Angeles convention in the spring The survey project was designed to show fact about American radio from an operational an financial viewpoint, and in turn to find wha factors contribute to the business success o stations.

The main report has a collective analysis o case histories obtained in five typical market two with TV and three radio-only, covering total of 20 AM stations. An appendix give case histories of two 250 w stations, one in small and one in a medium market. Each is network affiliate. The separate studies show de tailed operating practices and policies.

In the body of the report are case historie showing operations in the areas of program ming, sales, personnel, public service and finan cial practices.

The report points out there is "no magi formula for profitable radio station operation." Instead, it adds, "the highly profitable opera tions over a long period of time have reache this degree of success by reason of manage ment know-how, and constant application o this know-how to the operation of the statior Careful analysis of the report demonstrate beyond question that for the successful an profitable operation of radio stations the firs and prime ingredient is management know-ho in the radio station operating area."

Challenge Offered

This challenge is offered in the conclusions o the report:

"Successful management has demonstrate that there must be a continuing drive for ne accounts and new business, regardless o whether you are in a radio-only market or i a radio-television market. In a television marke your very existence is dependent upon you development of new radio advertisers—you drive is not primarily against television, bu must be for radio against all other media an for the advertising business of the retailing o service trade which perhaps has never used ad vertising to any degree."

The AM Committee members paid a warn tribute to radio network officials in recommend ing that networks be admitted to the com mittee's membership if they belong to NARTB (NBC and MBS are association radio members NBC, CBS, DuMont and ABC are TV mem bers.)

In adopting the resolution, this observatio was made: "Radio's position as the most effectiv low-cost advertising medium in the United State has been established; this position has been un shaken by the introduction during recent year of new methods of advertising; the continuin strength of radio—demand for it by the publi and use of it by advertisers—has induced or ganizational measure at both the network an



PHONE OR WRITE: Soren Munkhof, General Manager, WREX-TV
618 Gas & Electric Bldg., Rockford, Illinois
H-R Television, Inc.: Chrysler Bldg., New York 17, N. Y.
25 East Wacker Dr., Chicago
SAN FRANCISCO—HOLLYWOOD—DALLAS

WREX-TV CHANNEL 13
ROCKFORD, ILL.
SERVING THE ROCKFORD-MADISON AREA

tation level directed toward emphasizing that worth."

This statement was issued by the AM group after its Tuesday-Wednesday meeting:

Over the last two days, this committee has engaged in intensive discussion of radio management problems and the current economic status of the radio industry.

The committee has reviewed various government and industry reports concerning radio. It has noted reports on the increase in receiver production, amounting to 34% during the first 32 weeks of 1953 over the same period in 1952, reflecting the continuing and growing public interest in the medium.

Review Progress

The committee also has reviewed the industry's internal progress in solving its own problems during the last two years. It feels that the period of readjustment which followed naturally the introduction of television broadcasting on a wide scale basis is well advanced, and commends particularly the recent action of the networks in re-emphasizing the power of the medium through their reorganizational efforts which place proper emphasis on the nation's most effective low-cost nation-wide advertising medium. Supporting this enthusiasm for radio's selling force has been the activity of sales firms in the industry and of advertisers, many of them new advertisers, who are employing radio.

Current studies confirm that radio is an indispensable medium, important to advertisers because it is important to people. All of these factors demonstrate the confidence which has been placed in it not only by the public but by those broadcasters and networks and allied arts engaged in it professionally.

Besides Chairman Shafto, members of the AM Committee who attended the session were J. J. Bernard, KOMA Oklahoma City; Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; William D. Pabst, KFRC San Francisco, and F. C. Sowell, WLAC Nashville. Paul W. Morency, WTIC Hartford, was excused.

NARTB FM UNIT INITIATES STUDY

MEANS of increasing revenues of FM stations as the medium solidifies its industry position will be studied by NARTB under a mandate handed down Thursday by the NARTB FM Committee, meeting in Washington. The meeting followed a Tuesday-Wednesday session of the AM Committee (see story adjacent page).

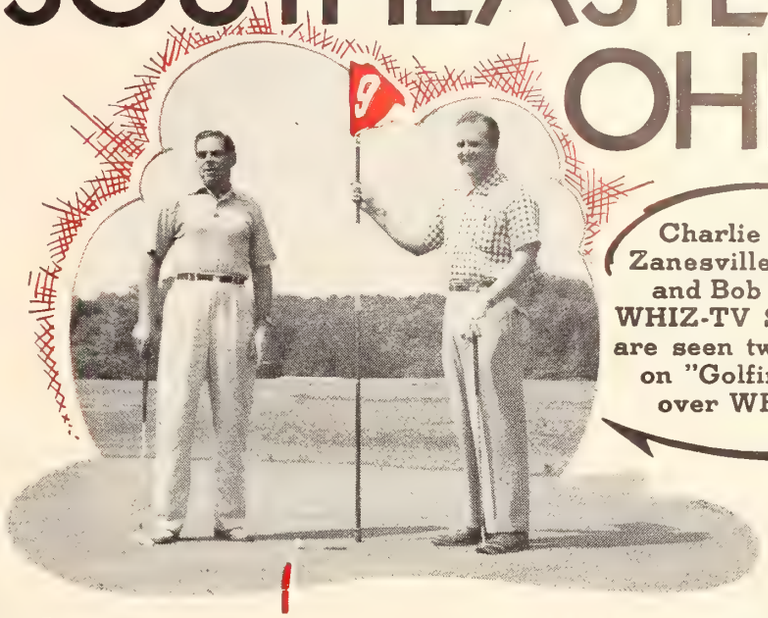
The FM group authorized a thorough study of the costs of FM operation and ways of bringing in additional revenues through special services. Ben Strouse, WWDC-FM Washington, presided.

Stations Are 'Sold'

FM stations around the nation are more sold than ever on FM as a medium, Mr. Strouse told B•T after the meeting. He cited types of specialized aural services emphasized by FM stations, including sports, extension of limited AM coverage (particularly in the South), and special services such as storecasting and good-music programming.

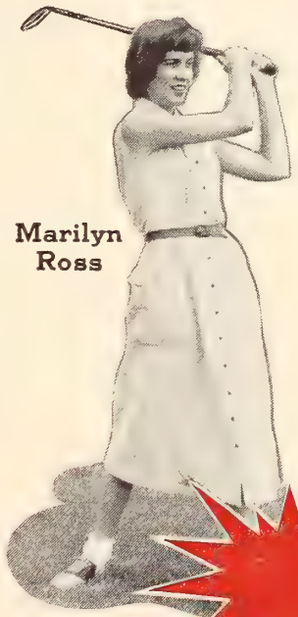
Mr. Strouse and John H. Smith Jr., manager of the NARTB FM Dept., were instructed to work with Radio-Electronics-TV Mfrs. Assn. to see that manufacturers take advantage of new patents and production techniques as a

How To Break Par In
SOUTHEASTERN OHIO



Charlie Stamm, Zanesville C. C. Pro, and Bob Wagner WHIZ-TV Sportsman are seen twice weekly on "Golfing Tips" over WHIZ-TV

In ZANESVILLE OHIO Par Is Smashed With The Best ADVERTISING SHOTS



Marilyn Ross

Marilyn Ross makes a big hit over WHIZ-TV ....and so does Bob Wagner, WHIZ-TV's top sports announcer. Wagner's new show "Golfing Tips" featuring golf pro Charlie Stamm is seen by thousands of people in Southeastern Ohio who like the best in local television programming over....

WHIZ-TV

ESTABLISHED MAY 23, 1953

NBC Primary Affiliate • CBS • ABC • DUMONT

Represented Nationally by John E. Pearson Co. Inc.



Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

wan'na buy an - island?



PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

means of cutting the cost of FM receivers without cutting quality.

Prose Walker, NARTB Engineering Dept. manager, is conducting a study of methods of rebuilding FM transmitter tubes. This offers a way of cutting station operating costs, it was explained.

The committee went on record as expressing the belief many broadcasters who surrender their FM licenses are not fully acquainted with ways of bringing extra revenues from their FM transmitters, nor are they aware of the low cost of operating these transmitters.

Endorsement was given the joint NARTB-RETMA FM set promotion campaigns. Nine of these campaigns have been conducted in various areas.

Possibilities of multiplexing FM with other program services, besides facsimile will be investigated by NARTB. These can include at least one music service as well as four or five voice services on side bands.

FCC Comr. George E. Sterling was a guest of the committee at luncheon. He discussed problems of FM stations informally.

Taking part in the meeting on behalf of NARTB were President Harold E. Fellows; Robert K. Richards, administrative vice president; Messrs. Smith and Walker, C. E. Arney, Jr., secretary-treasurer. They also participated in the AM sessions earlier in the week.

Attending the FM Committee meeting were Mr. Strouse, Walter J. Brown, WDXY (FM) Spartanburg; Carl George, WGAR-FM Cleveland; Richard Field Lewis, WREL (FM) Winchester, Va.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Robert E. Williams, WFML (FM) Washington, Ind.; Michael R. Hanna, WHCU-FM Ithaca, N. Y., was excused.



NARTB staff officials and members of the organization's AM Committee met in Washington last week. On hand for the sessions were (l to r): Seated, F. C. Sowell, WLAC Nashville, Tenn.; Harold E. Fellows, NARTB president; G. Richard Shafto, WIS Columbia, S. C., chairman of the AM Committee; James L. Howe, WCTC New Brunswick, N. J.; standing, C. E. Arney Jr., NARTB secretary-treasurer; Grover C. Cobb, KVGB Great Bend, Kan.; J. J. Bernard, KOMA Oklahoma City; William C. Grove, KFBC Cheyenne, Wyo.; William D. Pabst, KFRC San Francisco; Lester W. Lindow, WFDF Flint, Mich., and Richard M. Allerton, NARTB manager of research.

WAAM (TV) PILOTS AFA'S TV AD DRIVE

The Baltimore station and the Advertising Federation of America announce plans to conduct campaign to heighten public awareness of advertising's value to the national economy. Techniques developed could be used on other stations and on networks.

WAAM (TV) Baltimore and the Advertising Federation of America will co-operate on a pilot television campaign to increase the public awareness of advertising's value to the national economy.

Announcement was made jointly Thursday by Ken Carter, general manager of WAAM, and Elon G. Borton, president and general manager of AFA.

The station has offered time, facilities and personnel to the AFA's "continuing drive promoting public understanding of advertising," according to WAAM.

Under the plan, Baltimore is to be used as a test market for television techniques, which will be designed for future national use on networks and local stations. WAAM's director of public service and promotion, Joel Chaseman, met last week with Mr. Borton, his assistant, Jim Proud, and with Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayle and chairman of the AFA committee involved to work out plans.

Mr. Carter said a campaign "which show the public the great values of advertising help everyone." He said WAAM had volunteered on the project because "we believe in our busines . . . and have a tradition (at WAAM) of givin as we receive." Mr. Carter asserted that agency advertiser and station people and particularly the public should benefit.

Mr. Borton said AFA was appreciative o WAAM's offer to serve as a pilot in helping th organization "develop and test methods of ex plaining to the public on television." He sai he thought that together, AFA and the station "can devise some effective presentations whic can then be used on other stations and net works."

According to the plan as conceived last week Mr. Carter, Mr. Chaseman, Armand Grant director of sales; Herbert B. Cahan, program manager, and Barry Mansfield, art director, wil head up the station's campaign in Baltimore.

WAAM said they will adapt AFA copy line and research material to TV usage includin spot announcements, program inserts, displa material, and programs for use on other stations

WCAO

"The Voice of Baltimore"

The Most-Listened-To* Radio Station in Baltimore

***The Pulse of Baltimore**
Jan., 1952 thru June, 1953



HERE'S HOW METROPOLITAN BALTIMORE RANKS AMONG THE MARKETS OF THE NATION

Population	12th	1,433,200
Families	12th	400,300
Effective Buying Income	12th	$2,138,743,000
Retail Sales	13th	$1,476,548,000
Food Store Sales	12th	$407,355,000
Drug Store Sales	13th	$51,048,000
General Merchandise Store Sales	11th	$254,169,000
Furniture, Household, Radio Store Sales	13th	$75,674,000
Automotive Store Sales	17th	$182,814,000

Figures from 1953 Sales Management "Survey of Buying Power"

It adds up--this billion dollar market plus the most-listened-to station is a winning combination!

All programming is simulcast by WCAO-FM (20,000 watts) at no additional cost to advertisers

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

BAB MERGES UNITS, FORMS PLAN STAFF

Donald Thornburgh of WCAU heads Plans Committee, the result of combining the Promotion and Research divisions.

MERGER of BAB's Promotion and Research Committees into a single, integrated Plans Committee to help the bureau's management in mapping its promotion and sales efforts for radio is being announced today (Monday) by President William B. Ryan.

Donald W. Thornburgh of WCAU Philadelphia, who served for almost two years as head of the Promotion Committee and also is a member of the BAB board, will be chairman of the Plans Committee, which consists of 16 station executives, four from the networks and two from station representation organizations.



Mr. Thornburgh

First meeting of the new group is scheduled for the week of Sept. 21, when BAB's sales and promotion operations for the second half of the BAB fiscal year will be mapped.

On the agenda, spokesmen said, are such projects as expansion of radio promotion via radio; establishment of sales committees of BAB members in major cities to put additional pressures on national advertisers' sales organizations; progress of BAB's drive in the department store field, spearheaded by the recently launched 35-city test of radio's effectiveness by stores in the $20 million-and-up class; plans for a series of advertiser-agency clinics in major cities, and further development of the current advertising campaign.

Announcing the new committee's formation, Mr. Ryan commended the work of Robert Dunville, Crosley Broadcasting Corp., who headed the Research Committee for two years, and other members of the BAB board who are retiring from the committee.

"The Plans Committee," Mr. Ryan said, "represents every type of radio station, all four networks, and the station representatives. It will develop BAB's overall plan in concert with the management for increasing local, network, and national spot business.

"Integration of the research and promotion planning and BAB's vastly expanded national-level selling into one group was dictated by our approach that everything we do should result in a sale at the national or local level. In the Plans Committee we will develop an idea through the research promotion stages into the actual sales plan."

Members of the committee will be:

Station executives: Edward Breen, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KOIN Portland, Ore.; Winslow Leighton, WSNY Schenectady; Henry Johnson, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuineas, WGN Chicago; Arden X. Pangborn, WOAI San Antonio; Daniel C. Park, WIRE Indianapolis; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; Ralph N. Weil, WOV New York.

Network officials: George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual, and a representative, to be named, of NBC.

Station representative presidents: Eugene Katz, The Katz Agency; Robert Meeker, Robert Meeker Assoc.



A "COPY" of their product—a personal-sized radio—is carried along by BAB radio salesmen Charles E. Maxwell and John L. Moore (r) when they call on clients—in this case Lorraine Crooks, timebuyer, and Frank Silvernail, manager of BBDO's timebuying department. "If we were from a magazine we'd sure have a copy of our book in our hands," the salesmen affirm, "but we're here to talk about radio, so . . . " BAB reports "the gimmick serves as a perfect lead-in to discussions of extra sets and radio's ability to reach everyone, everywhere, at any time."

ABA Convention Sees FCBA Pre-Hearing Demonstration

FCBA and FCC's mock pre-hearing conference demonstration, staged for the first time in Washington in June [B•T, July 6], was presented before a general session of the American Bar Assn. convention in Boston last week. The skit was given for the lawyers under the title "Can Pre-trial Techniques Save Time and Money and Improve Justice in Administrative Hearings?"

Cast for the demonstration, which involves three competitive television applications for a single television assignment, included Henry G. Fischer of Fischer, Willis & Panzer, Washington; Benito Gaguine, FCC hearing examiner; Frederick W. Ford, chief of the Broadcast Bureau's Hearing Division; Robert J. Rawson, an attorney with the Hearing Division, and William C. Koplovitz of Dempsey & Koplovitz, Washington.

A panel discussion held after the demonstration included the cast and FCC Chairman Rosel Hyde, Judge E. Barrett Prettyman of the U. S. Court of Appeals for D. C., and J. D. Bond, FCC examiner. Comr. John C. Doerfer also was in Boston for the ABA meet.

All Scripps-Howard in NARTB

SCRIPPS-HOWARD radio and TV station group is enrolled 100% in NARTB television membership, NARTB President Harold E. Fellows announced last week. The three TV stations—WCPO-TV Cincinnati, WEWS-TV Cleveland and WMCT (TV) Memphis—also are subscribers to the NARTB Television Code. Radio stations are WCPO-AM-FM Cincinnati; WMC and WMCF (FM) Memphis and WNOX Knoxville.

SCBA ILLUSTRATES RADIO'S GROWTH

GROWTH of the Southern California rad market is vividly shown by facts and figures a presentation compiled by the Southern Ca fornia Broadcasters Assn. and previewed at L Angeles Advertising Club meeting Tuesday Norman Nelson, SCBA managing director. will be shown to advertising and agency exec tives in New York and other key cities shortl

"Southern California radio reaches mo people, more often, at less cost than any oth medium in the area—or at any other time the history of radio," Mr. Nelson commente He quoted figures showing 7,186,206 radio se are listed to 5,899,217 hours a day in the are Sales of new radio sets exceeded TV set sal by 25.8% in first six months of 1953, pointed out.

Speaking of TV's effect on radio advertisin Mr. Nelson said, "Los Angeles' seven TV st tions have created new advertising dolla Since 1948, radio revenue has increased stea ily. There is no such thing as a 'TV hom Instead, it becomes a radio-TV home."

Following the presentation, an SCBA pan consisting of Mr. Nelson; Stanley Spero, a count executive, KMPC Hollywood (mo erator); Calvin Smith, president, KFAC L Angeles; Robert McAndrews, commercial ma ager, KBIG Avalon; Terry Mann, sales ma ager, KHJ Los Angeles, and Morton Sible sales manager, KFWB Hollywood, answer audience questions on the figures and Southe California broadcasting in general.

Clipp to Head C of C Advertising Committee

ROPER W. CLIPP, general manager of WFI AM-TV Philadelphia, has been appointed chai man to the U. S. Chamber of Commerce Cor mittee on Advertising for 1953-54. He also is a member of the Chamber's board.



Mr. Clipp

Membership of the Advertising Committee includes representatives of agencies, advertisers, media and universities. The group works with trade associations in forming the chamber's policy in the advertising field and seeks better public understanding of advertising as well improvement of standards and techniques.

The committee membership, besides Chairm Clipp, includes Lloyd E. Partain, Curtis Publis ing Co., vice chairman; L. T. Alexander, Du Por J. S. Bartlett, Potomac Electric Power Co.; A. Caperton, Dr. Pepper Co.; James T. Chirur James Thomas Chirurg Co.; Harry Deines, Wes inghouse Electric Corp.; L. J. Dillon, Outdoor A vertising Inc.; Ben R. Donalson, Ford Motor C Harold E. Fellows, NARTB; Frederic R. Gamb AAAA; Francis W. Hatch, BBDO; C. J. Hibbar Pet Milk Co.; E. J. Kahler, *Sioux Falls* (S. D *Daily Argus-Leader;* C. B. Larrabee, *Printe Ink;* Ernest R. Laws, Philadelphia Electric C Robert T. Mason, WMRN Marion, Ohio; C. McKittrick, *Chicago Tribune;* Charles H. Sandag U. of Illinois; Everett Smith, MacFadden Public tions; William C. Sproull, Burroughs Corp.; Phil M. Talbott, Woodward & Lothrop; Leonard Trester, General Outdoor Adv. Co.; Wilbur Va Sant, VanSant, Dugdale & Co.; F. A. Watts, Hur ble Oil & Refining Co.; John Pattison Willian WING Dayton.



Where's the fire?

The fire, Mr. Advertiser, is in Pittsburgh.. where KDKA is doing one of the hottest **sales** jobs in the nation!

In fact, KDKA is helping set sales records for advertisers whose products or services are often considered hard to sell on radio.

Take **incinerators,** for example. Writes J. L. Neiman of Public Relations Research Service, agency for Hollinator incinerators: "The combination of the Johnny Boyer Sports Show and the Janet Ross programs outpulled and outsold all other radio stations combined."

Take **airline travel.** Writes Tom E. Marcinko of North American Airlines: "We are pleased to report that we have gotten excellent results from our one-minute spots on the various KDKA programs we are using."

Take **savings and loan service.** Writes J. E. Connelly, agent for Pittsburgh's Second Federal: "The first eight spot announcements on the Musical Clock brought in $40,000 in deposits. In proportion to expenditures, KDKA outpulls other stations ten to one."

Why not set a hotter fire under **your** sales activity in the three-state Pittsburgh market? KDKA is the station that can do it for you. For suggestions, check KDKA or Free & Peters.

KDKA

PITTSBURGH

50,000 WATTS NBC AFFILIATE

WESTINGHOUSE

RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA

WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV: for WBZ-TV and WPTZ, NBC Spot Sales

NARTB's Dist. 16 Meet

MEETING OF NARTB District 16 (So. Calif., Ariz., Nev.), originally scheduled for Sept. 18-19 at the Statler Hotel, Los Angeles, has been moved forward a day to Sept. 17-18, according to Albert D. Johnson, KOY Phoenix, District 16 director.

Proposal for a change because of observance of Yom Kippur, Jewish Holyday, starting at sundown Sept. 18, originated among district members (CLOSED CIRCUIT, Aug. 17). District 15 (No. Calif., Nev., T. H.) will meet Sept. 16-17 in San Francisco, bringing a one-day overlap. William D. Pabst, KFRC San Francisco, District 15 director, agreed to the change.

BAB Releases Third Series Of 'Sell Radio' Announcements

THIRD series of spot announcements in its campaign to "sell radio via radio" has been released by BAB, which, as was the case with its series last fall and last spring, is making the kit available to BAB non-members as well as members.

Consisting of five one-minute and fifteen 20-second announcements, the series stresses facts on the continuing growth of radio and its ability to reach everyone, as in the following:

"Radio is getting bigger every minute! Every three seconds, someone, somewhere, buys a radio set. Last year, Americans bought 11 million radios—two radios for every television set . . . Three radios for every refrigerator. Year after year, Americans buy more radios—by a two to one margin—than any other home appliance."

More Accept SRA ID Plan

REPORTING some 61 additional TV stations had indicated acceptance, Station Representative Assn. last week said that a total of 223 television outlets have subscribed to the SRA Shared ID Standard. This embraces 10 seconds of the station's identification and the top right-hand quarter of the screen and has resulted, a spokesman said, in "a large volume of time sales."

New AFA Districts To Form

ORGANIZATION of five new districts of the Adv. Federation of America will be started this fall, Elon G. Borton, president and general manager, announced last week. He said AFA has been promised the cooperation of all its 107 clubs in the project, which will boost the number of districts to 11. Jim Proud, assistant to the president, will be in charge of organizational activities.

NJBA Sets Nov. 9-10 Meet

FALL meeting of the New Jersey Broadcasters' Assn. has been set for Nov. 9-10 at the Hildebrecht Hotel, Trenton, it was announced last week by Paul Alger, NJBA president.

OKLAHOMA CITY NEWSPAPERS BAR FREE RADIO-TV PRAGRAM LOGS

'Oklahoman' and 'Times,' themselves affiliated with WKY-AM-TV there, cast out free program logs, say stations must pay for the space. Public reaction to the policy change is termed 'fantastic' by KOMA.

RADIO and television logs of Oklahoma City stations will be published only on a paid advertising basis in the *Daily Oklahoman-Oklahoma City Times,* under a policy announced by the newspapers, with which WKY-AM-TV there are affiliated.

The policy brought "fantastic" public reaction, according to KOMA Oklahoma City, which said it had received 1,100 telephone calls within a week.

First announcement of the action was made in the *Daily Oklahoman,* as follows:

> "Notice to the Public: Several months ago the *Daily Oklahoman* and *Oklahoma City Times* established the publication of the radio and television logs of its affiliates, WKY and WKY-TV on a paid advertising basis. Beginning today (Aug. 16) it will be the policy to carry all radio and television logs as paid advertising."

Thus far, according to KOMA, "the newspaper has made no direct move to even discuss the situation with any of the radio stations, owners or managers."

KOMA's position is that publication of the WKY-AM-TV logs by the newspapers "is a matter of simple bookkeeping on the newspaper's part as there is no actual cash involved in the transaction."

According to KOMA, "the remaining network affiliate stations (KOMA, KTOK and KOCY) have been unable to enter into any contract agreement with the newspaper. As a matter of fact, their advertising representative contacted the stations after the logs had been removed and stated that only the open national rate would be allowed.

"The rate, by the way, is 75 cents per line or $10.50 per column inch. They will not even allow a contract rate made available to the theatre interests and various entertainment promotions."

WKY radio has placed a 10 column-inch paid advertising log, KOMA pointed out, adding, "At the rates we have been offered, th ad would cost us $105 on a combination mor ing and evening basis. Taking into consider tion there are 52 single issues on Sund throughout the year, the remaining 313 da with a single log each day would cost $34,885. The 52 remaining days, mainly Su days at 65 cents per line using the same column-inch ad, would cost $5,632 or a co bined total of $40,517 for radio logs to appe for our station."

The only other newspaper in the city, th *Oklahoma City Advertiser,* a weekly, agreed publish all radio and TV logs.

In an editorial titled "Monopoly Rid Again," the *Advertiser* called the new poli "monopoly . . . in the raw." It added, "Th truth is that many have come to rely more the radio than the newspaper for both ne and opinion; on spot news the swiftest m chinery—even the *Oklahoman's* new millio and-a-half dollar press—cannot compete wi radio; and busy, harried people depend on favorite commentator for interpretation of th day's events."

The *Advertiser* said the policy "can hard be based upon the amount of space requir since the programs have appeared for years It posed this question: "Is the explanation a tually in new television competition in th offing?"

The *Oklahoman* Aug. 21 carried a stateme on its radio page titled "Radio Stations A Commercial Enterprises, Too." Conceding the might be news value in program listings, th newspaper said, "We sincerely believe that th responsibility to the radio listeners for provi ing this service lies with the radio stations i volved and not with this newspaper. Rad stations are commercial institutions. They, lik other ethical enterprises which are operat for profit, should pay for those facilities whic

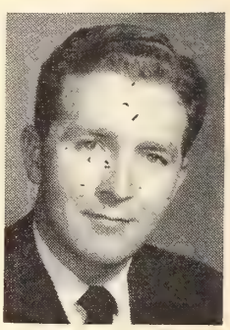
MIDDLETON TAKES B•T CHICAGO POST

WARREN W. MIDDLETON, sales promotion manager of WLS Chicago, becomes Midwest Sales Manager of BROADCASTING • TELECASTING magazine, with headquarters at the publication's Chicago office, effective Sept. 7, it was announced last week.

He succeeds William H. Shaw, who was appointed general manager of KHMO Hannibal, Mo., earlier this month. KHMO was purchased recently from the Hannibal *Courier-Post* by Mr. and Mrs. James Bolling. Mr. Shaw succeeds Wayne Cribb at KHMO.

Mr. Middleton, 31, an Air Force veteran, has been in the broadcasting field the past eight years. At WLS he supervised promotion and advertising activities for three and a half years. Before his appointment at WLS, Mr. Middleton was sales promotion manager of KMOX St. Louis. He has held other sales posts with WLS, the station with which he started in November 1945, and with KTUC Tuscon.

Mr. Middleton was born in Chicago, had his schooling in the city's suburbs of Berwin and



Mr. Middleton



Mr. Shaw

Oak Park and was graduated from Corne College at Mt. Vernon, Iowa. His wife is th former Shirley Schroeder. They have two chi dren. His home is in Park Forest, Ill.

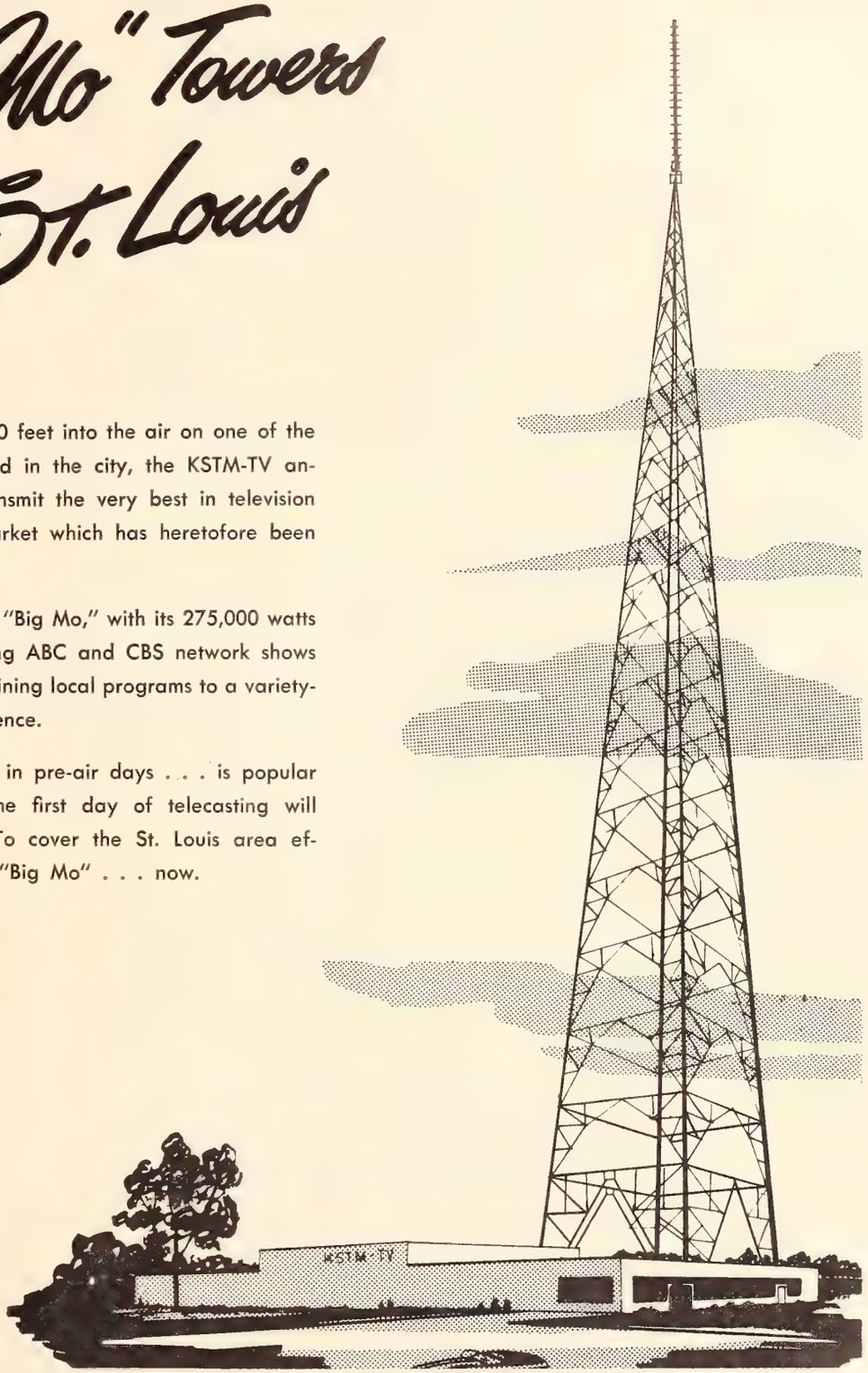
Also announced was the appointment Barbara Koler, formerly with H-R Represent tives, station representative firm, to B•T's Ch cago office as editorial assistant and secretar She is a graduate of Northwestern U.

"Big Mo" Towers over St. Louis

Rising more than 600 feet into the air on one of the highest plots of ground in the city, the KSTM-TV antenna is all set to transmit the very best in television entertainment to a market which has heretofore been a one station captive.

In a few short days, "Big Mo," with its 275,000 watts power, will be beaming ABC and CBS network shows and refreshing, entertaining local programs to a variety-hungry television audience.

KSTM-TV . . . even in pre-air days . . . is popular with St. Louisians. The first day of telecasting will make it a favorite. To cover the St. Louis area effectively, get aboard "Big Mo" . . . now.



A Basic
A B C
Network
Affiliate

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

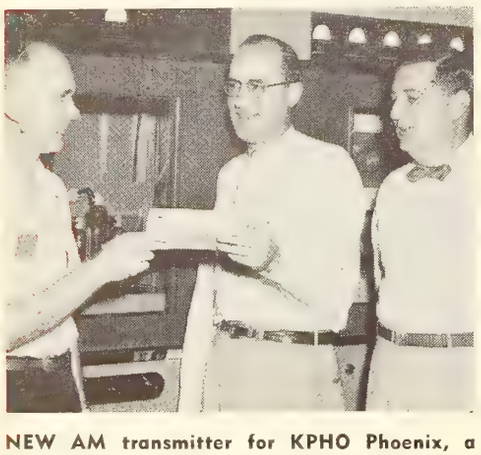
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

they employ to promote their services, and such facilities include program advertising.

"The advertising columns of this newspaper are available for the unrestricted use of any radio station in Oklahoma City or elsewhere, at prevailing commercial rates, for the purpose of increasing or maintaining their listening audience, or to develop new sponsors, or for any other proper purpose."

The Aug. 21 edition of the *Times* carried two letters to the editor in which the new policy was criticized. "I always considered that the radio programs were one of the things I paid for when I bought the paper, and I can't see why the people who supply this information which I and many other people want should pay for it," wrote Alice M. Brues, a reader.

Another reader, Neil Tuohy, wrote that he was "shocked" and added, "I believe you are negligent in your duty, as the only daily newspaper, to supply this important information as a public service."



NEW AM transmitter for KPHO Phoenix, a Collins 21E model, was put into operation last Thursday by (l to r) George McClanathan, director of engineering for KPHO-AM-TV; Bob Martin, KPHO manager, and Dick Rawls, general manager of the Meredith stations. They examine a wire from FCC which gives go-ahead for the transmitter. Cost of transmitter and other equipment amounted to more than $40,000.

WNBC-WNBT (TV) Billings Ahead of 1952 Figures

RADIO and TV business totals are running substantially ahead of 1952's record figures for NBC's WNBC and WNBT (TV) New York, and station executives are mapping new departures to keep the totals going up.

Outlining plans for the immediate future, station manager Ernest de la Ossa noted last week that WNBC's sales volume for the first seven months—January through July—was approximately 14% above that for the comparable period of 1952, which was the highest in the history of the station, and predicted that the full year's figures would be 20% ahead of those for last year. On the television side, he said seven-month totals for WNBT (TV) are about 28% ahead of those for 1952, with substantial selling periods yet to come.

To boost these improvements even higher, Mr. de la Ossa and his colleagues have several innovations in store. One is the "Three P's" program of operations, involving the programming, press-and-publicity, and promotion departments of the stations. Under this battle-plan the Three-P's departments work together to devise a campaign "package" to support the offerings of the sales department.

UHFs ON AIR FORGE AHEAD OF VHFs IN POST-THAW TV STATION STARTS

Uhf station debuts for fifth straight week outscore vhf starts. Latest bows are taken by uhfs, one each in Portland, Me., and Tyler, Tex., and one vhf in Abilene, Tex. Total post-thaw score: 58 uhf, 54 vhf.

FOR THE FIFTH straight week, uhf has taken the lead in station debuts.

With two more uhf stations going on the air yesterday (Sunday) and today, the number of post-thaw uhf outlets is beginning to take a significant lead over the number of post-thaw vhf stations.

During the past week only one vhf station was to begin regularly scheduled commerical programming. In the previous week only one vhf station started a commercial schedule, while another vhf station went off the air [B•T, Aug. 24]. The week before that, three uhf stations went on the air while only one vhf started [B•T, Aug. 17], and four weeks ago not one vhf began commercial programming, but a uhf station did [B•T, Aug. 10].

Today the majority of post-thaw stations on the air commercially are uhf stations. The score: 58 uhf, 54 vhf.

The two uhf stations which were to go on the air yesterday and today are the first TV outlets in their cities:

WPMT (TV) Portland, Me., uhf Ch. 53, affiliated with all four networks.

KETX (TV) Tyler, Tex., uhf Ch. 19, affiliated with all four networks.

The solo vhf also is the first in its market:

KRBC-TV Abilene, Tex., vhf Ch. 9.

Tomorrow, 16 stations expect to begin programming (see list of all those planning a start within 30 days at end of this story). Of this number, 10 are uhf and only six vhf.

Here are late reports on construction:

'First in Maine'

WPMT (TV) Portland, which began test pattern transmissions Aug. 28, was to have begun programming at 6 p.m. yesterday with CBS-TV's *Toast of the Town.* Frank S. Hoy, president and general manager, said it would be "the first live network telecast in Maine." The station is transmitting with an RCA 1 kw transmitter.

KETX (TV) Tyler, Tex., which is to begin today, reported last week it began testing Aug. 24. Affiliated with all four networks, the station is operating with an effective radiated power of 2.1 kw visual.

KRBC-TV Abilene, Tex., which was to have begun commercial telecasting on vhf Ch. 9 last night, is represented by John E. Pearson TV Inc.

Two share-time stations are planning their joint debut tomorrow (Tuesday).

WTCN-TV Minneapolis and WMIN-TV St. Paul, which will share vhf Ch. 11, reported last week they will begin with effective radiated power of 70 kw visual, which will be boosted to 316 kw as soon as more equipment is received. The stations are ABC-TV affiliates.

Another station which plans commercial operation for tomorrow is WNOK-TV Columbia, S. C., uhf Ch. 67.

The second station to receive a DuMont 5 kw transmitter with a Klystron tube, WNOK-TV will have an effective radiated power of 93.5 kw visual. Because of favorable terrain, H. Moody McElveen Jr., general manager, said he expects that the Columbia station's coverage will "equal or surpass" coverage demonstrated by WGLV (TV) Easton [B•T, Aug. 17]. Mr. McElveen said more than 30 orders for co mercial time have been received.

WTVH-TV Peoria, Ill., uhf Ch. 19, put test pattern on the air Aug. 20, Hugh R. N man, president, said last week. WTVH-T also plans to begin programming tomorrow.

Joe L. Smith Jr., president of WKNA-T Charleston, W. Va., last week took John Copenhaver, mayor of Charleston, on a to of the uhf Ch. 49 station. WKNA-TV expe to start early in September with ERP of 22 kw visual.

A Sept. 7 opening is planned by WBES-T Buffalo, N. Y., uhf Ch. 59. The station is buil ing a tower atop a building in downtown B falo and will use an RCA transmitter.

Walter Rothschild, secretary-treasurer of t Lee Broadcasting Co. and general manager KHQA-TV Hannibal, Mo., and WTAD Quin Ill., said Thursday that KHQA-TV started test pattern at 7:30 a.m. Aug. 27, with regul programming operations planned in about t weeks. KHQA-TV is operating with inter power of 36.3 kw visual ERP, using a 12-b antenna 96 feet above average terrain, he sa The station is affiliated with CBS-TV and D Mont and is represented by Weed Televisi Mr. Rothschild claimed that KHQA-TV was t first TV station on the air in the Tri-City are

Joe Bonansinga, general manager of WGE TV Quincy, Ill., told B•T the new vhf Ch. station started equipment tests Thursday, A 27, at 11:47 p.m. CST. Program tests will f low shortly.

KHQA-TV and WGEM-TV in neighbori cities, were shipped 5 kw DuMont transmitte on the same truck last month [AT DEADLIN July 27], and crews raced to see which stati could get on air first.

WGEM-TV is affiliated with NBC-TV a ABC-TV networks and is represented by t Walker Representation Co. The radio affili is WGEM-AM-FM. Stations' licensee is t Quincy Broadcasting Co., owned by the *Quin Herald Whig.* T. C. Oakley is president.

An intensive uhf promotion campaign going into its fourth month in Chambersbu



PREPARING to tune in for first test patterns of share-time TV grantees KSBW-TV Salinas and KMBY-TV Monterey (Calif.), are (l to r) Salinas Broadcasting Corp. partners John Cohan, president-general manager, William Oates, commercial manager, and Lewis Terven. KSBW-TV is to start programming Sept. 11.

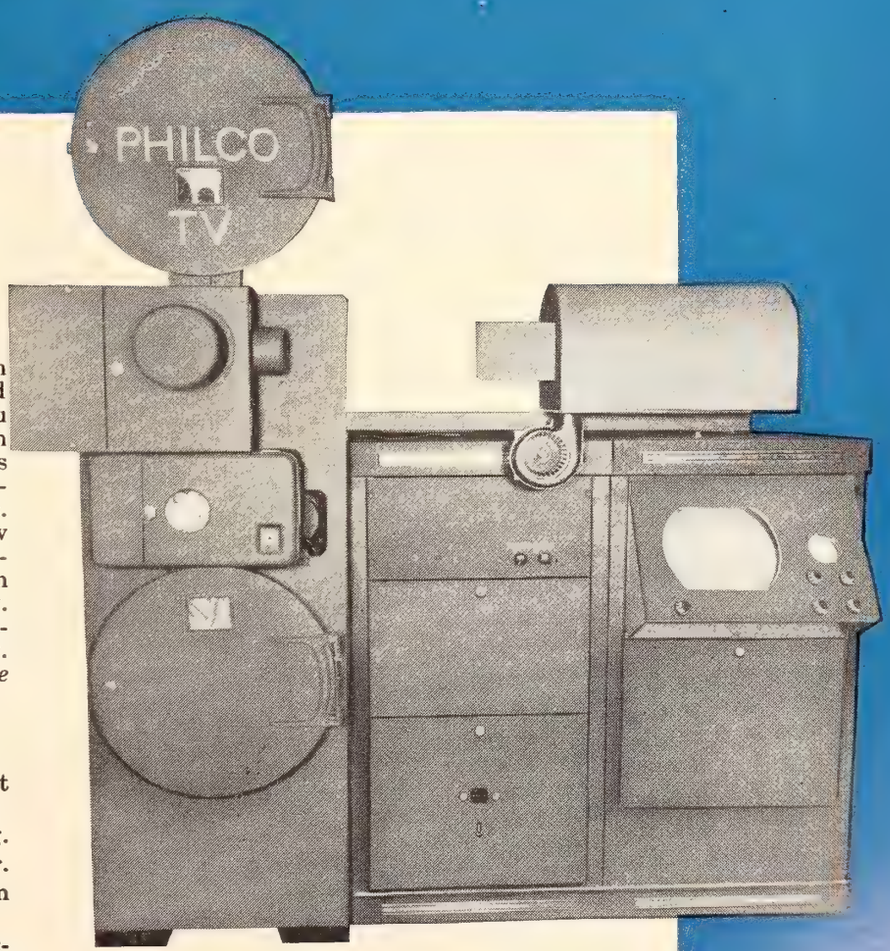
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Pa., where WCHA-TV has been sending out weekly progress reports since June 18, closed circuit TV demonstrations in dealers' showrooms and a "bow tie" slogan contest, designed to stimulate purchases of converters and uhf antennas. John S. Booth, president of WCHA-TV, said that with a Sept. 15 commencement planned, the final phases of the promotion now are underway. Test pattern operations are to begin tomorrow.

In another market, Reading, Pa., WEEU-TV, a uhf station already on the air, believes it has found the answer to the "selling uhf" problem.

Thomas E. Martin, general manager of WEEU-TV, uhf Ch. 33, said that uhf outlets should "concentrate on the primary market area — engineering-wise — and program-wise. It's a local market," he pointed out, therefore, "give it the local touch."



Mr. Martin

On Aug. 20, WEEU-TV began telecasting with ERP of 170 kw visual—a substantial increase over its previous power of 1.4 kw. With the increased power, the number of vhf receivers in the coverage area is more than 500,000, Mr. Martin estimated. He believed about 15,000 receivers were capable of receiving uhf, and to get the rest to convert, the station will accent what he describes as "localized engineering" and "localized programming."

Localized engineering involves building the station so it will cover a radius of about 55 miles with a strong signal, instead of trying to cover a wider area with a weaker signal, he said.

WICS-TV Begins

WICS-TV Springfield, Ill., which begins commercial operation on uhf Ch. 20 about Oct. 1, will be affiliated with all four TV networks, Milton D. Friedland, station manager, announced last week. Plans also were revealed for interconnection facilities permitting live programming.

Work on the new uhf outlet's transmitter and studio facilities is rapidly nearing completion, he reported. Interconnection is planned with the networks by a microwave relay from Chicago through Peoria into Springfield by Oct. 1.

Live interconnection will eliminate the need for kinescopes on a delay basis, Mr. Friedland noted. He added that WICS-TV will produce its own local live shows and use film made especially for TV. Adam J. Young Jr. is national representative.

The total number of commercially operating TV stations in the U. S. and territories is 220. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial educational stations, raise the total-on-air number to 222. KUHT is vhf and KETH is uhf.

Commercial vhf outlets number 162, of which 54 are post-thaw stations. Commercial uhf stations total 58, all post-thaw. Total commercial post-thaw (vhf and uhf) number 112.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant; Oct. 4.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1 (granted STA).

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBY-TV Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 15.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 5.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

ILLINOIS

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September (granted STA).

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, yesterday (Sunday) (test pattern started Aug. 28).

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

MINNESOTA

WTCN-TV Minneapolis, vhf Ch. 11 (ABC-TV), represented by Blair-TV, Sept. 1 (share time with WMIN-TV St. Paul).

WMIN-TV St. Paul, vhf Ch. 11 (ABC-TV), represented by O. L. Taylor Co., Sept. 1 (share time with WTCN-TV Minneapolis).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed TV, Sept. 10 (test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS- and DuMont), represented by Headley-R TV Inc., Sept. 15.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV CBS-TV), George P. Hollingbery Co., Sept. (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented the Walker Representation Co., Sept. 1 (pattern started Aug. 14).

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (C TV), represented by Weed TV, Sept. 27 (gra ed STA).

NEW YORK

WBES-TV Buffalo, uhf Ch. 59, The Boll Co., Sept. 7 (granted STA).

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represen by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (A TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-T represented by John E. Pearson TV Inc., Oct.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represen by Gill-Perna Inc., Fall '53.

WIFE (TV) Dayton, uhf Ch. 22, represen by Headley-Reed TV Inc., Fall '53.

WUTV (TV) Youngstown, uhf Ch. 21, Aug

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (A TV and DuMont), represented by The Boll Co., Sept. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, re sented by Forjoe TV Inc., Sept. 15 (gran STA).

WILK-TV Wilkes-Barre, uhf Ch. 34 (A TV and DuMont), represented by Avery-Kn Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS- and DuMont), represented by Paul Raymer Sept. 1 (test pattern started Saturday).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, re sented by John E. Pearson TV Inc., Octo

WHBQ-TV Memphis, vhf Ch. 13, represen by Blair-TV, Sept. 27.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented John E. Pearson TV Inc., yesterday (Sund

KNUZ-TV Houston, uhf Ch. 39, represen by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, re sented by Forjoe TV Inc., Sept. 24 (gran STA).

KETX (TV) Tyler, Tex., uhf Ch. 19 (A TV, CBS-TV, DuMont and NBC-TV), re sented by Headley-Reed TV, today (Mond (granted STA; test pattern started Aug. 24

KANG-TV Waco, uhf Ch. 34 (ABC-TV), resented by John E. Pearson TV Inc., Sept.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, re sented by The Walker Representation Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-T represented by the William Rambeau Sept. 19 (test pattern started Aug. 15) (gran STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (N TV), represented by Devney & Co., Sept.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, re sented by Weed TV, early September.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-T represented by O. L. Taylor Co., Sept. 1.

ODGER TV HASSLE OES INTO COURT

On behalf of its WABD, DuMont TV Network asks a temporary injunction against the IBEW local.

MONT TV Network went into court late week in an effort to get the Brooklyn dgers baseball games, formerly handled by -struck WOR-TV New York, on the air over Mont's WABD (TV) there.

Network counsel asked the State Supreme rt Thursday for a temporary injunction to p Local 1212 of the International Brother- d of Electrical Workers (AFL) from in- fering with WABD's scheduled telecasts of games.

The court's hearing Thursday afternoon, ore Justice Samuel DeFalco, was devoted to uments over the validity of service of the ers on the union, and another session Friday ernoon was slated to consider the same ject. But DuMont officials appeared con- nt that the whole issue would be solved sfactorily in time for WABD to carry the nes Saturday night and Sunday, as well as the rest of the season.

WOR-TV Had Carried Games

Until Local 1212's strike against WOR-AM- started on Aug. 18, WOR-TV had carried Dodgers games under sponsorship of haeffer Beer and American Tobacco Co., ough BBDO. When remote broadcasts were ed out because of the strike, arrangements re made for WABC-TV New York to carry broadcasts under the same sponsorship. But EW electricians at the ball park refused to n on the power for WABC-TV engineers, o are members of NABET [B•T, Aug. 24], l the sponsors then signed with DuMont for baseball coverage.

Then DuMont engineers, members of Inter- ional Alliance of Theatrical Stage Employes FL), encountered an IBEW picket line when y appeared at the ball park, and DuMont cials, after advising their engineers to respect picket line, instituted suit against the IBEW al.

Chris Witting, DuMont's managing director, l his company's position was that IBEW's ute is not with DuMont or WABD, but h WOR; that WABD has a firm order from the sponsors for telecasts of the remaining Dodgers games, and that accordingly WABD is entitled to carry the games without interference from IBEW.

Meanwhile the strike at WOR-AM-TV continued, as did one that broke out Aug. 16 at WEVD New York.

WEVD was still off the air last week while negotiations continued over demands of engineers—also members of IBEW Local 1212—for higher pay.

At WOR-AM-TV, with negotiations also continuing over the key question of expansion or limitation of the duties of engineering staffs, the radio outlet was reported functioning normally with the use of supervisory employes, and the TV operation was said to be back to normal except for remotes.



WDSU-TV New Orleans goes to 100 kw aximum power on Ch. 6 as engineer John ickenson throws the switch. Edgar B. ern Jr. (c), president of WDSU Broadcast- g Corp., and Lindsey Riddle, station's ief engineer, are witnesses to the power boost ceremony.

Active TV Thieves

TWO recent thefts of telecasting gear over the same weekend have the Hollywood police and executives of ABC-TV and KLAC-TV wondering if there is an unlicensed competitor operating behind the scenes. ABC-TV is minus a registered $8,500 RCA field camera, which in itself is useless without an additional $8,000 worth of equipment. KLAC-TV is missing equipment totalling $3,000 from the station relay point in Glendale.

RESULTS THAT COUNT—

A *local* agency told WGN-TV: "The leads developed from a single announcement on your program were better than four times any other television show that we have utilized."

A *national* advertiser said: Out of five markets used in this promotion, WGN-TV delivered 40% of the returns.

If you want RESULTS in Chicago, whether you're large or small, make WGN-TV your best television buy.

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WGN-TV
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SURVEY SHOWS UHF AT 4.4% IN NORFOLK

Joint study was made Aug. 15 for NBC and WTAR-TV to show conversion of vhf TV homes to enable uhf reception as WVEC-TV readies for Sept. 19 commencement.

RESULTS of a special TV survey conducted in the Norfolk metropolitan area show uhf conversion totaling 4.4% of television homes during the week of Aug. 15. The survey was conducted by American Research Bureau, jointly retained by WTAR-TV Norfolk and NBC, whose network service moves to the new uhf station, WVEC-TV Hampton-Norfolk, effective Sept. 19.

The study is first of a monthly series designed to show extent of uhf installations in the Norfolk area. Next study will be conducted Sept. 10-16, just before WVEC-TV starts program service.

WVEC-TV has been transmitting a test pattern since Aug. 15 and plans to start program service Sept. 19. It is operating on uhf Ch. 15.

The survey results are based on completed telephone interviews with 2,380 homes, of which 1,354 were in the Norfolk-Portsmouth metropolitan area and 1,026 in Hampton-Warwick-Newport News. Results were weighted at 75% Norfolk and 25% Hampton-Warwick-Newport News.

TV saturation in the combined area was found to be 79.6%, or 140,176 TV homes, using 176,100 total homes as a base. Uhf saturation was 4.4% of all TV homes, or 6,167 homes.

In the Norfolk-Portsmouth area, TV saturation was 79.6% or 106,664 homes, with 4% or 4,266 homes having uhf.

In the Hampton-Warwick-Newport News area, TV saturation was 79.4% of all homes, or 33,427 homes, of which 5.5% or 1,838 homes were equipped with uhf.

As to channels viewed most, Ch. 4 (WTAR-TV) was listed by 98.7%, others by 0.2% and 1.1% did not answer. Answering the channel-being-received question, 99.5% listed Ch. 4 (WTAR-TV). Others included Hampton, Richmond, Washington and Baltimore.

Thomas P. Chisman, president and manager of WVEC-TV, told B•T: "I'm very well pleased with the figures at this stage. The study was made before we had been on the air a week, and then only with a test pattern.

'No Problem'

"We anticipate no problem in attaining coverage, believing that good program service will supply the answer."

Mr. Chisman said conversions were now proceeding at he rate of 1,000 a day and estimated present coverage at 13,000.

NBC started intensive uhf promotion in the Norfolk area in mid-July.

Campbell Arnoux, president and manager of WTAR-TV, told B•T: "We are not at all surprised at the small number of new sets and conversions despite the unprecedented publicity and sales campaign in all media and the large number of special crews sent down from Camden to assist in conversions. The results are just what we expected."

Mr. Arnoux said his original estimate of 15,000 to 18,000 uhf homes in the area when NBC goes to WVEC-TV Sept. 19 still stands, recalling that NBC had predicted 50,000 installations by that time. He added that the ARB survey did not ask if uhf homes had outside antennas.



INSPECTING KOMO-TV Seattle transmitter equipment as it arrives from RCA are (l to r) F. J. Brott, chief engineer; W. W. Warren, vice president and general manager, and O. W. Fisher, president of Fisher's Blend Station Inc. KOMO-TV announced it would be on the air Dec. 11 on Ch. 4 with 100 kw as the NBC-TV affiliate for Seattle and Western Washington.

WBKB (TV) To Boost ERP

WBKB (TV) Chicago, American Broadcasting-United Paramount outlet on vhf Ch. 7, plans to increase its power about 300%—from the present 28.3 kw visual to 114 kw—effective Sept. 18, the ABC Central Division announced last week. Power boost is expected to boost station's coverage of the Fox River Valley area comprising Aurora, Elgin, Waukegan and East Gary. WBKB hopes to reach maximum 316 kw FCC late next year, with installation of a 50 kw transmitter and new antenna. New power will mean radius increase in Grade A coverage from 25 to 34 miles and in Grade B from 43 to 51 miles.

WSAP to NBC as WAVY

WSAP Portsmouth, Va., on Sept. 19 will be under a new call, WAVY, when it switches its network affiliation from MBS to NBC. Station, with 5 kw on 1350 kc, is licensed to Portsmouth Radio Corp.

WOWO Breaks Ground for New 50 kw Transmitter

GREATEST significance of WOWO Fo Wayne, Ind., ground breaking ceremony Au 20 for the station's modern transmitter buildin to house a new 50 kw transmitter is "our fait in radio, demonstrated in a project such a this," Carl W. Vandagrift, station manage said.

Mr. Vandagrift said the station also reco nized that the new transmitter would extend it service "to many more listeners over a greate area." Cost is estimated at about $250,000.

The new power plant, which has a compl tion target date of next October, is 12 mil southwest of Fort Wayne. After the brief cer mony, construction was started on tower fou dations which will anchor three, 420-ft. dire tional antennas. Actual start on the buildin will follow. The building will house in additio to the transmitter, a diesel generator emergenc power supply and an auxiliary studio.

WOWO is owned by Westinghouse Radi Stations Inc. which operates four other rad stations in major markets. Westinghouse note that when the WOWO transmitter is complete all five WRS stations will be operating on max mum power. Other stations are WBZ Bosto KDKA Pittsburgh, KYW Philadelphia ar KEX Portland, Ore.

Lincoln Dellar Sells KDB To F. B. Bauer for $75,000

SALE of KDB Santa Barbara, Calif., by Li coln Dellar for $75,000 to F. Robert Baue former New York agency executive, was a nounced last week. The transfer is subje to FCC approval.

Mr. Bauer, prior to moving to Santa Ba bara, was the New York manager of the radi TV department of Cunningham & Walsh In Previously, he had been chief timebuyer f Dancer-Fitzgerald-Sample, New York.

Mr. Dellar owns and operates KXOA Sacr mento and KXOC Chico, Calif. He also contestant for vhf Ch. 3 at Sacramento. Th KDB sale was negotiated by Blackburn-Har ilton Co.



CALL LETTERS of WMGM New York are given by Pat Brady (wife of Sy Weintraub, vice president of Motion Pictures for Television). She is one of six "Miss Rheingold" contest finalists on the station. Giving her pointers on station break reading are (l to r) William L. Dye, advertising manager, Liebmann Breweries Inc.; Robert Weenolsen, Rheingold account executive in charge of radio-TV, Foote, Cone & Belding; Arthur Tolchin, sales manager, and Raymond Katz, program director, both WMGM. The finalist asks WMGM listeners to vote for her in Rheingold stores and taverns, and if selected, she will be starred in the company's 1954 advertising campaign.

17 Television Outlets Get Transmitting Equipment

SEVENTEEN television stations were shipped new transmitting equipment by RCA Victor, General Electric and the Allen B. DuMont Labs Inc. last week.

RCA shipped 1 kw uhf transmitters to WOKY-TV Milwaukee, Wis., uhf Ch. 19; WLBR-TV Lebanon, Pa., uhf Ch. 15; WARD-TV Johnstown, Pa., uhf Ch. 56, and to Capital City TV Co., Sacramento, Calif., uhf Ch. 40.

A 25 kw vhf transmitter was sent by RCA to WSLS-TV Roanoke, Va., which has been operating with a 2 kw RCA transmitter since 1st December.

GE shipped three 100 w uhf transmitters. They went to KBMT (TV) Beaumont, Tex., uhf Ch. 31; WCOS-TV Meridian, Miss., uhf Ch. 30, and to WPFA (TV) Pensacola, Fla., uhf Ch. 15.

GE's 12 kw uhf transmitters were shipped to WEEU-TV Reading, Pa., uhf Ch. 33; WILK-TV Wilkes-Barre, Pa., uhf Ch. 34; WKLO-TV Louisville, Ky., uhf Ch. 21, and to WIFE (TV) Dayton, Ohio, uhf Ch. 22.

One GE 1 kw amplifier was shipped to WLOK-TV Lima, Ohio, uhf Ch. 73.

Vhf equipment included 5 kw transmitters sent to KATV (TV) Pine Bluff, Ark., vhf Ch. 7; WSJS-TV Winston-Salem, vhf Ch. 12; WSVA-TV Harrisonburg, Va., vhf Ch. 3, and to KOIN-TV Portland, Ore., vhf Ch. 6.

Ready to ship is a 5 kw transmitter for KDRO-TV Sedalia, Mo., vhf Ch. 6.

GE also sent a 20 kw vhf amplifier to WCPO-TV Cincinnati and a 30 kw vhf amplifier to WJBK-TV Detroit. Both are pre-freeze stations.

DuMont announced that it had shipped its second 5 kw uhf transmitter and complete associated station equipment to uhf Ch. 67 WNOK-TV Columbia, S. C. (see story page 56).

WOR Participation Plan Has Giveaway, Merchandising

A COMBINATION radio and television program with a telephone giveaway feature and merchandising tie-ins was offered for participating sponsorship last week by WOR-AM-TV New York, which described the package as "an auxiliary sales force" for advertisers and said would start Oct. 12.

The plan offers advertisers up to 84 time segments a week—42 on each of the stations—plus participation in a weekly half-hour simulcast. There will be six one-minute segments daily on WOR and six on WOR-TV. On the first and fourth of these each day, eight non-competitive grocery products will be featured as "brands of the day," officials said, while on the second, third, fifth and sixth only seven products will be featured, with one sponsor purposely omitted.

Immediately after these "prize segments" the station will make telephone calls to families selected from a list of those who register by letter or postcard. Among those called, the first family that correctly identifies the missing sponsor will receive a $25 cash award. Thus, it was explained, there will be fifty-six $25-winners a week, and these fifty-six will qualify as contestants for the weekly grand prize of a $3,000 mink coat, to be awarded on the weekly half-hour simulcast.

The program, called *Spot the Sponsor,* is being offered under contracts for from one- to seven-day participations. For seven-day participations (84 segments and the simulcast) the cost is $2,590; for one day, $430. Spokesmen explained last week that the presentation was still being completed and that no advertsers had yet signed.



WBS TAILORS TO SPOT BUYING

THIS YEAR's business volume of World Broadcasting System, radio transcription library and program service, is expected to exceed last year's record total by 30 to 35%, General Manager Pierre Weis said last week in announcing that World will start immediately to accelerate its policy toward "programs that invite spot buying."

He said the policy move was in anticipation of an "even more marked trend" toward local programming and local spot sales in radio. As indication of what he considered the changing character of local radio selling, he cited local sales of World's recent *You Win* telephone quiz, which he said had accounted for more than $3 million in billings for World subscribers.

Trend To Local

"It is becoming more and more apparent," Mr. Weis said, "that the trend in radio toward local programming and local selling is increasing all the time. Even the radio networks have recognized this by bringing local stations more into the program picture as sources of talent and material.

"Because World business is local business, we will continue to stay ahead of this trend by emphasizing more and more merchandising programs designed for local spot business and local sales from this point on."

Spivak, Rountree Dividing Radio-TV Package Shows

LAWRENCE C. SPIVAK and Martha Rountree were in negotiations last week looking toward a shifting of interests in their radio-TV package shows. Mr. Spivak was expected to buy Miss Rountree's share of *Meet The Press* and *Big Issue*, with Miss Rountree keeping *Nation's Press Conference*.

Miss Rountree is understood to be joining her husband Oliver M. Presbrey, in a newly-formed firm which will produce and package *Leave It to The Girls*, soon to return to ABC-TV, and *Washington Exclusive* as well as *Nation's Press Conference*.

Mr. Spivak told B•T, that negotiations have been going on for quite awhile and may not be completed immediately.

INDUSTRY AWAITS SEPT. 8 DEADLINE AS ACTIVITY CONTINUES ON COLOR TV

Emerson President Abrams states that firm will produce color sets at 25% above present prices within 18 months of FCC approval. RCA and GE sell their first color gear.

AS the industry watched to see what the FCC-fixed, Sept. 8 deadline for comments on color TV brings forth, activity on that subject continued last week.

• Emerson Radio & Phonograph Co. pledged that within 18 months after the FCC approved the NTSC compatible color standards it would bring out a color TV set at 25% above the price of present black-and-white sets.

• Hoffman Radio Corp.'s President H. Leslie Hoffman said it would take two years following the FCC's approval of compatible color standards before the industry could begin to mass produce tri-color tubes.

• Both RCA and GE sold their first color TV equipment to stations; the former to WWJ-TV Detroit and the latter to KVTV (TV) Sioux City, Iowa.

• An NTSC committee drafted, at the request of the FCC, a revision of the present black and white rules and standards so as to permit the broadcasting of color signals.

Emerson's Pledge

Emerson's pledge was contained in a letter to FCC Chairman Rosel H. Hyde and other members of the FCC from Emerson President Benjamin Abrams. In urging that the Commission approve the NTSC standards for compatible color TV, Mr. Abrams said that Emerson "aims to produce color television receivers at prices approximately 25% above present-day black-and-white receivers" within 18 months after FCC approval.

Mr. Abrams also pledged that "concurrently we will use every effort in line with our long established policy and reputation as the leading expert in space-saving radio and television receivers to evolve the most compact color television receivers."

The Emerson executive's statement on color prices followed reassertion of his belief that "television cannot be a complete success, nor rise to its full maturity, unless not only black-and-white receivers but also color receivers are available at prices within the reach of th average consumer."

"Color will become significant to the receive manufacturer when 21-in. color sets are pro duced to retail at $500, and that is some year off." The estimate was made by Mr. Hoffma at a Washington news conference last week.

Mr. Hoffman, who declared himself whole heartedly in favor of the NTSC standards, sai that even after the FCC approves compatibl color, there still will be a technical problem– tri-color tubes. He foresaw a two-year perio following the FCC's authorization before ther will be color tubes developed and in productio that are stable, capable of being mass produce and within the price range of present mono chrome kinescopes.

If the FCC approves compatible color stand ards Jan. 1, 1954, Mr. Hoffman said, he expect to have a color receiver in his line by April o May—but at a price of $800 to $1,000. He ex pects no great rush of color receivers or pro grams immediately following FCC approva

Edgar J. Love, general engineering manage of WWJ-TV, reported that the *Detroit New* station had purchased monitoring equipment t enable engineers and program personnel t study NBC colorcasts.

Places Order

Robert R. Tichner, Cowles Broadcasting C vice president and general manager of KVT Sioux City, Iowa, reported that the statio had placed an order with GE for all equipmer necessary to telecast network color program Equipment is expected to be delivered durin the first quarter of 1954.

The NTSC committee, which submitted draft of revised rules and standards to the FC incorporating the compatible color specifica tions proposed by the industry for adoption b the Commission, was comprised of David I Smith, Philco research vice president; E. W Engstrom, RCA Labs. vice president, an Austin Bailey, Hazeltine executive.

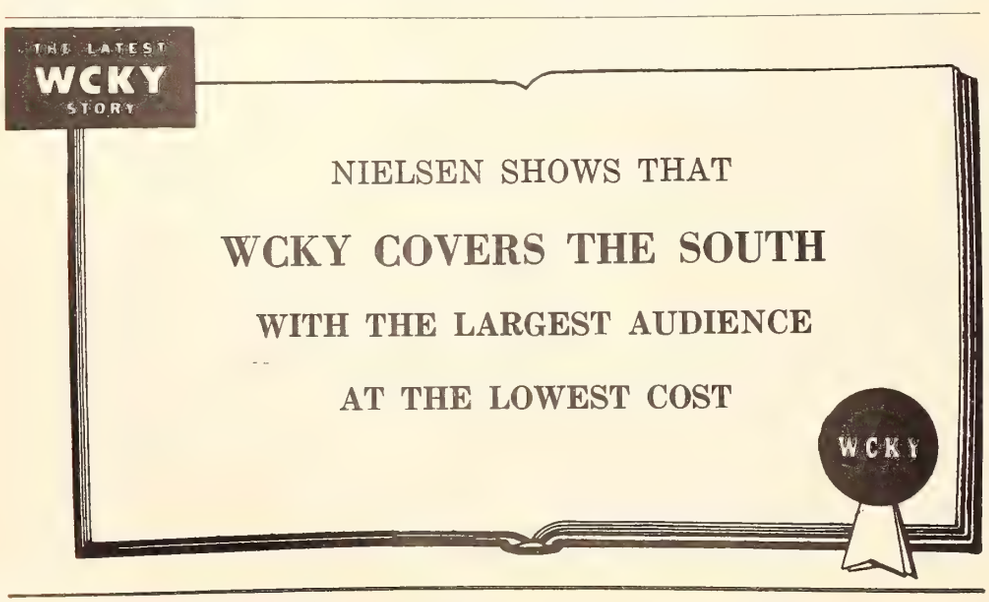
Since the industry's proposal for compatib color authorization contains present black-an white specifications, brand new color specifica tions and revised monochrome standards, it w felt that an NTSC group could do a better jo of integrating them into the official rules than the Commission staff attempted to do so.

Although the Commission has already bee shown the draft, it will be officially submitte to the Commission in NTSC and other manu facturers' comments due Sept. 8.

The Commission was also in receipt last wee of a letter from Harry R. Lubcke, Los Angel consulting enginer and one-time television chi of the Don Lee Network, favoring the NTS standards for compatible color television.

Color tubes will cost six times that of prese black and white ones initially, Dr. Willa Geer, director, U. of Southern Californ Physics Labs., estimated last week.

FCC was also urged by Admiral Corp. approve NTSC system "in the public interest Admiral noted that its engineering and r search departments have been devoting pra tically all their efforts in the last three years the field of color television.



FCC GRANTS FOUR CPS FOR VHF

Columbus, Ga., Manchester, N. H., and Sweetwater, Tex., get authorizations as Commission also makes final its proposed grant at Jackson, Miss.

DESPITE protests of an Alabama state legislator and the mayor pro-tem of Phenix City, Ala., against the local news policy of the Columbus, Ga., *Ledger-Enquirer*, FCC last week granted vhf Ch. 4 at Columbus to Columbus Broadcasting Co. Grantee is a new firm representing a merger of the earlier competitive TV applications of J. W. Woodruff's WRBL Columbus and the *Ledger-Enquirer*. Phenix City and Columbus are adjacent.

Ch. 4 is the only vhf facility available at Columbus. WDAK-TV earlier was authorized on uhf Ch. 28 and plans an Oct. 1 starting date.

The Columbus grant was conditioned upon the *Ledger-Enquirer* interests giving up WGBA-AM-FM there.

In other TV actions, the Commission granted vhf Ch. 12 at Sweetwater, Tex., to Texas Telecasting Inc., permittee of KDUB-TV Lubbock, Tex., and authorized vhf Ch. 9 at Manchester, N. H., to The Radio Voice of New Hampshire Inc., licensee of WMUR there.

WMUR buys the physical assets of WFEA there, its Ch. 9 competitor, for $175,000. WMUR hopes to re-sell WFEA. If unsuccessful, WFEA would be deleted.

FCC also announced an order to make final the hearing examiner's initial decision for grant of vhf Ch. 3 at Jackson, Miss., to Lamar Life Broadcasting Co., licensee of WJDX there. The grant was made possible by the withdrawal of the competitive application of Delta Sales Corp. [B•T, Aug. 24].

Hennock Dissents

Comr. Frieda B. Hennock, although not participating in the non-hearing TV grants, dissented from a Commission decision to send letters to the protestants in the Columbus Ch. 4 case. The letters explained FCC's policy to handle promptly applications rendered free for action through merger or amendment.

The Commission letters, sent to Alabama State Rep. J. W. Brassell (Russell County) and Phenix City Mayor Pro-Tem Elmer E. Reese, said the protestants have until Sept. 10 to file verified statements for Commission consideration pursuant to Sec. 1.726(c) of the Commission rules. Comr. Hennock, however, felt the complaints should have been considered before the Ch. 4 grant was issued.

Grants Detailed

Details of the new station grants follow:

Columbus, Ga.—Columbus Bcstg. Co. Inc. granted vhf Ch. 4; effective radiated power 26.9 kw visual and 14.5 kw aural; antenna height above average terrain 360 ft. Grantee is 51% owned by R. W. Page Corp., operator of WGBA and publisher of the "Ledger-Herald," and 49% by J. W. Woodruff Sr. and son. Latter operate WRBL. Grant is conditioned upon disposition of WGBA.

Jackson, Miss. — Lamar Life Bcstg. Co. (WJDX). Final decision to grant vhf Ch. 3; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 591 ft.

Manchester, N. H.—The Voice of New Hampshire Inc. (WMUR) granted vhf Ch. 9; ERP 148 kw visual and 89.1 kw aural; antenna height above average terrain 1,020 ft.

Sweetwater, Tex. — Texas Telecasting Inc. granted vhf Ch. 12; ERP 2.95 kw visual and 1.48 kw aural; antenna height above average terrain 340 ft.

W. D. (Dub) Rogers Jr., head of Texas Telecasting, which received the Sweetwater Ch. 12 grant, said no target date has been established for the new station. Since KDUB-TV Lubbock is affiliated with CBS, Mr. Rogers said it was presumed the new station likewise would affiliate with that network. Similarly, Avery-Knodel is expected to be national representative. DuMont equipment will be used.

Both protests to the Columbus Ch. 4 action consisted of telegrams to Comr. Hennock. Phenix City Mayor Pro-Tem Reese said:

The city commission of Phenix City, Ala., urgently requests that you delay action for one week on granting construction permit to Columbus Bcstg. Co. Inc. Many citizens of the city of Phenix City, Ala., wish to appear before FCC and protest the granting to the "Ledger-Enquirer" newspaper of Ch. 4.

Granting such construction permit to the "Ledger-Enquirer" newspaper would further their monopoly on news distribution in this area. "Ledger-Enquirer" has unjustly and maliciously slanted, changed, omitted, overplayed and underplayed news concerning Phenix City for many years in ruthless effort to oppress industry, trade and commerce already in Phenix City as well as to prejudice and grossly mislead prospective new industry.

All news of merger of application of WRBL and "Ledger-Enquirer"-controlled WGBA to acquire Ch. 4 has been purposefully withheld from citizens and government of city of Phenix City.

City of Phenix City represents one-fourth population in Columbus-Phenix City municipal area. In case of any questions in reference to this protest, please phone me collect at 87878 Phenix City.

IF YOUR STATION

HAS A

DISC JOCKEY SHOW

READ THIS

NOW—for the first time in the history of radio—a program service designed specifically for Disc Jockey Shows! It's SHOW STOPPERS—the newest—the most exciting thing in radio today!

SHOW STOPPERS brings your DJ up to 20 recorded madcap "characters" each month PLUS completely integrated script material. The **laughs** are GUARANTEED! SHOW STOPPER cut-ins are wild! They're hilarious! And they're going like hot-cakes! STATIONS IN 36 STATES AND CANADA HAVE ALREADY SUBSCRIBED!

GET on the SHOW STOPPERS bandwagon now. Secure the SHOW STOPPERS *EXCLUSIVE* for your city. Then watch your disc jockey show ratings go up Up UP!

These stations are but a few of those building sales with this fast-growing new programming idea—

WREC, Memphis, Tenn.	KOWH, Omaha, Neb.	KXEL, Waterloo, Iowa
WBBC, Flint, Mich.	KABQ, Albuquerque, N. M.	CKY, Winnipeg, Man.
WGAC, Augusta, Ga.	KWJJ, Portland, Ore.	KXLK, Great Falls, Mont.
WCOG, Greensboro, N. C.	WEBK, Tampa, Fla.	KRNO, San Bernardino
CFRN, Edmonton, Alta.	WVAM, Altoona, Pa.	KGEM, Boise, Idaho
WSLS, Roanoke, Va.	WDOD, Chattanooga, Tenn.	KNAK, Salt Lake City

Write for special promotion disc and details TODAY!

BUT HURRY Markets are closing Fast!

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TV PRIORITY LIST GOES INTO EFFECT

Commission's official release corresponds to list in B•T Aug. 24. Comr. Hennock dissents on term 'operating station.'

REVISED temporary processing procedure for the handling of contested television applications went into effect at FCC last Monday as the Commission issued its official city priority list.

The amended priority list, including Group A for cities without local operating stations and Group B for cities having one or more operating outlets, is as published in B•T Aug. 24, page 44. FCC will revise it each 60 days.

Includes Applicants

B•T's version of the list, however, also contains the pending mutually-exclusive applications for each of the priority cities and the operating stations therein. FCC's official list gives only the priority number, the city, its 1950 census population and the number of operating stations.

The designation of cases for hearing does not necessarily follow the priority list, an FCC spokesman explained, since some cases require more time to prepare than others. This is due to the time lag when FCC must send second or third supplemental McFarland letters to applicants for additional data.

Comr. Frieda B. Hennock dissented from the majority in the issuance of the priority list, contending the Commission without prior public notice altered its definition of "operating station" to mean a station actually programming on the air instead of an outlet holding a special temporary authorization allowing such operation.

Here are several corrections to the priority list published in B•T Aug. 24:

GROUP A

City priority No. 12, Durham, N. C., vhf Ch. 11 contestants WDNC and WTIK should not be listed as having received McFarland letters.

GROUP B

City priority No. 5, Seattle, Wash., vhf Ch. 7 contestants KXA and KVI also should include contestant KIRO.

City priority No. 7, Norfolk-Portsmouth-Newport News, Va., vhf Ch. 10 contestants WGH Newport News, WCAV, Chesapeake Services Inc., WNOR and WSAP also should include contestant Beachview Bcstg. Corp.

City priority No. 32, San Antonio, Tex., vhf Ch. 12 contestants KONO and KTSA should include Bexar County TV Corp. instead of KABC. Bexar is identified with former owners of KABC, now sold to Storer Broadcasting Co., operator of KEYL (TV) there.

City priority No. 41, Atlanta, Ga., operating stations WAGA-TV and WSB-TV also should include WLWA (TV).

Text of Comr. Hennock's dissent follows:

At the time the Commission issued its original report and order in this proceeding on July 17, 1953 (FCC 53-889), I dissented from that action for reasons set forth in my dissenting opinion of that date (FCC Public Notice 93339).

I objected particularly because the Commission did not engage in proposed rule-making for this revision of its processing procedure but instead adopted this basic change by a report and order effective 30 days after official publication of its action.

Today, without any notice whatsoever, the Commission departs from the terms of this very report and order. This is a processing revision without prior announcement or intimation to the public and is entirely unwarranted.

The Commission stated only 30 days ago that the term "operating television station" shall mean "a television broadcast station for which the Commission has issued . . . an STA for regular commercial operation. . . ." Today, an examination of the table will make clear that the Commission has interpreted this definition in a way to flatly contradict the plain meaning of the words. This interpretation makes the criterion for an "operating television station" under this provision not the *issuance* of an STA for regular commercial operation, as the report and order prescribes, but rather *actual program operation.* Even more serious is the fact that this change has been adopted, and is reflected in the lists promulgated today, without any prior notice to the public.

I also particularly objected to the provision contained in the report and order which set forth explicitly that, in spite of the elaborately worked out system it established for determining priorities, the Commission might process applications and designate them for hearing "without regard to the priorities." I pointed out the inconsistency involved in the adoption of explicit processing procedures simultaneously with an announcement that the Commission might act "without regard to" them.

In the public notice issued today the Commission makes it clear that the insertion of this provision was not merely a matter of form. The public notice states, in the second sentence from the end, that the designation of applications for hearing will follow the order of priority set forth in the rules, "except as otherwise determined by the Commission."

I am further disturbed because of what I believe to be a failure on the part of the Commission to recognize the implications of this new procedure for hearings on television applications with respect to the uhf. In any procedure designed to set up the order in which hearings on television applications will be held, I believe that there can and should be particular provision designed to give further impetus to the development of uhf. As the Commission has noted in its past decisions, a very large portion of stations in this country will ultimately have to be uhf stations if we are to develop an effective nationwide competitive television system. I find no recognition of this vital point in the new procedure being adopted by the Commission today.

Interim TV Plan

PUTTING to practical test the interim television corporation plan proposed earlier this year for competitive TV applicants by Paul R. Bartlett, president-manager and 60% stockholder in KFRE Fresno, Calif. [B•T, March 2], the three vhf Ch. 12 contestants at Shreveport, La., last week submitted to FCC a joint application for operation on Ch. 12 pending outcome of the comparative hearing on their individual applications. The applicants are KRMD, Shreveport TV Co. and Southland TV Co. They have formed Interim TV Corp. (details page 97) in which each holds one-third interest and will share in construction and operation of the proposed "interim" station. The winning applicant in the Ch. 12 hearing, now pending initial decision before Examiner Fanney N. Litvin, would buy out the others.

FUNDS SLASH HITS USIA OPERATIONS

Information agency will release about two thousand people. Voice programming also is reduced.

ADMINISTRATION economy, heightened b appropriation cutbacks, has hit the U. S. In formation Agency, which operates the Voic of America.

Announced last week were the followin cutbacks:

• In personnel—Separation notices are goin to 1,300 foreign citizens and 300 American overseas and to about 470 employes in Ne York and Washington. Some 500 unfilled job will be abolished. Total reduction is from 8,20 to 6,200 people in USIA. Some 200 person with the Voice in New York will be let go.

• In VOA programming—Programs trans mitted daily overseas will be reduced from th 45 languages of several months ago to 3 Voice suffers a cutback in operating funds fro $22.4 million to $16.6 million in its fiscal 195 operation which began two months ago.

The agency's director, Theodore C. Strei bert (former MBS board chairman), said, how ever, that despite the reductions required b Congress slicing some $30 million from th 1953 fiscal $105 million, he was "confident tha we can develop an effective, hard-hitting pro gram with the funds now available."

Funds problem was among the top matter Mr. Streibert had to give his attention to upo taking office the first of this month. [CLOSE CIRCUIT, Aug. 10].

On Voice, Mr. Streibert said broadcasts "wil hammer away at the uncertainties, the doubt and suspicious behind the Iron and Bambo Curtains," while playing up "significant devel opments in the Kremlin's power struggle." Als to be included in programs aired to Sovie satellites will be religious programs.

The VOA head now is Leonard F. Erikson formerly vice president and director at McCann Erickson Inc., New York advertising agency.

Other media divisions were cut proportion ately. The press, library and motion pictur sections are the other top branches. VOA get much more than the other media services. Re ductions: Press, from $7.7 million to $4.3 mil lion; library, from $4.2 million to $3.2 million motion picture, from $7.1 million to $3 million



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WACH (TV) SUPPORTS 'PAY-SEE TV PLEA

ANOTHER TV grantee joined the quartet of uhf TV stations asking the Commission to establish subscription TV [B•T, Aug. 10] when WACH (TV) Newport News, Va., submitted a petition last week requesting that the Commission hold rule-making proceedings at an early date looking to the authorization of pay-TV.

WACH, sister station to WHYU (AM) in Newport News, only two weeks ago wired Sens. Edwin C. Johnson (D-Colo.), Harry F. Byrd (D-Va.) and William F. Knowland (R-Calif.) asking for a Congressional investigation of network affiliation policies, particularly with regard to vhf and uhf stations [B•T, Aug. 24].

In its petition on subscription TV, WACH said it believed pay-as-you-look TV would be a "valuable adjunct to television stations' program service by enabling stations to make available to their audiences programs that otherwise could not be broadcast by the station, either because of operating economics or because of restrictions placed on the program by the party in control of the program material."

Subscription TV will better enable a non-network television station to compete with network affiliates and network programs, WACH said. WACH received a grant for uhf Ch. 33 in February 1953.

At the same time, a leading West Coast TV receiver manufacturer, H. Leslie Hoffman, termed subscription TV "socialistic." "It is not an American approach," he declared. He coupled subscription television with the European concept of broadcasting where listeners and viewers pay a yearly tax for their receivers.

Early last year, Zenith Radio Corp.—which had been in the forefront of subscription TV advocacy—filed a petition with the FCC asking that its "Phonevision" system be authorized for commercial use. No action has been taken.

Early in August, four uhf grantees asked the Commission to take early action. They were WDHN (TV) New Brunswick, N. J.; WIP-TV Philadelphia; WELI-TV New Haven, and Stamford-Norwalk (Conn.) Television Co.

Senate Radio-TV Gallery Remodeling Bids Received

CONTRACTS will be let soon for the $33,000 remodeling of the Senate Radio-Television Gallery [B•T, Aug. 3].

The Senate last month okayed funds for the facelifting which will provide the gallery with a 20 x 15 ft. TV studio to handle live telecasts. The studio can be subdivided by acoustical doors to permit simultaneous filming of shows. A radio studio also can be subdivided. The entire project is reapportionment of current space for more efficient utilization.

Architect of the Capitol David Lynn is handling the contract and subcontract letting. Bids have been submitted.

The radio studio, it was explained, will permit forum discussions to be held there, and if more space is needed, the TV studio could be used for radio purposes.

AM Grant in Guam

FIRST commercial radio station for the island of Guam was granted by FCC last week. Permit for the new AM station on 610 kc with 1 kw fulltime went to Radio Guam, headed by Harry M. Engel Jr., president of KVEN Ventura, Calif.

SIX HEARINGS SET UNDER OLD PRIORITY

SIX TV hearing cases were scheduled by FCC last week to begin in Washington on Sept. 25.

Processing of the applications involved had begun before the revised priority list was issued by the Commission last Monday (see separate story). Comr. Robert T. Bartley dissented, stating, "I would immediately institute the new priorities for determining the date of hearing."

Slated to commence Sept. 25 for hearing in Washington are the following:

Roanoke, Va.—Vhf Ch. 7 Contestants: Times-World Corp. (WDBJ) and Radio Roanoke Inc. (WROV). Latter earlier suspended uhf Ch. 27 operation in favor of seeking vhf facility.

Philadelphia—Uhf Ch. 17. Contestants: Southern Jersey Bcstg. Co. (WKDN Camden, N. J.) and Patrick Joseph Stanton (WJMJ).

Philadelphia—Uhf Ch. 23. Contestants: Daily News TV Co. (WIBG) and Lou Poller.

Detroit—Uhf Ch. 50. Contestants: Booth Radio & TV Stations Inc. (WJLB) and Woodward Bcstg. Co.

Detroit—Uhf Ch. 62. Contestants: Royal Oak Bcstg. Co. (WEXL Royal Oak, Mich.), Ferndale, Mich.; Knight Newspapers Inc., and UAW-CIO Bcstg. Corp. of Mich.

Baltimore—Uhf Ch. 18. Contestants: The Baltimore Radio Show Inc. (WFBR) and Chesapeake TV Bcstg. Inc.

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General Manager Available

This is to announce the availability of **Walter M. Windsor** for employment in a managerial capacity in a radio-television operation that demands a man of thorough experience, creative ability, aggressive leadership, absolute integrity and complete loyalty.

Mr. Windsor has managed our station, WGBA-WGBA-FM in Columbus, Ga., for the past five years. He has been responsible for tremendous progress and achievement during that time.

He was scheduled to become general manager of both radio and television if and when our TV application was granted. In this connection he handled most of the details of our application and preparation for hearing. He acquired, as our representative, much valuable training and indoctrination in TV operation and management.

Due to a merger of our interest with the competing TV applicant, Mr. Windsor cannot be offered a position in the newly organized company commensurate with his ability and standing. We are happy to recommend him to anyone needing a completely competent manager for either radio or TV, or both. He can be reached in care of our station through me personally.

J. H. Chapman
President
Radio Station WGBA
Columbus, Ga.
Phone 3-3603

FCC QUESTIONS WIND TRANSFER

Atlass family ownership in WIND-AM-TV still is substantial, the Commission finds, and tells the stations via McFarland letter that 'necessity of hearing' is indicated.

BECAUSE of the Atlass family's continued substantial ownership interest in WIND-AM-TV Chicago after proposed transfer from Johnson-Kennedy Radio Corp. to WIND Inc. [B•T, April 27], FCC last week advised the stations by McFarland letter that the transfer application "indicates necessity of a hearing."

When WIND-TV was authorized on uhf Ch. 20, FCC conditioned the grant upon the withdrawal of H. Leslie Atlass from ownership interest since he also has "interest" in WBBM-AM-TV Chicago, the CBS owned-and-operated outlet. Mr. Atlass is vice president of the CBS Central Division and general manager of WBBM-AM-TV.

Although Mr. Atlass holds no stock in WIND Inc., the transferee, other members of his family hold a total of 40.7%; the Commission noted. His brother, Ralph Atlass, is president of WIND Inc. and WIND manager. Ralph Atlass holds 11.1% in WIND Inc.

FCC indicated it is concerned whether the realignment of WIND ownership might result in restriction of competition between WBBM and WIND radio and TV operations.

The application seeks Commission approval to transfer 100% control of Johnson-Kennedy to the new firm, WIND Inc. H. Leslie Atlass withdraws and receives consideration of $564,495 while Philip K. Wrigley gives up his interest and receives $1,126,566. A third principal stockholder, the *Chicago Daily News,* sells its share for $1,126,566 but purchases 27.7% holding in WIND Inc. for $12,500.

The total consideration of $2.9 million is to be paid out of current assets and future revenues, the application showed. That H. Leslie Atlass would be a creditor for some $400,000 also drew FCC attention in the issuance of the McFarland letter.

Mr. Wrigley is withdrawing in order to provide for his heirs, four of whom hold stock in WIND Inc. Messrs. Wrigley and H. Leslie Atlass bought into WIND in late 1938.

KXEL Anti-Trust Suit Recessed Until Sept. 23

TRIAL in anti-trust suit brought by KWWL against KXEL, both Waterloo, Iowa, was recessed Thursday until Sept. 23 at the request of both parties. This move followed the resumption of the proceedings before U. S. District Court Judge Henry N. Graven, in KWWL's suit against KXEL for $500,000 damages Tuesday.

Also last Thursday KXEL dismissed its counter suit against KWWL for $150,000. This was filed after the KWWL suit had been brought into court.

Both suits stemmed from competing applications for Waterloo's single vhf Ch. 7. KWWL charged that KXEL management had inspired a boycott of its AM station in a move to force it to withdraw its application. KXEL, in its counter suit, made much the same charges against KWWL.

During last week's sessions, 19 out of 90 KWWL witnesses were on the stand. They were mostly television dealers and servicemen.

Addition of Ch. 12 For Duluth-Superior Asked

ADDITION of vhf Ch. 12 to Duluth-Superi potential solution to vhf Chs. 3 and 6 hearin there, was proposed by FCC last week upon t petition of WEBC Duluth, contestant for Ch. at Superior. With the addition of Ch. 12, the would be three vhf channels available for t three remaining contestants.

WEBC's application is mutually exclusi with that of KDAL Duluth. Sole survivor in t Ch. 6 case is WDSM Superior. Ch. 6 contesta Lakehead Telecasters has petitioned for di missal. WREX Duluth, part owner of Lakehe Telecasters, has been merged with WDSM, a WREX was deleted.

The addition of Ch. 12 to Duluth-Superi would require deletion of the facility fro Brainerd, Minn., and Iron River, Mich. U Ch. 37 would be substituted at Brainerd a uhf Ch. 33 at Iron River. Comments on t proposal are due Sept. 30. FCC dismiss WEBC's alternative request for the allocati of vhf Ch. 10 to Duluth-Superior [B•T, July 27

In another allocation action based upon t petition of Carl Bloomquist, licensee of WEV Eveleth, Minn., FCC instituted a rule-makir proceeding looking toward deletion of vhf C 10 from Hibbing, Minn., and Hancock, Mic in order to assign the facility to Virginia, Minn and Larium, Mich.

Mr. Bloomquist, who suggests vhf Ch. 1 might be switched from Calumet, Mich., t Hancock as substitute for removal of Ch. 1 proposes to file for a station on Ch. 10 at Vi ginia, the central city of the iron ore are known as the Mesabi Range. Comments are du Sept. 30.

FCC DENIES WWEZ BID FOR VHF CH. 8

FIRST effort of a commercial television appl cant to remove the educational reservation o a TV channel was turned down by FCC la week as the Commission denied the petition c WWEZ New Orleans respecting vhf Ch. there. WWEZ had contended the educationa facility goes unsought while it is ready to buil a commercial station if it could use Ch. 8.

FCC noted the "substantial progress mad by the Greater New Orleans Educational Tele vision Foundation in its efforts to establish a educational station on Ch. 8," even though n bid is on file, "and the survey and study no being made by the Special Legislative Tele vision Committee for submission to the 195 Louisiana state legislative session."

In its memorandum opinion and order in th WWEZ case, the Commission recalled that "i both the Third Notice and the Sixth Report, w stressed the need for noncommercial educa tional TV stations. We held that because edu cational institutions require more time tha commercial interests to prepare for television a reservation of channels is necessary to insur that such stations actually come into existence

"While we state that such a reservation shoul not be for an excessively long period and shoul be surveyed from time to time, it should b emphasized that no limit whatever was place on the duration of the assignment of channel reserved for noncommercial educational use."

FCC concluded that "in view of the policy underlying the reservation, we do not believe in the absence of compelling circumstances which are not present in this case, that the instant request for the deletion of the educa tional reservation should be granted."



Two kinds of electricity...

Do you know the difference?

They seem very much alike. They do the same things. They are produced in the same ways.

One is the electricity the federal government produces and distributes. The other is the electricity you get from your business-managed electric company.

There are big differences between them—differences that directly or indirectly affect you and your family. Here's what they boil down to...

Company Electricity	*Government Electricity*
• Its rates are strictly regulated by people chosen to represent *you.*	• Its rates are exempt from normal regulation.
• It is available to everyone in the company area without discrimination.	• It goes first to certain favored groups.
• It pays taxes (about 23c out of every dollar you pay for electric service).	• It pays little or no taxes.
• It plays a key role in America's free enterprise system.	• It is a step toward a government monopoly—*and socialism.*

Tax-paying, business-managed electric companies can provide the electric power America needs. Isn't it extravagant for the federal government to spend your tax money to provide it?

The answer to that question is important to you. That's why these facts are presented to you by AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES.*

*Names on request from this [illegible]

WHOL Operation Assured Until Court Acts on Appeal

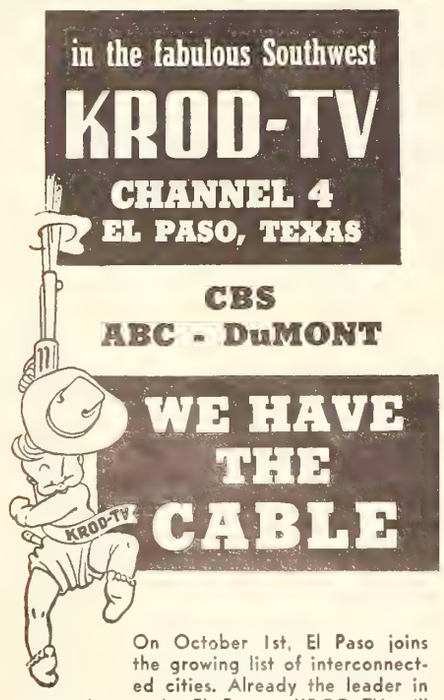
CONTINUANCE of WHOL Allentown, Pa., on 1230 kc (with 250 w) until its appeal against the FCC is determined was ordered by the U. S. Court of Appeals in Washington, D. C., last week after argument on the case Aug. 24 [B•T, Aug. 24]. In line with the court order FCC Thursday extended the termination date of WHOL to the end of the month coming after a final court decision.

WHOL originally was granted 1230 kc in Allentown in 1947 after a hearing with the *Easton* (Pa.) *Express*, which owns WEEX (FM) in that city. The Easton applicant appealed the FCC's decision and in 1949, the Court remanded the case to the FCC to determine whether Easton or Allentown needed another station. The FCC reopened the case in 1950, and early in July of this year, the Commission made final the grant to the Easton newspaper. WHOL immediately appealed that decision to the court. This is the case awaiting determination.

The Commission had told WHOL it had until Aug. 31 to close down in order for the *Easton Express* station to go on the air.

FCC Approves WARC Sale

SALE of WARC Rochester, N. Y., by S. W. Townsend and associates for $105,000 to Star Broadcasting Co. was approved by FCC last week. Star is licensee of WGVA Geneva, N. Y., and grantee of uhf Ch. 15 at Rochester. WARC gave up its competitive Ch. 15 application upon condition that the station be purchased by Star [B•T, June 15].



On October 1st, El Paso joins the growing list of interconnected cities. Already the leader in entertainment in El Paso — KROD-TV will now bring the top cable shows to the largest TV audience in the Southwest.

NOW YOU'LL SELL *EVEN* MORE ON CHANNEL 4

Availabilities are going fast. Let the BRANHAM MAN help you select choice availabilities adjacent to top network shows.

RODERICK BROADCASTING CORP.
D. D. RODERICK
Chairman of Board

VAL LAWRENCE
Pres. & Gen. Mgr.

DICK WATTS
Gen. Sales Mgr.

Now Nationally Represented by
The BRANHAM COMPANY

CBS RADIO WHEELS INTO DRIVE TO PROMOTE RADIO AND NETWORK

Promotion is double-barreled, for radio as a medium and CBS Radio in particular. Sessions are Tuesday and Wednesday. Featured will be top network officials, among them, President Adrian Murphy and Charles Oppenheim of CBS Radio's promotion and advertising department.

A DOUBLE-BARRELED promotion plan—promoting radio in general and CBS Radio programs specifically—will be detailed by CBS Radio officials this week to an expected 125-150 affiliated stations' promotion managers and other executives at a two-day clinic in New York.

The sessions will be held Tuesday and Wednesday at the Hotel Pierre and will include addresses by top network officials, headed by CBS Radio President Adrian Murphy. Chares Oppenhiem, administrative manager of sales promotion and advertising, who announced the plans for the meetings [B•T, Aug. 24] will be a key figure in the sessions.

Cover Entire Season

Where previous clinics of this nature have dealt only with promotion for the fall season's programs, Mr. Oppenheim noted, this session will cover the entire 1953-54 season, extending far beyond the promotion planned for programs beginning or returning to the air this fall.

Opening day speakers, in addition to President Murphy and Mr. Oppenheim, include John Karol, network sales vice president; Lester Gottleib, program vice president; W. Eldon Hazard, network sales manager; George Bristol, sales promotion and advertising director; George Crandall, press information director, and Irvin Fein, director of public relations, Hollywood.

Panel Session

The first-day meeting also will feature a question-and-answer panel on programming in which participants will be Stuart Novins, director of public affairs; Wells Church, director of news broadcasts; Dr. George Crothers, director of religious broadcasts, and John Derr, director of sports.

Tuesday's luncheon entertainment will be presented by Joan Edwards, CBS' WCBS New York personality, and Lyn Duddy, who together wrote the new CBS Radio campaign jingles, and stars of CBS Radio daytime serials.

The Tuesday afternoon meeting includes a panel discussion of publicity and promotion, featuring Messrs. Crandall and Fein; Harper Carraine, director of research; Louis Dorfsman, associate director of sales promotion and advertising; Tom Means, director of CBS-owned station promotion service; Joseph Tole, production manager, sales promotion and advertising dept.; Murry Salberg, program promotion manager; Sid Garfield, director of exploitation, and Harry Feeney, trade news editor.

Special Seminars

Special seminars on specific station promotion subjects will occupy the group on Wednesday.

Clinic sessions similar to those scheduled for New York will be held at the Palace Hotel in San Francisco on Sept. 10 for 35 CBS Radio stations on the West Coast. Speakers will include Messrs. Karol, Bristol and Oppenheim plus William Shaw, general manager of KNX Los Angeles and the Columbia Pacific Radio Network; E. W. Buckalew, assistant general manager and sales manager; Arthur Hull Hayes, vice president in charge of the San Francisco office, and Mr. Fein.

Registration: CBS Radio Clinic

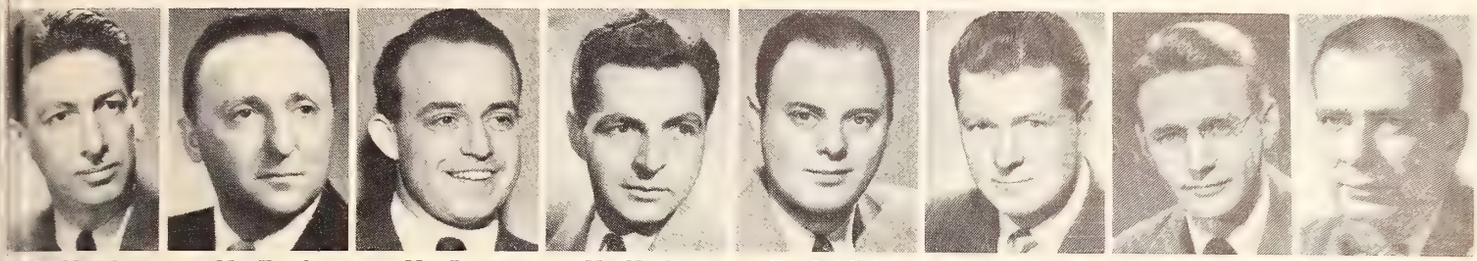
PROMOTION managers and other station executives registered for CBS Radio's 1953-54 program promotion clinic, being held tomorrow (Tuesday) and Wednesday at the Hotel Pierre in New York [B•T, Aug. 24], included the following:

Doc Williams, WADC Akron; James F. Chambers, WHOL Allentown, Pa.; Fred Weber, WFPG Atlantic City; L. Waters Milbourne and Robert M. Richmond, WCAO Baltimore; John Turner, WNBF Binghamton, N. Y.; Lionel Baxter, Jimmy Chenoweth, Henry Johnston, WAPI Birmingham; Fred Lounsberry, Roswell McPherson, WGR Buffalo; Frank Reardon, KBOW Butte; Leo F. Cole, WMT Cedar Rapids; Nelson Benton, WBT Charlotte; Julius Glass, WGAR Cleveland; James L. Russell, KVOR Colorado Springs; C. Wallace Martin, WMSC Columbia, S. C.; Margie Ruddock and Jim Yerian, WBNS Columbus, Ohio;

Mal Campbell and Karl F. Steinmann, WCUN

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

SPEAKERS AT CBS RADIO PROMOTION CLINIC



Mr. Murphy | Mr. Karol | Mr. Derr | Mr. Nevins | Mr. Gottlieb | Mr. Hazard | Mr. Bristol | Mr. Crandall

Cumberland, Md.; Chuck Gay, WHIO Dayton; James H. Quello, WJR Detroit; Dale Cowle, KDAL Duluth; J. F. Jarman Jr., WDNC Durham; Phil Cameron, WELM Elmira, N. Y.; James Mayes, WFAI Fayetteville, N. C.; Haydn R. Evans, WBAY Green Bay, Wis.; Allen Wannamaker, WBIG Greensboro; James F. McDonough, WAKE Greenville, S. C.; Walter B. Haase and William Malo, WDRC Hartford; Charles DeRose and Francis Hamel, WHYN Holyoke, Mass.; Withers Gavin, WJQS Jackson, Miss.; W. L. Hurley, KSJB Jamestown, N. D.; Austin A. Harrison, KSWM Joplin, Mo.; Harold Storm, KMBC Kansas City; Jim Frost and Robert Kaufmann, KNX Los Angeles, Calif.; Bill Loader, WHAS Louisville; Michael Henry, WKOW Madison, Wis.;

Warren Journay, WFEA Manchester, N. H.; William Emard, William C. Fowler and John Ramp, WBAT Marion, Ind.; J. D. Hill, WISN Milwaukee; John Boler, KCJB Minot, N. D.; Hugh M. Smith, WCOV Montgomery; Carl Ward, Don Foley and Dick Stahlberger, WCBS New York; Robert Davis and Bob Lambe, WTAR Norfolk; Don Shoemaker, KFAB Omaha; Ray Mofield, WPAD Paducah, Ky.; George H. Clinton, WPAR Parkersburg, W. Va.; Robert M. Riley Jr., WMBD Peoria, Ill.; Fred Birnbaum and Robert N. Pryor, WCAU Philadelphia; James Murray and Owen Simon, KQV Pittsburgh; Gerald F. Boyd, WPAY Portsmouth, Ohio; Arnold F. Schoen Jr., WPRO Providence, R. I.; Jack Stone, WRVA Richmond; Joe Grant, WDBJ Roanoke, Va.; Glover Delaney, WHEC Rochester, N. Y.;

Les Johnson, WHBF Rock Island, Ill.; Otto Bremers, KMOX St. Louis; Charles D. Lutz, KTSA San Antonio; Miss F. Courtney Knight, WTOC Savannah; George D. Coleman, WGBI Scranton, Pa.; Jane Dalton, WSPA Spartanburg, S. C.; Bill Miller, WTAX Springfield, Ill.; G. Pearson Ward, KTTS Springfield, Mo.; Robert Soule and Robert Weir, WFBL Syracuse, N. Y.; Kenneth Marsden and Cecily Vaison, CFRB Toronto; James F. Baker Jr., WTRY Troy, N. Y.; Fred David and James Gismondi, WMBS Uniontown, Pa.; Fred Bowen and N. W. Cook, WIBX Utica, N. Y.; Cody Pfanstiehl, WTOP Washington; Bob Holczar and J. Maxim Ryder, WBRY Waterbury, Conn.; H. V. McMillan, WJNO West Palm Beach, Fla.; Howard W. Meagle, WWVA Wheeling; Kenyon Brown, KWFT Wichita Falls, Tex.; Miss Beulah Roth, KFH Wichita; Henry Sullivan, WGTM Wilson, N. C.; John Hiser, WTAG Worcester; Dick Harris, WNAX Yankton, S. D.; Richard Paisley, WHUM Reading, Pa.

CBS AFFILIATES NAME 9 DIRECTORS

NINE of 12 members of the new autonomous CBS Radio Affiliates Committee were formally elected last Tuesday, taking over the functions formerly performed by the CBS Affiliates Advisory Board and the CBS Business Standards Committee.

Kenyon Brown, chairman of the Business Standards Committee, formed two years ago to resist network rate adjustments, announced the results of the mail balloting, which closed last Tuesday, coincident with the dissolution of the predecessor committees. Balloting was handled by William E. Griess, C.P.A., Cincinnati.

The nine directors were elected by affiliates in an equal number of geographical districts, with this group to meet within the next two or three weeks at the call of Acting Chairman Brown to select three directors-at-large. The board of 12 will then select its own permanent chairman, secretary and treasurer.

Elected to the new board, in addition to Mr. Brown (District 8) were Arnold F. Schoen Jr., WPRO Providence. District 1; I. R. Lounsberry, WGR Buffalo (former chairman of CAAB), District 2; C. T. Lucy, WRVA Richmond, District 3; Charles H. Crutchfield, WBT Charlotte, District 4; W. H. Summerville, WWL New Orleans, District 5; Hulbert Taft Jr., WKRC Cincinnati, District 6; Hugh B. Terry, KLZ Denver, District 7; Saul Haas, KIRO Seattle, District 9.

After the district directors meet to select three directors-at-large, it is expected a meeting will be arranged with management of CBS Radio to discuss network-affiliate policy matters. The new committee was created by the affiliates as a group entirely divorced from network influence, whereas previous advisory committees functioned in conjunction with the network. It is being financed entirely by affiliates and will function with complete autonomy, Mr. Brown pointed out.

Townsend CBS-TV News Head, Skedgell Named at CBS Radio

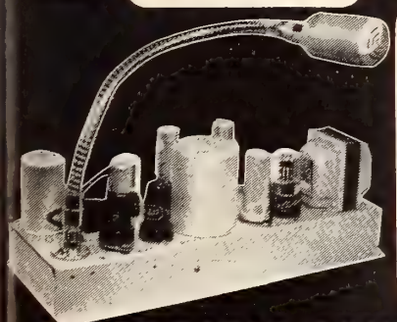
APPOINTMENT of Dallas S. Townsend Jr. as manager of the CBS Television news dept. and naming of Robert Skedgell to succeed him as director of special events for CBS Radio were announced by the networks last week, effective today (Monday).

Mr. Townsend takes over the duties formerly handled by Fritz Littlejohn, managing editor of CBS-TV news, who is moving to ABC as head of television news and special events [B•T, Aug. 3]. Mr. Skedgell has been weekend editor for CBS Radio news.

WDLP Now With NBC

WDLP Panama City, Fla., on Aug. 13 became affiliated with NBC. Owned by John H. Perry Assoc., WDLP uses 1 kw on 590 kc.

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist. Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB
TORONTO
50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

MBS AFFILIATION PLAN BEGINS OCT. 1

Following FCC's approval of Mutual's new plan to pay stations in 'top-quality' programs rather than cash, MBS Station Relations Vice President Pete Johnson announced that the plan would go into effect Oct. 1. The number of MBS affiliates who approved the proposal was not revealed.

MUTUAL will put its revolutionary new affiliation plan into effect Oct. 1, E. M. (Pete) Johnson, station relations vice president, told the affiliates in a conference call early Friday afternoon.

He did not indicate how many affiliates had approved the departure in affiliate-network relationships [B•T, July 6, et seq.], but it was obvious from the decision that Mutual feels it has enough acceptances to go ahead with the plan on schedule.

The announcement came one day after FCC had cleared the new Mutual affiliation contract form as revised to conform to FCC suggestions.

Mr. Johnson told the stations that Mutual was sending out contract amendments Friday embodying changes approved by the commission, and he urged affiliates to sign them and return them at once.

Under the new type of operation, the amount of time "optioned" by Mutual from its affiliates will be cut from nine hours a day to an average of five. The stations agree to clear the five hours and to accept no pay for network commercial programs in these periods. Instead of money, the stations will get from Mutual a total of 14 hours of free programs per week for local or national spot sale. If Mutual should sell any time outside the "option" periods, net receipts from such sales would be turned over to the stations except for a 15% "selling commission" which Mutual would retain.

Mutual President and Board Chairman Thomas F. O'Neil has characterized the plan as a "revolutionary" one that could mark the "biggest turning point" in the history of the network and the stations, and could change "the whole future" of the stations' local profits as well as the future of radio itself.

FCC's approval of the proposed contract came Thursday afternoon when MBS revised a provision to give affiliates the right to accept or reject new programs or sponsors. This followed several weeks of conferences between MBS attorneys and FCC executives.

Iowa, Maryland Turndowns

Meanwhile, MBS affiliates in Iowa unanimously turned down the proposed new contract in a meeting at Des Moines Aug. 26, according to Ben Sanders (KICD Spencer), chairman of the Mutual Affiliate Committee, Iowa Broadcasters Assn.

Rebuff was on terms of principle and t charge that the new contract was in reality form of "time seizure," Mr. Sanders said.

A permanent MBS affiliate committee w formed and will act as a consulting unit further negotiations between the 13 Iowa outle and MBS.

Stations represented at the meeting wer KROS Clinton, KSTT Davenport, KDEC D corah, KIOA Des Moines, KVFD Fort Dodg KFJB Marshalltown, KRIB Mason City, KB Ottumwa, KFNF Shenandoah, KTRI Sio City, KICD Spencer, KWWL Waterloo, a WDBQ Dubuque.

Previously, the Maryland Mutual affiliat had voted against approval of the Mutual pl [AT DEADLINE, July 27].

Early in August, a majority of North Car lina affiliates reportedly agreed to the ne contract [B•T, Aug. 17].

In his talk Aug. 21 to Mutual managers ov a conference telephone call, Mr. O'Neil urg that a new concept of radio networking w necessary.

After referring to his interest in the succe ful operation of Mutual affiliates, which is r flected in the success of the network, Mr. O'N continued:

However, something has happened nowada with radio, which was not the case in the pa Let's use the horrible word. The horrible wo is television. Television is now competing f the advertisers' money in such a way that makes us take a second look at radio. And th second look gives us this particular pause.

How feasible, economically, is the operation four radio networks? We've made quite a stu of this. We find that on the basis of past o eration, four networks operated as they ha been in the "classical" style, are not economical feasible. This might sound like a rather drast statement. . . .

Mr. O'Neil then mentioned meetings wi members of the Mutual Affiliates Adviso Committee at Cope Code and Virginia Beac He emphasized that the MBS plan stemme from MBS officials' attitude as Mutual affiliat (Mr. O'Neil's General Teleradio owns WO AM-FM-TV New York and the Don Lee an Yankee Network divisions in California ar New England). He also revealed that the tot amount of business done by WOR, Don L and Yankee operations "is actually in excess the amount of billing that we do on Mutual."

Although the MBS plan cannot be expecte to be favored by all 500-odd Mutual affiliate Mr. O'Neil urged that all consider the benefi of network affiliation. "Without national ne works with their program adjacencies, statio would have little national spot business an way," he said.

Mr. O'Neil concluded his talk with the fo lowing: "The things we have asked of you our new contract amendment are simply thos things we feel are necessary to strengthen yo and strengthen us. I believe your self-intere and ours are parallel, and I hope I have bee able to convince you."

CBS-TV Signs Uhf WCAN-TV As Affiliate in Milwaukee

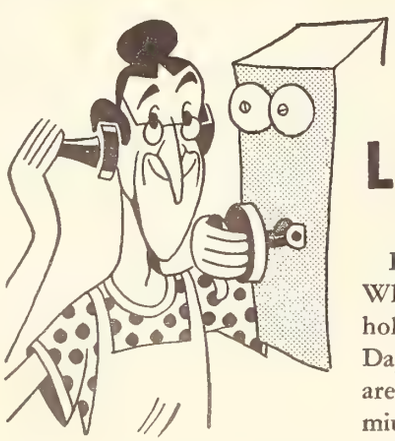
CBS-TV last week signed WCAN-TV Mil waukee, a uhf station on Ch. 25, as a primar interconnected affiliate, making Milwaukee competitive network market [CLOSED CIRCUI Aug. 24].

In the past WTMJ-TV, only television statio operating in Milwaukee, has been affiliated wit all four networks.

WCAN-TV's affiliation with CBS-TV is ef fective Sept. 15.

The station is owned by Midwest Broadcas ing Co., licensee of WCAN. Lou Poller i president and general manager.

WBNS has more than top ratings . . .



INTERESTED LISTENERS, TOO!

For a community where listening to WBNS is a habit, WBNS has an amazing hold on the *attention* of listeners, too. Day-after-day, mail proves our audiences are following *every* word; gift and premium offers draw floods of replies; our disc jockeys get tongue weary reading off dedications . . . this all adds up to listener loyalty . . . with more folks listening to WBNS Radio than any other station. And this CBS outlet carries the 20 top-rated programs consistently. They'll really listen to your sales message on WBNS.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

ABC RADIO PLANS NIGHTTIME SERIALS

SERIALIZED nighttime programming will be launched by ABC radio Oct. 5 as part of its new fall-winter schedule, with two quarter-hour dramas in the 8:30-9 p.m. segment Monday through Friday, it was announced last week.

The shows are *Hollywood Romance,* described as "dramatic saga of a young actor starting out on his Hollywood career," which will be heard at 8:30-45 p.m., and *Mike Malloy,* a detective serial which is scheduled at 8:45-9 p.m. Officials said both serials "will feature complete dramas in five episodes, offering listeners continued diversified and exciting entertainment for the entire week."

ABC authorities said it would be "the first time in radio history" that serialized nighttime programming has been offered. But others pointed out *Amos 'n' Andy* and *Vic and Sade,* among others, had had long runs in evening time.

Two-Fold Advantage

Raymond Diaz, national program director for the ABC radio network, said "the advantage of the new serialized dramatic programs is two-fold in that, where the different nightly episodes are linked by a continuing situation, the storylines have been so designed that each episode will offer the one-time listener a complete story in itself, thereby offering entertainment to suit preferences of the entire audience."

Speaking of ABC radio's total fall schedule, Mr. Diaz said "an increased use of name personalities also will be in evidence," with "stars of stage, screen and radio . . . spotlighted on programs of their own as well as making guest appearances on dramatic and variety programs."

Among the new shows will be that of George Jessel, noted entertainer signed by ABC radio-TV. He will launch his weekly, hour-long *George Jessel Salutes* program Oct. 14 (Wed., 9-10 p.m.), entertaining a national organization each week and appearing in his traditional role as toastmaster.

WILS-TV Signs With ABC

WILS-TV Lansing, Mich., has signed a secondary affiliation agreement with ABC-TV. The station, owned by Lansing Broadcasting Co., is assigned uhf Ch. 54. It went on the air with a test pattern Aug. 12 and is slated to begin commercial operations about Sept. 20. It also is affiliated with the DuMont TV Network.

3 Leave CBS-TV Story Dept.

ARTHUR HEINEMANN, head of the story dept. of CBS-TV; Janet Wood, assistant story editor, and Beatrice Galland, assistant to Miss Wood, resigned effective last Friday. Mr. Heinemann had been with CBS for the past five and a half years. Miss Wood had been with the network for three and a half years as has Miss Galand.

DuMont Signs WFAM-TV

WFAM-TV Lafayette, Ind., signed last week as a DuMont TV Network affiliate. The station, on uhf Ch. 59, has been on the air since June 15. Headed by O. E. Richardson as president, WFAM-TV is represented nationally by William G. Rambeau Co.

ACS, CBS Plan Closed-Circuit Colorcasts Beginning Oct. 21

Thirty weekly hour-long telecasts linking medical centers in six or more cities are planned in this milestone of networking and public service.

IN WHAT it called "the most advanced and ambitious professional education program ever undertaken," the American Cancer Society in cooperation with CBS will launch on Oct. 21 a series of 30 weekly one-hour color TV closed circuit telecasts linking medical centers in six or more cities.

The series, being announced by ACS today (Monday), is designed to acquaint members of the medical profession with latest methods of detecting and diagnosing cancer, and uses, at each reception point, 4- by 6-ft. screens each capable of accommodating 500 viewers.

The program will be presented from 5 to 6 p.m. by prominent cancer specialists and will be beamed at the outset to medical centers in New York, Boston, Philadelphia, Pittsburgh, Detroit, and Toledo. ACS said the county medical society in each city is cooperating in the project, with committees of physicians assisting in arrangements, and that additional cities will be added to the closed circuit network after initial trials.

The Cancer Society has allocated $250,000 for the first year's operation of the project. CBS as co-sponsor is underwriting the rest of the expense—which spokesmen declined to estimate—and is providing transmission of the programs to each city without charge.

The plan was proposed a year ago by Dr. Peter C. Goldmark, director of the CBS Labs Division and developer of the CBS color TV system. The large screen to be used in the project also was developed by CBS. Most of these programs will be presented "live," but some films will be used for background, ACS said.

Dr. Charles S. Cameron, medical and scientific director of ACS, said that "in this project we have received the enthusiastic cooperation of county medical societies," and that physicians watching the programs "will be given a better view of most proceedings than the demonstrating doctor himself has."

Kinescopes will be made for later showing to medical societies beyond the telecast areas.

Mefford R. Runyon, executive vice president of ACS, said the first year's programs will be telecast from specially constructed studios in New York's Memorial Cancer Center and the Francis Delafield Hospital attached to the Columbia Presbyterian Medical Center.

NBC in Chicago Adds Three

APPOINTMENT of three new account executives to the radio and TV network sales staffs of NBC in Chicago was announced Thursday by Edward Hitz, Central Division network sales manager. Eric C. Lambart, Chicago sales representative for *American* Magazine for the past seven years, was assigned to the radio sales staff, while Angus Robinson, formerly of Walter O'Keefe Enterprises in Hollywood, and Cy Wagner, ABC-TV salesman since 1950, were assigned to the NBC-TV sales staff.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

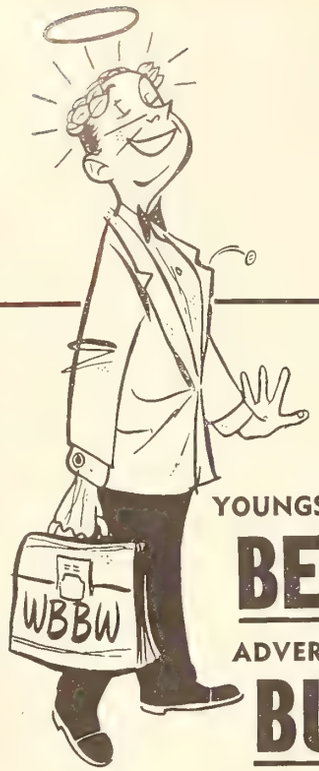
1952—239 LOCAL ADVERTISERS . . .



Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.

WOC AM FM

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager



YOUNGSTOWN'S
BEST
ADVERTISING
BUY

C. E. Hooper Nov. '52 Thru Mar. '53
Shows WBBW share of Audience Increased

57% MORE IN THE MORNING

*20% MORE IN THE AFTERNOON

46% MORE IN THE EVENING

Making WBBW
Lowest Cost Per 1,000
Homes

OF ALL RADIO STATIONS SERVING YOUNGSTOWN

** 97%

OF ALL RADIO HOMES IN MAHONING COUNTY, TUNE IN

WBBW

ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

* Afternoon periods always were high
** A. C. Nielsen Report

Ultimate Goal of DuMont Labs Is 1000 Kw Uhf Transmitter

TO BUILD a uhf transmitter that will deliver 1,000,000 w effective radiated power—that is the goal which Allen B. DuMont Labs is setting for itself, as disclosed in an announcement being released today (Monday).

Dr. Thomas T. Goldsmith Jr., DuMont research director, was quoted as telling the 75 men who developed and perfected the company's first 5-kw uhf transmitter:

"We're now going far up the scale. We're going to hit the FCC ceiling of one million watts effective radiated power. Dr. DuMont and I are proud of what you turned out. Now our sights are on super-powered TV transmitters which will give uhf equal importance to that of its elder, vhf."

Dr. Goldsmith pointed out that the DuMont Research Div. had worked closely with Eitel-McCullough (Eimac), which builds the 5 kw klystron tube and said further cooperative research and development on the higher-powered klystron are planned.

DuMont said the 5-kw klystron-powered transmitter installed at WGLV-TV Easton, Pa., uhf station with 100 kw ERP, delivered a picture in New York, 71 miles distant, that was as clear as the signal of a New York station [B•T, Aug. 17].

Rockwell Gets Patent

U. S. PATENT on a high-power tube development has been received by R. J. Rockwell, vice president for engineering, Crosley Broadcasting Corp. It's expected that the development will cut down on production rejections of high-power equipment. Patent, according to Crosley, covers "special electronic circuitry" developed during the firm's operation of the Voice of America transmitters at Bethany, Ohio. Mr. Rockwell has 22 other patents in the broadcast engineering field.

Midget Tape Recorder Announced by MEI

SMALL TAPE recorder designed for spot announcements has been developed by Michigan Electronics Inc., Chicago. Named the "Message Repeater," the machine features ability to repeat the same message without rewinding.

The Message Repeater, about the size of a box camera, can be plugged into any transmitter. Its developers point out that small stations have used it successfully for stand-by recorded announcements. It is offered on a rental or direct purchase basis.

TV Boosts Hi-Fi—Johnson

TV's popularity has helped educate listeners to a greater appreciation of sound values provided by high fidelity equipment, W. C. Johnson, Admiral vice president in charge of sales, asserted last week.

Mr. Johnson noted that some 25 million TV receivers use FM in sound transmission and claimed viewers get a more realistic reproduction of sound than do radio listeners. Admiral last week announced the development of a 20-tube high fidelity AM-FM radio-phonograph combination, with deliveries scheduled in September.

TV Catches Thieves

NOW THEY'RE catching thieves by television. RCA has reported that RCA industrial TV equipment was used to give police an eye-witness view of theft from stockroom of an RCA television service branch in Hollywood. When inventories showed some $38,000 worth of equipment missing, an industrial TV camera was installed in stockroom rafters and focused on the loading platform. For two weeks, RCA said, police watched a viewing screen in a room some distance away, saw a clerk and truck driver spiriting tubes off during lunch hour, and then nabbed them.

Pacific Mercury TV Plans $1 Million Expansion Program

CONSTRUCTION on the first unit of its new $1 million plant on a recently acquired 40-acre tract has been started by Pacific Mercury Television Manufacturing Corp., Van Nuys, Calif., at Hayvenhurst Ave. and Chase St.

The one-story air-conditioned building will cover 122,000 square feet. It will be used for executive offices, research, engineering and production departments, as well as TV receiver assembly lines. Cabinet construction will continue at the company's present factory, 6001 Van Nuys Blvd., until completion of additional structures, to be erected during 1954 at the new location.

Accelerates Building

Increase of the TV manufacturing company's gross from $6 million in 1951 to $15 million last year has accelerated the building program, according to President Joe Benaron. An eventual working force of 2,000 employes is planned, he said.

AT&T Links Two Outlets

LINKING of KEDD (TV) Wichita, Kan., and WETV (TV) Macon, Ga., to the Bell Telephone System's nationwide television network facilities was announced by AT&T's Long Lines Dept. last week. AT&T said network programs now are available to 154 stations in 103 U. S. cities simultaneously with their origination.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

— PERSONNEL RELATIONS —

LABOR DEPT. RULES IN INDUSTRY FAVOR

New decision, announced last week by Dept. of Labor, will save stations large amounts. In future, announcers and performers will not be paid for out-of-stretch programs if they get a fee for their work.

FEES may be paid by radio and TV stations in lieu of overtime for out-of-stretch work by announcers and performers under a ruling announced last week by William R. McComb, Administrator of the Wage & Hour & Public Contracts Divisions, Dept. of Labor.

The ruling removes a policy that discriminated against the industry. It climaxes a long battle by Richard P. Doherty, NARTB employe-employer relations vice president, and is expected to save stations large sums.

In essence, the ruling means that overtime need not be paid for out-of-stretch programs if an announcer gets a fee for the work. Only requirement is that the fee must at least equal the time-and-a-half wages for the assignment.

Conferences over a period of years bore results as Mr. Doherty acquainted federal officials with industry practices. Employe unions have recognized the fee practice, and these payments traditionally exceed the required overtime fee.

Back Wages Paid

Some stations have been forced to pay substantial sums in back wages to employes because they were detected in violations. Federal inspectors had detected such violations in California and New York.

Mr. Doherty said the regulation comes "as welcome news to the radio and television industry." He added that NARTB has contended for years the government interpretation was unsound and based on "legalistic thinking." He pointed to the fact that typical fees "have exceeded statutory overtime several times over."

There still is no obligation to pay fees or other special payments for out-of-stretch work by announcers or any other employes, according to Mr. Doherty. A station is privileged to pay at the statutory time-and-one-half rate. He said there is no obligation to pay statutory overtime unless the total workweek exceeds 40 hours. Daily overtime beyond regular daily work stretch is a matter of station practice or union contract.

Text of the Wage-Hour Administrator's ruling follows:

"Amend Part 550 by adding a proviso at the end of 550.1 to read: 'Provided, however, That where services described in paragraph (a) of this section are performed on a program falling outside of the regular workday or workweek as established and scheduled in good faith in accordance with the provisions of the applicable employment agreement, the Administrator will not regard the act as requiring additional compensation as a result of the time worked on the program if the parties agree in advance of such program that a special payment made therefor shall include any increased statutory compensation attributable to the additional worktime thereon and if such special payment, when made, is actually sufficient in amount to include the statutory straight-time and overtime compensation (computed without regard to talent fees) for the additional time worked in the workweek resulting from the performer's service on such program.' "



MORE

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KMAC

than any other San Antonio station

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TEXANS KNOW TEXAS

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REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC
26 YEARS OF SERVICE

MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

EDUCATION

NABET Announces Fellowships For U of Ill. and Iowa State

SUCCESSFUL candidates for the educational TV study sessions to be conducted at the U. of Illinois and Iowa State College in August and September were announced last week by Graydon Ausmus, president of the National Assn. of Educational Broadcasters, and Harry J. Skornia, NAEB executive director.

The Illinois session, on educational TV production, was to start at Urbana last Friday and continue through Sept. 18. It is under the direction of Rudy Bretz of Croton-on-Hudson, N. Y., and Prof. Edward Stasheff, U. of Michigan, with Prof. Richard Rider, director of TV for the U. of Illinois, as coordinator. The Iowa Seminar, on station management, was to start yesterday (Sunday) at Ames and continue through Sept. 5. Prof. Richard B. Hull, manager of Iowa State College's WOI-AM-TV, and Merritt Ludwig, assistant manager, are in charge. Study sessions were made possible by grants from Fund for Adult Education.

Successful candidates for NAEB fellowships for the Illinois workshop were listed as follows:

Gale R. Adkins, acting director of radio-TV, U. of Texas; J. Larry Beauchamp, program director, Purdue U.; William K. Cumming, producer-director, Michigan State College; Marguerite Fleming, manager, St. Louis Board of Education's KSLH; John H. Glade, producer, Purdue U.; William Gulley, Consolidated U. of North Carolina's WUNC Chapel Hill; Warren A. Kraetzer, director of New York U. Office of Radio-TV; Marie Scanlon, radio-TV supervisor, Newark Board of Education; Karl F. Schmidt, program manager, U. of Wisconsin's WHA Madison; Hazen J. Shumacher Jr., production supervisor, U. of Michigan; Herbert Seltz, head of TV production, Indiana U.; Francis P. Tobolski, assistant to radio-TV supervisor, Illinois Institute of Technology; Evelyn Walker, radio-TV coordinator for Birmingham (Ala.) public schools; Walter Whitaker, program and production director, U. of Alabama; Wolfgang Kuhn, radio-TV committee chairman, U. of Illinois School of Music.

Successful candidates for NAEB fellowships at the Iowa seminar are:

R. Edwin Browne, radio-TV director, U. of Kansas; William G. Harley, program director, Wisconsin State Broadcast Service, U. of Wisconsin; John D. Henderson, educational supervisor, Purdue's WBAA Lafayette, Ind.; Mrs. Kathleen Lardie, manager, Detroit public schools' WDTR; Carl Menzer, director, State U. of Iowa's WSUI and KSUI Iowa City; Paul Rickard, radio-TV director, Wayne U.; S. Donald Robertson, director, U. of North Dakota's KFJM Grand Forks; Elmer Sulzer, director of Indiana Radio and TV Service, Indiana U.; Mrs. Elaine Tucker, program director, Classen High School's KOKH (FM) Oklahoma City; Kenneth D. Wright, director of broadcasting services, U. of Tennessee.

Educators Must Mix Fare For Success in TV—Sener

"EDUCATIONAL television must offer a little of the corned beef and cabbage, and a little of the caviar, if it is going to be successful."

This recipe was offered by William Sener, manager of KUSC Los Angeles, at the Educational Television Institute sponsored by KING-TV Seattle Aug. 17-22.

One of nine educational TV specialists who served on the faculty of the institute, Mr. Sener told nearly 300 delegates:

"There is undoubtedly a wide group of persons which commercial television is not reaching. Therefore, we (educational TV) have a great potential which as yet in many ways has remained untapped."

The series of sessions was pointed toward more effective use of educational time on commercial channels, as well as the development of programs for the reserved noncommercial Ch. 9 in Seattle.

In the opening sessions, the audience heard some of the basic requirements and problems of telecasting from King Broadcasting Co. officials.

INTERNATIONAL

CBC ANNOUNCES RATE CARD NO. 4

CBFT Montreal rates jump. Time classifications and regional discounts have been set up for all stations.

WITH SIX TV stations listed, Canadian Broadcasting Corp. has announced its fourth TV network rate card effective Sept. 1. Rates for CBFT (TV) Montreal have been increased from $375 to $490 an hour because of increased number of sets in the area. Rates for CBLT (TV) Toronto remain at $750 an hour, CBOT (TV) Ottawa $150 an hour, CBUT (TV) Vancouver $160 an hour, and for independently-owned TV stations CKSO-TV Sudbury, $120 an hour, and CFPL-TV London, $160 an hour.

CANADA

Three time classifications have been established and frequency and regional discounts set up now that there are two time zones available. Eastern and Pacific. Class A time is from 6-11 p.m. daily, Class B time from 1-6 p.m. Saturday and Sunday, 5-6 p.m. Monday through Friday, and class C time is all other time.

Class B time is 75% of gross rates, Class C time is 60% of gross rates. Hour breakdown rates are 80% of hourly rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 35% for 10 minutes and 30% for five minutes. Frequency discounts start at 2½% for 13-25 occasions, go to 10% for 52 or more occasions. Regional discounts are 4% per region.

Interconnection for microwave relays are from Buffalo-Toronto-Ottawa-Montreal circuit, at $280 per hour for complete circuit, $120 between Buffalo and Toronto, $160 between Toronto-Ottawa-Montreal. The new rate card also includes charges for film and studio commercials, kinescope recordings and film editing.

CBC Seeks Toronto Rink

TO ACCOMMODATE television audience shows, the Canadian Broadcasting Corp.'s national program department is negotiating with the city of Toronto, for the purchase of the Strathcona roller skating rink at Christie St., Toronto. CBC officials plan to turn the rink into a TV studio for network shows originating on CBLT Toronto. Auditorium would have space for audiences of 400 people.

CANADA

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER—
OUR UNIQUE
SPECIAL INSURANCE
Covering this and related hazards—it's surprisingly INEXPENSIVE

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

BROADCASTING
TELECASTING

features

"Just keeps Rolling Along"



(Photograph courtesy of Federal Barge Lines)

"MOVING THE GOODS"
IN THE
Memphis Market

The mighty Mississippi is another important factor that keeps the Memphis Market growing, as evidenced by nearly 100,000 automobiles and over two million tons of freight handled annually at the port of Memphis.

Many alert advertisers are moving more goods at less cost by concentrating on the "better half" audience covered by WREC. You get **both** rural and metropolitan listeners and cover the entire 76-county area with one schedule. Ask a Katz man to show you the latest Pulse, Standard Audit and Measurement Report, and Hooper ratings that **prove** this important point!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

A section of
August 31, 1953
BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

SCRANTON'S FIRST TV STATION NOW UP TO "FULL POWER"

WGBI-TV on Air June 7; 215,500 Watts ERP Goal Reached

WGBI-TV, Scranton, Pa., an affiliate of CBS, that telecast its initial hour-long dedication program at 4 P. M., Sunday, June 7, over UHF Channel 22, has announced it has reached the 215,500 ERP power goal it aimed at. Appearing on that first program—in addition to entertainers—were mayors of four cities, officials of the station and other representatives of religious, civic, and industrial organizations.

Costs to Date near Half-Million Mark

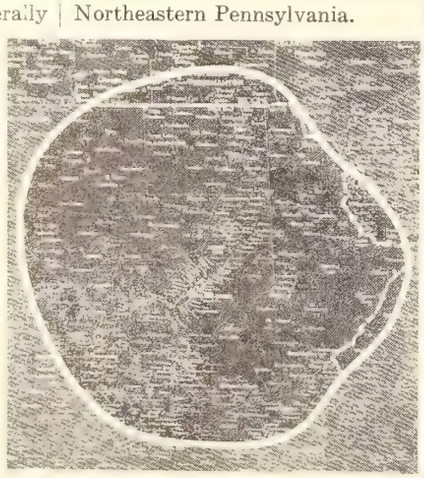
George D. Coleman, General Manager of WGBI-TV, estimates the heavy cost of building and equipping studios and transmitting facilities in the neighborhood of $500,000. Complete General Electric equipment including a giant 12 KW transmitter and two six-foot Klystron tubes each are on hand to provide the terrific power essential for serving Northeastern Pennsylvania.

Antenna is Atop Mountain

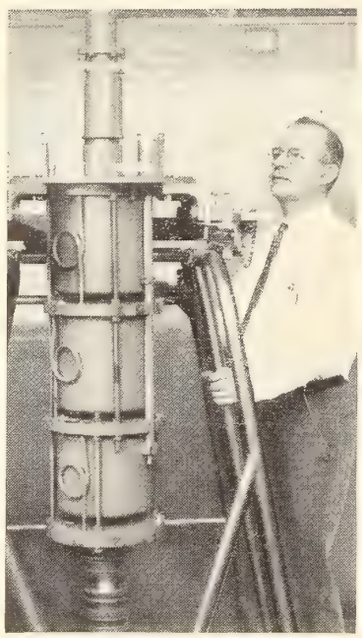
Transmitter and antenna are located on West Mountain, literally "up in the clouds" at 2350 feet above sea level. From this position WGBI-TV will be able to send a powerful signal—operating at 215,500 watts—over a wide area of Northeastern Pennsylvania.

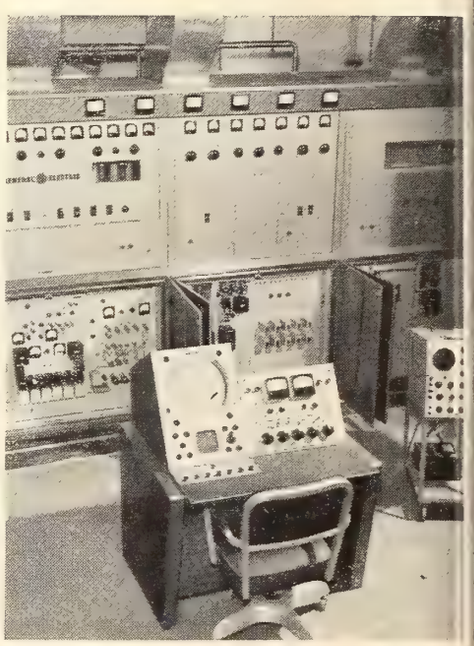
WGBI-TV Offers Tri-State Coverage

WGBI-TV plans to serve an area with a 1952 population estimated at 1,403,950 and in which 1951 retail sales exceeded $1,299,947,000. Their TV signal is expected to reach all or part of 16 counties in Pennsylvania, 3 in New York State and 2 in New Jersey. 100% coverage for 10 of the 16 Pa. counties and 20 to 90% for the balance is the current aim of station management. Checks to determine television service outside the primary area cannot be made until the new outlet is on the air for a longer period of time.



Copyright by Haagstrom Company, Inc., Map Makers, N. Y.





Kenneth Cooke, Chief Engineer, (photo left) stands alongside a Klystron tube used to amplify the WGBI-TV signal to peak power before it is beamed from a G-E 12 KW transmitter (photo right).

Antenna's On-Time Arrival Fills in Final Vital Line



George D. Coleman

General Manager George D. Coleman says April 23, 1953, was a red letter day in the TV history of WGBI. On that day the 50-foot TV antenna for the transmitting tower on the West Mountain was delivered by General Electric.

That delivery was important because it filled in the final vital link which allowed WGBI-TV to begin telecasts on UHF Channel 22 on June 7 as planned.

The antenna was hauled to Scranton from Schenectady, N. Y., by a huge tractor-trailer and had to be "snaked" up the steep, narrow and curve-laden dirt road to the transmitter site with special care.

It arrived only a day after other vital transmitting installations came from General Electric. Immediately after the antenna was left at the transmitter, WGBI-TV's Chief Engineer Kenneth Cooke contacted a New Jersey firm for the job of erecting the antenna.

Station Boasts "Most Modern Equipment



Kenneth Cooke

Programs tha originate in th newly constructe WGBI-TV studios will be produce "under the most ideal condition and with the most modern equi ment" according to Kenneth Cook Chief Engineer. Film cameras, pr jectors, consoles and a host of othe allied equipment incorporate u to-the-minute General Electric d sign features . . . the last word i equipment development.

Studio Plan Based on Scale Mode

Under the direction of Mr. Cook the WGBI-TV engineering sta built an exact scale model of th contemplated TV studio install tions. That model was accurate every detail—even chairs and a dio boom units were included. Th unique device proved invaluab for expediting actual equipme installation.

GENERAL ELECTRI

features

- Tips to TV timebuyers on the meaning of television station powers, antenna heights and frequencies. Page 78.

- A national survey by Kenyon & Eckhardt shows how much merchandising service TV stations and networks supply. Page 82.

. radio-television success story:

PECIAL SIMULCAST AIDS CAR SALES

EW life has been infused into the sagging used car business in an Diego County as a result of a two-hour *Carnival of Cars* pro- am presented as a public service by KFMB-AM-TV San Diego n radio and television.

Forty-nine cars, at special low prices, were entered in the sales ow which was telecast and broadcast from a parking lot adjacent the KFMB building. Forty members of the Motor Car Dealers ssn. of San Diego and nine members of the Assn. of Used Auto- obile Dealers participated. Two cameras alternated in televising e cars, while the complete announcing staffs from both TV and adio worked with the dealers in presenting the parade of cars.

Among the many sales reported from the show was that of a ar shown by the San Diego Motors. Co.—sold in 15 minutes after was returned to the sales lot.

One prospect telephoned during the show with an offer to buy e car shown by the Robert D. Maxwell Co. if it would be delivered his home east of Alpine, about 45 miles from San Diego. It was elivered and a check in full payment given to the salesman.

William A. Smith, executive secretary of the Motor Car Dealers ssn., asserted, "I feel that the carnival, which was splendidly pro- rammed and managed, will have a decidedly favorable effect on sed car sales."

William Reed, manager of the J. R. Townsend Co., which sold five cars after the show, reported, "We had one of the best plays on our lot of any Saturday night this year."

Frank Harris, manager of Davies Motors, commented: "It was a wonderful production. We had several calls by phone and in person as a direct result, and the best Saturday afternoon and evening business in a long time."

Palmer Hughes Jr., owner of the British Motor Sales Co., reported that "The show created a lot of interest and stirred up quite a bit of action among consumers."

A. M. Sanders, manager of El Cortez Pontiac, commented that "It was a terriffic job of public relations and obtained the desired results in stimulating the used car business."

Howard L. Chernoff, general manager of KFMB-AM-TV, said, "When television was started in San Diego, new and used car dealers jumped in and advertised with us when we had a tough time selling others on the productiveness of the medium. We were glad to reciprocate with this show as a means of helping them out of a difficult market condition."

The show was given advance promotion on radio an television during the preceding week, stressing the theme, "Now is the time to buy a used car." The station spent about $2,000 on the show, absorbing all the charges for time, talent and labor. Messages also were broadcast explaining why the car dealers' associations are observing Sunday closings and appealing for consumer cooperation in buying during the week.

DO POWER BOOSTS MEAN

The correspondence below is, of course, fictitious, but chances are that similar inter-office memos have been exchanged among real-life agency executives in the post-freeze confusion of claims regarding station powers. In TV, station power is not measured as it is in radio. Frequency and antenna height can be as important as wattage. In this article B•T hopes to help advertisers and agencies understand the significance of high and low powers, high and low antennas, and high and low positions in the television broadcast bands. The theory is that J. Beldingfoote Rubihardt is not alone in his bewilderment about the technicalities of television transmission.

By Earl B. Abrams

15 PERCENT INC.

Aug. 1, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

Now that WOF-TV has gone to 100 kw, guess we better change that Malted Milk Inc. schedule to use WOF-TV in place of WZZZ-TV in Metropolis. Please follow thru.

15 PERCENT INC.

Aug. 5, 1953

A. L. Timebuyer
Vice President

To: J. B. R.

Following your Aug. 1 memo, we changed Malted Milk schedule to use WOF-TV instead of WZZZ-TV for Metropolis. Not without some fireworks. Joe Manager of WZZZ-TV blew up when told the news. Said fact he had only 26.3 kw of power and WOF-TV 100 kw had no bearing on coverage. In television, he said, power is related to antenna height and frequency. His antenna is 1,500 ft. high, he said, while WOF-TV's is only 750 ft. Claimed he was still getting more coverage than WOF-TV. Don't understand the technicalities, but through 20 years of radio Malted Milk has always gone for high power and I'm sure that's what they'll want in TV.

15 PERCENT INC.

Aug. 7, 1953

J. B. R.

To: A. L. T.

Joe Manager (WZZZ-TV Metropolis) sent me the attached explaining more fully correlation between TV station powers, antenna heights, frequencies, etc. Give it the double 0 and come in to see me. Think maybe he's got something.

WZZZ-TV
METROPOLIS, U. S. A.

Aug. 5, 1953

My dear Mr. Rubihardt:

I have just been notified that you are switching the Malted Milk account to WOF-TV because it has just raised its power to 100 kw. I gather this is due to your assumption that because we are still operating with 26.3 kw we cover less than the 100 kw station.

This is a great mistake. Although power meant something in radio—although never to the extent you advertising men assumed it did—it does not have the same bearing in television. When the Federal Communications Commission allocated channels to various cities, it based its allocation table on the premise that all TV stations in the same market would cover about the same area. In order it accomplish this it related power to antenna height to wavelengths. Where towers were higher than the maximum, it ruled that those stations would have to reduce power. Where towers were at the maximum, or lower, the FCC permitted maximum powers.

For example, WOF-TV is on Ch. 5 and operates from a 750 ft. antenna. Under the most recent standards for television, it could and did go to 100 kw maximum.

WZZZ-TV, on the other hand, operates on Ch. 2 from a 1,500 ft. antenna. The highest we can go is 26.3 kw.

But, even with that comparatively low power, we get considerably more coverage than our competition. In fact, we could match WOF-TV in coverage by using only 14.5 kw. That's the truth. Ask an engineer.

I trust you'll reconsider your decision replace WZZZ-TV with WOF-TV in th Malted Milk schedule. I am sure when yo consider your purposes, you'll find th WZZZ-TV is still the better buy for cove age. In view of our 15 years association o this account—in radio and TV—I am su you will give this matter your sympathet attention.

Yours very trul
J. L. Manag
Executive Vice Preside

15 PERCENT INC.

Aug. 9, 19

A. L. T.

To: J. B. R.

Well, after we discussed this WOF-T and WZZZ-TV matter, I checked with son of our network friends and discovered Jo Manager was right. The Washingto government agency that handles these thin won't let any station in Metropolis use mo than 100 kw if they're on Channels 2 and they have an antenna height not ov 1,000 ft. If they have an antenna heig over 1,000 ft., the G-boys make them r duce their powers to equalize coverag Another instance of government interferen with free enterprise, J. B. Wonder if Ike h gotten around to that, yet? Well, anyway, one went to maximum power and the oth didn't, why then of course we'd use the o with highest power. Guess we'll have check antenna heights as well as powers o future schedules. In view of our long u of WZZZ, I've rescheduled that station f the Malted Milk account.

BIGGER TV COVERAGE?

15 PERCENT INC.

Aug. 10, 1953

B. R.

o: A. L. T.

Hope you haven't told Joe Manager he's ack on the Malted Milk schedule. Frank tationrep just called to tell me WIII-TV is ue to boost its power to 316 kw in Metrop- lis next week. Better look into this. If ue, use 'em.

15 PERCENT INC.

Aug. 10, 1953

. L. T.

o: J. B. R.

Look, J. B. I just told Joe Manager he's ack on the Malted Milk schedule, and I'd ate to have to untell him. It's tough nough that I had to cancel WOF-TV. Boy, here is a fighter. He claimed he added 5,312 people to his service area with his ower boost. Before we change this again, uppose I check what this WIII-TV boost neans.

15 PERCENT INC.

Aug. 11, 1953

A. L. T.

To: J. B. R.

You're right about WIII-TV. It's going o 316 kw—but on Channel 13. As I get t, stations on Channels 7 to 13 can go to a naximum power of 316 kw because they re higher in the radio spectrum than the tations on Channels 2 thru 6. Seems it akes more power on Channels 7-13 to cover ame distance as stations on Channels 2-6. n other words, everything else being equal, 100 kw on the low band is equal to 316 kw on the high band. All of this is based on 1,000 ft. antennas in Metropolis. That is 1,000 ft. *above average terrain*. I even discovered what that means—they take measurements from two to 10 miles out from the transmitter site and average them out. If the station has a tower higher than 1,000 ft., the Washington G-Men make him reduce his power so he'll be equal to the other stations in the city.

Haven't told Joe Manager yet and in view of the above information think we ought to continue WZZZ-TV on the Malted Milk list.

15 PERCENT INC.

Aug. 13, 1953

J. B. R.

To: A. L. T.

Reg Anam of WOF-TV called this morning re Malted Milk schedule. Very heated about losing account back to WZZZ-TV. But he quieted down when I riposted with power - antenna height - frequency relationships and FCC allocation table. Muttered he added 25% to his potential audience. Think we've got the situation clarified now. Instruct all your people to match power to antenna height before signing stations for our accounts. Keep this quiet; believe we're only agency on street with this knowledge. Can be used to advantage. Save our clients plenty bucks if other agencies go for higher powered TV stations without understanding what we know.

CACACAPON TELECASTING CO.
Metropolis, U. S. A.

Aug. 15, 1953

A NEW TV STATION FOR METROPOLIS! COMING DEC. 25!

A Christman Present for Metropolis
Ch. 42 . . . . . .1,000,000 watts

Watch For Further Announcements

A. L. What's this? One million watts? Thought 316 kw was highest station could go. Ought to be terrific. Very thing for Malted Milk.

J. B. R.

15 PERCENT INC.

Aug. 17, 1953

A. L. T.

To: J. B. R.

Re that Cacacapon station in Metropolis. It's true. Station is authorized 1,000,000 watts. Seems to be some question whether that amount of power will be available in near future. My friends tell me ultra high frequency stations are allowed a maximum of 1,000 kw with 2,000 ft. antennas in Metropolis. Seems Government lads in Washington permitted that hunk of power in order to equalize coverage with very high frequency stations (Channels 2 to 13). That's general idea, anyway. Can't understand those bureaucrats. One megawatt. Who ever heard of such a thing. Anyway, am checking further into this and will report as soon as I get more info.

15 PERCENT INC.

Aug. 18, 1953

A. L. Timebuyer
Vice President

To: President

More dope on that million watt station under construction in Metropolis.

Frankly, J. B., this going to be a little technical. Had to visit with a network friend, two station reps and a consulting engineer (who was up here from Washington on another matter).

You'll remember that when the FCC put out its table of allocations for TV stations in 1952 its basic policy was that all stations in the same area covered about the same radius. Well, when those government engineers let the Channel 2-6 stations go to 100 kw, they figured that it would take about three times that power to enable Channel 7-13 stations to cover same area. Therefore the 316 kw for the high vhf band. These G-scientists also figured that the uhf stations (Channels 14-83) would need three times the Channel 7-13 power to do the same job. So, they gave them 1,000 kw.

I also discovered that those Government men had divided the country into two zones: Stations in Zone I—the northeast and north central regions—were limited to 1,000 ft. antennas in the vhf and to 2,000 ft. antennas in the uhf. Stations in the rest of the country (Zone II) were limited to 2,000 ft. antennas.

Don't forget now, if a station goes over the permissible antenna height, he's got to cut back on power. That's supposed to equalize his coverage with the guy who has an antenna less than the maximum and who can raise his power to the maximum. Sort of explains the WOF-TV and WZZZ-TV situation, doesn't it?

Am checking to find out how much power this Metropolis uhf station is going to begin operating with. Understand there's no such thing yet as 1,000 kw in uhf. Will be, maybe, in a few years. Will get back to you pronto when I get the dope.

15 PERCENT INC.

Aug. 19, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

How about that new uhf station in Metropolis? You said you were going to check on how much power it will use when it first goes on the air.

15 PERCENT INC.

Aug. 19, 1953

A. L. T.

To: J. B. R.

Honestly, J. B., this thing is getting a little beyond my depth. Thought all we had to do was check rate cards, station coverage maps or power and pick our list. I've been talking to this Washington consulting engineer again and he promised to send me a

memo on the whole situation. Will let you see it as soon as I get it.

15 PERCENT INC.
Aug. 22, 1953

A. L. Timebuyer
Vice President

To: The President

Here's the engineer's report on the power-antenna-frequency situation in TV. Think he's got a good point and maybe we ought to do as he says. What's your reaction?

Jonathan P. Sliderule & Associates
Munsey Bldg.
Washington 4, D. C.
Aug. 21, 1953

PROBLEM: How to select the best facilities in buying time on a television station.

DISCUSSION:

1. If advertisers wish to reach the largest possible television audience in a particular market, they must (a) try to get the station with the largest coverage and/or (b) buy or provide a program which will have the widest audience. This paper will deal with subparagraph (a); the matter of program content is not within the purview of this study.

2. There are four principal factors in determining the best coverage of a TV station. They are (a) power, (b) antenna height, (c) frequency, and (d) antenna site. Each is related to the others and one is not more important than the other.

3. *Power.* Power in television means that a signal transmitted from the station's antenna will be received in such intensity that the average TV receiver will function properly. Under the FCC's present standards, stations using Channels 2 to 6 may go no higher than 100 kw, those using Channels 7 to 13 may go to a maximum of 316 kw, and uhf stations (Channels 14-83) may go no higher than 1,000 kw. This is based on the technical principle that the high vhf stations need three times the power of the low vhf outlets to do the same coverage job and that the uhf stations need three times the power of high-band vhf stations to do the same coverage job—all other things being equal. Theoretical analysis and tests up to this time have shown that this 3:1 power factor is a fair assumption. As more and more vhf and uhf stations get on the air, the exactitude of this principle will be clarified.

4. *Antenna height.* Generally speaking, television signals act like light beams. Therefore, the higher the transmitting source, the farther it will be seen. But because the FCC must take into account other stations in other cities, it limits antenna heights in this wise: In Zone I (the crowded northeast and north central regions)—1,000 ft. for vhf stations and 2,000 ft. for uhf stations. In Zone II and Zone III (the remainder of the country)—2,000 ft. for all stations. This is always antenna height above average terrain.

5. *Frequency.* The higher in the radio spectrum, the more radio waves act like light. In the vhf frequencies, TV signals carry out beyond the horizon, actually bending around the earth's curvature to some degree. In uhf, the TV transmissions act more nearly like light; they go straight off at the horizon. In fact, uhf signals will not get down behind mountains or other obstructures. This is known as shadowing.

This variation in radio wave propagation is the reason for the differences in power maxima authorized by the FCC for vhf low band, vhf high band and uhf stations. It is interesting to note that this variation also applies to AM radio—although most buyers of radio time have relied almost solely on power factors in choosing stations. It is an engineering truism that 500 watts on 500 kc is the equivalent in coverage of 50 kw on 1600 kc.

6. *Antenna site.* Normally, the ideal would be for all TV stations in one area to transmit signals from the same point. This is what has occurred in New York (Empire State Bldg.), in Los Angeles (Mt. Wilson) and in some other markets. Practically, there are in most communities different antenna sites for individual stations. The antenna site will have a definite bearing on antenna height (which in turn affects power) and on radio wave propagation. As to the latter, if a city is in a valley, and a station transmits from the roof of a building in the city, it will not reach out as far as the signals of a station whose antenna is located on a mountainside. In the first instance, the surrounding mountains will act as buffer to the TV signals. In the other case, the high-sited station's signals will not only spray down into the city, but also across the mountain tops to outlying areas.

7. In its endeavor to equalize all stations in the same market, the FCC drew up charts which relate all these factors to one another. The Commission's premise was a very strong signal in what is known as a station's Grade A service area (which includes the market's principal city) and a weaker but still adequate signal in its Grade B coverage area. This was based on known characteristics of existing TV receivers. Undoubtedly, if a viewer has a highly sensitive receiver—or has gone to the expense of putting up a tall receiving antenna (so it is in line-of-sight with the transmitter)—he will pull in a signal sufficiently high in intensity to operate his receiver. It should be pointed out that this is not any of the station's doing; it results from the viewer's action.

8. There is another consideration that must be kept in view. When the FCC allocated channels throughout the U. S., it provided for the following separations between stations on the same channel: For vhf, Zone I, 170 miles; Zone II, 190 miles and Zone III (Gulf Coast), 220 miles. For uhf, Zone I, 155 miles; Zone II, 175 miles and Zone III, 205 miles. Because antenna heights on vhf were limited in Zone I it is possible to put stations closer together. The reason for the wider spacing in Zone III stems from the fact that freakish propagation (from the troposphere and E layer) causes signals on the Gulf Coast to extend farther.

9. A word about uhf. Unfortunately, there is not at present any uhf transmitter capable of generating 1,000 kw effective radiated power (the power that comes out of the transmitting antenna). At the moment the highest powers being radiated in uhf are in the order of 200 kw. Since uhf needs power to gain distance, uhf stations are thus constrained in coverage to distances of 30 to 40 miles. Vhf stations can go out as much as 70 miles easily—and up to 100 miles or more under optimum conditions. Just how long this lack of uhf power will continue is unknown, but there seems little doubt that in the not too distant future there will be transmitters of such magnitude available.

It is an accepted fact that uhf waves travel in straight lines and this, too, becomes a problem because of shadow areas in the station's coverage (see Paragraph 5 above). This difficulty can be overcome by sitting the station's antenna properly so it "looks down" into such valleys or bowls. There is a school of engineering thought which believes that increased uhf power will fill in shadow areas. The practical answer to this situation will be known when transmitters sufficient to put out 1,000 kw are developed.

10. Note should be taken that in line with the FCC's reasoning regarding equalization of coverage, stations with antenna towers above the maxima in each zone must compensate by reducing power. This means, therefore, that it is possible for two stations to be covering the same area, with one having a power much in excess of the other. The difference will be due to the fact that the station with the lower power obviously has an antenna taller than the station with the high power.

11. One other factor must be taken into account. That is interference. It is likely for two stations to be covering the same market with compensated power and antenna heights and still have one station serving a much greater area than the other. This is due to the interference from a co-channel or adjacent channel station which cuts into one of the station's service areas. The only way this can be overcome would be for viewers in the affected areas to put up directional receiving antennas which would screen out the offending undesired signals.

N.B. For a time, during the next few years, there will be significant differences among stations in the same market. An engineering approach to the question of which is the best buy in each market is requisite for the benefit of your clients.

15 PERCENT INC.
Aug. 24, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

My God. Is this true? This is revolutionary. Must talk with you. How about lunch today?

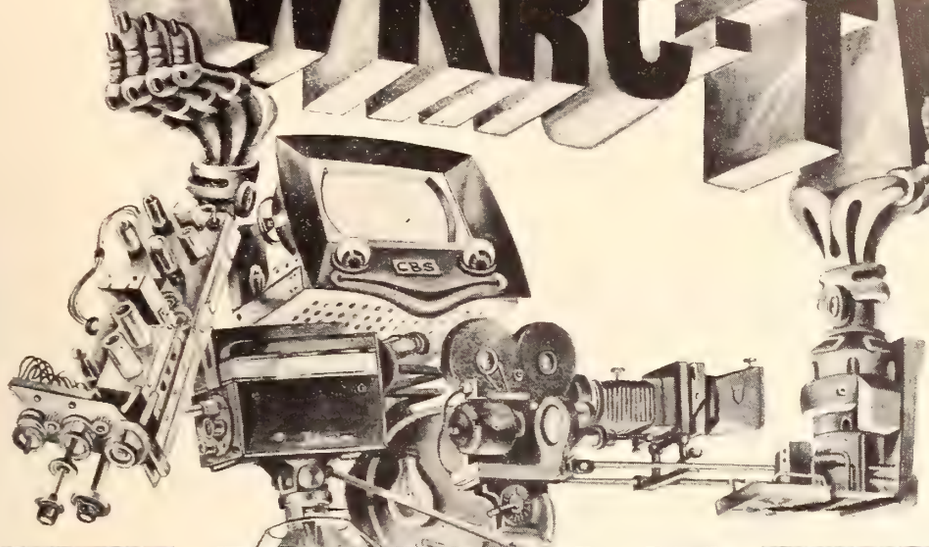
15 PERCENT INC.
Aug. 25, 1953

J. Beldingfoote Rubihardt
President

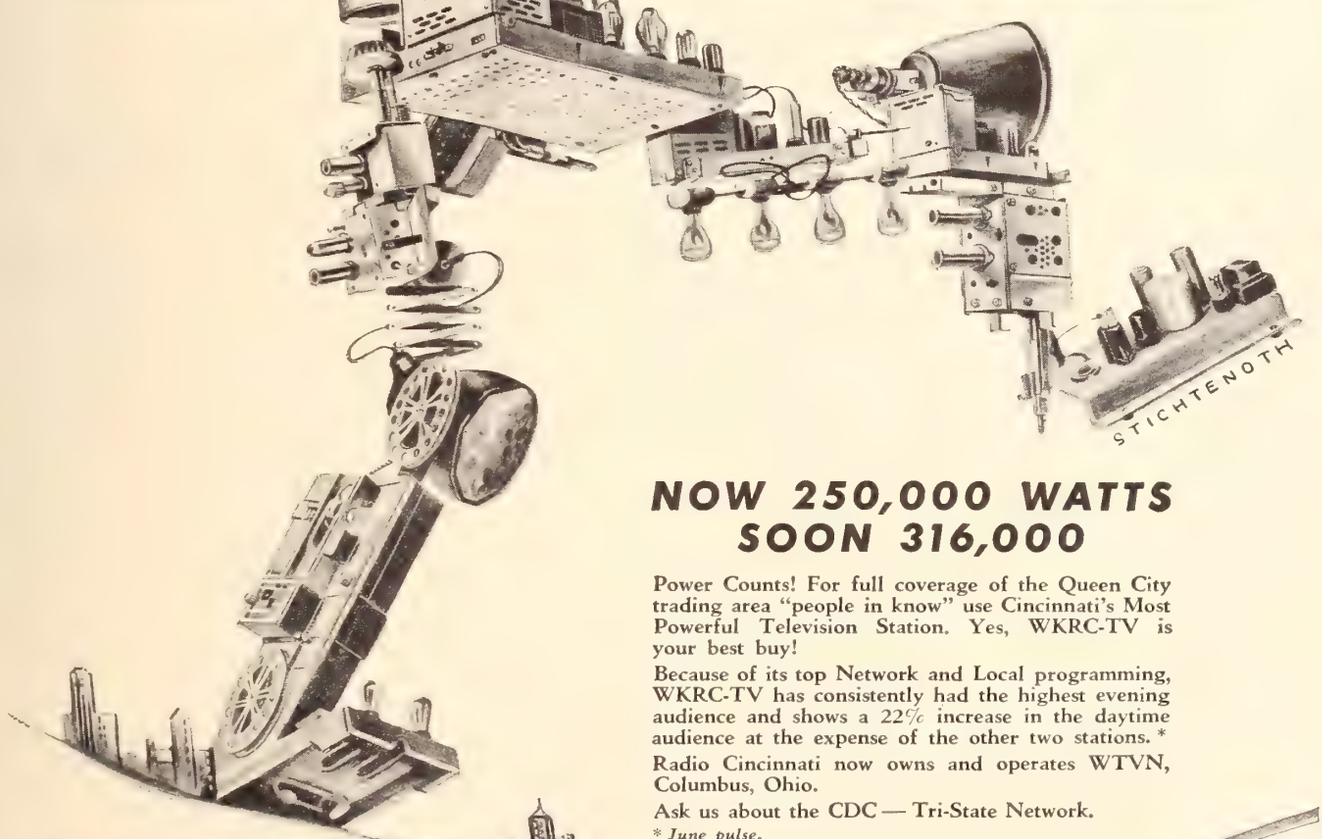
To: A. L. Timebuyer

Confirming our conversation at lunch yesterday, this will authorize you to add an electronics engineer to your staff. Top drawer man, A. L. We can't afford to take any chances!

WKRC-TV



MOST POWERFUL IN CINCINNATI



NOW 250,000 WATTS
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Because of its top Network and Local programming, WKRC-TV has consistently had the highest evening audience and shows a 22% increase in the daytime audience at the expense of the other two stations. *

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Ask us about the CDC — Tri-State Network.

** June pulse.*

Kenneth W. Church
Vice President and
National Sales Manager
Radio Cincinnati

WKRC-TV
CHANNEL 12

CBS TELEVISION NETWORK — REPRESENTED BY THE KATZ AGENCY

WHAT MERCHANDISING

from tv stations

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Responding Stations That Offer Some Services (138)	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	93%			
Solicit and/or Place Displays	84%	37%	76%	9%
Store Checks	67	33	72	13
Solicit Tie-in Advertising	72	37	72	4
TRADE MAILINGS	94%			
Letter	88	43	71	22
Post Card	85	44	68	24
Broadside	30	38	74	29
Merchandising Bulletin	64	32	73	15
ADVERTISING SUPPPORT	91%			
Newspaper Tie-in Ads	85	42	76	9
Lobby Windows	64	40	73	5
Billboards	20	42	59	11
Car Cards	30	36	69	12
ON-THE-AIR SUPPORT	92%			
Demonstrations	37	29	84	4
Give Away Prizes	62	29	76	10
Product Mentions	50	29	77	4
Tune-in Announcements	88	25	82	1
Client Participation in Special Program	49	38	62	3
Recorded Personality Interview Plugging Client's Product	31	24	79	2
OTHER SUPPORT	81%			
Aid Client Representative in Product Distribution	78	24	77	1
Merchandising Plan Offering Preferred Displays	41	40	54	5

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE:

In the first column, the entry of 93% for trade calls indicates that 93% of the 138 stations reporting at least one merchandising service will make some calls on the trade. The entry of 84%, immediately after the first entry, shows that 84% of the 138 stations will solicit and/or place displays.

In the second column, the first entry, 37%, indicates that of all stations which report they solicit and/or place displays, 37% require minimum purchase of time.

In the third column, the first entry, 76%, means that 76% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word "local" designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 24% are those stations which make the service available to either local advertisers only, network advertisers only or did not specify which type of advertiser is eligible to receive the service.

In the last column, the first entry, 9%, means that 9% of the stations that report they solicit and/or place displays will charge the advertisers for this service.

FOUR-FIFTHS of the nation's TV stations offer some type of merchandising or promotional service to their advertisers, according to a nation-wide survey conducted by Kenyon & Eckhardt—the first such study ever to be made of this field.

Full results of the survey are published in the new 1953 TELECASTING YEARBOOK-MARKETBOOK, now in the mail to subscribers. They are summarized in this article.

Stations offering any merchandising or promotional service to advertisers normally offer a variety of such services in support of their clients' telecast, the survey reveals. Of all TV stations offering one or more types of merchandising, 94% reported sending out mailings to the trade, 93% make trade calls, 92% provide on-the-air support, 91% give some other advertising support and 81% provide other kinds of service.

Idea that a survey of station merchandising services would be appropriate at this time, when advertisers and agencies are taking an increasing interest in ways of obtaining the maximum effectiveness of their advertising, whether on the air or in print, was proposed by Hal Davis, Kenyon & Eckhardt vice president and director of promotion.

After publication arrangements had been made with B•T, the questionnaire for TV stations was prepared by the agency's research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the station's replies and prepared the summary table which accompanies this article.

Mr. Ule defined the objectives of the survey as three-fold:

1. To acquaint buyers of TV time with the merchandising and promotional services that each station will supply.

2. To acquaint sellers of TV time with what other stations are providing by way of merchandising and promotion.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed on May 15, 1953, to all TV stations then on the air or scheduled to begin operations by the first of June, a total of about 175. Follow-up letters and questionnaires went out a month later. In all, Mr. Ule said, the response was

(Continued on Page 84)

AIDS ARE AVAILABLE

from tv networks

In the first study of its kind, Kenyon & Eckhardt has surveyed all operating television stations to find out how much merchandising they provide. The results of that survey are summarized on the opposite page. As a companion piece, a report on TV network merchandising services begins on this page.

As B•T has pointed out before, the quantity of merchandising that stations and networks should supply is a matter of controversy in which B•T has taken no part, except to adhere to its position that merchandising should not be used as a rate-cutting device.

However controversial, the merchandising question will not go away if it is ignored. B•T is publishing the summary here and the full tabulation of the K&E survey in the Telecasting Yearbook-Marketbook, now in the mails, as a service to its readers.

LL MAJOR television networks are firm lievers in the power of merchandising but ecution of the promotional services they row behind their clients' campaigns shows nsiderable variance.

Information supplied B•T by the four deo networks explains the policies governg their merchandising services and lists me of the specific services. The material as assembled in connection with the exnsive survey of TV station merchandising nducted by Kenyon & Eckhardt.

According to the network statements to 'T, ABC-TV takes the position that the sic source of merchandising must be the cal station. CBS Television concentrates on ogram promotion on the ground that ything it does to build audiences for CBS levision programs makes a better adverng medium of the network.

DuMont Television Network builds its ogram and sales promotion services ound a comprehensive kit that is sent to stations carrying a program. Each kit is lor-made for the program. It contains aterial promoting the particular series and cludes instructions and suggestions. NBC-V has been intensively active in the merandising field since Jan. 1, 1952, when it liberately set out to build "the finest merandising service possible."

CBS Television and DuMont describe eir merchandising policies and services in ms of television programs. NBC and ABC scriptions cover both television and radio ough they naturally provide different kinds services for the two electronic media.

Inherent in most TV merchandising, as in e case of radio, is extensive use of the netork's own facilities for promotion of proams.

Following are statements of merchandisg and promotion services as supplied to 'T by the networks in connection with the enyon & Eckhardt survey:

BC ABC recognizes the importance of erchandising radio and television programs the audience and to local distributors and alers selling the advertisers' products. BC recognizes, too, that the primary source such merchandising and promotion must necessity be the local station—for it is in e local community that listening or viewg habits are developed. It is there, too, that e purpose of the advertiser's program is fulfilled—the purchase of the product or service advertised.

To make the local station's merchandising job easier, ABC supplies the stations with promotion and publicity "tools"—audience promotion kits containing newspaper ad mats, program announcement copy (and slides for TV), photographs, picture mats, publicity releases, suggested letters to dealers and mats for dealer postcards.

The extent to which stations use the material supplied and the additional merchandising services they render are, ABC believes, matters to be decided entirely by the station, since they depend on the facilities available, the size of the staff and the budget.

As a network, ABC's "merchandising" function is to build audience for its radio and television programs. The ABC Publicity Department devotes its entire facilities to this end, through its daily news report and direct teletype service to newspaper radio and TV editors and columnists; feature story material for newspapers, national magazines and trade publications; its national radio and TV photo service, and exploitation of talent through personal appearances, special tie-ins with non-competing merchandising events, and other means.

Program promotion announcements on network sustaining programs are regularly scheduled. ABC owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco schedule similar on-the-air promotion locally and advertise network programs in local newspapers. Local merchandising activity is at the stations' discretion.

CBS-TV THE best form of "merchandising" is program promotion—and CBS Television practices it with the viewpoint that it is the most valuable service that can be offered our advertisers. It is also a subject in which we have a strong self-interest—for whatever we do to build audiences for our sponsors' programs makes a better advertising medium of our network.

To carry out this policy, CBS Television concentrates on trying to make its program promotion the most effective in network television. It deliberately excludes itself from merchandising activity as defined in the

(Continued on Page 84)

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE



MERCHANDISING SERVICES OF TV STATIONS

"extremely high" with approximately 85% of all TV stations cooperating in the project.

Mr. Ule listed as among the survey's more significant findings the following points:

1. Of all TV stations approached in the survey 80% (138 stations) reported some merchandising or promotional services. The remaining 20% either had no such services or did not return their questionnaires.

2. Of these 138 stations supplying some merchandising and promotion, 93% do some trade calls, which include soliciting and placing of display and store checks and soliciting tie-in advertising; 94% offer trade mailing, including letters, post cards, broadsides and merchandising bulletins; 9% support clients advertising by use of newspaper tune-in ads, lobby windows, billboards and car cards; 92% have some on-the-air support, such as demonstrations, give away prizes, product mentions and tune-in announcements.

3. Of the same 138 stations, 78% will help a client representative in local problems in distribution and 41% have a special merchandising plan whereby certain outlets will give preferred space to display material.

"It should be noted," Mr. Ule said, "that measurements of merchandising and promotional activities of TV stations, like other television measurements, cannot be considered static. This is especially true for new stations.

"Responses from many of the stations that went on the air in May and June mentioned that they were just getting started in developing an active merchandising department—which would explain why some of their answers were incomplete. There was even some comment from the older stations indicating a possible expansion of services should a move in this direction be suggested from the findings of our study."

The accompanying table (on page 82) presents a detailed summary of the findings for all TV stations reporting.

MERCHANDISING SERVICES OF TV NETWORKS

(Kenyon & Eckhardt) questionnaire—having observed that such practices all too often hinder, rather than help, the elaborate merchandising plans which advertisers themselves initiate to solve their own special problems among distributors and retailers.

CBS Television has good reason to believe that our policy works for the best interests of the advertisers. During the past season CBS Television has had the highest average nighttime rating among all networks, more of the top 10 nighttime shows than any other network, and all of the top five daytime shows.

While it took good programs to win this record, programs didn't do it alone. Effective and extensive program promotion helped make it possible.

The center of our promotion effort has been and continues to be on-the-air activity. With 23 million families spending an average of almost five hours a day watching television, no other medium can possibly match the number of impressions we can make by promoting our shows through our network facilities. And so, all network system identification announcements and all available announcements on sustaining network shows are devoted to the promotion of specific programs. We use slides with specially prepared copy that tells about the very next broadcast of each show . . . who's on and what's going to happen. We also use the most logical and the most dramatic technique for promoting programs and personalities: Film trailers in which CBS Television stars tell about their own programs in their own words.

At the same time, we do not neglect other media. Effective use of newspaper and magazine space occasionally supplements our on-the-air activity.

Moreover, each network promotion campaign is buttressed with local campaigns by CBS Television stations throughout the country. For every CBS Television program a station carries, it receives a complete program promotion kit. These kits—the most comprehensive in the industry—include:

- 20-second 16mm film trailers
- 2″ x 2″ glass slides
- 3 mats of one-column ad
- 2 mats of two-column ad
- 1 mat of three-column ad
- Program notes
- Live announcements (one-minute, 20 seconds, station breaks, homemaker)
- Copy for displays
- Matte-finish photos for on-the-air use
- Feature story
- News story
- Biography of star
- Exploitation ideas
- Glossy photo with caption

All this material is supplemented by as many as 10 new film trailers for each show during the course of a season, as well as a new slide for each show every six weeks and timely announcement copy every week.

This intensive kind of program promotion adds up to the kind of "merchandising that really counts in network television advertising—hard merchandising of the programs themselves, so that the advertisers can get the largest possible return on their investment.

DU MONT The DuMont Television Network's program promotion and sales promotion centers around a comprehensive kit sent to the promotion managers of all stations carrying a specific show. The kit is divided into three sections—promotion, publicity and showmanship.

In the promotion section are letters to the station promotion managers, apprising them of the program's premiere and requesting that they do everything within their power to promote it locally. Also enclosed are suggested spot announcements; two slides, two different kinds and sizes of mats and proofs for audience advertising; suggested

py for the station's own use in making ats.

Contained in the kit's publicity section e photographs of all participants on the ogram, biographies, a format story, plus ature stories.

In the showmanship section are exploitaon, display and merchandising suggestions, us a suggested letter to local retailers and holesalers, which tells them how they can omote the program to the advantage of e sponsor's product.

All sections of this kit are kept up to date ith new photographs, stories, etc.

Aside from the kit, DuMont sends each ation's promotion manager a report for ients on his local activities with dealers. his is filled out, returned to the network, d then sent to the advertiser.

The network also supplies direct mail—the client's specifications and on DuMont tterheads—to dealers and distributors, anouncing the debut of a program promoting he of their products. From time to time, e network also sends them a newsletter the program.

Two of the network's promotion services e performed on a weekly basis—the sendg of publicity releases on each show to e manager of the station carrying it, and n-the-air announcements emanating from e network's key station, WABD (TV) New ork.

DuMont will create a supply of display aterial at the client's request, with the netork absorbing the cost of the art work, d the advertiser paying for the printing.

BC-TV On Jan. 1, 1952, NBC embarked a program of building the finest merchansing service possible.

Of all advertising media, only a network as the means at hand to build a truly effecve merchandising service—for the very mple reason that no medium could afford establish local operations in all the key arkets. A network, and only a network, n possibly provide these facilities because is represented in these markets by its filiates.

So, on this precept NBC merchandising as born. The country was divided into elve merchandising districts, and a supersor assigned to each, experienced men with de backgrounds in merchandising and les. These are all men who are qualified erchandising consultants. It is they who ntact the trade, train advertiser salesmen the techniques of present-day merchansing and make demonstration calls. They e the men who contact key retailers and holesalers in the interests of advertisers, d they are the men who work with our filiated stations, developing the stations' operation at the local level, and most imrtant, they secure the factual evidence of rformance which is so vital for our reports sponsors. With the interest of regional d divisional managers in their company's vertising and the media used growing at a pid pace, these men constantly call on ding advertisers' branch offices with new d informative material concerning radio d television.

They have covered more than one *million* les and made more than 30,000 personal calls on retailers, wholesalers, and affiliates in the interests of NBC advertisers.

Across the country these merchandising supervisors have carried out the merchandising plans developed in New York in cooperation with, and at the special request of, NBC network advertisers and their agencies —custom-tailored plans for each sponsor—merchandising specifically geared to fit the individual advertiser's problems and needs.

These supervisors have bolstered NBC advertisers' selling efforts with local merchandising wherever they have gone. They have reached top management—men who would not ordinarily be contacted by the sponsor's salesmen and have secured their help in putting over the campaigns.

They have arranged special promotions, better shelf position, storewide sales, end displays, tie-in advertising, and helped sponsors with problem accounts.

However, all of these jobs, while important, only constitute a part of the merchandising district supervisors' responsibilities. Their most *vital* and *important* work has been the development of merchandising cooperation on the part of NBC affiliate stations in the interest of network sponsors.

As part of the program developed for affiliates, monthly mailing pieces for both the food and drug fields were made available —pieces which, by mass production, offered the stations better mailings than they could produce at a reasonable price.

NBC also developed a portfolio of merchandising aids especially designed for station use at point of sale—colorful pieces, every one imprinted with the affiliates' call letters or channel number.

Another service of the NBC merchandising department is the *merchandising memo* sent to every station on the network every month. The memo reports the latest merchandising trends and tells the affiliates how they can interpret this information to their own advantage.

It has taken months of patient work, explanation and confidence-building to establish this merchandising network. As time passed and the stations began to understand the benefits and operating procedures of merchandising, more and more joined in these merchandising activities.

So, today, NBC offers a national, integrated service, which includes merchandising cooperation from 182 NBC Radio network affiliates and 65 NBC Television outlets and practically 100% of the affiliates, who have not yet adopted merchandising, have definite plans under way.

Obviously the amount and types of merchandising services that the affiliates render a network advertiser vary with the market the station services and the extent to which they have developed their merchandising activities. The picture is clearly painted by the general manager of an important NBC station, who said, "Only now are we beginning to appreciate fully the value of merchandising and the place it must have in broadcasting."

As a matter of fact, the list of advertisers who have been served by the NBC merchandising team is far too long to permit giving detailed case histories.

But the roster of firms who have endorsed



NEW FACILITIES FOR BUILDING
BIGGER SALES

This ultra-modern structure is WIBG's new studio and transmitter headquarters.

WE SPECIALIZE IN SELLING!

CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsors' products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public. Audience appeal, listener loyalty, plus our expanded facilities and special promotional services are further proof that radio is still the best advertising buy in Philadelphia.

10,000 Watts
Philadelphia's most powerful independent.

WIBG

Represented by
RADIO REPRESENTATIVES, INC.



Even with a tower rivalling the Eiffel, WHEN's reception in France is doubtful, but people in Paris, N. Y., enjoy WHEN daily.

High on the hills southeast of Syracuse sits Paris — only one village in a vast 26-county area covered by WHEN. There are 2¼ million people in this WHEN market — people like the ones in Paris — who watch and enjoy TV at its best over Channel 8 and form buying habits by what they see and hear. Your message, too, can bring response (and response means dollars) by telling this rich upstate market about your product over WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

and used NBC merchandising reads like a Social Register of American business—great advertisers like Scott Paper, Armour, Colgate, Prudential, Philip Morris, and others—a total of 83 to date—for each an individually planned and executed merchandising program.

New means and devices are constantly being explored to enhance the value of NBC merchandising to their sponsors.

NBC has always recognized fully that one of the most valuable assets that can be enjoyed by any advertising medium is a recognition of that medium's selling effectiveness in moving goods at the retail level. Many times in today's "battle of the brands," when advertising plans are being made, the retailer's voice is heard.

Witness the giant food industry—the largest source of advertising revenue. In less than 25 years the number of food stores has decreased from 600,000 to fewer than 500,000 while the population has grown over 20%.

True, the average store is larger but remember the old corner grocery store carried fewer than 800 items while the modern supermarket of today handles more than 3,000. Operating in the most keenly competitive field on the smallest of gross margins, the food store operators are continually seeking profit "cushions": hence, the dollar sign that is found today on displays and other promotional cooperation.

With store design changes limiting more and more the available special display space, such as end positions and the square footage required for mass floor displays, advertisers must increasingly probe the possibilities of added shelf facings, the effectiveness of shelf markers, shopping cart displays and other devices. This does not mean that the day of the feature display has passed or that they are unobtainable, but simply that with fewer stores, more items and less display space, the "battle of the brands" for feature in the food business, as in all other fields grows tougher and tougher.

NBC fully recognizes that the feature display, well-policed, provides the most effective dramatization of product movement at the point of sale and is constantly working with its sponsors to obtain this kind of cooperation.

When an advertiser is using the facilities of the NBC network, the services of the NBC merchandising department are available without charge. These services include:

1) Merchandising the entire campaign. (This means all the media being used, not just NBC.)

2) Work with advertiser's sales personnel to indoctrinate them in the best methods of merchandising the company's advertising for their product at the point of sale.

3) Do the same with advertiser's wholesalers, jobbers, distributors and their salesmen.

4) Consult with advertisers on the preparation of special presentations (prepared at cost) for advertiser's sales meetings, wholesaler or distributor meetings. Attend these meetings to put on special presentations advertiser so wishes.

5) Examine and make recommendations to advertisers covering new developments in merchandising practices and procedures.

6) Give the advertiser specific help with "problem" accounts.

7) Conduct, when desired by the advertiser, such special survey functions as spot checks, attitude surveys, and local market tests.

8) Develop and inaugurate special store-wide merchandising promotions in the food, drug and department store fields.

9) Coordinate and implement the merchandising plan with NBC affiliated stations to deliver the greatest possible local impact.

10) Supply point-of-sale material at cost.

PROGRAMS & PROMOTION

TV VERSUS NEWSPAPERS

SPECIAL study has been conducted by two ex-newspapermen, now in the TV business, on "How San Antonio Newspapers Measure Up to WOAI-TV." Edward V. Cheviot, commercial manager, and Mort Grossman, promotion manager of the San Antonio station, point out by a series of facts and figures that: On a cost-per-thousand basis, WOAI-TV delivers more people per dollar than any San Antonio newspaper; WOAI-TV provides more audience than any San Antonio newspaper, and that a half-hour on WOAI-TV costs less than a 1,200-line ad in one of the city's daily papers. The study also makes several points in regard to the quality of advertisement in the two media: Through TV the advertiser is indirectly in the home; the TV ad doesn't have to compete with other ads and features on the same page, and through TV there is the greater combined impact of sight, sound and action.

TELEVISION NECKTIE

DARK blue neckties decorated with a splash of gold in which the station's channel number, 54, is centered have been sent out by WILS-AM-TV Lansing, Mich. Enclosed in the package is an attractive calling card from W. A. Pomeroy, general manager.

ROTO SECTION FEATURE

TWELVE pages of the roto section of the *Pittsburgh Press* were devoted to the workings of WENS (TV) Pittsburgh on Aug. 23. Copy revealed how the station has been built and by whom and pointed up the names of stars who will be appearing on the new outlet. Also included in question-answer form was a section on "What Uhf Means to You."

WTVP DATA IN PRINT

SPECIAL TV section devoted to WTVP (TV) Decatur, Ill., appeared in the *Decatur Sunday Herald & Review* Aug. 16, the outlet's first full commercial on-the-air day. The 16-page layout featured pictures of executives and station personnel, background data on the new uhf station's staff and several behind-the-scenes photographs to give the reader an idea of how TV shows are produced.

CONTINENTAL PROMOTION PLAN

CONTINENTAL BAKING Co., N. Y., will promote the opening of its new radio show, *Make Up Your Mind* (CBS Radio, Mon.-Fri., 11:30-45 a.m. with newspaper insertions of two-col



How Many Jack Rabbits, Prairie Dogs and Hoot Owls Own Radios?

Webster says a WATT is "a practical unit of electrical power". . . but in Radio time selling it is too frequently a hook on which to hang a rate card.

What do *you* want from a WATT in *your* radio time buying? Adequate coverage of your market of course. How many WATTS do you need? Sometimes 50,000 . . . sometimes five hundred and sometimes a nice neat 250 WATTER will put your message right on the bull's eye.

Our big story to advertisers and their agencies is simply this: Why try to knock off chipmunks with a howitzer? Look to KBS for saturation of specific markets. No need to pay for an overdose of wattage which goes spilling out into unpopulated areas that can't pay off in sales. KEYSTONE plunks down wattage in adequate doses where it does the most good. The Jack Rabbits, the Prairie Dogs and the Hoot Owls are too busy barking, burping and hooting to tune in their radios and confidentially, some rumors have it that *their* homes are not yet wired for sound.

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St
STate 2 6303

NEW YORK
580 Fifth Avenue
PLaza 7 1460

LOS ANGELES
1330 Wilshire Blvd
DUnkirk 3-2910

TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

NETWORK AM SHOWSHEET

© 1952 by Broadcasting Publications Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (175) R	6-6:25 Carter & R. J. Reynolds Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Showcase	Squad Room	Music By Mantovani
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (209) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Richard Diamond (213) R	Chamber Music	American Forum of the Air S
7:45	"	"		
8:00		Junior Miss	Hawaii Calls	RCA Harris-Faye
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (201) R	Enchanted Hour	Best Plays
8:45	"	"	"	"
9:00	Lorillard Taylor Grant	Hallmark Radio Hall of Fame (200)	U. S. Marine Band	"
9:15	Kiplinger News	"	"	"
9:30	Call Me Freedom S	Escape	How's the Family	Six-Shooter * OT
9:45	"	"		"
10:00	Co-op Paul Harvey (118)	Man of the Week	London Studio Melodies	TBA
10:15	Alistair Cooke S	"	"	"
10:30	Chautauqua Story S	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press
10:45	Songs by Fisher	John Derr Sports	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Todds	Dance Orchestra	Dance Orchestra	Jim Fleming

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	NBC Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (174) R	Co-op Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	"	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Auto-Lite Suspense (191) R	The Falcon	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	"	"	"
8:30	Chautauqua Symphony	Lever-Lipton Godfrey Talent Scouts (171) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	"	Lever Brothers Lux Summer Theatre (184)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow	R. J. Reynolds Walk a Mile (186)	A. F. of L. Frank Edwards (151)	Dinah Shore
10:15	Virgil Pinkley S	"	This Week Inside Russia	TBA
10:30	U. S. Army Band Concerts (See Footnote)	10:30-35 Robert Trout	(Coca-Cola) Coke Time	M. Mueller News
10:45	"	Cedric Adams Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00
11:00	"	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC	ABC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	Not in Service
6:15	"	You and the World	"	NBC Sports Review (MM)	"
6:30	"	No Service	"	No Network Service	"
6:45	"	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)	"
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)	7:00-7:05 News 7:05-7:15 M F Co-op News
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	Co-op Elmer Davis
7:30	Starr of Space	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)	Gen. Mills, Lone Ranger (153)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 TBA	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)
8:00	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)	3-City Byline
8:15	Sammy Kaye	"	* "	Rosemary Clooney	Sammy Kaye
8:30	Discovery S	Halo. Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT	City of Times Square
8:45	Literary Greats	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (193)	Search That Never Ends	Liggett & Myers Dragnet (197)	Co-op Mr. President
9:15	"	"	"	"	"
9:30	"	21st Precinct	Co-op State of the Nation	Barrie Craig *OT	Co-op Crossfire
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"	"
10:00	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (187) R	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)	News of Tomorrow 180
10:15	Virgil Pinkley S	TBA	Co-op Hazel Markel	"	Virgil Pinkley S
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout	Bands For Bonds	M. Mueller News	Journeys Into Jazz (See Footnote) S
10:45	"	Cedric Adams 10:35-45 Dance Orchestra		Stan Kenton Orchestra 10:35-11:00	"
11:00	Valentino S	News	Co-op Baukhage Talking	No Network Service	Valentino S
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45		"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Keesler Air Force Base Male Chorus
12:00 N	Gloria Parker S	Latin America Story	BBC Bandstand	Sammy Kaye's Sunday Serenade
12:15 PM	"	"	"	"
12:30	Co-op Piano Playhouse	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	Freddie Martin Show	Vandeventer & The News S	Mind Your Manners
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Godfrey (204) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Intl. Celluc. Godfrey (195) R	Mutual Music Box	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Star-Kist Frigidaire-Arthur Godfrey (193) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)	Toni-Arthur Lever Bros. Arthur Godfrey (194) R	10:45-11:00 Holland Furnace	It Pays to Be Married
11:00	Live Like A Millionaire	National Biscuit Pillsbury Godfrey (203) R	Co-op Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers MWF Natl. Bis. Tu-Th (204) R	Queen For a Day	"
11:30	Campbell Double or Nothing 11:39-11:55	Contnl. Baking Make Up Your Mind (54)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)
11:45	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (115)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Lever Bros. Aunt Jenny (177)	Johnson & Son News 12:15-12:20	"
12:30		Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Not in Service	Whitehall Our Gal Sunday (178)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC	
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)	1:30 PM
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*	1:45
9:30	"	Garden Gate	"	Breakfast In Hollywood	2:00
9:45	"	Holland Furnace Morgan Baker (20)	"	"	2:15
10:00	Co-op	Animal, Fin. Galen Drake(76)* 10-10:15 a.m.	Bozo and His Friends S	Archie Andrews S	2:30
10:15	"	Galen Drake (Sust.) 10.15-30 a.m.	"	"	2:45
10:30	Ralston Space Patrol (284)	Let's Pretend	"	Pet Milk Mary Lee Taylor (144)	3:00
10:45		"	"	"	3:15
11:00	Front & Center	Off 9 '12 Romance	Helen Hall	My Secret Story	3:30
11:15	"	"	No Network Service	"	3:45
11:30	All-League Clubhouse S	Cannon Mills Give & Take (157)	Farm Quiz	Modern Romances S	4:00
11:45	"	"		"	4:15
12:00 N	101 Ranch Boys S	Cream of Wheat (9 19) Armstrong Cork Theatre of Today (160)	Quaker Man on the Farm	News (12-12:05)	4:30
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30) S	4:45
12:30	American Farmer S	Carnation. Stars Over Hollywood (197)	5th Army Band	Coffee in Washington	5:00
12:45	"	"	"	"	5:15
1:00	Navy Hour S	Toni Fun For All (204)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)	5:30
1:15	"	"	"	"	5:45 PM

FOR SEPTEMBER 1953

THURSDAY

NBC	ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	6:00 PM
NBC Sports Review (MM)	"	You and the World	"	NBC Sports Review (MM)	6:15
No Network Service	"	No Service	"	No Network Service	6:30
Sun Oil Co. 3-Star Extra (34)	"	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)	6:45
Inter. Harvester News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)	7:00
No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service	7:15
Miles Labs News of World (168)	Starr of Space	"	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	7:30
Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 TBA	Miles Labs 1 Man's Family (166) Rp	7:45
My Son Jeep	3-City Byline S	Brylcreem Meet Millie (198) R	Official Detective	General Foods Roy Rogers (162)	8:00
"	Sammy Kaye	"	" "	" News 8:25	8:15
Kraft Gildersleeve (160)	Heritage S	Gen. Elec. GE Playhouse (205) R	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)	8:30
"	"	"	"	"	8:45
DeSoto Plymouth Dealers, Best of Groucho (191)	Mike Malloy S	Gen. Elec. Comedy Theatre (195)	Rod &Gun Club Co-op	Pet Milk Truth or Consequences (166)	9:00
"	"	"	"	"	9:15
Amer. Cig. & Cig. Big Story (192)	Time Capsule	Jergens Time for Love (129)	On and Off The Record	Eddie Cantor Show OT*	9:30
"	"	"	Co-op	"	9:45
TBA	News of Tomorrow 180	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	TBA	10:00
"	Virgil Pinkley S	"	Co-op Rukeyser Reports	"	10:15
M. Mueller News	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams	(Coca-Cola) Coke Time	M. Mueller News	10:30
Report from the White House	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op	10:45
No Network Service	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service	11:00
News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	11:15 PM

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
"	You and the World	"	NBC Sports Review (MM)
"	No Service	"	No Network Service
"	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
Gen. Mills, Lone Ranger (153)	"	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)
" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
3-City Byline S	Brylcreem P & G, Mr. Keen (198) R	Take a Number *	Coca-Cola Co. Coke Time (195)
Sammy Kaye	"	* "	Rosemary Clooney S
Platterbrains	There's Music in the Air	(Co-op) True or False	Amer. Dairy Bob Hope
"	"	"	"
What's The Name of That Song	"	Great Day Show	Parade of Bands
"	"	"	"
Outdoors with Bob Edge	Locke Stove Duke of Paducah (20)	On and Off The Record	Pick & Play with Bob & Ray *OT
Sports Roundup	"	Co-op	"
News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Dinah Shore
Virgil Pinkley	"	Co-op Elton Britt	TBA
Orchestra (See Footnote)	10:30-10:35 Robert Trout 10:35-10:45 Cedric Adams	Dance Orchestra	M. Mueller News
"	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service
Frank & Jackson	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Labor	Edw. P. Morgan News	Otto Thura's Orchestra	George Hicks News
Management S	UN on the Record	"	Henry Cassidy MM
Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Listen to Washington
Una Mae Carlisle	Daniel Schorr News	"	"
Disaster Strikes	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"
John McVane News S	"	Report From The Pentagon	"
Dinner At The Green Room S	Chicagoans	7:30-7:55 Where In The World	New Talent USA
"	"	State Farm Auto Ins. Co. C. Brown	"
Dancing Party S	Broadway Is My Beat	20 Questions	"
"	"	"	"
"	Gangbusters	Co-op Virginia Barn Dance	"
"	" *	"	"
"	Gunsmoke	(Co-op) New England Barn Dance Jamboree	"
"	"		"
"	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
"	"	"	"
Orchestra S	"	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
"	"	"	"
Treasury Show	10:30-35 News Daniel Schorr	"	Pee Wee King Show Co-op
"	Dance Orchestra	"	"
News S	News	News	News from NBC
Orchestra	Dance Orchestra	Dance Orchestra	Alex Dreier News

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (161)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op
"	P&G Duz Guiding Light (169)	"	Wesson Oil Dr. Paul (61)
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (143)	Say It With Music	No Network Service
"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	No Network Series
Tennessee Ernie S	Toni, Seeman Nora Drake (194)	M-W-Th-Fri Mac McGuire Tues. Pequot Paula Stone	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (170)	No Network Service	Jane Pickens News 2:55
Gen Mills Joe Emerson (27 stns)	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
"	Lever, Kellogg Houseparty * (192) R	"	P&G Road of Life (163)
"	Pillsbury House Party (197) R *	"	P&G Pepper Young (166)
3:55-4:00 Edward Arnold Story Teller	Toni, Man. Soap Wizard of Odds (175)	"	P&G Right to Happiness (163)
Jack Owens	Gen. Fds.(4-4:05) Cole (43)* Robt. Q. Lewis (84)	Music with Bruce & Dan	P&G Backstage Wife (175)
"	4:15-20 Corn Prod. Sunshine Sue (45)	"	Sterling Drug Stella Dallas (151)
Music in the Afternoon S		"	Sterling Drug Young Widder Brown (151)
"		"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	4:55-5 News 5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Whitehall† Just Plain Bill (143)
The Play Fair S	"		Whitehall Front Page Farrell† (138)
Ronnie Kemper	"	M-W-F Kellogg Wild Bill Hickok Tu & Th Keynote Ranch S	C-P-P Lorenzo Jones (191)
John Conte S	Miles Labs Curt Massey		Ex-Lax Inc. Doctor's Wife

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	Carter City Hospital (200)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
"	"	"	"
2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
"	"	2:25 Johnson News	"
"	Football Games (Sust.)	101 Ranch Boys	Design for Listening
"	"	"	"
3:00-3:05 News Watergate Concerts	"	Bandstand USA	What's the Score
"	"	"	"
"	"	Sports Parade	Marine Hall of Bands
"	"	"	"
Horse Races	"	Salute to the Nation	Stars in Action
Music Box	"	"	"
Pan-American Union	"	Mac McGuire Show	All Star Parade of Bands
"	"	"	"
Martha Lou Harp	"	Walter Preston's Show Shop	Big City Serenade S
"	"	"	"
Paulene Carter	TBA	"	Author Speaks S
Club Aluminum Club Time	"	5:50-6 Johnson & Son	Public Affairs S

SUNDAY

MBS	NBC
Lutheran Hour (Lutheran)	U. of Chicago Roundtable
"	"
Bandstand USA	The Catholic Hour
"	"
US Military Academy Band	Music For Relaxation
"	Elmo Roper
Top Tunes with Trendler	Critic at Large
"	Youth Brings You Music
Keynote Ranch	Transatlantic Briefing
"	"
Under Arrest	TBA
"	"
4:30-4:55 Dear Margy It's Murder	"
4:55 News S	"
The Shadow	"
"	"
True Detective Mysteries	"
"	"

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).

7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).

10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

Chevrolet now sponsors 24 5-minute newscasts each weekend.

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 108.

11:30-11:35 a.m. Sun. Peter Hackes—News (S)

3:15- 3:30 p.m. MWF Lever—Houseparty 178

3:15- 3:30 p.m. Tue Kellogg—&Houseparty 192

3:15- 3:30 p.m. Fri Green Giant—Houseparty 170

3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 187

3:30- 3:45 p.m. Fri Kellogg—Houseparty 192

4-4:15 p.m. M-F Gen Fds.—Grady Cole 43

4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84

4:15-20 p.m. M-F Corn Prod.—Sunshine Sue 57

155-2 p.m. Sat. Gen. Foods—Galen Drake 159

Arthur Godfrey Clients 10-10:30 a.m.

10-10:15 a.m. Knowmark & Mutual Benefit (alt. days) 204.

10:15-30 a.m. Snow Crop & Kleenex (alt. days) 195.

10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 193.

10:45-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.

11-11:15 a.m. Pillsbury M.-Th.; Natl. Bis., alt. Fri. 204.

11:15-30 a.m. Liggett & Meyers M.-W.-F.; Nat. Biscuit Tu-Th. 204

MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs, alternate days

10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson

11:25-11:30 a.m., M-Sat., Johnson & Son, News

5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson

9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

Multi-Message Plan: Participating sponsors—M-F 8:00-8:30 p.m. Lever Bros.—Mon.-Fri R. J. Reynolds Tobacco Co.—Mon., Tues Thurs. Jacques Kreisler-Tues., Wed. & Th Emerson Drug—Mon. & Wed.

Tues. & Thurs., 7:45-7:50 p.m.—Titus M Emerson Drug.

Baseball: (Bristol-Myers) Warm-Up—Mon.-S 5 min. preceding "Game of the Day."

Game of the Day—Mon.-Sun. Approx. 2-4:30

Regional Net.—

Camel Sports

following Game of the Day Mon.-Sat.

Wheaties Scoreboard-Gen. Mills, 5 min follow-ing Game of the Day Mon.-Sat.

NBC—

8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.

† Whitehall Pharm. & Carter Co., "Just Plain Bill" Whitehall Cole Front Page Farrell" and Bess

* MM—"Minute Man" Programs.

* OT Operation Tandem

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

seven-column and black-and-white ads. A 1,000 line follow-up ad will appear a week later. In the ads, details of the show dominate the mention of the sponsored products, Wonder Bread and Hostess Cup Cakes. Lee Mack Marshall, advertising director, meanwhile, noted that the company had been a sponsor on radio for 965 consecutive weeks, or 18½ years.

SERVICEMEN MEET AT WILS

TV SERVICEMEN'S meeting was held recently by WILS-TV Lansing, Mich. and the Carsen Distributing Co., Saginaw, which handles the RCA line. Station relates that 60 persons were invited to the session. In all, 82 service people attended. At the end of the meeting the first test pattern transmitted over Ch. 54 was brought in for those in attendance to see.

PORTLAND STUDY

SALES presentation titled "A Study of Advertising Media in Portland," has recently been published by KEX Portland. Production of the study was supervised by Charles L. Burrow, station promotion manager. Text outlines radio and newspaper circulation in three segments of the station's market and the effectiveness of the respective media in reaching each area. Copies may be obtained from KEX or its national representative, Free & Peters.

'Coffee Break' Promotion

NEW SERIES of sales promotion pieces designed primarily for station salesmen and representatives is being sent out by WHO Des Moines to stimulate radio sales. Each piece prepared under the direction of John Schweiker, station's sales promotion manager, deals with a different radio success story as it has developed on WHO. Promotion, in informal letter format, uses an attractive "coffee break" letterhead.

'STAGE STRUCK'

AN HOUR-LONG weekly program reporting on, and giving highlight scenes and music of, current broadway shows will be launched by CBS Radio on Oct. 2 in cooperation with the League of New York Theatres (Fri., 8:30-9:30 p.m.). Stars of the various musicals and dramas being presented are slated to appear on the series, entitled *Stage Struck*. Commentator Mike Wallace will be host and theatrical reporter. Slated for the first broadcast are Lilo of "Can-Can," Rosalind Russell of "Wonderful Town," Basil Rathbone, Edna Wallace Hopper, and Shirley Booth.

PUMPKIN CONTEST

WPEO PEORIA was slated to open its third annual Pumpkin Contest yesterday (Sunday), offering a Youngstown kitchen as first prize for the person making the most accurate estimate of the number of pounds of pumpkins to be grown on a specified 20-acre patch. Other awards, which last year numbered 186 for a combined value of $1,200, are slated to bring this year's prize pool to more than $4,000 in value, according to General Manager John R. Livingston. The contest will run for six weeks and will be promoted on WPEO's farm service programs. Last year the contest attracted more than 9,000 entrants.

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TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

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—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

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NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

Advertisers

eorge Bryson, vice president and supervisor general foods account for Young & Rubicam, . Y., to General Foods Oct. 1 as head of in- national office with headquarters in New ork.

W. Nolte, advertising manager, Carnation o. (evaporated milk), L. A., has resigned.

ichard L. Brown, formerly general manager Hadacol, returns to firm as assistant to esident. **T. F. Wallace** named director of arket research.

eorge L. Palmer, George J. Edellstein, Leland Lord and **Leo McKay** elected vice presidents Willys Motors Inc. **Joseph B. Overman** ected assistant treasurer.

Agencies

ommander R. H. G. Mathews elected execu- ve vice president of Burton Browne Adv., hicago.

avid Karr, vice president in charge of public lations, William H. Weintraub & Co., N. Y., signs.

orman Blackburn, vice president and director radio and television, Geyer Adv., N. Y., has signed his administrative post to concentrate n creative and production phases of television.

ichard S. Bean, Dancer-Fitzgerald-Sample, . Y., to Grey Adv., N. Y., as media director r the agency.

arold M. Tucker Jr., media director, Barnes hase Co., San Diego, to Erwin, Wasey & Co., . A., in same capacity. He succeeds **Whitney artshorne,** who transfers to latter agency's . Y. office in October.

Marvin Young, radio-TV director, Ruthrauff & yan Inc., L. A., has resigned.

illiam R. Stuhler, partner and vice president, rice Robinson & Frank, Chicago, to Sullivan, auffer, Colwell & Bayles, N. Y., as executive . TV-radio dept. in charge of all talent and ew programs, effective Sept. 8.

arl E. Hellman named art director of Arthur . MacDonald Inc., Chicago. **Thomas N. Mac- urney,** sales promotion dept. of Ekco Products o., Chicago, to agency as production manager.

Marilyn Doorley, office manager, Headley-Reed o., Chicago, to Frank J. Miller Inc., Holly- ood, as time buyer.

obert Jarvis, director of creative activities, ic Knight Inc., L. A., to Crossley & Jeffries ac., same city, as copy director and account xecutive.

. W. Heizer, central region account executive n Socony-Vacuum account, Compton Adv. gency, Chicago, to Detroit office of Ruthrauff Ryan Inc. as account executive.

dward Rohrs to Campbell-Mithun Inc., Chi- ago, as copywriter.

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

Richard D. Allen, former vice president of Quaker Oats International, to J. Walter Thompson Co., Chicago, where he will handle general account service work. **Bernard Sabath,** copy chief at N. W. Ayer & Son, Chicago, and **Janet Dunlevy,** former editor of a research division publication for Armour & Co., to copy department of J. Walter Thompson Co.

Jay B. Rhodes Jr., to Robert B. Selby & Assocs., as account executive specializing in food merchandising and promotion.

Alice Amanna, Huber Hoge & Sons, N. Y., to Smith, Hagel & Snyder, N. Y., as assistant account executive.

Alfred V. Hansen, Erwin Wasey & Co., L. A., to Sherman & Marquette, N. Y., as member of TV copy dept.

Lincoln Diamant, head of advertising and sales promotion departments of World Publishing Co., Cleveland and N. Y., to creative staff of Ben Sackheim Inc., N. Y.

Emerson Cole, Benton & Bowles, N. Y., to Sherman & Marquette, N. Y., in TV copy department.

Richard A. Meyer, Marschalk & Pratt, N. Y., to copy writing staff, VanSant, Dugdale & Co., Baltimore.

Stations

Riley Gibson, manager of KOME Tulsa, Okla., named general manager of KXO El Centro, Calif., applicant for Ch. 16.

E. J. (Jack) Powell, vice president of Manistee Radio Corp. and general manager of WMTE Manistee, Mich., to Midwestern Bcstg. Corp., Toledo, Ohio. **Steve Cole,** WTCM Mt. Pleasant, Mich., succeeds Mr. Powell.

Charles C. Farrar, executive assistant to president, KSTL St. Louis, named station manager.



Mr. Farrar

Raymond J. Cheney, news director, appointed general manager of WMIX-AM-FM Mt. Vernon, Ill., succeeding **James Muse** who has resigned. **Willard J. Purser,** sales dept. of station, named assistant manager.

Maynard Dillaber named general manager of WMVA-AM-FM Martinsville, Va., succeeding **John W. Schultz** who has resigned. **Barbara Harding Zimmerman,** program director of station, appointed secretary-treasurer of Martinsville Bcstg. Corp.

King Michell, sales staff of KOMO Seattle, named sales manager.

Jack Withington, account executive, KPOL Los Angeles, promoted to sales manager.

Charles Black, recently separated from duty in Chief of Naval Operations Intelligence sec-

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

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tion, Washington, D. C., to KECA-TV Los Angeles as business manager.

Chris Mack, farm service director at at WNAX Yankton, S. D., promoted to assistant manager of station.



Mr. Mack

John H. Kimball Jr., Prentice Hall Publishing Co., named sales manager of WTAO - AM - TV Boston.

Thomas W. Thuman, account executive at WSAI-AM-FM Cincinnati, promoted to local sales manager.

Jim Backlin, staff announcer at KGCX Sidney, Mont., advanced to promotion manager and news editor.



Mr. Constant

Al Constant, former program director at KRON-TV San Francisco, named operations manager of KONA-TV Honolulu.

Richard L. Higgs, WSRK Shelbyville, Ind., to WIRE Indianapolis as promotion manager, succeeding **Ward Glenn,** now business manager of Erie Symphonic Orchestra.

Paul Yamamoto, copy chief, KULA Honolulu, advanced to merchandising manager.



Mr. Cavalier

Dan R. Cavalier, general manager, Campbell Music Co., Washington, D. C., to WGMS same city, as vice president in charge of sales and development.

John Giel to sales staff, WSRS Cleveland.

Hamilton Shea, general manager, WTAM and WNBK (TV) Cleveland, presented with award by American Cancer Society in that city for stations' "distinguished performance in the field of public service and for its awareness and wholehearted cooperation."

James Earl Boultinghouse, continuity director, KOSA Odessa, Tex., to KLVT Levelland, Tex., as program director. **Gilbert Patscke,** chief engineer, KWKC Abilene, Tex., to KLVT in same capacity.

L. V. Hostetler, producer-director, WBAP-TV Fort Worth, to KKTV (TV) Colorado Springs, as production manager. **Stan Sievers** appointed chief of technical operations at KKTV.

Ken Lewis, scenery and staging dept., WOW-TV Omaha, Neb., appointed art director of station.

Donald William McKee appointed merchandising manager of *Kitchen Karnival,* WBAL Baltimore, succeeding **Rolland C. Bourbeau** who goes to NBC.

Jack Goodman, regional correspondent for *The York Times* and *Salt Lake City Tribune,* named news and special events director for KDYL-AM-TV Salt Lake City. **Harold Dent,** W. H. Bintz Co., Salt Lake City appliance distributor, to KDYL there as account executive.

John Horton, announcer, WNMP Evanston, Ill., appointed chief announcer in charge of production.

Frank K. Spain, NBC development group, named chief engineer at WHEN (TV) Syracuse, N. Y.

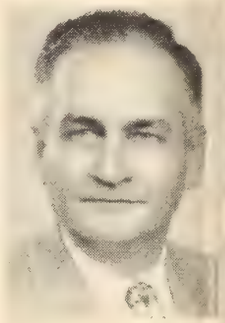
Don Kerr, WFAA-TV Dallas, to WCOP Boston, as account executive.

Steve Fisher, announcer and former World Broadcasting System account executive, to announcing staff of WHLI Hempstead, L. I.

Janet Nix to WBAL Baltimore as writer-director.

Wayne W. Cribb, former general manager of KHMO Hannibal, Mo., named assistant national sales manager of WTAD Quincy, Ill., and KGLO Mason City, Iowa.

William O. Ellison, first lieutenant in U. S. Army to sales dept. at KIRO Seattle as merchandising manager.



Mr. Cribb

William L. (Bill) Browne, formerly producer-director-writer with WMAL-AM-FM-TV Washington, assumes duties as director of public relations at National Institute of Drycleaning, Silver Spring, Md.

Bill Feinberg, WCOP Boston, to sales staff of WHIM Providence, R. I.

A. H. (Mac) McHardy, KECA Los Angeles, promoted to continuity acceptance editor.

Maggie Wulff, director of women's activities at WERE Cleveland, to creative staff of WXEL there.

Bill Daniels, chief announcer KULA Honolulu, to KBIG Avalon announcing staff.

Lois McIver to WPTF Raleigh, N. C., as continuity writer. **Marlene Muller** to station as promotion secretary.

Harry Gehrett, disc jockey at KFGT Fremont, Neb., to KLMS Lincoln, Neb., as night disc jockey.

Kent Burkhart, former Fort Worth disc jockey, to KATL Houston.

Betty R. Allen to WDVA Danville, Va., as bookkeeper, replacing **Beatrix Burke** who has resigned.

Ray Gaber, producer-director at WTVJ (TV) Miami, adds duties as teacher of TV production at Lindsey Hopkins Vocational School there.

Clete Roberts, KLAC-TV Hollywood news commentator and reporter, also to be moderator on KECA-TV Los Angeles *Crossroads of Life.*

Fred L. Bernstein, WTTM Trenton, N. J,, general manager, received letter of commendation

rom Rutgers U., on behalf of station, for adult ducations series *Labor Talks It Over.*

ack Kelly, manager of WRFW Eau Claire, Vis., received citation on behalf of station from Disabled American Veterans for distinguished ervice.

Wilson C. Swayse, announcer at WSB-TV Atanta, father of twins, Carol Louise and Linda usan.

ames T. Hayes, 39, writer-artist and assistant n promotion dept. of WCCO Minneapolis, died ug. 20.

Mark Breneman, 44, announcer at KFAC Los Angeles, died Aug. 19.

Networks

Thomas J. Swafford, account executive, CBS Radio Spot Sales, S. F., named assistant general ales manager for Columbia Pacific Radio Network. He succeeds **Alan T. Axtell,** former assistant general sales manager of CBS-owned KNX Los Angeles and of Columbia Pacific Radio Network who was appointed account executive in Chicago office of CBS Radio Spot Sales, succeeding **Roland Kay,** who transfers to New York to become sales representative of KNX and CPRN.

Carmine Patti, coordinator of traffic operations for DuMont TV Network and its WABD (TV) New York, named assistant traffic manager, under **Roy Sharp,** manager.

Marjorie Benedict, literary rights dept., KECA Los Angeles, promoted to assistant continuity editor, ABC Western Division. **Virginia Backes** to department as assistant continuity editor.

James Sheldon, formerly of Young & Rubicam, appointed director of NBC-TV's *Armstrong Circle Theatre* beginning Sept. 1.

Charles Isaacs, writer for NBC-TV star **Jimmy Durante,** has been signed to five-year producer-writer-director contract by network. He will produce, direct and write at least one new property a year for NBC-TV, in addition to working on eight NBC-TV *Colgate Comedy Hour* programs starring Mr. Durante.

Jerome Lawrence and **Robert E. Lee,** writing team on NBC Radio *Railroad Hour,* signed to exclusive one-year contract by Harms-Witmark-Remick, under which some of their original musical scripts will be published and made available to schools and amateur groups.

Sam Perrin, George Balzer, Milt Josefsberg and **John Tackaberry,** writers on CBS-AM-TV *Jack Benny Show,* re-signed for 11th consecutive year. **Hal Goldman** and **Al Gordon,** re-signed for 4th consecutive year.

Herbert Swope Jr., alternate-week director of *Robert Montgomery Presents,* chosen by NBC-TV to produce special sales promotion film for network.

Don Ross, account executive, Columbia Pacific Radio Network, father of girl, Polly, Aug. 20.

Donald C. Coe, ABC director of radio news and special events, and Hester Mary Bell were married Aug. 22.

Lowell Thomas, CBS Radio newscaster, named radio chairman for Laymen's National Committee's 13th annual observance of National Bible Week, Oct. 19-25. **Ted Mack,** NBC-TV *Original Amateur Hour* star, named TV chairman for event.

Manufacturers

Herbert P. Niemann, president of Hertner Electric Co., subsidiary of General Precision Equipment, elected to similar capacity at Ampro Corp., Chicago (tape recorders).

Carroll J. Tresslar appointed general manager for Chicago sales branch, Servel Inc.

Robert A. Caswell appointed midwestern regional sales manager for CBS-Columbia Inc., Merchandise Mart, Chicago.

J. L. Albers appointed manager of Capehart-Farnsworth Co.'s New Orleans sales region, succeeding **L. W. Reynolds.** Mr. Albers formerly was mid-central sales manager for Stromberg-Carlson Co.

Robert E. Savold, a field engineer with CBS-Columbia Inc., appointed manager of field engineering.

Joseph H. Morin, distributor sales manager for Shure Bros., Chicago, has been appointed sales promotion manager of Howard W. Sams & Co., Indianapolis (publisher of electronic technical manuals).

David H. Shean, assistant purchasing agent for Redmond Co., Owosso, Mich. (fractional horsepower motors), to Littelfuse Inc., Des Plaines, Ill. (fuses), as purchasing agent.

Laurence W. Scott, formerly retail sales manager for Montgomery Ward & Co., Chicago, to consumer products staff of Westinghouse Electric Corp., Pittsburgh, Pa.

Fred T. Whiting, 62, vice president of Westinghouse Electric Corp., died Aug. 21. Death was attributed to drowning.

Representatives

Walter C. Newton Jr., sales staff of WOR-TV New York, to New York sales staff of Weed Television, station representation firm.

Helen Wood to Richard O'Connell, N. Y., radio representative, as account executive.

Services

Alexander L. Stott, treasurer of AT&T, elected comptroller of company, succeeding **William Shelmerdine,** who is retiring. **John J. Scanlon,** assistant treasurer, elected treasurer, replacing Mr. Stott. Changes are effective Sept. 1.

Richard Romney to Theatre Network Televison Inc. as production assistant.

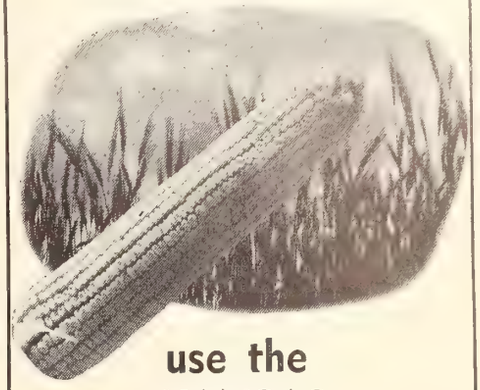
Program Services

Martin Heerwald, United Press correspondent in Washington State capital at Olympia, appointed Washington-Alaska manager for UP, with headquarters at Seattle in KOMO building.

Al Walker, West Coast film editor, Fox Movietone News, to Sportvision Inc., Hollywood, as production supervisor on football games to be shot on 16mm film for later release on TV stations.

Philip R. Thorn, 51, an editor for Air Features Inc., N. Y., radio-TV producers and former program director, WOR New York, died Aug. 23.

The best way to sell the KANSAS FARM MARKET



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Rep. Capper Publications, Inc.

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REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

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RTNDA AWARDS CLOSE SEPT. 15

Winners in three radio-TV news classifications to be announced Oct. 28 at annual convention.

EXTENSION of deadline to Sept. 15 for entries in the annual radio and television news awards of the Radio-Television News Director Assn., has been announced by Tom Eaton, WTIC Hartford, Conn., president of RTNDA.

All nomination and entry material must be postmarked by midnight of that day and sent to Baskett Mosse, chairman of RTNDA's awards committee, at the Medill School of Journalism, Northwestern U., Evanston, Ill. Formal news awards entry blanks, obtainable from Mr. Mosse, must be used.

Winners will be announced at the RTNDA annual convention banquet Oct. 28 in the Sheraton Park Hotel, Washington, D. C.

Mr. Eaton said that judges will be announced soon. He further explained that the judges will use as a yardstick the facilities available to each competing station, thus equalizing chances for those outlets with less staff, facilities and money for news gathering purposes.

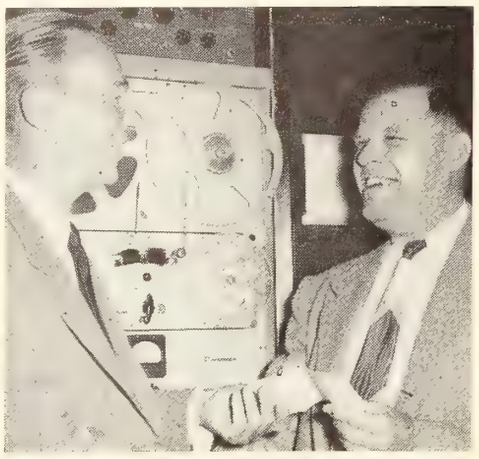
The awards proper consist of gold trophies presented by Medill. When a station wins a trophy three years in succession, that trophy becomes that station's property. In addition, there are Distinguished Achievement certificates for winners and those receiving special citations.

The three awards classifications are:

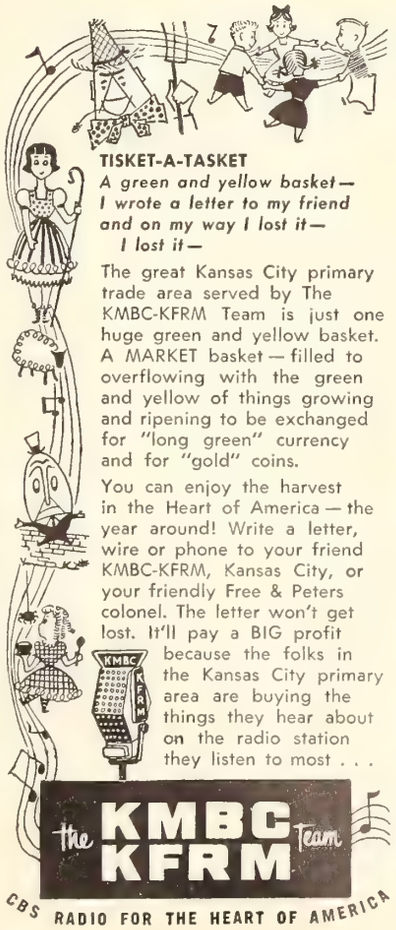
(1) Outstanding Radio News Operations—the radio station judged as providing the most complete and enterprising general news service of the year in the community it serves.

(2) Outstanding Television News Operation—the television station selected as providing the most complete audio-visual news service in the community and having contributed most to the general progress of television news.

(3) Outstanding Special Events or News Features Broadcast—the radio or television station which, in the opinion of the judges, did the best and most complete job or displayed the most enterprise and courage in reporting one news story or feature during the year. This classification include the broadcast of a special series, an election, a major flood, an editorial campaign, a commentary or an exclusive story. A station is permitted to enter as many as two special broadcasts.



CHECK for $250 goes to Henry Broderick Jr. (r), chief engineer of WDRC-AM-FM Hartford, as first place winner in the International Sound Recording Contest sponsored by Audio Devices Inc. [B•T, Aug. 24]. Bryce Haynes, Audio Devices vice president, presents the award.



Bonds Award to Shea

HAMILTON SHEA, general manager of WTAM and WNBK (TV) Cleveland, has been presented with a special public service award from the U. S. Treasury Dept. for the contributions of the stations to the Government's bond drives.

French Medal to CKAC

CKAC MONTREAL has been awarded medal of merit by French Academy of Paris for its help in "propagating the French language in Canada."



WEEI Boston General Manager Harvey Struthers (l) and Production Manager Arthur C. King (c) accept the annual safety award of the National Safety Council from Rudolph F. King, Massachusetts registrar of motor vehicles, for the station's contribution to public safety.

NEW GRANTEES' COMMENCEMENT TARGET DATES

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letter channel, date granted, starting target date, networ and representative.

ALABAMA

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV shar time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (shar time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Rayme
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/14/53, Avery Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53 10/1/53
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Gran
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Holling bery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH (TV)** (*28), 8/28/52-Aug. '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hol lingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-10/1/53, Weed TV
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hol lingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Holling bery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, Mc Gillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/15/53, NBC McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Hegd ley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, Du-Mont
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **Columbus Bcstg. Co.** (4), 8/27/53—Unknown.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Waldosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14/53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53—12/1/53.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-8/10/53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, ABC, CBS, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-9/15/53, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

MINNESOTA

Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **Lamar Life Bcstg. Co.** (3), 8/27/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/15/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-9/10/53, ABC, CBS, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-9/1/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL** (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV** (TV) (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC, Hollingbery.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53, Bolling.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53—Unknown.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, DuM, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Aug. '53.



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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-9/1/53, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Early Spring, '54, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53-9/1/53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Oct. '53, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WTSK (TV)** (26), 3/26/53—Unknown.
Knoxille, **WROL-TV** (48), 7/31/53-10/1/53, Avery-Knodel.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/24/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **Texas Telecasting Inc.** (12), 8/26/53—Unknown.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53, NBC, Hollingbery.
Tyler, **KETX (TV)** (19), 1/29/53-8/30/53, Headley-Reed TV.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC, Hollingbery.

Information in following order: Location, call lette channel, date granted, starting target date, netwo and representative.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walk
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbe
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Ra beau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NB Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cook
Newport News, **WACH (TV)** (33), 2/5/53—Summer '5
Norfolk, **WTOV-TV** (27), 7/8/53—Sept., Oct. '53, AB Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, He lingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initi Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknow
Charleston, **WKNA-TV** (49), 3/4/53—Early Sept. '5 ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollin bery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingber
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53, CBS, Taylc
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-America

UPCOMING EVENTS

Aug. 30-Sept. 2: Western Assn. of Broadcasters convention, Jasper Park Lodge, Jasper, Alberta.
Aug. 30-Sept. 5: Educ. TV station managemen seminar, U. of Iowa, Ames.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hote Vancouver, Vancouver, B. C.
Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.
Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of colo television standards.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hote Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, Sa Francisco.
Sept. 17-18: Dist. 16, Statler Hotel, Los Angele
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Ceda Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ard more, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hote Philadelphia.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany N. Y.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

ACTIONS OF FCC

Aug. 20 through Aug. 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	+123
Total on air	2,466	578	+224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**

+Authorized to operate commercially.

* * *

AM and FM Summary through Aug. 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,476	2,462	146	248	80
FM	578	549	54	7	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	159	264	423[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	162	58	220
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	823	337	648	511	1,159[2]
Educational	50		24	26	50[3]
Total	873	337	672	537	1,209[4]

[1] Eleven CPs (2 vhf, 9 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 440 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures go into effect on Aug. 24 [B•T, July 27, 20].

New TV Stations . . .

ACTIONS BY FCC

Manchester, N. H.—The Radio Voice of New Hampshire Inc. (WMUR), granted vhf Ch. 9 (186-192 mc); ERP 148 kw visual, 89.1 kw aural; antenna height above average terrain 1,020 ft., above ground 234 ft. Estimated construction cost $398,000, first year operating cost $325,000, revenue $350,000. Post office address: WMUR Bldg., 1819 Elm St., Manchester, N. H. Studio location: 1819 Elm St. Transmitter location: 6.5 mi. west of center of Manchester on South Uncanoonuc Mtn., about 2½ mi. south of town of Goffstown and 400 ft. west of fire tower. Geographic coordinates 42°58'59" N. Lat., 71°35'19" W. Long. Transmitter RCA, antenna Federal. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Granted Aug. 26.

Sweetwater, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), granted vhf Ch. 12 (204-210 mc); ERP 2.95 kw visual, 1.48 kw aural; antenna height above average terrain 340 ft., above ground 437 ft. Estimated construction cost $92,213.22, first year operating cost $90,000, revenue unknown. Post office address 7400 College Ave., Lubbock, Tex. Studio location to be determined. Transmitter location S of U. S. 80, 1 mile W of Sweetwater. Geographic coordinates 32° 28' 57" N. Lat., 100°22'20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder of KITE-AM-FM San Antonio. Granted Aug. 26.

APPLICATIONS

Columbus, Ga. — Columbus Bcstg. Co., vhf Ch. 4 (66-72 mc); ER6P 27.2 kw visual, 14.65 kw aural; antenna height above average terrain 364 ft., above ground 492 ft. Estimated construction cost $237,482.91, first year operating cost $200,000, revenue $250,000. Post office address 1350 13th Ave., Columbus. Studio and transmitter location 1350 13th Ave. Geographic coordinates 32°28'20" N. Lat., 84°58'26" W. Long. Transmitter and antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include The **R. W. Page Corp.** (WGBA Columbus) (51%), publisher of *Ledger-Enquirer* and *Bradenton Herald*, Columbus; President **J. W. Woodruff Jr.**, 10% owner of WGPC Albany, Ga.; and **J. W. Woodruff Sr.**, owner of WATL Atlanta, Ga., and 90% owner of WGPC. The Woodruffs own 49% jointly. WGBA dismissed its own Ch. 4 bid earlier. Filed Aug. 25.

Shreveport, La. — Interim TV Corp., vhf Ch. 12 (204-210 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 240 ft., above ground 212 ft. Estimated construction cost $159,433.16, weekly operating cost $4,765, weekly revenue $6,000. Post office address P. O. Box 1222, Shreveport. Studio and transmitter location 726 Cotton St., Shreveport. Geographic coordinates 32° 30' 31" N. Lat., 93° 44' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. This is temporary corporation formed by competitive applicants KRMD, Shreveport TV Co. and Southland TV Co., each owning ⅓ interest. Each group shares in cost of construction and operation until TV permit is granted. Successful applicant will purchase from two unsuccessful applicants their interest in the temporary corporation. Principals are President **Don George**, representing Shreveport TV Co., Vice President **Justin R. Querbes Sr.**, representing Southland TV, and Secretary-Treasurer **T. B. Langford**, representing KRMD. Filed Aug. 24.

Charlotte, N. C. — Dan Nicholas, vhf Ch. 9 (186-192 mc); ERP 54.67 kw visual, 27.9 kw aural; antenna height above average terrain 323 ft., above ground 337 ft. Estimated construction cost $296,750, first year operating cost $350,000, revenue $325,000. Post office address Salisbury, N. C. Studio location to be determined. Transmitter location on Shamrock Road 0.5 miles E of East Way Drive, Charlotte. Geographic coordinates 35° 13' 57" N. Lat., 80° 46' 14" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Mr. Nicholas is sole applicant but intends to form a corporation at a later date. He is in real estate, lumber and building supplies and financing businesses. Filed Aug. 25.

Grand Forks, N. D.—Community Radio Corp. (KNOX), vhf Ch. 10 (192-198 mc); ERP 2.88 kw visual, 1.44 kw aural; antenna height above average terrain 177 ft., above ground 203 ft. Estimated construction cost $164,500, first year operating cost $140,000, revenue $150,000. Post office address Grand Forks, N. D. Studio and transmitter location State Mill Road (N. 5th St.), Grand Forks. Geographic coordinates 47° 56' 22" N. Lat., 97° 03' 03" W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Carroll E. Day** (16.66%), real estate and state senator; Vice President **Don E. Whitman** (16.66%); Vice President **Adolph Lund** (16.66%), lumber business; Vice President and General Manager **Elmer O. Hanson** (16.66%), KNOX manager; Treasurer **Arthur Tweet** (16.66%) and Secretary **Elroy Schroeder** (16.66%). Filed Aug. 24.

Odessa, Tex.—Clarence E. Wilson and Philip D. Jackson d/b as the Odessa TV Co., vhf Ch. 7 (174-180 mc); ERP 22.5 kw visual, 15.3 kw aural; antenna height above average terrain 500 ft., above ground 546 ft. Estimated construction cost $130,100, first year operating cost $72,000, revenue $101,000. Post office address Box 770, Chickasha, Okla. Studio and transmitter location 1 mile SW city limits on Highway 80, Odessa. Geographic coordinates 31° 49' 24" N. Lat., 102° 24' 38" W. Long. Transmitter and antenna GE. Consulting engineer Leonard R. Lyon, Chickasha. Each partner has 50% interest. Mr. Jackson owns 50% of KWCO Chickasha, Okla., is owner of KCHY Cheyenne, Wyo., and 15 owner KTVQ (TV) Chickasha. Mr. Wilson owns 50% of KWCO and 15% interest in KTVQ (TV). Filed Aug. 25.

APPLICATIONS AMENDED

Savannah, Ga.—WSAV Inc. (WSAV) amends application for new TV station on vhf Ch. 3 to change ERP to 29.7 kw visual and 14.9 kw aural. Filed Aug. 13.

Buffalo, N. Y.—WGR Bcstg. Corp. (WGR) amends application for new TV station on vhf Ch. 2 to specify as Executive Vice President Karl B. Hoffman, former chief engineer WGR; Vice President for Sales Nat Cohen; change antenna height above average terrain from 499 ft. to 910 ft.; change transmitter and studio location to Whitehaven Rd., Grand Island, Buffalo-Niagara Falls, N. Y. Filed Aug 3. .

Canton, Ohio—Brush-Moore Newspapers Inc. amends application for new TV station on uhf Ch. 29 to change ERP to 221 kw visual and 115 kw aural. Filed Aug. 19.

Canton, Ohio—Stark Telecasting Corp. amends application for new TV station on uhf Ch. 29 to change studio location to Hills and Dales Rd., N.W., west of Whipple Rd. near Canton; ERP to 220.80 kw visual and 116.14 kw aural. Filed Aug. 19.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO) amends application for new TV station

Florida

$60,000.00

An attractive independent located in one of Florida's beautiful and growing markets. Real estate, exclusive of plant and equipment, is valued at minimum of $30,000.00

California

$75,000.00

Located in one of California's most desirable medium sized markets, this fulltime network station offers an outstanding opportunity. Operating profitably under absentee ownership. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-4950

on vhf Ch. 12 to change antenna height above average terrain to 511 ft.; change geographical coordinates to 41° 48′ 18″ N. Lat., 71° 28′ 24″ W. Long. Filed Aug. 5.

Corpus Christi, Tex.—KEYS-TV Inc. (KEYS) amends application for new TV station on vhf Ch. 10 to specify studio location as corner Hughes and Mesquite Sts., Corpus Christi. Filed Aug. 13.

TV APPLICATIONS DISMISSED

Wasco, Calif.—E. J. Peters granted dismissal of bid for new TV station on uhf Ch. 36. Dismissed Aug. 13.

Columbus, Ga.—Georgia-Alabama Bcstg. Corp. (WGBA) granted dismissal of bid for new TV station on vhf Ch. 4. Dismissed Aug. 25.

Columbus, Ga.—J. W. Woodruff & J. W. Woodruff Jr. d/b as Columbus Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 4. Dismissed Aug. 25.

Douglas, Ga.—WDMG Inc. granted dismissal of bid for new TV station on uhf Ch. 32. Dismissed Aug. 18.

Owensboro, Ky.—Owensboro Pub. Co. granted dismissal of bid for new TV station on uhf Ch. 14. Dismissed Aug. 18.

Manchester, N. H.—Union Leader Corp. granted dismissal of bid for new TV station on uhf Ch. 48. Dismissed Aug. 18.

Manchester, N. H.—N. H. Bcstg. Inc. granted dismissal of bid for new TV station on vhf Ch. 9. Dismissed Aug. 25.

Manchester, N. H.—Grandview Inc. granted dismissal of bid for new TV station on uhf Ch. 48. Dismissed Aug. 18.

Roanoke, Va.—Albert S. Polan, et al d/b as Polan Industries granted dismissal of application for new TV station on vhf Ch. 7. Dismissed Aug. 18.

Shorewood, Wis. — Harold R. Murphy tr/as North Shore Bcstg. Co. granted dismissal of bid for new TV station on uhf Ch. 31 at request of attorney. Dismissed Aug. 18.

Existing TV Stations . . .

ACTIONS BY FCC

KAFY-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. granted STA to operate commercially on uhf Ch. 29 for the period ending Aug. 29. Granted Aug. 18; announced Aug. 25.

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. granted STA to operate commercially on vhf Ch. 12 for the period ending Nov. 11. Granted Aug. 11; announced Aug. 25.

KMBY-TV Monterey, Calif.—Monterey Radio TV Co. granted STA to operate commercially on vhf Ch. 8 share-time for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

KSBW-TV Salinas, Calif.—Salinas Bcstg. Corp. granted STA to operate commercially on vhf Ch. 8 share-time for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters granted modification of CP for uhf Ch. 36 to change ERP from 145 kw visual, 78 kw aural to 275 kw visual and 148 kw aural; change transmitter location to 10 miles N of Livermore, Calif.; studio location to East end of Ralph Ave., Stockton, Calif.; antenna height above average terrain 1,620 ft. Granted Aug. 18; announced Aug. 25.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Son Inc. at request of station, FCC cancelled STA to operate commercially on vhf Ch. 6 for the period April 17 to Sept. 17. Action Aug. 18; announced Aug. 20.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. granted modification of CP for vhf Ch. 3 to change ERP to 100 kw visual and 50.1 kw aural; completion date 2/25/54. Granted Aug. 17; announced Aug. 25.

WGEM (TV) Quincy, Ill.—Quincy Bcstg. Co. granted STA to operate commercially on vhf Ch. 10 for the period ending Aug. 30. Granted Aug. 20; announced Aug. 25.

WICS (TV) Springfield, Ill.—Plains TV Corp. granted modification of CP for uhf Ch. 20 to change studio location to 523 W. Capitol Ave., transmitter location to 3000 W. 4th St., Springfield; change ERP from 18.2 kw visual, 10.2 kw aural to 17.4 kw visual and 9.33 kw aural; antenna height above average terrain 430 ft. Granted Aug. 19; announced Aug. 25.

WDAK-TV Columbus, Ohio — TV Columbus granted STA to operate commercially on uhf Ch. 28 for the period ending Nov. 11. Granted Aug. 17; announced Aug. 25.

WPMT (TV) Portland, Me.—Portland Telecasting Co. granted STA to operate commercially on uhf Ch. 53 for the period ending Feb. 15, 1954. Granted Aug. 19; announced Aug. 25.

KXLF-TV Butte, Mont.—TV Montana granted STA to operate commercially on vhf Ch. 6 for the period ending Oct. 25. Granted Aug. 17; announced Aug. 25.

KLAS-TV Las Vegas, Nev.—Las Vegas TV Inc. granted STA to operate commercially on vhf Ch. 8 for the period ending Jan. 15, 1954. Granted July 7; announced Aug. 25.

KGGM-TV Albuquerque, N. M.—New Mexico Bcstg. Co. granted STA to operate commercially on vhf Ch. 13 for the period ending Jan. 6, 1954. Granted Aug. 20; announced Aug. 25.

KSWS-TV Roswell, N. M.—John A. Barnett granted modification of CP for vhf Ch. 8 to change ERP from 105 kw visual, 53 kw aural to 115 kw visual and 57.5 kw aural; antenna height above average terrain 900 ft. Granted Aug. 19; announced Aug. 25.

WROW-TV Albany, N. Y. — Hudson Valley Bcstg. Co. granted modification of CP to change transmitter and studio location to Glenwood Road, 1.4 miles NE of Albany city limits, North Greenbush, N. Y.; change ERP to 269 kw visual and 138 kw aural; antenna height above average terrain 450 ft.; completion date 2/15/54. Granted Aug. 20; announced Aug. 25.

WBES-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted STA to operate commercially on uhf Ch. 59 for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

WBUF-TV Buffalo, N. Y. — WBUF-TV Inc. granted STA to operate commercially on uhf Ch. 17 for the period ending Jan. 21, 1954. Granted Aug. 14; announced Aug. 25.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. granted modification of CP for vhf Ch. 9 share-time to change studio location to 200 E. 14th St., No. Kansas City, Mo. Granted Aug. 17; announced Aug. 25.

WENS (TV) Pittsburgh, Pa.—Telecasting Co. of Pittsburgh granted STA to operate commercially on uhf Ch. 16 for the period ending Feb. 9, 1954. Granted Aug. 18; announced Aug. 25.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. granted STA to operate commercially on uhf Ch. 46 for the period ending Jan. 25, 1954. Granted Aug. 19; announced Aug. 25.

KANG-TV Waco, Tex.—Clyde Weatherby tr/as Central Texas TV Co. granted modification of CP for uhf Ch. 34 to change transmitter and studio location to near Lakeair Drive & Bosque Blvd., Waco; increase ERP to 18.6 kw visual and 10 kw aural; antenna height above average terrain 500 ft. Granted Aug. 21; announced Aug. 25.

KWFT-TV Wichita Falls, Tex.—Wichita Falls TV Inc. granted modification of CP for vhf Ch. 6 to change ERP to 5 kw visual and 2.51 kw aural; change description of transmitter site (not move) to Seymour St., 2.5 miles W of center Wichita Falls; change studio location to 2.5 mil W of center of Wichita Falls; antenna heig above average terrain 450 ft. Granted Aug. 1 announced Aug. 25.

Wheeling, W. Va.—Tri-City Bcstg. Co. grante modification of CP for vhf Ch. 7 to change stud location to 1329 Market St., Wheeling; chan ERP to 309 kw visual and 155 kw aural; a tenna height above average terrain 590 ft. Gran ed Aug. 19; announced Aug. 25.

APPLICATIONS

WOCN (TV) Atlantic City, N. J.—Matta Enter prises seeks modification of CP for uhf Ch. 52 change transmitter and studio location to top Haddon Hall Hotel; ERP to 24.4 kw visual an 13.2 kw aural; antenna height above average ter rain 362 ft. Filed Aug. 17.

WTRI (TV) Schenectady, N. Y.—Van Curle Bcstg. Corp. seeks modification of CP for uh Ch. 35 to change transmitter location to on M Rafinesque, approx. 2 miles E. of northernmos boundary of Troy, N. Y.; change ERP to 215 k visual and 112 kw aural; antenna height abov average terrain 994 ft. Filed Aug. 18.

KCEB (TV) Tulsa, Okla.—Elford Beck seek modification of CP for uhf Ch. 23 to change ER to 171 kw visual and 92.3 kw aural; change trans mitter and studio location to on Lookout Mt 0.3 miles N. of 36th St. and 28th Ave., W., nea Tulsa; antenna height above average terrai 668 ft. Filed Aug. 17.

WLBR-TV Lebanon, Pa.—Lebanon TV Corp seeks modification of CP for uhf Ch. 15 to chang transmitter and studio location to on South Mt approx. 5.7 miles SSE of Lebanon. Filed Aug. 17

PERMITS DELETED

WKMI-TV Kalamazoo, Mich. — Howard D Steere. FCC deleted CP for uhf Ch. 36 at reques of attorney. Deleted Aug. 17.

KTVW (TV) Wichita Falls, Tex.—White TV Co FCC deleted CP for uhf Ch. 22 at request o attorney. Deleted Aug. 3.

New AM Stations . . .

ACTIONS BY FCC

Agana, Guam—Radio Guam granted 610 kc 1 kw unlimited; antenna height 302 ft. Estimated construction cost $18,769, first year operating cos $70,000, revenue $90,000. Principals include Presi dent **Harry M. Engel Jr.** (60%), president o KVEN Ventura, Calif.; Treasurer **Phil Berg** (40%), Secretary **William B. Duce,** Beverly Hills (Calif.) attorney, and Vice President **Patricia W Engel.** Post office address 10307 Calvin Ave. West L. A. Granted Aug. 26.

Murfreesboro, Tenn.—Murfreesboro Bcstg. Co granted 860 kc, 250 w daytime, antenna 250 ft Construction $14,875, operating $36,000, revenue $45,000. Partners are **Arthur D. Smith Jr.** (60%) owner of WCDT Winchester, Tenn.; and **T. J Motlow** (40%). Granted Aug. 26.

APPLICATIONS

LaFayette, Ga.—Fred B. Henry, Joe H. Hall and Ray V. Thurman d/b as Radio LaFayette 1540 kc, 1 kw daytime. Estimated construction cost $15,650, first year operating cost $30,000 revenue $36,000. Each partner will have ⅓ interest. Mr. Henry is in insurance and real estate and Mr. Hall is 50% owner *Walker County Messenger,* LaFayette. Post Office address P. O. Box 63, LaFayette. Filed Aug. 3.

Burlington, Vt.—WDOT Corp., 1400 kc, 250 w unlimited. Estimated construction cost $18,060 first year operating cost $38,000, revenue $50,000 Principals include President and Treasurer **Val Carter** (81.11%), former employe WJOY Burlington, and **Noe Duchaine** (11.11%), plumbing and heating contractor. Post office address 158 Bank St. Filed Aug. 6.

Pt. Pleasant, W. Va.—Alice B. Hively, Donald E. Kinker and Warren W. Cooper d/b as Hi Kinco Bcstrs., 1590 kc, 1 kw daytime. Estimated construction cost $25,000, first year operating cost $30,000, revenue $36,000. Principals have equal interest in partnership. Alice B. Hively is an auto dealer; W. W. Cooper, salesman, and D. E Kinker, engineer and announcer WATH Athens Ohio. Post office address 127 Grosvenor St. Athens. Filed July 21.

APPLICATIONS AMENDED

Grundy, Va. — Virginia-Kentucky Bcstg. Co amends application for new AM station on 990 kc 1 kw daytime to specify 1250 kc. Filed Aug. 12

Clarksville, Tenn.—Aaron E. Robinson tr. as Clarksville Bcstg. Co. amends application for CP for new AM station on 1260 kc, 500 w daytime to specify 540 kc, 250 w. Filed Aug. 12.

Columbus, Ga.—Muscogee Bcstg. Co. amends application for CP for new AM station on 157 kc, 1 kw daytime to specify 1540 kc. Filed Aug. 12.

APPLICATIONS DISMISSED

Grand Haven, Mich.—Bob Ross Smith et al. d/b as Okabena Bcstg. Co. FCC dismissed bid for new AM station on 1490 kc, 250 w unlimited. Dismissed Aug. 7.

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Consulting Radio Engineer
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BOX 11 HOLLYWOOD

Plymouth, Wis.—G. P. Richards. FCC dismissed bid for new AM station on 1420 kc, 500 w daytime. Dismissed Aug. 7.

Existing AM Stations . . .

ACTION BY FCC

WHUN Huntingdon, Pa.—Joseph F. Biddle Pub. Co. granted application to change from 1400 kc, 250 w unlimited to 1150 kc, 500 w daytime. Granted Aug. 26.

APPLICATIONS

WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers and Bruse Smith d/b as Radio Station WJAZ seeks CP to increase power from 250 w to 1 kw. Filed Aug. 5.

WLEW Bad Axe, Mich.—Harmon LeRoy Stevens, Herman LeRoy Stevens and John F. Wisner d/b as Port Huron Bcstg. Co. seek CP to change from 1540 kc daytime to 1340 kc unlimited using 250 w power. Filed Aug. 11.

APPLICATION AMENDED

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. amends application for modification of CP (to increase power from 500 w to 1 kw) to change frequency to 1300 kc. Filed July 28.



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Help Wanted

Managerial

Chief engineer, experienced in all phases of UHF-TV operation, film and microwave, needed for new station in northeastern medium market. Must be capable of assuming maximum responsibility for technical operation. Good pay to start, fine future potential. Apply Box 662X, B•T.

Manager assume full responsibility progressive midwest music and news indie, owner occupied full time with other interests. Consider man of several years proven record who desires to invest or profit sharing plan. Box 663X, B•T.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced salesman wanted by 1000 watt independent near Chicago. Guarantee with commission, car allowance. Fine opportunity. Fast growing community. Personal interview required. State age, experience. Box 596X, B•T.

Want to make $10,000 to $25,000 a year? If you have experience in selling radio or TV time, or any other sales promotion—if you are willing to travel extensively throughout the United States, we have a terrific opportunity for you selling radio and TV time in special sales promotion thru local stations. We need topnotch men and women. Liberal drawing account against commissions, plus bonus. Write Box 669X, B•T., giving sales background.

Experienced, "radio-minded" local salesman for 50,000 watt western station. Excellent compensation plan. Send full details first letter to Box 673X, B•T.

Top sports director-salesman. One who can sell or help sell his own topnotch play-by-play games. Sober, dependable. Car necessary. Wire, write Box 698X, B•T.

Happy-go-lucky, yet conscientious salesman-announcer to manage remote studio 18 miles from station. 4,000 population. Good potential and guarantee to start. Iowa. Box 715X, B•T.

WAVE-Radio, NBC, needs an aggressive, experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Help Wanted—(Cont'd)

Salesman. Famous resort area. Established CBS affiliate. Substantial salary, good commission. Permanent position, fine possibilities. KCMJ, Palm Springs, California.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

We need a local salesman to work in this ideal southern city of 125,000. Looking for man between 30 and 40 with radio background who wants steady and good living from local sales. Apply only if you believe in radio. Write, with full details, WJXN, Box 786, Jackson, Miss.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Immediate openings—announcing and engineering staffs. Good salaries to good men. Experience preferred, but not essential. State all information first letter with tape, photo and references. Box 587X, B•T.

Opening in October—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000-watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

Help Wanted—(Cont'd)

We need a well-rounded newsman with emphas on ability to cover local and area news. Voice secondary. Man we want might be buried in large news department and qualified to build h own department. He will supervise all new casts and handle two or three personally. Al need experienced play-by-play sports announce Both positions permanent in aggressive 5000 wa station dominating the area. Box 644X, B•T.

West Coast Mutual affiliate desires first class e perienced combo man. $89 for 43 hour wee Send full details and audition to Box 650X, B•

Topflight Michigan network affiliate has openi for experienced man strong on news and con mercials. Send details, photo, audition to Bo 677X, B•T.

Network station in large southeastern city offe excellent opportunity to man who can do mor ing show, disc shows, interviews and who can ac imaginative efforts to our staff of network rad men. Good salary plus talent. Sales opportuni if desired. Write in confidence to Box 692X, B•

Wanted at once! Sportscaster and announce engineer. NBC affiliate. Good future for men wh know their stuff. Write wire or phone Pa Hayes, KCIL, Houma, La.

Announcer—needed immediately. Want matur versatile staff man with approximately thre years experience. Prefer married man. TV a plicant. Rush tape and resume. Bryon Napie Program Director, KCRC, Enid, Oklahoma.

Progressive daytime independent (music an news indie) wants two experienced announce immediately, strong on news and commercial one or both combo, capable of becoming pro gram director. Full details first reply, and aud tion tape. A. D. Peirce, KFMA, Davenport, Iow

Combination man with car. 5000 watt region station. $75 a week. KJAY, Topeka, Kansas.

Want full time Negro announcer, control boar operator. Emphasis spirituals. Send tape, phot history. KWEM, Box 142, Memphis, Tennesse

Immediate opening for experienced announce Ideal working conditions. Send tape, qualifica tions and photo to WBRM, Marion, North Caro lina.

Experienced DJ. Send tape, photo, experienc references, expected salary to Jim Smith, WHLI Wheeling, W. Va.

Dependable, good voiced announcer, capable o doing news, DJ and sell commercials. Goo working conditions. Send tape and backgroun to Verne Paule, WJPS, Evansville, Ind.

Personality announcer for morning shows plu children's programs and staff work. Good pay fine future. Background resume, photo, preser salary, first letter, Send tape. Harry Weave Manager, WOKE, Oak Ridge, Tennessee.

Immediate opening for good announcer, 1000 wa daytime. Send complete details and tape. WTUP Tupelo, Mississippi.

Technical

Men with at least 10 years of electronic experi ence, preferably audio, with good mechanica knowhow to install and maintain specialize audio devices. Will be traveling continually. Mus have driver's license. Transportation supplie Good salary plus expenses. Send complete li of experiences, references and enclose a persona snapshot. Photo will not be returned. Box 645W B•T.

Wanted—Central Penna. network affiliate need engineer. Experience preferred, but not neces sary. Studio and transmitter combined. Unio scale wages and benefits. Write Box 704X, B•T.

Immediate opening for 1st engineer, preferabl announcer. KIRX, Kirksville, Missouri.

Chief engineer. 1000 watt station in southwes daytime only. Good salary. Experience require Car necessary. Send photo, references first le ter. If good mike man, send tape. KSCB, Libera Kansas.

Wanted: first telephone for upstate New Yor 40 hour week; start $52.50. Possible advance ment to TV affiliate. Get in touch with Chie Engineer, WKAL, Rome, New York-4972.

Engineer, no announcing, for directional an tenna AM and FM transmitters. 40 hours Perma nent, good conditions. Send photo, full detail Al Scott, WNDB, Daytona Beach, Florida.

Wanted: engineer for AM-TV operation. Unio scale. Contact Wallace Wurz, Chief Enginee WTVH, Peoria, Illinois.

WANTED

TV STATION MANAGER

for long established TV station in one of top fifty markets

Our present Manager is leaving us for personal reasons. This station, which is housed in one of the most modern and fully equipped plants in America, is one of the nation's leading TV stations. Only top-flight, matured and experienced executives need apply. All correspondence will be kept in strictest confidence. In replying give all the information which you would desire if you owned a TV station such as ours and were attempting to select a manager. Box 708X, B•T.

Help Wanted—(Cont'd)

Production-Programming, Others

Program and production assistant for southeastern 50 kw. Starting at $65 weekly with opportunity. Send qualifications, references, photo and date available in first letter. Box 653X, B•T.

News-Sports man, experienced in gathering and writing local news, to join topnotch news-sports staff. Top 5 kw midwest station. Send full background, photo, tape. Box 679X, B•T.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCK, Battle Creek, Michigan.

Girl Friday—southeastern small town independent. State's largest, richest agricultural market. Permanent connection, excellent working conditions, good opportunity for advancement. Send all details, including recent picture and required starting salary. Radio Station WCLD, Cleveland, Miss.

Copywriter. Experienced. Send full details. WEOK, Poughkeepsie, New York.

News director: experienced man to pound newsbeat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

News editor. Need man who can cover local beat and write local news. Air work if desired but not necessary. Newspaper or radio experience necessary. Send full particulars about yourself rush. WNXT, Portsmouth, Ohio.

Television

Managerial

On or about November 1, 1953, have excellent opportunity for man experienced in all phases of programming, direction and operation of TV station; channel 4 grant in market of 500,000. Must be experienced and capable of training personnel. Full responsibility inside operations in conjunction with our excellent chief engineer. Write Box 689X, B•T.

Film manager to take charge of film department, including auditioning, timing, splicing and editing. Box 712X, B•T.

Announcers

TV announcer. Only channel in major midwest market. Extensive local operation; experience unnecessary if radio background good. Must be strong on commercials. Send tape, photo, resume. Program Director, KVTV, Sioux City, Iowa.

New TV station in choice Springfield, Ill., has openings for engineers. Experience preferred. State wage requirement. Contact Chief Engineer, WICS-TV, Leland Office Bldg., Springfield.

Technical

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Manager. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

Managerial

Experienced commercial manager with proven ability to clinch sales for his salesmen. Atlantic coastal states with preferences for Florida because of many years residence. Immediately available. Box 691X, B•T,.

Six years experience all phases. Can program and sell. Desire potential earning power not available behind mike. References. Age 30. Box 695X, B•T.

Need experienced manager? Best references. Vernon Ward, WUST, Bethesda, Maryland.

Salesmen

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 686X, B•T.

Announcers

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

Situations Wanted—(Cont'd)

Announcer with south indie experience seeks position. Wish to return north. Good worker, steady, sober. Present employer reference. $75 minimum with merit increases. Box 604X, B•T.

Announcer-actor with flair for newscasting. Versatile and experienced. College graduate; draft exempt. Desire Boston or surrounding location. Presently employed as announcer - newscaster with high listener rating. Box 645X, B•T.

Dynamic voice; excel news, commercials. Sincere, authoritative; board knowledge. Resume, tape on resqcest. Box 648X, B•T.

Experienced announcer. Good news and music man, aggressive, capable, dependable, now employed, draft exempt. Seek progressive station in midwest or northeast. Tape, resume. Box 649X, B•T.

High caliber experienced PD, announcer-engineer with first class ticket. Commercial, continuity writing, promotions, special events. References. Box 681X, B•T.

Need an announcer? Good DJ, commercial, news, control board. Sing, play accordian. Tape, references, resume. Limited experience. Box 683X, B•T.

Announcer-M.C. 8 years experience. Married, dependable. Prefer west coast. Box 684X, B•T.

Announcer, 14 months experience, CBS and indie stations. Single, veteran. Graduate radio college. Strong news, DJ. Box 685X, B•T.

Announcer-DJ, Korean vet, college grad, 24, single, ambitious, will travel, wishes situation with future. Experienced in announcing, board, tape recordings, etc. Salary secondary to possibility of advancement. Resume, photo, disc on request. Box 687X, B•T.

Experienced announcer-DJ—news and commercial, five years in network and 50,000 watt independent—desires progressive radio-TV in southwest. Married, veteran. Box 688X, B•T.

Top flight voice, deep and authoritative. Five years behind mike. Age 30. Available October 1st. Box 693X, B•T.

Over five years in radio. Deep voice with authoritative delivery. Dignity, poise. Age 30. Interest—news and commercials. Box 694X, B•T.

South and southwest stations, attention! Five years experience in all phases of station operation, including programming, staff and disc announcing, copywriting and news. No sports. Also interested in TV or AM station with TV CP. Box 696X, B•T.

Stable, reliable, young Negro announcer-DJ with 3rd ticket, single, draft exempt, available now. Box 700X, B•T.

Announcer. 6 years staff, news, sports. DJ. Top delivery. Salary open. Audition, disc. Box 701X, B•T.

Announcer-salesman. 30, married. Excellent potential, ambitious, strong on commercials. Desire sales opportunity with announcing. Will travel. Tape, resume. Box 703X, B•T.

No salary necessary—talent fee only. Expert quiz master, emcee, disc jockey on radio and television. Box 705X, B•T.

Radio-TV newsman for good reliable station in or going TV. Box 706X, B•T.

Staff announcer. Capable, Competent newscaster, three years experience. College grad; navy vet. Box 709X, B•T.

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

Combination man, 7 years experience all phases including chief, combo or both. Maintenance. Straight announcing, news, play-by-play football, basketball. Family man, veteran. Permanent south or southwest. PO Box 5883, Camden, Arkansas.

Experienced announcer. Phone evenings after seven. Clarksburg, West Virginia, 4-5261.

Young, versatile, reliable, high potential. Staff, news, DJ, control board. Third class license. Resume, tape. Charles Doll, 907 Clinton St., Hoboken, New Jersey.

Children's programs, news, DJ, announcer, control operator. Vet, 28, married, six months experience, reliable. Desire job with future. Tape, photo, references. Write: Bill Donahue, 1309 Missouri Ave. N. W., Apt. 2, Washington, D. C.

Situations Wanted—(Cont'd)

Former student, radio announcers schools—Texas, Hollywood—desires position deep south. Herbert Durham, Hawthorne Lane, Burlington, N. C. Phone 6-9575.

Colored announcer desires placement. Some experience. Top level references. Information and tape upon request. Charles E. Johnson, 65-26 Parsons Blvd., Apt. 7C, Fresh Meadows, Long Island, New York.

High Potential, reliable, will travel. News, D.J, control board. Resume and tape available. Larry Russell, 22 Bartlett St., Brooklyn 6, N. Y.

Announcers. J. Essaf, all-round staff man, special events, have car. C. Drake, 50, some experience, news, staff man, music background. G. Lewis, colored, staff man, race music, some experience. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Technical

Combo with 1st phone desires position in northwest or southwest. I'm married, dependable. Have copywriting, announcing experience and car. Available anywhere on two weeks notice. Box 611X, B•T.

Experienced engineer wishes to relocate. Box 641X, B•T.

Engineer, 20 years studio and transmitter experience construction. maintenance, operation. Former chief. Some TV. Presently employed 50 kw. Prefer midwest. Box 642X, B•T.

Experienced engineer. 1st phone with trained, but untested announcing abilities. Prefer combo spot with growth possibilities around middle west. 30 years old, married, draft exempt. Box 654X, B•T.

Technician. First class license, experienced transmitter, console, remotes, recordings. Box 555X, B•T.

First phone. five years AM-FM, prefer Michigan, consider all. Available immediately. Box 656X, B•T.

Engineer, experienced AM-FM construction, maintenance, studio-remotes recording. Present chief. Box 658X, B•T.

First phone. Family, veteran, 36. Transmitter, studio, remote. Five years same company. References. Prefer transmitter. Car. Box 664X, B•T.

Engineer, first phone, one year experience, transmitter and remotes, available. Box 682X, B•T.

Studio technician thoroughly trained at camera, audio, video, some film. Draft exempt. Will relocate. Resume on request. Box 702X, B•T.

Chief engineer. Twenty years broad experience, several as chief, Handle any installation. Box 707X, B•T.

Engineer, first phone, 5 years experience, desires permanent straight engineering job. Box 711X, B•T.

Production-Programming, Others

Program director-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

Two for one. Unique programming, sports domination. Program-sports director. Box 581X, B•T.

Newsman: 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Program manager with 30 years experience in every phase of programming including production, direction, writing and announcing, wants to locate in medium-size community. Salary less important than permanent connection in pleasant surroundings. Box 632X, B•T.

Executive producer. Thirteen successful years in network and local television, radio and films. Top reputation as idea man. Create low budget, effective local programming. Proven executive ability. Experienced in all phases of medium. Interested in program management or radio-TV department of live agency. Box 643X, B•T.

Program director. Experienced in announcing, newscasting, administration; first class license; college degree; married. Box 657X, B•T.

Topflight news director. Wide experience in gathering and writing news, interviewing nationally prominent people. Desire position in metropolitan area. Best of references. Box 661X, B•T.

(Continued on next page)

Situations Wanted—(Cont'd)

Production-Programming, Others

News-special events-public affairs. 10 years radio-TV as writer, editor, announcer, producer. 28, employed, married. Seeking position with potential. Box 671X, B•T.

News director of midwestern indie wants change. Cannot work for a lush. College grad, five years experience. Quote possibilities. I'll audition. Box 672X, B•T.

Program director. Executive producer one of America's top 5 stations. Excellent references. Box 674X, B•T. Some TV.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B•T.

Experienced news editor, college graduate, to build and handle local coverage. Can also take over station promotion and publicity. Box 697X, B•T.

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

Announcers

TV announcer-producer, 4 years TV, 7 years radio, now employed TV, seeking smaller midwest community. Married. Box 640X, B•T.

Top quality audio, video and experience. 6 years TV (8 radio). Interested only permanency with opportunity any large market (no south). Starting total minimum, $150. Box 699X, B•T.

Technical

TV chief engineer, experienced in construction, installation ond operation of TV, seeking better position. Family man. Excellent references. Personal interview. Box 660X, B•T.

Production-Programming, Others

TV director. Six years experience in major eastern market. Fully experienced all phases production, remote and studio. Still employed same station. References and resume on request. Box 610X, B•T.

Art director. 18 years commercial design, production all visual media. Employed supervisory capacity. Seeks TV or agency position. Box 659X, B•T.

Employed radio news director wants TV opportunities. Five years in AM plus college degree. $400 base. Conditions must be good. Box 670X, B•T.

Program manager or assistant station manager. Broad radio background, administrative and TV experience, AB and LLB degrees. Box 680X, B•T.

Experienced. Two years TV production operations major N. Y. network. Able to produce, direct, willing to sell. Married veteran. Best references. Box 713X, B•T.

Graduate TV production school. Six years experience motion picture production. PO Box 27638, Hollywood 27, Calif.

Profitable TV operation requires successful film management. For experienced guidance of your program, film and operations departments, write H. Wegbreit, 71 St. Marks Place, New York 3, N. Y.

For Sale

Stations

For sale: Midwest functional music station serving 1,700,000 population area. Music service via FM carrier, completely controlled from modern air conditioned studio. Commercial spots throughout day. Night all commercial from 6:00 to sign off. Functional music installations now operating under annual contracts, with potential of several hundred. Will sell on contract with low initial payment. Opportunity to get into radio and functional music business or add another valuable property to your present broadcasting activities under favorable investment conditions. Buyer must demonstrate financial responsibility. Replies confidential. Box 710X, B•T.

For Sale—(Cont'd)

Southwest 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

West Coast. Exclusive in fine agricultural town. Volume over $80,000. Needs $40,000 down. Box 646X, B•T.

Want to purchase "hard time" station in good, small or medium market in south. Send station facts and terms to Box 668X, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

RCA FM pylon, 4-section heavy duty, type 14D. Designed for mounting TV antenna. Make offer. Box 667X, B•T.

Almost new PT-6J Magnecorder. Has been used less than 6 hours. Only two months old. Buyer will receive full warranty period. Priced at $550. Write Roland Hundley, KFSA-TV, PO Box 569, Fort Smith, Arkansas.

RCA 73-B professional recorder, Langevin 119-A Proger. Excellent condition. KGA, Spokane, Washington.

Forced sale: liquidated equipment of radio station WFDR, New York, in use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list to Gotham Recording Corp., 2 West 46th Street, New York 36, N. Y.

Towers: 152' Lehigh, galvanized, self-supporting, non-insulated, heavy duty, new $1200. 50' Ideco, galv. For beacon or TV. Make offer. Co-axial: 3⅛", 51.5 ohm, 260'—$2/foot. 1⅝", 51.5 ohm, 230'—$1/foot. Also fittings. Hartenstine-Zane Co., 225 Broadway, N. Y. C.

New GE 3 kw FM amplifier and rectifier. Best offer. H. Layman, 316 West Verde Ave., Phoenix, Arizona.

Ampex model 401 rack mount demonstrator, one only. Like new. $795 fob Radio Engineering Company, 908 Kansas, Topeka, Kansas.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

1 or 2 standard make turntables with long playing heads if possible. State price, age, etc. 50 ohm mikes. Box 665X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used 1000 watt transmitter (AM). State price, age, model and dimensions. WALM, Albion, Michigan.

Studio consolette Gates 52CS or similar, must be in good condition. WHAK, Rogers City, Michigan.

Minneapolis radio station interested in good used radio equipment. Studio consoles. Presto disc recorders and associated amplifier, Ampex tape recorders, line amplifiers—RCA, monitoring amplifiers—RCA, remote amplifiers—RCA, and other associated equipment. Send list of equipment, prices and history to WTCN-Radio, West Lake Street at Dean Blvd., Minneapolis, Minnesota.

Wanted: Used professional disc recording equipment for educational project. Dr. George Kisker, Univesrity of Cincinnati, Cincinnati, Ohio.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Television

Technical

Experienced TV engineers — **WANTED IMMEDIATELY**

New station in sunny Florida. $65 per week. Resume, references first letter.

Box 690X, B•T

Situations Wanted

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Technical

CHIEF ENGINEER—AM-TV

Engineering Supervisor at large Shortwave installation in Europe returning to United States. Eleven years experience in AM-FM-TV. TV experience with major network. Available September 16th. Box 651X, B•T.

For Sale

FOR SALE
RCA Field Sync Generator
GE Film Camera
Both nearly new.
Contact Chief Engineer
KGUL-TV
Galveston, Texas

QUALITY FILM COMMERCIALS
priced for the
Low Budget Client
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STOP-MOTION . . . . SCENE-ACTION . . . TALENT
SILENT . . . "SOUND-OVER" . . . "LIP-SYNC"
SEND US YOUR STORY-BOARDS FOR "QUOTES"
CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

Wanted to Buy

Equipment, etc.

Wanted to Buy! Television Equipment
½ to 5 kw Transmitter
450 foot tower and
6 bay radiator
All equipment adaptable for VHF high band
State condition, length of use and price for quick sale
Write Box 676X, B•T

WTKM Ft. Atkinson, Wis. — Kettle-Moraine Bcstg. Co. amends application for CP (to reduce power from 500 w to 250 w and move transmitter and studio location from Hartford to Ft. Atkinson, Wis.) to change transmitter and studio location to on Wisconsin State Hwy. 106, 1 mile east of city limits of Ft. Atkinson. Filed Aug. 28.

Existing FM Stations . . .

STATIONS DELETED

WFAM (FM) Lafayette, Ind. — WFAM Inc. granted authority to cancel license and delete FM station on Ch. 236. Deleted Aug. 18; announced Aug. 25.

WSJS-FM Winston-Salem, N. C.—Piedmont Pub. Co. Upon request, FCC cancelled license and deleted FM station on Ch. 281. Deleted Aug. 7; announced Aug. 25.

KYW-FM Philadelphia, Pa.—Westinghouse Radio Stations Inc. granted authority to delete FM station on Ch. 223. Deleted Aug 18; announced Aug. 25.

Ownership Changes . . .

ACTION BY FCC

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. granted acquisition of positive control by Rowley-Brown Bcstg. Co. (KWFT-AM-FM-TV Wichita Falls, Tex.) through purchase of 50% interest from Donald W. Reynolds for $52,500. Principals include Kenyon Brown (33⅓%), E. H. Rowley (16⅔%), J. H. Rowley (33⅓%) and Agnes L. Rowley (16⅔%). Granted Aug. 26.

APPLICATIONS

KWKW-AM-FM Pasadena, Calif.—Southern California Bcstg. Co. seeks voluntary assignment of license to Marshall S. Neal and Edwin Earl d/b as Southern California Bcstg. Co. through sale of 83½% interest by M. B. Buhlig, individually and as personal representative of Paul Buhlig, for $32,750. Mr. Neal will now own 83½% interest. Filed Aug. 10.

KFEL-AM-FM Denver, Colo.—Eugene P. O'Fallon seeks voluntary transfer of control through transfer of 97.86% of stock to Eugene O'Fallon Trust: Eugene P. O'Fallon Jr., Martin J. O'Fallon and Eugene P. O'Fallon, trustees. Filed Aug. 5.

WTIX New Orleans, La.—Royal Bcstg. Corp. seeks voluntary assignment of license to Mid-Continent Bcstg. Co. (KOWH Omaha, Neb.) for $25,000. Principals are President-Treasurer Robert H. Storz (60%), banking, insurance and manufacturer of malt beverages, and Vice President-Secretary Todd Storz (40%), manufacturer of advertising displays. Filed Aug. 10.

KLEA Lovington, N. M.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. seeks voluntary assignment of license to David R. Worley through sale by Mr. Zorns of 50% interest for $10,000. Mr. Worley will now own 100%. Mr. Worley owns 20% of KTNM Tucumcari, N. M., and is vice president and 20% stockholder of KDAV Lubbock, Tex. Filed Aug. 6.

KBIM Roswell, N. M.—Theodore Rozzell, William Paul Brown and Vernon Newton Hughes d/b as Radio Station KBIM seek voluntary assignment of license to William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM through sale of 45% interest for $8,500 by Mr. Rozzell to Paul F. Jergins, employe of Santa Fe R.R. Filed Aug. 10.

WNCA Siler City, N. C.—William M. Wren, F. N. Justice, H. E. Stout, B. L. Spence and James E. Spence Jr. d/b as Chatham Bcstg. Co. seeks voluntary assignment of license to William M. Wren, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. Due to previous business commitments the Spence brothers release all their interest. Remaining partners will each own ⅓ interest. Filed July 28.

Hearing Cases . . .

Little Rock, Ark.—Arkansas Bcstg. Co. (KLRA) granted petition for dismissal without prejudice of its bid for new TV station on vhf Ch. 11. Action Aug. 24; announced Aug. 26.

WGAA Cedartown, Ga.—Timm Inc. granted petition for dismissal without prejudice of its application to change from 1340 kc, 250 w to 980 kc, 1 kw. Action Aug. 18; announced Aug. 20.

TV Allocation—Harlan, Ky. FCC by report and order finalized proposed rule making amending table of TV channel assignments to delete uhf Ch. 36 from Harlan, Ky., and add uhf Ch. 37 plus to that city. Action Aug. 19; announced Aug. 20.

Grand Rapids, Mich.—W. S. Butterfield Theatres Inc. granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 23. Action Aug. 18; announced Aug. 20.

Atlantic City, N. J.—Garden State Bcstg. Co. granted petition for dismissal of its application for new AM station on 1490 kc, 250 w unlimited. Action Aug. 18; announced Aug. 20.

Erie Pa.—Civic TV Inc. granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 35. Competitive application of Great Lakes TV Co. was retained in hearing. Action Aug. 24; announced Aug. 26.

Detroit, Mich.—New TV, uhf Ch. 50. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WJLB and Woodward Bcstg. Co. for new TV station on uhf Ch. 50. Comr. Bartley dissented. Action Aug. 26.

Philadelphia, Pa.—New TV, uhf Ch. 17. FCC scheduled hearings in Washington on Sept. 25 competitive applications of WJMJ and Southern Jersey Bcstg. Co. for new TV station on uhf Ch. 17. Comr. Bartley dissented. Action Aug. 26.

Baltimore, Md.—New TV, uhf Ch. 18. FCC scheduled hearing in Washington on Sept. 25 competitive applications of Chesapeake TV Bcstg. Inc. and Baltimore Radio Show Inc. for new TV station on uhf Ch. 18. Comr. Bartley dissented. Action Aug. 26.

Detroit, Ferndale, Mich.—New TV, uhf Ch. 62. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WEXL Ferndale, Knight Newspapers Inc. and UAW-CIO Bcstg. Corp. of Mich. for new TV station on uhf Ch. 62. Comr. Bartley dissented. Action Aug. 26.

Philadelphia, Pa.—New TV, uhf Ch. 23. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WPWA and WIBG for new TV station on uhf Ch. 23. Comr. Bartley dissented. Action Aug. 26.

Roanoke, Va.—New TV, vhf Ch. 7. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WDBJ and Radio Roanoke Inc. for new TV station on vhf Ch. 7. Comr. Bartley dissented. Action Aug. 26.

Cheboygan, Mich—New AM, 1240 kc. FCC designated for consolidated hearing applications of Straits Bcstg. Co. and Midwestern Bstg. Co. for new AM stations on 1240 kc, 250 w unlimited. Action Aug. 26.

OTHER ACTIONS

TV Allocation—Fayetteville, W. Va., vhf Ch. 4; Wilmington, N. C., vhf Ch. 3. FCC proposed rule making on petition of Robert R. Thomas Jr., Oak Hill, W. Va., of July 21 to assign vhf Ch. 4 to Fayetteville and amend the offset carrier requirement on this channel reserved for educational use at Chapel Hill, N. C., to plus; and on petition Fayette Assoc. Wilmington, N. C., of Aug. 6 to assign vhf Ch. 3 minus to Wilmington. In this connection, the notice of proposed rule making adopted July 8 involving petition of Daily Telegraph Printing Co., Bluefield, W. Va., (to assign vhf Ch. 6 to Bluefield by substituting vhf Ch. 4 for vhf Ch. 6 in Beckley and move the Zone 1 line to include all of W. Va.) and petition of High Point Enterprise Inc., High Point, N. C. (to assign vhf Ch. 6 to High Point by substituting vhf Ch. 4 for vhf Ch. 6 at Beckley, W. V., and vhf Ch. 3 for vhf Ch. 6 at Wilmington, and move Zone 1 line to include all of W. Va.) is amended to include the Thomas and Fayette petitions. These four petitions are mutually exclusive. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

TV Allocation—Montgomery, Ala. FCC proposed rule making on petition of Charles A. Casmus Jr., Montgomery, Ala., of Aug. 3, to assign either (a) vhf Ch. 8 to Montgomery by changing assignment to West Point, Miss. from vhf Ch. 8 to vhf Ch. 4, or (b) vhf Ch. 3 to Montgomery by changing the assignment to Pensacola, Fla., from vhf Ch. 3 to vhf Ch. 2. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

WKNK Muskegon, Mich—N-K Bcstg. Co. FCC ordered Nicholas William Kuris and Gladys Kuris d/b as N-K Bcstg. Co. to show cause why an order of revocation of station license should not be issued for violation of Communications Act and Commission rules by permitting WKNK to be operated by unlicensed and unqualified operators, failure to light antenna tower and maintain beacon light and other violations. FCC ordered parties to inform the Commission, within 10 days after receipt of order, of appearance at hearing in Washington on Sept. 24, in order to determine whether revocation order should be issued. Action Aug. 20; announced Aug. 21.

TV Allocation—Carthage, N. Y., vhf Ch. 7. FCC on its own motion proposed rule making to add vhf Ch. 7 minus to Carthage, N. Y., and amend offset carrier requirements on this channel in Calais, Me., to minus. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

REPUBLIC OF CUBA

Change List No. 6, July 25, 1953

540 kc

CMDQ Victoria de las Tunas, Oriente, 1 kw, unlimited, directional night. Class II. 1-25-54.

Routine Roundup . . .

August 20 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

WNOW York, Pa., The Helm Coal Co.—Granted petition for leave to amend its application (Docket 10226; BP-8229) so as request taller ant., change ant. location, add top-loading to new ant. and application as amended, was removed from hearing docket; dismissed petition insofar as it requested grant pursuant to Sec. 1.373(g) of Commission's rules and regulations.

WHLM Bloomsburg, Pa., Bloom Radio—Granted petition for leave to amend its application (Docket 10584; BP-8494) for purpose of setting forth result of certain field intensity measurements.

KWRE Warrenton, Mo., W. T. Zimmerman—Granted petition for acceptance of his late filing of appearance re applications of Southern Baptist College (KRLW), Walnut Ridge, Ark., et al. (Docket 10547 et al.).

By Hearing Examiner Annie Neal Huntting

Southern Television Company of Baton Rouge, Inc., Baton Rouge, La.—By Memorandum Opinion and Order granted petition for reconsideration of order of July 27, 1953, filed on Aug. 6, 1953, and, upon reconsideration, petitions to amend, filed by Southern on July 3, 7 and 15, 1953, insofar as they were denied by order of July 27, 1953, were granted, and remaining amendments were accepted (Docket 10551; BPCT-1673) (Action 8/19).

Great Lakes Television Co., Erie, Pa.—Granted petition for leave to amend its TV application to change minimum hours of operation and in various other respects (Docket 10612; BPCT-1286) (Action 8/17).

By Hearing Examiner Benito Gaguine

Ordered that testimony and evidence will be received in proceeding re application of John Poole Bcstg. Co. (KBIG), Avalon, Calif. (Docket 10536; BL-4897) on Oct. 5, 1953, in Washington, D. C. Taking of measurements will begin Sept. 14, 1953.

By Hearing Examiner Elizabeth C. Smith

Ziva Ray Brown, Huntington Beach, Calif.—Denied request for postponement of hearing in proceeding re his application for renewal of Radio-telegraph First Class Operator License T-12-1097 (Docket 9187); hearing will be held as presently scheduled at Los Angeles, Calif., on Aug. 21, 1953.

By Hearing Examiner William G. Butts

Radio Paging Co., Mt. Wilson, Calif.—Granted

Miscellaneous

TV APPLICANTS - LICENSEES

You have
Legal consultants—
Engineering consultants—
NOW you can have EXPERIENCED
PROGRAM - PUBLICITY CONSULTANT
Write Box 626X, B•T for prospectus and references

3-WEEK TV OPERATION COURSE

4-WEEK FIRST PHONE LICENSE

TV—Reservations now being accepted for low-price, concentrated TV operational course, starting soon. Limited enrollment per class. Actual operation of modern equipment in modern studios.

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YEARS OF EXPERIENCE
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motion for continuance of further hearing, which was scheduled for Aug. 17, 1953, until Sept. 7, 1953, in Washington, D. C., re its application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10430 et al.).

By Hearing Examiner H. B. Hutchison

Notice is given of further hearing re applications of The Radio Station KFH Company, Wichita, Kan. (Docket 10259; BPCT-698 et al.) on Sept. 9, 1953, in Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Arkansas Radio & Equipment Co., Little Rock, Ark.—On Examiner's own motion, continued to Sept. 17, 1953, hearing date in this proceeding on protest in Docket 10620; BPCT-810.

By Hearing Examiner Herbert Sharfman

Ridson Inc., Superior, Wis.; Lakehead Telecasters Inc., Duluth, Minn.—Ordered that further hearing in this proceeding for CP's for new TV stations on Ch. 6 be scheduled for Sept. 1, 1953, in Washington, D. C. (Docket 10291; BPCT-728; Docket 10292; BPCT-981) (Action 8/18).

Notice is given of hearing conference on Sept. 4, 1953, in proceeding re applications of **Independence Bcstg. Co.** and **Delaware Bcstg. Co.**, for new TV stations on Ch. 83 in Wilmington, Del. (Dockets 10632; 10633) (Action 8/12).

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application so as to make certain minor changes in rated power capacity of proposed trans., transmission line loss and ant. gain.

By Commissioner E. M. Webster

KALM Alton, Mo., Robert Neathery—Dismissed as moot application of KALM for additional time to complete construction of a new standard broadcast station at Alton, Mo. (Docket 10596; BMP-6092).

August 21 Decisions

BY COMMISSION EN BANC

Satellite Operation

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Was advised by letter: "The Commission, this day, has considered your request, submitted June 24, 1953, for special temporary authority for operation of a satellite FM broadcast transmitter in Berkeley, California, duplicating on another channel the programs transmitted by KPFA for the benefit of a portion of the KPFA audience presently unable to receive a satisfactory signal due to multipath reception problems.

"Special temporary authority may be granted for the operation of a station for a limited period of time. Your request does not indicate that the contemplated operation of the satellite transmitter is to be of a temporary nature; rather, it appears that no other means appear feasible to solve the multipath distortion problems and that operation of the satellite transmitter may be of a permanent nature. The Commission therefore has denied your request for special temporary authority for operation of the satellite transmitter. However, as indicated below it may be possible for your organization to acquire an authorization to operate the desired facilities on a permanent basis.

"Although your organization is authorized to operate in the commercial portion of the FM band, it may be possible for your organization to qualify as a noncommercial educational organization and as such to operate stations in the noncommercial educational FM broadcast band. On such a basis it may be possible for the Commission to find that operation by your organization of one noncommercial educational station and one commercial station (the existing facility) would not conflict with the rules. Also it might be possible for the Commission to find that your organization could operate not one but two noncommercial educational FM stations without being in conflict with existing rules.

"In the event that you may not qualify as a noncommercial educational organization you can petition the Commission to institute a rule making proceeding designed to amend the Commission's FM Multiple Ownership Rules (Section 3.240) in such a manner as to permit your organization to operate in the manner described in your petition."



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THE PROFESSIONAL TAPE RECORDER

- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
- Frequency response flat from 50 — 15,000 cps ± 2 db.
- Conversion kits quickly adapt your equipment for all special purposes.

For demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.

Dept. B-8B • 225 West Ohio Street, Chicago 10, Illinois

August 21 Applications

ACCEPTED FOR FILING

License to Cover CP

WBKY (FM) Beattyville, Ky., U. of Kentucky—License to cover CP (BRED-225) which authorized changes in licensed station (BLED-91).

Modification of CP

WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.—Mod. CP (BMPCT-573) which authorized changes in existing station, for extension of completion date to 21/7/53 (BMPCT-1317).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Mod. CP (BPCT-1436) which authorized changes in existing station, for extension of completion date to 11/7/53 (BMPCT-1318).

WEEK-TV Groveland Twp., Ill., West Central Bcstg. Co.—Mod. CP (BPCT-701) as mod. which authorized new station, for extension of completion date to 10/27/53 (BMPCT-1319).

WFAM-TV Lafayette, Ind., WFAM Inc.—Mod. CP (BPCT-753) which authorized new station, for extension of completion date to Jan. 1954 (BMPCT-1322).

KROC-TV Rochester, Minn., Southern Minnesota Bcstg. Co.—Mod. CP (BPCT-796) which authorized new station, for extension of completion date to 1/15/54 (BMPCT-1301).

WNBT (TV) New York, NBC Inc.—Mod. CP (BPCT-1020) which authorized changes in existing station, for extension of completion date to 12/23/53 (BMPCT-1321).

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—Mod. CP (BPCT-890) as mod., which authorized changes in existing station, for extension of completion date to 3/11/54 (BMPCT-1316).

WFMJ-TV Youngstown, Ohio, The Vindicator Printing Co.—Mod. CP (BPCT-259) as mod., which authorized new station, for extension of completion date to 3/11/54 (BMPCT-1320).

Remote Control

Following stations request to operate transmitter by remote control:

KATE Albert Lea, Minn., Albert Lea-Austin Bcstg. Co. (BRC-153); KOVC Valley City, N. D., KOVC Inc. (BRC-154); WHAT Philadelphia, Pa., Independence Bcstg. Co. (BRC-152).

Renewal of License

Following stations request renewal of license:

WSIC-FM Statesville, N. D., Statesville Bcstg. Co.; WAJC (FM) Indianapolis, Ind., Butler U. (BRED-91); KGLU Safford, Ariz., Gila Bcstg. Co. (BR-970); KARM Fresno, Calif., KARM, The George Harm Station (BR-954); KGST Fresno, Calif., Delle Bcstg. Co. (BR-2263); KGER Long Beach, Calif., John Brown Schools of Calif. Inc. (BR-11); KXOA Sacramento, Calif., Sacramento Bcstrs. Inc. (BR-1217); KCOL Fort Collins, Colo., The Northern Colo. Bcstg. Co. (BR-1483); WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co. (BR-1981); WLAK Lakeland, Fla., Lakeland Bcstg. Corp. (BR-884); KLER Lewiston, Idaho, Cole E. Wylie (BR-2832); WNMP Evanston, Ill., Evanston Bcstg. Co. (BR-1914); WPRS Paris, Ill., Paris Bcstg. Corp. (BR-2624); WMBD Peoria, Ill., WMBD Inc. (BR-595); WTTS Bloomington, Ind., Sarkes Tarzian Inc. (BR-2240); KCIM Carroll, Iowa, Carroll Bcstg. Co. (BR-2530); KCBC Des Moines, Iowa, Majestic Bcstg. Co. (BR-1812); KMLB Monroe, La., Liner's Bcstg. Station Inc. (BR-790); WSAR Fall River, Mass., The Fall River Bcstg. Co. (BR-198); KSUM Fairmont, Minn., Fairmont Bcstg. Co. (BR-2445); KCRV Caruthersville, Mo., Permiscot Bcstrs. (BR-2435); KXLF Butte, Mont., KGIR Inc. (BR-752); KBIM Roswell, N. M., Radio Station KBIM (BR-2827); WGIV Charlotte, N. C., Charlotte Radio & TV Corp. (BR-1913); WBIG Greensboro, N. C., North Carolina Bcstg. Co. (BR-459); WCLT Near New ark, Ohio, The Advocate Printing Co. (BR-2201); WJEL Springfield, Ohio, Champion City Bcstg Co. (BR-1624); KSLM Near Salem, Ore., Oregon Radio Inc. (BR-832); WACB Kittanning, Pa., Armstrong County Bcstg. Corp. (BR-2222); WCSC Charleston, S. C., WCSC Inc. (BR-783); WDEF Chattanooga, Tenn., WDEF Bcstg. Co. (BR-2014); WDBL Springfield, Tenn. (BR-2494); KFYN Bonham, Tex., Bonham Publishing Co. (BR-2054); KCOH Houston, Tex., Call of Houston Inc. (BR-2109); KRIG Near Odessa, Tex., Oil Center Bcstg Co. (BR-1287); KOGT Orange, Tex., Sabine Area Bcstg. Corp. (BR-1959); KLO Ogden, Utah, Interstate Bcstg. Corp. (BR-131); WWSR St. Albans Vt., Vt. Radio Corp. (BR-1122); KELA Centralia Wash., Central Bcstg. Corp. (BR-949); KRKO Everett, Wash., The Everett Bcstg. Co. (BR-56); KUJ Walla Walla, Wash., KUJ Inc. (BR-69); WHLL Wheeling, W. Va., Wheeling Bcstg. Co (BR-2406); WEIR Weirton, W. Va., The Tri-State Bcstg. Co. (BR-2553); WRAC Racine, Wis., WRAC Inc. (BR-2470).

APPLICATIONS RETURNED

Transfer of Stock

WITY Danville, Ill., Vermilion Bcstg. Corp.—Voluntary transfer of permittee corp. through sale of 24.8% of stock by John B. Caraway Jr. to the corp.

AM—1480 kc

Queen City Bcstg. Co., Charlotte, N. C.—CP for new standard broadcast station to be operated on 1480 kc with power of 1 kw and daytime hours of operation.

August 24 Applications

ACCEPTED FOR FILING

Modification of CP

WWLP (TV) Agawam, Mass., Springfield Television Bcstg. Corp.—Mod. CP (BPCT-955) as mod. which authorized new station, for extension of completion date to 11/1/53 (BMPCT-1323).

WJON-TV St. Cloud, Minn., Granite City Bcstg Co.—Mod. CP (BPCT-1227) which authorized new station, for extension of completion date (BMPCT-1324).

WHCU-TV Ithaca, N. Y., Cornell U.—Mod. CP (BPCT-534) which authorized new station, for extension of completion date to 4/1/54 (BMPCT-1332).

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. CP (BPCT-521) which authorized new station, for extension of completion date to 3/1/54 (BMPCT-1167).

Remote Control

WSGN-FM Birmingham, Ala., The Jemison Bcstg. Co.—301-A, operation by remote control (BRCH-51).

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—301-A, for remote control operation (BRCH-50).

Renewal of License

Following stations request renewal of license:

WUOM (FM) Ann Arbor, Mich., The Regents of the U. of Mich. (BRED-21); WSPC Anniston Ala., Model City Bcstg. Co. (BR-2328); WDOV Dover, Del., Del. State Capital Bcstg. Corp. (BR-2245); WTVH Creve Coeur, Ill., Hilltop Bcstg Co. (BR-1549); WBCM Bay City, Mich., Bay Bcstg Co. (BR-312); WIL St. Louis, Mo., Mo. Bcstg Corp. (R-637); WHOM New York, N. Y., Atlantic Bcstg. Co. (BR-170); WVOT Wilson, N. C., Wilson Radio Co. (BR-1987).

APPLICATIONS RETURNED

Renewal of License

Following stations request renewal of license: KUBA Yuba City, Calif., Peach Bowl Bcstrs Inc. (BR-2125); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BR-2171); KFJM Grand Forks N. D. (BR-657); KSWO Lawton, Okla., Okla. Quality Bcstg. Co. (BR-1123).

August 25 Decisions

BY BROADCAST BUREAU

Actions of August 21

Granted License

WKAI Macomb, Ill., The Macomb Bcstg. Co.—Granted license covering change in trans. location (BL-5087).

WOCB Nr. Hyannis, Mass., E. Anthony & Son Inc.—Granted license for auxiliary trans. (BI 5088).

WLAF LaFollette, Tenn., LaFollette Bcstg. Co

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO "Voice of Longview" — TEXAS

-Granted license for AM broadcast station; 1450 c, 100 w, unl. (BL-5008).

KSGA Cottage Grove, Ore., Coast Fork Bcstg. o.—Granted license for AM broadcast station nd specify studio location; 1400 kc, 250 w, unl. BL-5080).

WCRE Cheraw, S. C., Chesterfield Bcstrs. Inc. -Granted license for AM broadcast station; 1420 c. 500 w-D (BL-5081).

WSTP-FM Salisbury, N. C., Piedmont Bcstg. orp.—Granted license covering changes in FM roadcast station (BLH-911).

Granted CP

KFYO Lubbock, Tex., Plains Radio Bcstg. Co. -Granted CP to install new trans., at present lo- ation of main trans., to operate on 790 kc, 1 kw, mploying DA as alternate main for night use; ondition (BP-8956).

KRIO McAllen, Tex., Frontier Bcstg. Co. — Granted CP to install new trans. (BP-8972).

KFYO Lubbock, Tex., Plains Radio Bcstg. Co. -Granted CP to install new trans., at present ocation of main trans., to operate on 790 kc, 1 kw, mploying DA for auxiliary purposes daytime nly; condition (BP-8957).

WNVA Norton, Va., Blanfox Radio Co.—Grant- d CP to install new trans. (BP-8963).

Remote Control

The following stations were granted authority o operate transmitters by remote control:

KOVC Valley City, N. D.; KATE Albert Lea, Minn.; WHAT Philadelphia, Pa.; WSGN-FM Birmingham, Ala.

Granted Extension

The following were granted extension of completion dates as shown:

WCPO Cincinnati, Ohio, to 2/28/54; KNEV Reno, Nev., to 11/17/53; WLIB New York, N. Y., to 11/19/53; WGGA Gainesville, Ga., to 11/17/53; KIBE Palo Alto, Calif., to 12/1/53.

Actions of August 20

Granted License

WTAN Clearwater, Fla., Clearwater Radio Broadcasters Inc.—Granted license for change in trans. and studio locations (BL-5078).

WNEX-FM Macon, Ga., Macon Bcstg. Co. — Granted license covering changes in FM broadcast station (BLH-906).

Modification of CP

WBTO Linton, Ind., The Linton Bcstg. Co.— Granted mod. CP to change type trans. (BMP-6292).

Actions of August 19

Remote Control

WFRP Savannah, Ga., Georgia Bcstg. Co.— Granted authority to operate trans. by remote control (BRC-150).

Granted Extension

The following were granted extension of completion dates as shown:

WNBH-TV New Bedford, Mass., to 3/7/54; WLBC-TV Muncie, Ind., to 3/1/54; KTSM-TV El Paso, Tex., to 11/24/53; WDTV (TV) Pittsburgh, Pa., to 12/15/53; WJAR-TV Providence, R. I., to 3/9/54.

Actions of August 18

Extension of Authority

Columbia Bcstg. System Inc., New York, N. Y. —Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under the control of Canadian Bcstg. Corp. for period beginning Sept. 15, 1953, and ending Sept. 14, 1954.

Granted CP

WHHI Madison, Wis., State of Wisconsin State Radio Council—Granted CP to add REL 10 watt FM trans.; condition (BPED-233).

Modification of CP

WNNJ Newton, N. J., Sussex County Broadcasters—Granted mod. CP for approval of ant., trans. location and change type trans. (BMP-6275).

Remote Control

The following were granted authority to operate transmitters by remote control:

KBKR Baker, Ore. (BRC-147); KLFY Lafayette, La. (while using non-DA ant.) (BRC-148); WHAT-FM Philadelphia, Pa. (BRCH-50).

Actions of August 17

Granted License

KLUK Evanston, Wyo., Advertising Enterprises Ltd.—Granted license for AM station; 1240 kc, 250 w, unl. (BL-5052).

Modification of CP

WBTN Bennington, Vt., Catamount Bcstrs. Inc. —Granted mod. CP to change type trans. (BMP-6289).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

WFLW Hodgenville, Ky., Lincoln Memorial Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6271).

WABL Columbia, Miss., Southwestern Bcstg. Co. of Miss.—Granted mod. of CP for approval of ant., trans. location, and change type trans. (BMP-6265).

KTVU (TV) Stockton, Calif., San Joaquin Telecasters—Granted extension of completion date to 1/24/54 (BMPCT-1295).

KGAL Lebanon, Ore., Linn County Bcstg. Co. —Granted extension of completion date to 11/2/53, conditions (BMP-6266).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Granted extension of completion date to 11/15/53; conditions (BMP-6288).

August 25 Applications

ACCEPTED FOR FILING

License to Cover CP

WLSD Big Stone Gap, Va., Gap Bcstg. Co.—License to cover CP (BP-8376) as mod., which authorized new station (BL-5096).

Modification of CP

WCTV (TV) Flint, Mich., Trans-American Television Corp.—Mod. CP (BPCT-930) as mod., which authorized new station, for extension of completion date to 3/5/54 (BMPCT-1334).

KOPR-TV Nr. Butte, Mont., Copper Bcstg. Co. —Mod. CP (BPCT-804) which authorized new station, for extension of completion date to 3/14/54 (BMPCT-1335).

WJTN-TV Jamestown, N. Y., James Bcstg. Co. —Mod. CP (BPCT-1176) which authorized new station, for extension of completion date (BMPCT-1336).

Renewal of License

Following stations request renewal of license:

WSFA Montgomery, Ala., Montgomery Bcstg. Co. (BR-778); WGBA Columbus, Ga., Ga.-Ala. Bcstg. Corp. (BR-2113); KWIK Pocatello, Idaho, Eastern Idaho Bcstg. & TV Co. (BR-1347); WXLW Indianapolis, Ind., Radio Indianapolis Inc. (BR-2253); WIMS Michigan City, Ind., Northern Ind. Bcstrs. Inc. (BR-1622); KCLO Leavenworth, Kan., Cecil W. Roberts (BR-2181); KJAY Topeka, Kan., S. H. Patterson (BR-2421); KTOE Mankato, Minn., Minn. Valley Bcstg. Co. (BR-2532); KEYD Minneapolis, Minn., Family Bcstg. Corp. (BR-2242); WNJR Newark, N. J., The Evening News Publishing Co. (BR-174); KILO Grand Forks, N. D., Grand Forks Herald Inc. (BR-1163); WHBC Canton, Ohio, The Ohio Bcstg. Co. (BR-277); KAST Astoria, Ore., Astoria Bcstg. Co. (BR-856); WISL Shamokin, Pa., Radio Anthracite Inc. (BR-1962); KMED Medford, Ore., Radio Medford Inc. (BR-83).

August 26 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Notice is given of further hearing re applications of Versluis Radio & Television Inc., (Docket 10442; BPCT-1208), for CP for new television broadcast station and (Docket 10644; BMPCT-1140) for mod. CP dated May 15, 1953, to commence August 27, 1953.

By Hearing Examiner Annie Neal Huntting

Louisiana Television Bcstg. Corp., Southern Television Company of Baton Rouge Inc., Baton Rouge, La.—In Statement and Order recited action and rulings taken at hearing conferences on Aug. 10 and 13, 1953 which shall control subsequent course of hearing in this proceeding; upon agreement of parties, hearing was continued without date, subject to further order specifying time for taking of oral testimony (Docket 10550; BPCT-1665) (Docket 10551; BPCT-1673).

Radio Fort Wayne Inc. Fort Wayne, Ind.— Granted petition for correction of its Proposed Findings of Fact and Conclusions of Law in two respects (Docket 10424; BPCT-1040).

By Hearing Examiner Thomas B. Donahue

Notice is given of preliminary conference in proceeding re applications of Jefferson County Radio & Television Co. (KJCF) Festus, Mo., for CP to change frequency and hours (Docket 10223, BP-8231) and Cecil W. Roberts, Chester, Ill. (Docket 10224, BP-8477) for CP for new AM broadcast station, on August 27, 1953.

Notice is given of a preliminary conference in proceeding re application of Royaltel, Honolulu, T. H., for CP for new TV station on Ch. 2, on Sept. 9, 1953 (Docket 10474; BPCT-923).

By Hearing Examiner Fanney N. Litvin

Southland Television Co., Radio Station KRMD; Shreveport Television Co., Shreveport, La.—Ordered that transcript of record in this proceeding (Docket 10522; BPCT-992, et al) be corrected in various respects (Action 8/20).

Tri-Cities Telecasting Inc., Canton, Ohio — Granted petition for leave to amend its TV application so as to show deletion from its Articles of Incorporation of reference to class of stock entitled "employee's participating preferred shares" (Docket 10606; BPCT-1738) (Action 8/19).

The Brush-Moore Newspapers Inc.; Stark Telecasting Corporation; Tri-Cities Telecasting Inc., Canton, Ohio—By memorandum and order after hearing conference on Aug. 19, 1953, recited action and rulings taken which shall control subsequent course of hearing in this proceeding (Docket 10272; BPCT-264, et al) (Action 8/20).

By Hearing Examiner Elizabeth C. Smith

WMBD Inc., WIRL Television Co., Brookwell Enterprises, Peoria, Ill.—By order governing conduct of hearing recited action and rulings taken at hearing conference on July 10, which shall control subsequent course of hearing in this proceeding (Docket 10541; BPCT-668, et al).

By Hearing Examiner James D. Cunningham

Notice is given of hearing conference in re applications of Venango Broadcasters, Franklin, Pa. (Docket 10159; BP-8315) and Olivia T. Rennekamp, Corry, Pa. (Docket 10160; BP-8346); testimony will not be received and witnesses need not be present.

By Hearing Examiner Basil P. Cooper

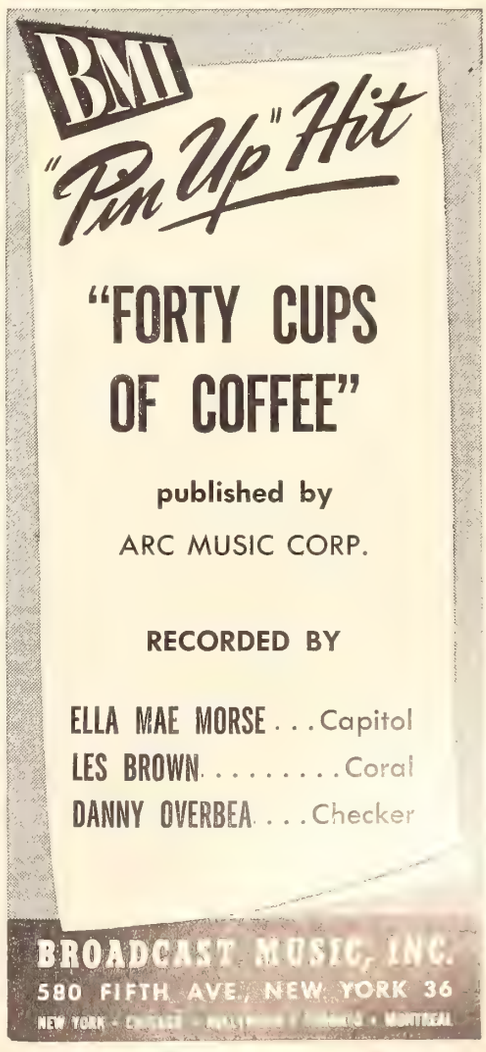
KTBS Inc., International Bcstg. Corporation, Shreveport, La.—Denied request for subpoenas duces tecum filed Aug. 7, 1953, by KTBS Inc.; dismissed as moot notice of intent to take depositions filed Aug. 14, 1953, by KTBS Inc., motion for admission of counsel pro hac vice filed Aug. 14, 1953, by KTBS Inc., motion under Sec. 1.821 (b) of Commission's Rules filed Aug. 17, 1953, by International Bcstg. Corp., and opposition to motion of admission of counsel pro hac vice filed August 17, 1953, by International Bcstg. Corp. (Docket 10476; BPCT-464) (Docket 10477; BPCT-505) (Action Aug. 18).

Booth Radio & Television Stations Inc., Saginaw, Mich.—Granted petition for leave to amend to submit financial information (Docket 10635; BPCT-1229) (Action Aug. 24).

By Hearing Examiner H. Gifford Irion

K-SIX Television Inc., Corpus Christi, Tex.— Granted petition for leave to amend its TV application (Docket 10558; BPCT-1434) to show transfer of 20 shares from one stockholder to another, said interest amounting to 0.13% of issued and outstanding stock.

WOBT Rhinelander, Wis., Oneida Bcstg. Co.— Granted motion for continuance of hearing re its application (Docket 10097, BP-8068) from Aug. 31 to Sept. 23, 1953.



The Fall Resurgence

AS THE lead story in this week's issue shows, radio is experiencing a very healthy resurgence. Especially in spot business, which means far more net money to stations than they get from network sales, the fall prospects are the brightest ever.

Station representatives predict that spot volume will be up 10% this year over last. Though spot statistics are hard to come by, a check of individual stations confirms the representatives' optimism.

Of the four national radio networks, three have more fall business sold now than they had last year at this time. The fall schedules of ABC, CBS Radio and MBS promise to be appreciably fuller. NBC's sales, though lagging behind those at this time a year ago, are not to be interpreted as bearishly as the raw figures would indicate. Revamping of the NBC daytime structure has doubtlessly caused some advertisers to wait before signing on that network.

Television is far more extensive now that it was a year ago. There is nothing but encouragement to be derived from the fact that as television expands, so also does radio advertising.

The Human Side

A TRAGIC number of children have been suffocated recently when trapped inside abandoned iceboxes while at play. It is possible that some of those deaths could have been avoided if searches of discarded iceboxes had been started as soon as the children were missed.

Frank Silvernail, head timebuyer at BBDO, has proposed a way. As his letter in "Open Mike" this issue suggests, radio and television could be put to work arousing the community to action.

As Mr. Silvernail explains, radio and TV are the only media capable of spreading an immediate alarm. We hope that stations will follow his suggestion. They can establish cooperative arrangements with their local police departments to broadcast reports of missing children and describe the localities to be searched. To repeat Mr. Silvernail's words: "And who knows but what such warnings might not only save individual lives but educate the discarders of these frightful menaces too."

Significant Appointments

TWO APPOINTMENTS of significance were made during the last fortnight as the GOP machine moved again on the communications front. FCC has a new general counsel, and the White House a new top telecommunications policy advisor. Both appointments seem meritorious.

Named general counsel is Warren E. Baker, former executive assistant to Chairman Oswald Ryan of the Civil Aeronautics Board. He has had considerable experience in administrative law. He is an Indiana Republican, 39, and was selected because of qualifications.

The new White House aide is well known in radio. William A. Porter succeeds Haraden Pratt, who held the title of Advisor to the President under Mr. Truman. Mr. Porter has been in communications practice in Washington for more than two decades. He is a former president of the Federal Communications Bar Assn. He accepts the call as Assistant Director for Telecommunications of the Office of Defense Mobilization at a considerable sacrifice.

The FCC general counselship isn't as important now as it was before FCC was separated into bureaus a couple of years ago. The Broadcast Bureau has become the top unit in influence. But a good general counsel can help FCC over many a hump and increase the importance of his office. There will be changes soon in the Broadcast Bureau too, because it has become the neopolitical unit.

The Porter assignment sounds as though it were far removed from the broadcast sphere. It isn't. It is a policy post of importance, since Mr. Porter becomes the coordinator of the executive branch on all allocations of radio frequencies to government agencies and maintenance of security in communications during a national emergency. Mr. Pratt had handled his assignments well. He maintained balance between demands of the military, for example, and those of industry, in allocation of portions of the spectrum.

Mr. Porter knows broadcast service and communications. There are problems ahead in the allocation of spectrum space—notably in television and related fields. Allocations as between needed public frequencies as against military demands haven't always been equitable. With one of Mr. Porter's experience on the coordinating scene, the danger of mis-allocating is minimized.



'. . . Gone About As Fur As They Can Go'

IN ONE of America's leading markets, Oklahoma City, the jointly owned dailies—the *Oklahoman* and the *Times*—have suddenl adopted a policy of charging radio and television stations for carry ing program logs.

Other newspapers in other communities have done the same, bu the situation in Oklahoma City has unique features that deserv inspection.

The Oklahoma Publishing Co., which owns both papers, als owns WKY, a well-established and important radio station, an WKY-TV, the only television outlet in the city. According to a official announcement, the newspapers have been charging thes stations straight advertising rates for the space occupied by thei logs for "several months." On Aug. 16 the papers applied tha practice to all radio and TV schedules.

WKY has been using two-column ads five inches deep for it logs, and WKY-TV has been using somewhat larger space. Othe radio stations in the market have been using no space at all sinc Aug. 16 for the simple reason that the papers have priced it pro hibitively. The size ad used by WKY would cost $40,517 per yea at combination rate in the morning and evening papers, daily an Sunday.

It would cost that much because the *Oklahoman* and the *Time* have classified radio logs as national advertising which pays premium rate that has no discounts for frequency of insertions The going daily rate is $10.50 per inch.

Perhaps it is true that WKY and WKY-TV have been payin these prices to the newspapers owned by their parent company but even so the transaction keeps the money in the same family A similar advantage does not exist for the other radio stations nov in the area and for the new TV outlets there that are due soon t go on the air.

The contention that radio and television constitute "commercia enterprises" and therefore should pay for their listings, doesn't hol water. Baseball, and wrestling and boxing, also are commercia enterprises that spend little or no money in the newspapers fo display lineage. Are they deprived of space in news columns be cause they are "commercial"?

The obvious answer is that program listings draw greater reader ship than do these other events. The public demands them.

One Oklahoma City station, KOMA, counted more than 1,00 telephone calls protesting the newspapers' action within a wee after it was announced. Certainly the papers have been similarl swamped with objections.

We suspect that the Oklahoma City newspapers will eventuall find it advisable to revert to their former policy of running progra logs as a reader service. Radio and television set advertising, plu the spotlight program advertising, more than offset the cost o printing the daily logs. This without regard to the subscribe demand.

That has been the experience of other newspapers in other cities The return to normalcy usually follows within a month to six weeks

KHQA-TV

Hannibal-Quincy

CHANNEL 7

CBS and DuMONT

TELEVISION NETWORK AFFILIATE

FOR THE

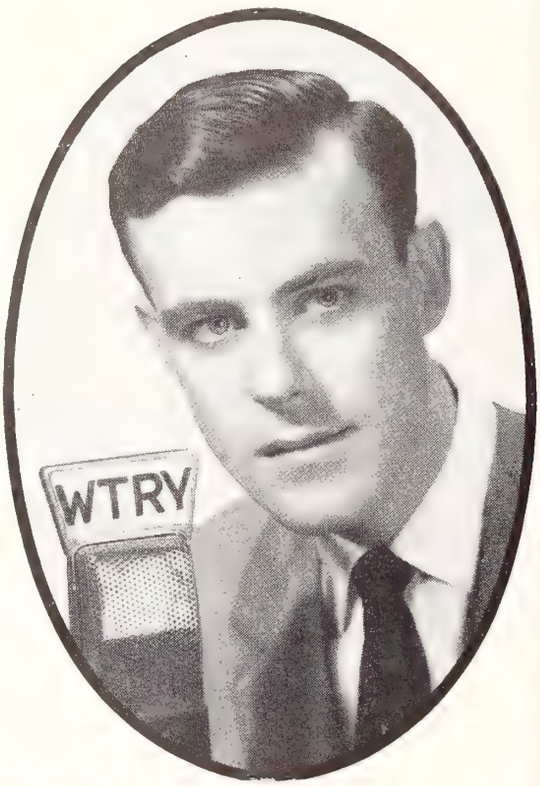
Keokuk Hannibal Quincy Area

Represented by Weed Television

WALTER J. ROTHSCHILD

General Manager

FLANAGAN & DONOVAN





PAUL FLANAGAN
4:05-4:55 P.M., *Mon. thru Fri.*

JOYCE DONOVAN
5:00-5:25 P.M., Mon. thru Fri.

Excellent buys in afternoon radio: 3.6 Pulse; low cost per thousand; terrific audience response; popular personalities; long list of top sponsors, both local and national; success stories; No. 1 station.

WTRY



Call Headley-Reed for the full inside story

ALBANY - TROY - SCHENECTADY

980 - CBS - 5000 WATTS

represented by HEADLEY-REED

PTEMBER 7, 1953 35c PER COPY

BROADCASTING TELECASTING

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First Run Film
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uests Expected
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Page 72

TURE SECTION
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22ND
year
NEWSWEEKLY
RADIO AND TV

Now MAXIMUM POWER

A GREATER BUY THAN EVER!

Now you'll have greater coverage than ever before in the BIG Texas Gulf Coast Market. Up goes the power, down goes your cost-per-thousand.

KPRC-TV's new, 750-foot tower with 6 Bay Antenna completes our TV Center . . . topping the South's finest telecasting facilities with a tower that handles the maximum allowed power . . . 100,000 Watts on Channel 2. KPRC-TV's clear, dominating picture now reaches a larger, richer audience!

FIRST in every time period every day, KPRC-TV continues now, more than ever, to influence viewing and buying habits of this booming Texas market.

KPRC-TV CHANNEL 2 HOUSTON

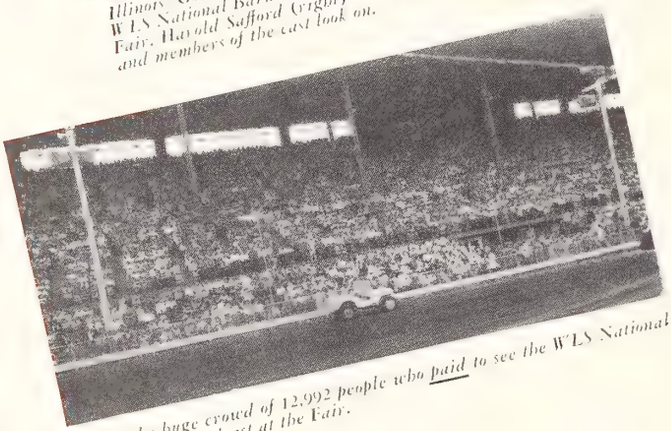
JACK HARRIS
Vice President and General Manager

Nationally represented by
EDWARD PETRY & CO.

Our Biggest Year AT THE STATE FAIR!



Illinois' Governor William G. Stratton welcomes the WLS National Barn Dance crowd to the Illinois State Fair. Harold Safford (right) WLS Program Director and members of the cast look on.



Part of the huge crowd of 12,992 people who paid to see the WLS National Barn Dance broadcast at the Fair.



Twirling Square Dancers from LaSalle and Bureau counties, Illinois, perform during the National Barn Dance show on the Fairgrounds.

THIS was the biggest State Fair year for WLS! Enthusiastic crowds jammed WLS tents at the Illinois and Wisconsin State Fairs, where WLS entertainers broadcast direct daily.

As in 13 previous years, the WLS NATIONAL BARN DANCE was the opening Saturday night feature at the Illinois State Fair . . . and played before the largest post-war crowd ever to see the famed program at the Fair! 12,992 people *paid* to see the 29 year old NATIONAL BARN DANCE broadcast in front of the Fairground Grandstand.

This personal touch with the WLS audience . . . this acceptance, helps prove that in the concentrated Midwest area, more people are listening to WLS—on more radios—than ever before. The WLS audience, ever-increasing in size and importance, again demonstrates the power of radio to educate—to entertain—to contribute to the American way of life—and to create favorable public opinion—and sales—for articles and services that deserve it.

LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE. REPRESENTED BY JOHN BLAIR & CO.

WLS The PRAIRIE FARMER STATION CHICAGO 7

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

THE PROOF OF THE MARKET

is in the mail-pull



JACK'S JUKE BOX

WDEL-TV

Wilmington, Delaware

CHANNEL 12

A four-state favorite—Jack's Juke Box, WDEL-TV Saturday night disc Jockey show featuring Jack Reynolds, pulls loyal, enthusiastic audience response from Delaware, Pennsylvania, New Jersey and Maryland—a market whose people have $1,730,561,000 to spend every year. To reach this big prosperous market—to increase sales for your product—buy WDEL-TV—featuring top local, NBC and Du Mont shows.

NBC TV Affiliate

Represented by **MEEKER**

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Los Angeles • San Francisco

WDEL

AM TV FM
Steinman Station

closed circuit®

OR-TV New York is contemplating clos- down until it moves to its new Empire te location. Plan, under consideration be- e IBEW struck, would entail closure of North Bergen TV transmitter and its 67th eet studios (except for portions under lease NBC). Operation at Empire State, where w studios are 90% completed, would give OR-TV self-contained facilities. Before ike Aug. 18, WOR-TV had planned move in four weeks. TV silence plan y be effected this week. WOR will con- ue its operations without regard to strike.

★ ★ ★

COMING analysis of official FCC figures ll reveal that aggregate income of radio tions in television markets was 2% greater 1952 than 1951.

★ ★ ★

LECTION of John K. Herbert to Board Directors of NBC announced Friday by ig. Gen. David Sarnoff, board chairman RCA and NBC—but in fashion which, spite obvious elevation involved, created eculation as to his assignment, recently nounced, as vice president in charge levision network. Friday's announcement scribed him as vice president in charge TV network sales. While emphasizing r. Herbert's primary identification with les throughout his entire NBC service, is return to former title, without reference responsibilities as head of TV network vision, promptly inspired questions as to ssibility that latter role may be reassigned. BC authorities would not comment.

★ ★ ★

OSS IN two new names for FCC commis- onership vacancy which now is semi-offi- ally described as wide open. Robert T. lason, owner of WMRN Marion, Ohio, and obert H. Owen, veteran chief engineer of OA Denver, now are being considered in ddition to Robert J. Dean, KOTA Rapid ity, S. D. Latter isn't eliminated but time ins against him. Mr. Mason, prominent industry affairs (past member NARTB oard, past chairman of Small Markets and egislative committees) and prominent in hio politics (he ran in GOP primaries for ongress on two occasions), hasn't been di- ectly contacted but understands his name as been submitted. He's "highly flattered" hat he's being considered. Mr. Owen, for- ner KOA manager, reportedly has strong Western backing.

★ ★ ★

NEWEST candidate for FCC secretaryship s Forney A. Rankin, now on special assign- ment at State Dept., former counsellor at U. S. Embassy in Mexico City and, prior to hat, international advisor at NARTB under ustin Miller (then NARTB president). Others actively being considered are: Lt. Col. William B. Campbell, Signal Corps and ormerly with Press Wireless; Mary Jane Morris, FCC attorney, an ardent Republi- an worker, and Francis B. Murphy, mid- western businessman.

★ ★ ★

PRIOR TO consummation of $500,000 ransaction whereby ownership of KING- AM-TV Seattle (Mrs. A. Scott Bullitt) ac- quired control of KGW Portland (story page 64), it was ascertained that NBC sought to procure minority interest in Portland sta- tion but failed to come to agreement on terms. Fact that NBC was interested was disclosed several weeks ago [CLOSED CIR- CUIT, Aug. 17].

★ ★ ★

UNDER consideration by FCC last Friday was *modus operandi* in selecting "hardship" or "manifest injustice" cases under new ex- pedited hearing procedure. List of such cities expected promptly, after which "Mc- Farland letters" will be sent. Cities which could be on list include Pittsburgh, Miami, Milwaukee, Memphis, Indianapolis, Spartan- burg, S. C., and New Orleans.

★ ★ ★

IT'S NOT formally billed that way but loudest firecracker at approaching NARTB district meetings may explode at TV clinics as station operators tell their uhf troubles, most acute in upper part of ultra-high band.

★ ★ ★

FCC IS taking closer look at TV merger or "take out" agreements, despite its desire to introduce new service in under-served areas. Last week it almost found itself stalemated on three merger proposals, finally approved 4-1, and it's certainty Commission hereafter is going to be tougher to satisfy where amounts in excess of reasonable "out of pocket" funds are involved to "take out" competing applicants. While FCC majority feels these business transactions are of no immediate concern to it, question arises if it's in public interest to "buy out competi- tion."

★ ★ ★

PI to end all PIs may be upon radio in next few weeks. It concerns sale of Dr. Alfred C. Kinsey's new *Sexual Behavior in the Hu- man Female,* due to be published Sept. 14. One eastern bookstore is contacting local radio stations, offering deal by which station keeps $1.50 of book's $8 price.

★ ★ ★

SHOULD FCC issue tax certificate under Sec. 112 (m) of Internal Revenue Code to cover such situations as sale by Storer Broadcasting Co. of WMMN Fairmont, W. Va., for $350,000 to Peoples Broadcasting Corp.? After rugged debate FCC said "yes" by 4-2 vote last week on ground that while it wasn't actual "forced sale," under FCC multiple ownership policies, Storer had to sell station before it could acquire KABC San Antonio for $700,000. Recently FCC turned down similar petition from United Paramount on sale for $6 million of WBKB (now WBBM-TV Ch. 2) Chicago, to CBS as part of ABC-United Paramount merger, since ABC already owned WENR-TV.

★ ★ ★

THAT conference between Howard Hughes, RKO Radio Pictures board chairman, and group of Chicago businessmen looking toward possible release of RKO film back- log to television apparently failed to ma- terialize past fortnight. It's understood, however, that deal is still on the fire and that group has definite TV film aspirations.

IN THIS ISSUE

LEAD STORY

A 25% increase in TV network billings this fall over last is predicted by B•T in an annual analysis which takes bigger network hookups, larger audiences and higher rates into consideration. Spot should do even better, the forecast says. *Page 27.*

FILM

Vitapix Corp. in an agreement with Princess Pictures will distribute 26 first-run, feature-length films with first-rate Holly- wood stars to television. *Page 34.*

Republic Pictures, major Hollywood mo- tion picture producing firm, is getting into television feet first. Republic President Her- bert Yates' feeling: "If you can't lick 'em, join 'em." *Page 36.*

FACTS & FIGURES

National advertising is up $49.2 million for the first half of this year over that of last year, PIB figures show. *Page 38.*

PROGRAM SERVICES

The push for subscription TV as a sup- plement to uhf station income picks up speed as the four uhf outlets who last month asked FCC to approve the system call a meeting of uhf station operators for Sept. 17 in Philadelphia. *Page 44.*

GOVERNMENT

FCC expects a number of TV stations to seek directional operation to improve signals where population is concentrated. *Page 48.*

STATIONS

King Broadcasting Co. (KING-AM-FM- TV Seattle) and others buy KGW-AM-FM Portland, Ore., for $500,000 from S. I. Newhouse interests (*Portland Oregonian* and other newspapers, WSYR-AM-FM-TV Syracuse and WTPA [TV] Harrisburg, Pa.) *Page 64.*

NETWORKS

NBC Radio Network Affiliates Commit- tee, meeting with NBC in New York pre- paratory to affiliates' meeting in Chicago Sept. 17, are told NBC Radio revamping will include 28 new programs and 13 more news periods. *Page 68.*

MANUFACTURING

Bing Crosby Enterprises' much-publicized video tape will be ready for color TV when it comes, Executive Director Frank Healey says. *Page 72.*

FEATURES

A lone uhf TV broadcaster enters the arena with seven vhf outlets in Los Angeles. *Page 85.*

Newspapers are wonderful if you believe the results of a survey conducted in Chicago by students at Northwestern U.'s Medill School of Journalism. Also wonderful is the way their questions were phrased. *Page 91.*

Tulsa is the place to watch as radio under- goes a major test there starting Sept. 13 to determine its worth in retail store advertis- ing. *Page 95.*

Effective February 1, 1954

WBZ-TV *Channel* 4

NBC Affiliate in **BOSTON** *serving 1,314,000* TV Sets*

AND

WPTZ *Channel* 3

NBC Affiliate in **PHILADELPHIA** *serving 1,463,080* TV S*

WILL BE AMONG THE
OUTSTANDING VHF TELEVISION STATIONS
REPRESENTED BY

Free & Peters, Inc.

*TELEVISION AGE AUGUST '53

		VHF CHANNEL	PRIMARY
EASTERN			
WBZ-TV	Boston	4	NBC
WPIX	New York	11	IND
WPTZ	Philadelphia	3	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WTVJ	Miami	4	ALL
CENTRAL			
WOC-TV	Davenport	5	NBC
WDAY-TV	Fargo	6	NBC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KMBC-TV	Kansas City	9	CBS
WAVE-TV	Louisville	3	NBC
WCCO-TV	Minneapolis-St. Paul	4	CBS
WESTERN			
KDSH-TV	Boise-Meridian	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KRON-TV	San Francisco	4	NBC

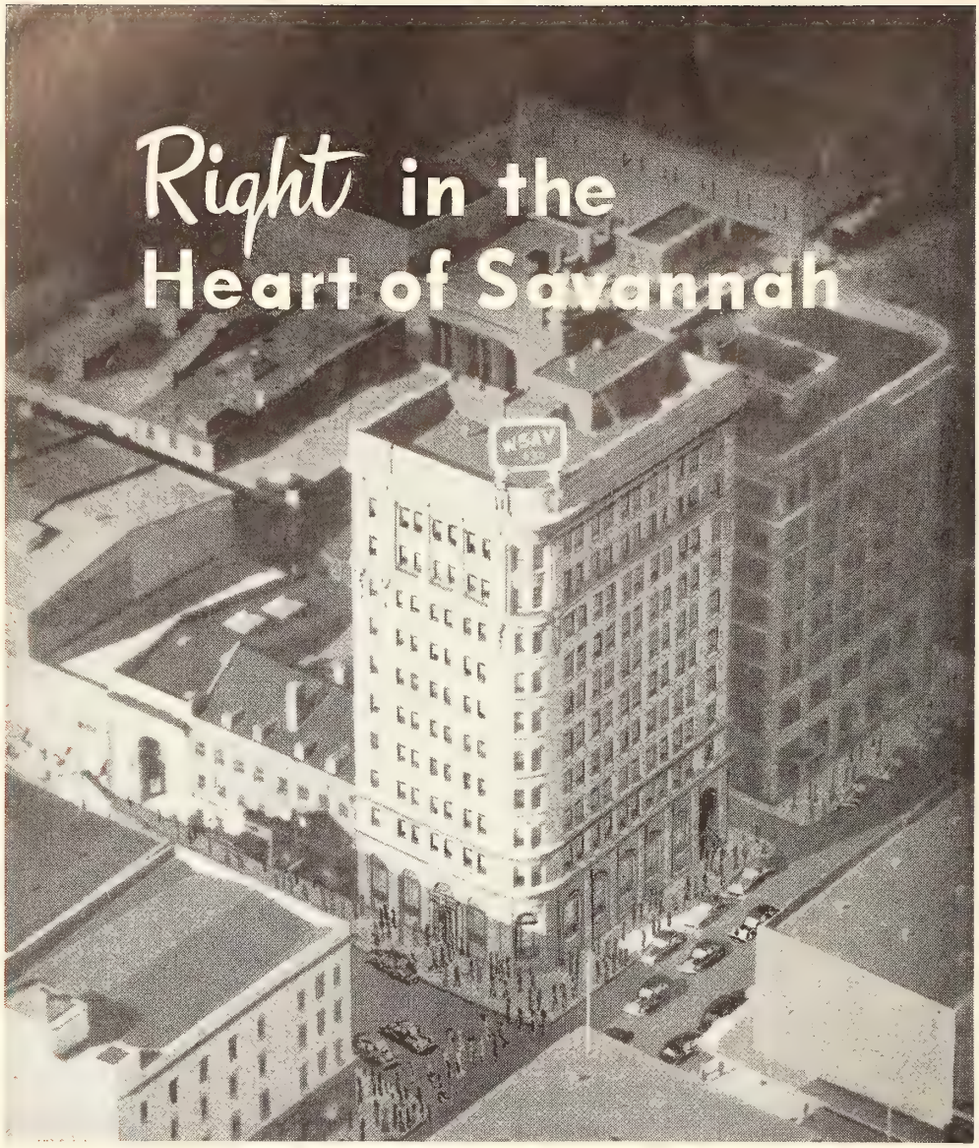


FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK	CHICAGO	DETROIT
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Plaza 1-2700	Franklin 2-6373	Woodward 1-4255

ATLANTA	FT. WORTH	HOLLYWOOD	SAN FRANCISCO
Glenn Bldg.	*406 W. Seventh St.*	*6331 Hollywood Blvd.*	*Russ Building*
Main 5667	Fortune 3349	Hollywood 9-2151	Sutter 1-3798



• In radio, audience loyal
doesn't just happen. It is
evitably the measure of the
vored station's responsiveness
the interests, needs and cultu
and civic growth of all the peo
within its listening area. How
sponsive WSAV has been is clea
indicated by these few from ma
instances:

• The only Savannah Stati
which broadcasts regularly sch
uled local news.

• The only Savannah Stati
which sends its remote crews
into the areas to bring its listen
all important events in the o
lying towns and counties.

• The only Savannah Station which broadcasts a daily fa
program direct from the Agricultural Agent's Office and f
turing farm news and information gathered on the local a
regional levels.

• The only Savannah Station which schedules six remote bro
casts daily direct from the United States Weather Bureau
Travis Field in Savannah.

• The only Savannah Station which broadcasts news on t
local level from the towns and counties in the surrounding ar
through its regularly scheduled program, "County Edition."

The Station that Serves Best, Sells Best!



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

ABC-TV Will Start Daytime Programs Oct. 5

ABC-TV will launch daytime programming Oct. 5 with two half-hour programs between 4 and 5 p.m., Monday through Friday, according to fall schedule announced Friday. ABC-TV network programming currently starts at 7:30 p.m. Daytime shows will be TV version of ABC radio's *Turn to a Friend,* to be presented 4-4:30 p.m., and as yet undisclosed audience participation show in following half-hour.

Overall fall program lineup features "Star Power" acquired by ABC since its merger with United Paramount Theatres last February, said Robert M. Weitman, vice president in charge of programming and talent, who noted that Ray Bolger, Danny Thomas, George Jessel, Sammy Davis Jr., Joel Grey, Paul Hartman, Brandon De Wilde, Frank Leahy, and Arlene Dahl, among others, have been signed to join ABC-TV's established stars.

Noting that this is ABC's first major season since UPT merger, Mr. Weitman said: "Like a gala opening night on Broadway, we must now await the critical eye of the public."

List of NBC Color Programs

LIST of first NBC-TV commercial programs slated for "color premieres," in line with plan to stage such showings of all NBC-TV programs [B•T, Aug. 31], is being announced this week. It includes: *Robert Montgomery Presents,* on Sept. 28; *Dinah Shore Show,* Oct. 6; *Paul Winchell Show,* Oct. 11; *Television Playhouse,* Oct. 18; *Your Show of Shows,* Oct. 24; *Hit Parade,* Nov. 7; *Bob Hope Show,* Nov. 17. All premieres to be held at NBC's Colonial Theatre in New York, with Bob Hope and Dinah Shore shows, normally originating on West Coast, transferring to New York for event. Pending FCC approval of compatible color standards, commercial shows will be given dress rehearsals in color but telecast in black-and-white.

CIRCULATION FORMULA

PRINTED media have shown way to advertising world by proving that basic circulation standards are proper way to measure value of all media, Robert E. Dunville, Crosley Broadcasting Corp. president, told fall sales meeting of WLW eastern sales executives in New York. Lauding space measuring method, he said advertisers had benefited from realistic approach by which they give space buyers fullest circulation knowledge. He said A. C. Nielsen Co. has been working at his instructions on plan to give advertisers this type of measurement for WLW. He announced adoption of circulation formula as instrument to be afforded all WLW radio advertisers, with same plan to be extended to TV.

61 New, Renewed Contracts

TOTAL of 61 new and renewed contracts, representing $1,445,639 sales volume, has been signed by WABD (TV) New York for fall season, Sales Manager Norman Knight reported Friday, terming it greatest fall season in WABD history. He said 49 contracts were signed by national advertisers and that 80% represented new business. Food sponsors accounted for 36.1% of sales volume; home furnishings manufacturers 14.8%; drugs 13.1%; beer and wine 8.2%; instruction 8.2%; tobacco 4.9%; oils and lubricants 4.9%; jewelry and clothing 3.3%; political accounts 3.3%; religion 1.6%, and entertainment 1.6%.

WGEM-TV Starts Last Friday

WGEM-TV Quincy, Ill., began programming last Friday, 7:30 p.m., CDT. Ch. 10 outlet went on air 78 days after receiving FCC construction permit. WGEM-TV is affiliated with ABC and NBC-TV. General manager is Joe Bonansinga, also vice president and treasurer.

• BUSINESS BRIEFLY

MILLION DOLLAR DRIVE • Monsanto Chemical Co. (All, washing machine detergent), St. Louis, expected to spend over a million dollars through Needham, Louis & Brorby, Chicago, for a six-day saturation campaign using radio and television spots.

600 STATION CAMPAIGN • Lincoln-Mercury, Detroit, planning giant four-week radio campaign starting Sept. 21 on over 600 radio stations, using one-minute announcements and chain breaks. Kenyon & Eckhardt, N. Y., is agency.

MANISCHEWITZ PLANS SPOTS • Manischewitz wine, N. Y., through Donahue & Coe. N. Y., preparing radio spot announcement campaign, to be launched Sept. 14 and run to Jan. 1 in about 50 markets. Additionally, television campaign will get under way later with spots and few half-hour films in several markets.

GAMES FOR GIFTS • Parker Brothers Games, Salem, Mass., through Badger & Browning & Parcher, Boston, preparing special Christmas drive using radio spot announcements, effective Sept. 25 to Dec. 24 in 20 markets.

SECOND KRAFT SHOW • Kraft Foods Co., Chicago, oldest continuous sponsor of hour-long dramatic TV show, *Kraft Television Theatre,* to sponsor second weekly one-hour dramatic show on ABC-TV effective Oct. 15 (Thurs., 9:30-10:30 p.m.). Kraft claims it is first sponsor to present two different full hour productions weekly.

HUDSON CAMPAIGN • Hudson Motor Cars, through Brooke, Smith, French & Dorrance, Detroit, placing spot campaign, 95% radio and 5% television, effective late in September. More than 300 radio stations, east of the Rockies, will be used. Contracts vary from two to four weeks.

SAUCE SPOTS • G. F. Heublein Sauce (A-1 sauce), Hartford, Conn., through Scheidler, Beck & Werner, N. Y., is preparing radio spot announcement schedule, to be launched Oct. 1 in 18 large cities for 26 weeks.

SPEIDEL ADDS • Speidel Corp. will continue to sponsor alternate weeks of *Name That Tune* on NBC-TV (Mon., 8-8:30 p.m.) and will add another alternate-week sponsorship on Sept. 29 with debut of Danny Thomas show, *Make Room for Daddy,* on ABC-TV (Tues., 9-9:30 p.m.). Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

SWANEE CONSIDERS • Swanee Paper Napkins, through Geyer Inc., N. Y., is considering radio announcement campaign starting in October. Details are being worked out. Spots already have been placed in three cities, with national expansion to follow.

TINTEX SCHEDULE • Tintex Co. (Tintex tints and dyes), N. Y., through Storm & Klein, N. Y., planning its seasonal radio spot schedule, which kicks off Sept. 21 for 10 weeks on more than 250 stations.

JULY RADIO SET PRODUCTION UP 36%

RADIO set production continues steady upward swing that started year ago, according to July and seven-month figures released over weekend by Radio-Electronics-TV Mfrs. Assn.

Output of radio sets for first seven months of 1953 showed gain of two million sets over year ago. TV output set new record, too.

July radio set production totaled 674,495 despite summer vacation shutdowns at factories. This is highest July radio figure since post-war boom month in 1948 and is 36% over same month year ago.

Total of 7,941,001 radio sets produced in first seven months of 1952 compared to 5,280,079 radios in same period year ago.

TV output totaled 316,289 sets in July, just 11,211 short of record set for that month in 1950. Seven-month TV production reached 4,150,525, over half-million sets above seven-month record of 3,606,445 in 1951.

Radios with FM circuits totaled 22,986 in July, with 5,120 TV sets also having tuning circuits for FM band.

Following are radio-TV set production figures for the first seven months of 1953:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
June (5 weeks)	524,479	287,724	239,189
July	316,289	172,197	78,434
TOTAL	4,150,525	2,231,815	1,082,493

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,439
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
June (5 weeks)	505,774	131,144	1,163,831
July	336,208	87,620	674,459
TOTAL	3,415,549	1,211,144	7,941,001


San Antonio's
KEYL-TV
Now 100,000 Watts
A STORER STATION
Channel 5 . . . CBS · ABC · DUMONT
Tom Harker, Natl. Sales Director • 118 E. 57th., New York
National Representatives . . . . . Katz Agency

at deadline

Truman Signs, Hoover Sought For Ford Foundation Show

FORD FOUNDATION announced officially Friday that negotiations have been in progress for appearance of both living U.S. ex-presidents [CLOSED CIRCUIT, May 18] on Foundation TV-Radio Workshop's new series for young people, *Excursion*. Former President Truman signed for reported figure of $8,000 for appearance on Sept. 20 telecast to discuss opportunities that lie ahead for young people and nation [CLOSED CIRCUIT, Aug. 17]. Discussions with former President Hoover are still in progress and it is hoped his schedule will permit his appearance on later program.

Excursion, with Burgess Meredith as m.c., will start Sunday, Sept. 13 (NBC-TV, 3:30-4 p.m.). Show will be aimed at 6-to-18-year-olds. Martin Stone, president of Kagran Inc., and William Hillman represented Mr. Truman.

Channel Additions Approved; Other Actions by FCC

ADDITIONS of vhf Ch. 12 to Ardmore, Okla., and vhf Ch. 10 to Ada, Okla., were made final by FCC Friday in order which also substitutes Ch. 11 for Ch. 10 at Fort Worth; Ch. 10 for Ch. 11 at Waco, Tex., and uhf Ch. 26 for Ch. 2 at Elk City, Okla. Changes, proposed by KVSO Ardmore and Eastern Oklahoma TV Corp., Ada, are effective immediately.

Initial Ruling Made Final

INITIAL ruling to grant new AM station at Farrell, Pa., on 1470 kc with 500 w daytime to Sanford A. Schafitz made final by FCC Friday. Commission denied competitive bid of Greater New Castle (Pa.) Bcstg. Corp. for 1 kw daytime on 1460 kc.

WMAV-TV Refiles for Ch. 2

REFILING for vhf Ch. 2 in Springfield, Ill., Friday was WMAY-TV Inc., principally owned by WMAY and Lee Ruwitch, vice president and general manager of WTVJ (TV) Miami. Applicant asks for 100 kw, plans to spend $384,282 on construction. Application previously had been merged with those of WTAX Springfield, Ill., and WSOY Decatur, Ill., under name of Sangamon Valley Television Corp.

Chamber Urges Agreement

PRESSING for TV service in Chattanooga, Tenn., local Jr. Chamber of Commerce in public resolution urged agreement between contesting vhf applicants, also asked FCC not to extend CPs of WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49, but to force them to get on the air. In carrying out resolutions, Jaycees plan to post petitions in public places, solicit citizens' signatures. First Chattanooga applicants to go to hearing were WDOD and WAPO, for vhf Ch. 3. Hearing ended Aug. 20. Still awaiting hearing date are vhf Ch. 12 applicants WDEF, Southern Television Inc. (composed of local theatre interests), and Tri-State Television Inc. (composed of local businessmen). WTVT, owned by Texas oilman Tom Potter, and WOUC, principally owned by WMFS, both were granted in August 1952.

UPCOMING

Sept. 8: Comments due on FCC Notice of Proposed Rule Making for NTSC Color TV Standards.
Sept. 10-11: NARTB TV Code Review Board, NARTB headquarters, Washington, D. C.
Sept. 14-15: NARTB Dist. 17 meeting, Benjamin Franklin Hotel, Seattle.
Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.
Sept. 16-17: NARTB Dist. 15 meeting, Mark Hopkins Hotel, San Francisco.
Sept. 17: NBC Radio Affiliates meeting, Chicago.
Sept. 17-18: NARTB Dist. 16 meeting, Statler Hotel, Los Angeles.

(For other Upcomings, see page 111)

Amateurs May Interfere With Strip-Converted Sets

WARNING that vhf TV receivers strip-converted to uhf will be subject to interference from amateurs and other services operating in 108-174 mc region has been sounded by American Radio Relay League. More than half uhf channels may be affected by amateurs alone, ARRL pointed out in letter to FCC, with copy to TV manufacturers. Reason for trouble, ARRL emphasized, is that first intermediate frequency of strip converters falls in 144 mc band, allocated exclusively to amateurs.

Putting problem directly in lap of manufacturers, ARRL General Manager A. L. Budlong said that "hams" do not propose "to go through another difficult period, again not of [their] own making, carrying the burden of public misunderstanding and abuse which arises solely because of the inadequacy of television receiving apparatus." Mr. Budlong asked that FCC publicize fact such interference to TV receivers is not amateurs' fault, also asked manufacturers to service this problem themselves.

Chamber Sees Color TV Boom

NEW opportunities in advertising and in $7 billion packaging industry will come with anticipated arrival of color TV next year, according to booklet put out by U. S. Chamber of Commerce. Styling of packages will be affected and dyemakers expect boom, it was stated. Booklet scans some of color TV developments, refers to TV network personnel clinics and reviews work of RCA and other interests. It's titled "Jobs, Markets and Production."

Doerfer Names Assistant

FCC Comr. John C. Doerfer announced appointment Friday of new confidential assistant, Patricia C. Siemien, who had been his private secretary when he was chairman of Wisconsin Public Service Commission. Mrs. Siemien succeeds Elizabeth L. Dannelly who continues as secretary. Miss Dannelly was confidential assistant to ex-Comr. Robert F. Jones. Comr. Doerfer has moved his office to Room 7207, New Post Office Bldg., Washington.

PEOPLE

G. WALTER LABORIE, formerly general sales manager of Lever Bros., to director of Merchandising and sales promotion at Donahue & Coe Inc., N. Y.

JOHN E. BOLAND and **WILLIAM W. PRIESMEYER** have been elected vice-presidents of Fuller, Smith & Ross, N. Y.

O. B. FERNANDEZ, for past four years office manager of CBS Washington Division, has resigned to return to Spain to manage family estate.

D. R. COLLINS, vice president of Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency, elected vice president of Marsteller, Gebhardt and Reed, also Chicago.

E. E. DEUSS, formerly head of his own advertising agency, has joined Critchfield & Co., Chicago, as vice president.

MILTON RICH, for past four years executive editor of *The Advertiser*, monthly publication, named director of press relations for WCBS, CBS-owned radio station in New York, effective Sept. 14. He formerly was associate editor of *Today's Advertising*, was publicity director for Claire Wolff Adv., and for 10 years was on news staff of *New York Post*.

BOYD A. RIPPEY, former partner in Harrington & Rippey Adv., San Francisco, and identified with radio-TV in San Francisco since 1941, joins San Francisco sales staff of Weed & Co., station representatives.

WELLS F. BRUEN, radio-TV veteran with experience in Cincinnati, Miami, and New York, has joined New York sales staff of George P. Hollingbery Co., station representation firm.

L. A. Meeting Agenda Changed

PROGRAM for NARTB Dist. 16 meeting in Los Angeles, moved from Sept. 18-19 to 17-18 [B•T, Aug. 31, 24], announced Friday by Albert D. Johnson, KOY Phoenix, district director. President Harold E. Fellows and Robert K. Richards, administrative vice president, will leave San Francisco after opening of Dist. 15 meeting Sept. 16 and appear on opening morning agenda at Los Angeles next day. Richard P. Doherty, NARTB labor vice president, who appears on opening morning of other district meetings, will appear on second morning at Los Angeles, with TV seminar moved to afternoon.

Tube Sales Above 1952 Level

SALES of receiving and cathode ray tubes by factories in July dropped from June but ran ahead of 1952, according to Radio-Electronics-TV Mfrs. Assn. Cathode ray tube sales totaled 634,200 units, with 26,462,069 receiving tubes sold.

Seek Additional Microwave

APPLICATION filed Friday with FCC by Long Lines Dept. of AT&T requests authority to install additional microwave transmitter on Chicago-Milwaukee-Minneapolis radio relay system, to provide two TV channels from Chicago to Milwaukee via Palmyra, Wis., and third channel supplying TV link from Palmyra to Minneapolis. Supplementing other microwave channels in area, new channels also will feed video network programs to proposed northbound TV channels linking Milwaukee to Green Bay and Oshkosh, Long Lines Dept. said.

IN THE
Upper Midwest...

THE GREATEST
NAMES, THE
BIGGEST STARS
THE SMARTEST
ADVERTISERS
ARE ON
KSTP-TV
AND THAT'S
WHERE YOU
SHOULD BE



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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISIC
Published Every Monday by Broadcastin Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-10

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manni *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manag* Dorothy Munster.

CHICAGO — 360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie A Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagn

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the tit BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Things have changed in ARKANSAS, too!



Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's—*276.9% ahead of ten years ago!**

The Arkansas radio picture is different, too. You can now cover almost *all* the State with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

NBC IS AMERIC

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVIC





NO. 1 NETWORK

10

Only NBC offers guaranteed merchandising and promotion

When an advertiser purchases time on NBC Television, he is guaranteed—at no extra cost—three valuable adjuncts to successful advertising:

1. *The services of a nation-wide merchandising organization which will devise a merchandising plan especially for his particular needs.*
2. *A minimum of $4,500 worth of network promotion announcements for his program every week.*
3. *A newspaper advertisement promoting his show in over forty television markets.*

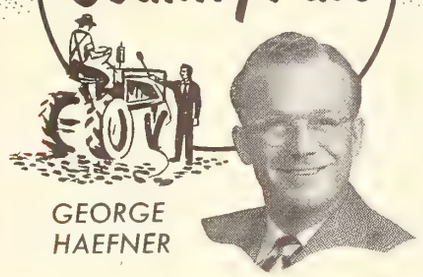
No other television network makes these guarantees. NBC offers these services because they help the advertiser gain the greatest value from his advertising. Guaranteed merchandising and promotion are good reasons why
NBC is America's No. 1 Network.

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage...Use It.

NBC TELEVISION

a service of Radio Corporation of America

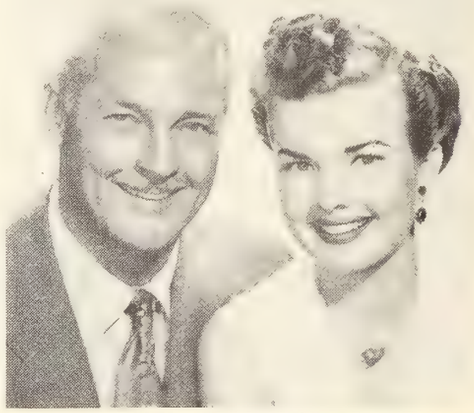
PERSONALIZED
Spots
Farm News
Country Fare

GEORGE
HAEFNER
PROVEN
SALES APPROACH
TO WESTERN NEW YORK
FARMERS
Sales success of George Haefner's sponsors in reaching farmers is a matter of record. These success stories show how spots on these farm programs produced outstanding sales results.
You can buy the oracle of Western New York farmers at a remarkably low cost per thousand figure. Either between 5:30 and 7:00 A.M. or at 12:15 P.M., it's economical to use high Pulserated spots on these tried and found successful WHAM participation farm programs to sell your product or service to farmers.
50,000 Watt Clear Channel
WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.

MY LITTLE MARGIE

Network: NBC-TV
Time: Wed., 8:30-9:00 p.m. EDT
Filmed by Roland Redd Productions
Stars: Gale Storm and Charles Farrell
Producer: Hal Roach
Director: Hal Yates
Writers: Frank Fox, George Carleton Brown
Production Manager: Dick Lestrange
Assistant Director: Dick Moder
Sponsor: Scott Paper Co.
Agency: J. Walter Thompson Co.

AN UNPREDICTABLE young lady and her long-suffering, patient dad are back on television for the fall season. *My Little Margie* returned to NBC-TV last Wednesday evening with the usual array of stock characters, involved predicaments and contrived dialogue typical of so many shows bearing a situation comedy label. It is mediocre television fare. Margie, her father and supporting characters are acceptable enough. The show is nicely staged and well directed, which is as it should be. The series is on film, reducing production errors to a bare minimum. But these favorable traits are rather noticably undermined by a shaky foundation—the show's script. It is a program badly in need of a writer.

In situation comedy, perhaps more than in any other drama form, success depends largely on a close-knit story line. A series of complications must be introduced but it is to the production's advantage if the complications pivot around a central situation. Involving characters in unrelated sub-plots weakens the main story line of any situation comedy, as was evident on the Sept. 1 telecast of *My Little Margie*.


CHARLES FARRELL AND GALE STORM
The daughter-dad team return

The script was concerned chiefly with Margie's efforts to surprise her papa on his birthday with an oil painting of herself. There was ample opportunity for Margie to get herself into and out of hot water with such matters as getting the cash to have the portrait done without arousing her father's suspicion or explaining away her prolonged absence from home when she was sitting for the painting. These situations were considered but they were not explored as thoroughly as they might have been. Instead, the script was prone to wander away from the focal point. Its chief flaw was the length of time it took to get into the story in the first place.

Although *My Little Margie* poses no threat to the popularity of such programs as CBS-TV's *I Love Lucy*, which really got the situation comedy ball rolling a few seasons ago, it has the makings of a pleasant half-hour program if better integrated scripts are in the offing.

ROGERS OF THE GAZETTE

Network: CBS Radio
Time: Wed., 9:30-10:00 p.m. EDT
Producer-Director: Norman MacDonnell
Announcer: Bob Le Mond
Music: Wilbur Hatch
Scripts: Les Crutchfield, Walter Newman, E. Jack Neuman & Kathleen Hite
Star: Will Rogers Jr.
Permanent Cast: Georgia Ellis and Parley Baer

EARLY in July, Will Rogers Jr. joined the radio roster of crusading never-say-die newspapermen as the star of a new series titled *Rogers of the Gazette*. The program is heard each Wednesday night on CBS Radio. Had the people who worked out the format for the series been blessed with an ounce of foresight, radio drama might have been given a boost it could well stand. The Sept. 1 broadcast had all the essentials of a parody on the million-and-one shows listeners suffer through that concentrate intensely on the activities of righteous gentlemen of the press. But sadly enough, it was played straight. The production didn't indicate that anyone was aware that the situation with which the script dealt had its humorous aspects. The whole thing was a rather serious affair.

Rogers of the Gazette recounts experiences in the life of a small town newspaper editor played by Mr. Rogers. He has the traditional assistant. This time her name is Maggie. Last Wednesday, Will and Maggie covered a testimonial dinner for a retiring school teacher. In case there was any doubt in the listeners mind that this was an all-American teacher type she was given a good old homespun name, Bessie Richards. Will and Maggie heroically fought the clock, made that deadline and got out a special edition eulogizing Bessie in a manner she was too humble ever to hope for. But things weren't as rosy for Bessie as they might have been. Because the teachers retirement fund was at a very low ebb, she was retired at a sum that made it necessary for her to seek out employment elsewhere. This was more than Will's sense of justice could take. Out came another special edition. Naturally the city council had a meeting. The school board had a meeting too. The townfolk were so distressed at the facts that Will's sterling reportorial talent had uncovered that an immediate election was decided upon. Bessie of course was brought back home presumably to live happily ever after on additional funds appropriated for the retirement fund in the new election.

It could have been an amusing broadcast. But instead of spoofing the pattern, it followed it to the letter. Had it been played as satire—and it easily could have been without re-writing a word—Mr. Rogers might shortly be recognized as humorist not unlike his famous father who made America smile at itself in a way that has not been duplicated since his death in 1935.

BOOK REVIEW

TELEVISION NEWS HANDBOOK, edited by Baskett Mosse and Fred Whiting. Medill School of Journalism, Northwestern U., Evanston, Ill. $2.50.

THIS handbook is a compilation of the material presented at the first National Television News Seminar held at Northwestern U. under sponsorship of the Medill School and the Radio-Television News Directors Assn. Its editors term it not the last word on the subject, but, rather, the first word. Subjects covered in the seventeen divisions of the book include equipment, camera and news techniques, weather programs, a glossary of TV news terms, and the RTNDA Standards of Practice.

FIRST WITH VHF IN PORTLAND, OREGON



*Time-tested VHF telecasting covers a retail market of $1,484,528,000**

KOIN-TV

opening on channel 6 October 15

★

CBS TELEVISION

The last big VHF market

Portland is the biggest, richest market in America still uncovered by VHF. When the first KOIN-TV program goes on the air October 15 it will bring time-tested telecasting to a family of cities with per capita retail sales more than double** the national per capita retail sales average.

1,228,800* people in KOIN-TV service area

The towering KOIN-TV antenna rises on the crest of Portland's picturesque West Hills, right at the juncture of the broad and populous valleys of the Willamette and Columbia rivers. From its **1536-foot perch above average terrain** with 56,000 watts ERP, it has a practically unobstructed reach over the most heavily populated areas of Oregon and Southern Washington.

* CBS Television Research
** 208%—Based on 1952-53 Consumer Markets

125,000 TV sets—and growing fast

All of the 125,000* TV sets in the KOIN-TV area are VHF receivers, with UHF devices added or built-in. It is the last big, juicy market in the nation-wide TV grid, with a whopping big audience already available and TV set sales booming.

KOIN. . . best known call letters in the Pacific Northwest

KOIN radio has served the Pacific Northwest for 28 years with top ranking national and local programs, and with an excellent record of public service and responsibility. In public acceptance and in advertising effectiveness and volume KOIN has long been one of the West's outstanding stations.

In equipment, staff, experience and talent KOIN-TV will enter the TV picture as a full-fledged Big Leaguer.

C. HOWARD LANE, *Managing Director*

MOUNT HOOD RADIO & TELEVISION BROADCASTING CORPORATION, PORTLAND, ORE.

AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES

New York, Chicago, Los Angeles, San Francisco, Atlanta, Dallas

KOIN · AM · FM · TV



OPEN MIKE

Radio Listening Is Individual

EDITOR:

Your editorial "160 million people, 110 mi lion sets" brings up an interesting point. . .

We believe, here at Rural Radio Networl that there are going to have to be some prett basic changes in the thinking approach t radio listenership and radio audiences. Fc many years now, we have been thinking of th "radio home" and the "radio family." Toda a more accurate approach would be "the radi individual."

When radio first hit the American scen it was considered to be, in the home and i the trade, something like the family gran piano—a family possession for family use. Thi is no longer the fact. There are, to be sure a great many "family radio sets" but obviousl to a much greater extent "Johnny's radio, "Mama's radio," the car radio, etc., etc., an radio listening is not family listening—it i individual listening.

This concept should change the whole bas of radio audience research. The whole sam pling question should be reviewed and renc vated on an individual rather than a famil unit base. . . .

"In the home listening"—"out of the hom listening" — terms becoming more commo daily, illustrate how far we are getting awa from the basic fact that radio listening toda is as individual as voting. . . .

Obviously, much larger samples will be need ed to accomplish this, but the way it is bein done today is so close to meaningless that w feel the price would be very well worthwhil to the whole radio industry.

Richard W. Sidenberg
Supervisor of Research
Rural Radio Network
Ithaca, N. Y.

Cradle To Grave

EDITOR:

. . . Have been a fan of B•T ever since I firs saw a microphone, and am sure I will be clutch ing one when I retire in my old rocking chair. .

Sterling Quinlan, Gen. Mgr
WENR and WBKB (TV)
Chicago

New Field to Conquer

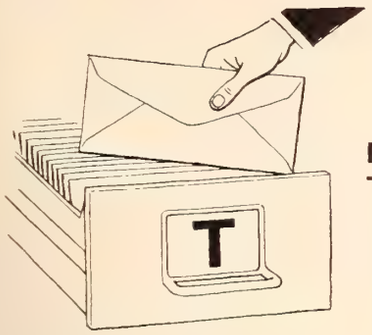
EDITOR:

I was naturally pleased that you found m letter on TV and the outdoors interesting Recently I wrote both to the *Christian Scienc Monitor* and the *Evening Star* [Washingtor D. C.] along similar lines and they were rathe generous in the space given to the subject which may indicate considerable general in terest.

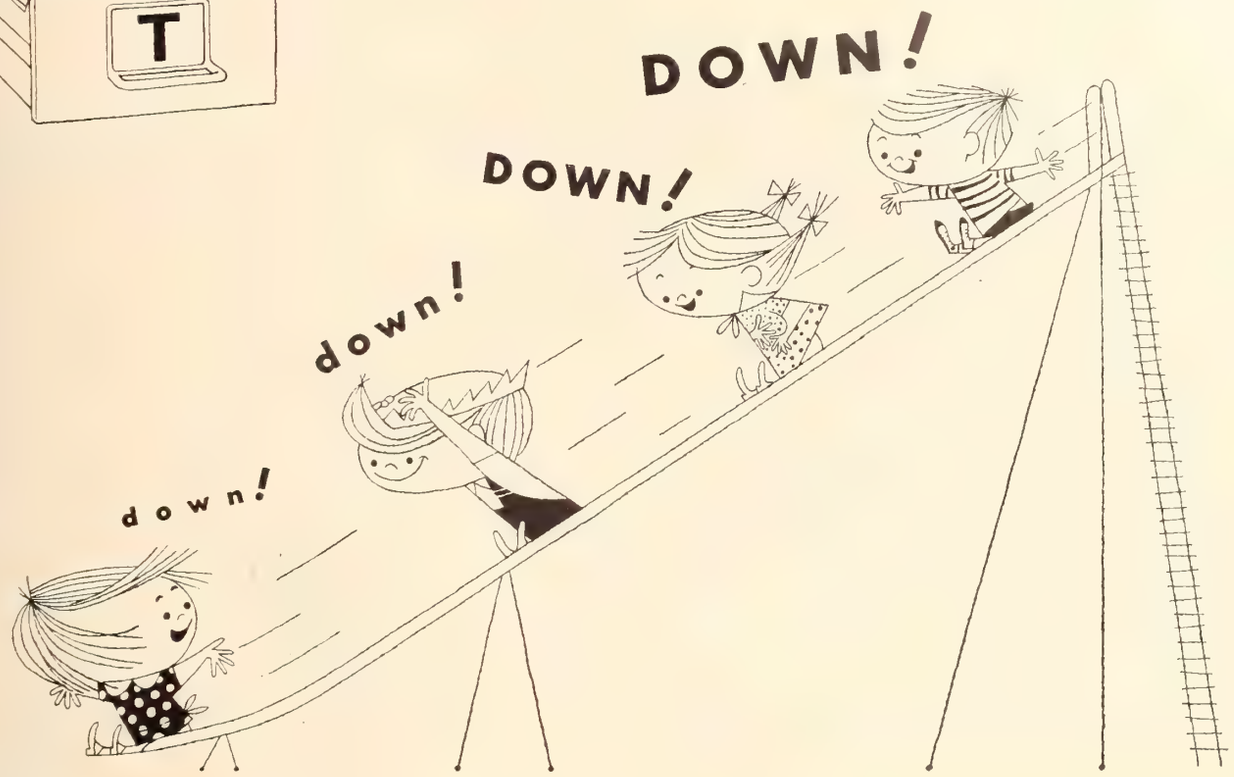
I would be glad to follow this up with further analysis along slightly different lines since I do feel the subject matter is of particula concern to the TV-radio industry. For instance studies have been made which indicate th average American hunter and angler spend approximately $160 annually on outdoor equip ment, transportation, etc., not counting licens fees. This adds up to approximately $5 billio annually in the pursuit of these two sports.

Many of the 30 million recreational visits t national forests are, of course, by hunters an anglers. On the other hand, a large proportio are people who fall in an entirely different cate gory, namely outdoor tourists and campers Their expenditures, too, for outdoor equipment transportation and lodging must reach extreme ly large proportions.

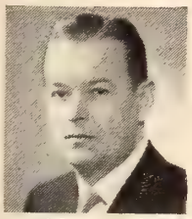
The tackle and the arms and ammunitio people are taking a vital interest in this subject



LIVE ITEMS FROM OUR MORGUE



goes trucks' accident ratio for 4th straight year!



The 1953 edition of Accident Facts, just released by the National Safety Council, analyzes accidents in terms of vehicle registrations. Out of the total number of vehicles involved in accidents, the relative number of trucks declined for the fourth straight year.

The table below shows clearly that trucks now have a better safety record than automobiles. Particularly significant is this record when you realize that trucks have greater *exposure* to accidents, because they average greater mileage per year than do passenger cars.

TABLE: ACCIDENTS vs. REGISTRATIONS

TRUCKS

YEAR	Of all vehicles involved in accidents, truck percentage was:	Of all vehicles registered, truck percentage was:
1948	17%	18%
1949	15	17
1950	14	17
1951	14	17
1952	13	17

PASSENGER CARS and TAXIS

YEAR	Of all vehicles involved in accidents, car and taxi percentage was:	Of all vehicles registered, car and taxi percentage was:
1948	80%	81%
1949	82	82
1950	84	82
1951	84	82
1952	85	82

Walter P. Kenney *President, American Trucking Associations*

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.



"I'll get 'em EASY with this fire-power!"

Some situations may call for an all-out bombardment—but believe us, doing a *smart* radio job in Kentucky isn't one of them. . .

More than 50% of Kentucky's total retail sales are made in WAVE's "home precinct"—the prosperous, concentrated Louisville Trading Area which includes the economic heart of Kentucky, *plus* a quarter-billion-dollar slice of Southern Indiana!

5000-watt WAVE is powered, priced and programmed exclusively for this one important market. WAVE covers it thoroughly, *without waste circulation!*

Ask Free & Peters for all the facts.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**



Free & Peters, Inc., *Exclusive National Representatives*

since they know that any substantial diminutio in renewable wildlife resources will immediatel be felt in the purchase of their products.

In the future, TV and radio stations are cer tainly destined to obtain a larger share of th advertising dollar in the outdoor recreatio field, but that will grow larger and will continu only so long as wide recognition and suppor is given to the very vital problem of maintain ing all forms of renewable natural resource including particularly forests, waters, wildlif and fish.

John F. Claggett, Esq.
Attorney at Law
Washington, D. C.

[EDITOR'S NOTE: Our thanks to astute Lawye Claggett in ferreting out a new field to be tappe by enterprising broadcasters and telecaster We're taking him up on his proposal to make further analysis.]

Set Count Credibility

EDITOR:

If Walter Damm (WTMJ-TV Milwauke (see OPEN MIKE, Aug. 31) will permit me, should like to suggest that B•T didn't face u to the challenge of his letter.

Sworn affidavits do not necessarily mean th figures for TV receivers in a market are correc Nor does an affidavit by an operator reliev B•T of its responsibility to its readers any mor than a station operator can ignore advertisin claims purely because the client swears to them

What happens to B•T's credibility if figure it publishes are not corroborated by any othe source?

Victor A. Sholis
Vice Pres. and Director
WHAS-AM-TV
Louisville

[EDITOR'S NOTE: B•T reiterates it publishes T set figures on the basis of affidavits supplied b station licensees (including those of WTMJ-T and WHAS-TV). We nevertheless have an abi ing faith in the integrity and the honesty of th nation's licensees. We'll continue to publish i Telestatus the set counts supplied under affidav by station licensees, until a better method com along.]

EDITOR:

I consider it a privilege to be an operator i the same market with Walter Damm. . .

I agree with Mr. Damm that most distribu tors are rather generous to themselves in issuin sales reports that make up the TV set count i the market, . . .

If Walter Damm is going to "scream" pray it . . . may help to bring about one, un form, standard measurement such as is enjoye by the printed media. I will be happy to screa with Mr. Damm—he for VHF—me for UHF

Lou Poller
General Manager
WCAN-TV
Milwaukee

Oops

EDITOR:

Sometimes a typographical error can be bit embarrassing.

In your answer to the FM letter from Ra Torain, manager of KNOB Long Beach, Cali [OPEN MIKE, Aug. 31] you quote me as sayi that "best estimates place AM circulatio around 9 million sets".

I am no more worried about FM membe of NARTB seeing my name in the AM colun than I am about AM members getting the i pression that I have been out breaking up mo than 100 million AM receivers.

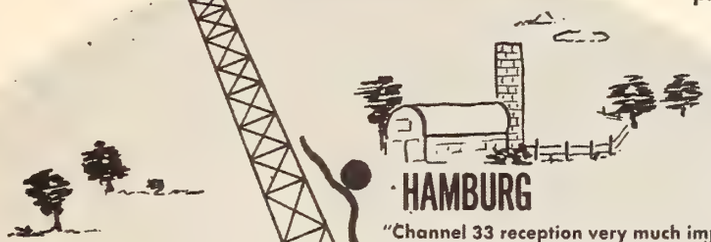
John H. Smith Jr.
NARTB
Washington, D. C.

[EDITOR'S NOTE: The typo was in an Edito Note to Mr. Torain's letter which inadvertent referred to an "AM circulation of nine milli sets." Of course, the phrase should have re "FM circulation of nine million sets."]

PROOF

Channel 33

Before any public announcement of WEEU-TV's full power, our engineers had to be satisfied that everything was "working" according to plan. Now, we are interviewing TV dealers and others throughout the great Reading Market. . . . watching Channel 33's bright, clear, interference-free picture with them—in their own homes, in their stores. Here are some of the preliminary results:



HAMBURG

"Channel 33 reception very much improved. Receiving good picture on a bow tie antenna beamed in another direction." — George W. Fryer, Fryer's, Hamburg.

LEBANON



"A beautiful 33 picture, both at the store and in my home. More power than we need. Better than anything from Lancaster, Harrisburg, or Philadelphia. An excellent picture off the VHF antenna."—Alden Renaud, Keystone Appliance, Lebanon

READING

Schuylkill River





EPHRATA

"The best UHF picture seen in this locality." — C. A. Kreider, Kreider Brothers, Ephrata

POTTSTOWN

"An excellent picture, and the best UHF reception here. As good as anything from Philadelphia."—Robert Pensyl, Levitz Furniture, Pottstown

NOW FULL POWER

165,000 WATTS (ERP)

PROOF—NOT PROMISES

Ask Your Field Man

PHILADELPHIA

Philadelphia engineers report Channel 33 noise-free picture in 7 locations tested.



WEEU-TV

HAWLEY BROADCASTING COMPANY

NBC

Thomas E. Martin, Exec. V-Pres., Gen. Mgr.

Ewart M. Blain, Dir. of Sales

ABC

NATIONAL REPRESENTATIVES:

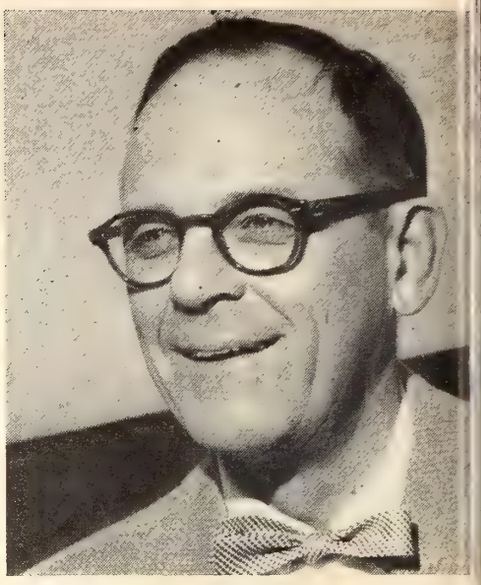
HEADLEY-REED TV

Television Station Representatives

STARS OVER
West Texas
KRBC
KBST
KTRN
KGKL
It's Easy - - -
. . . To Buy
15,250 Watts
Solid West Texas
Coverage
1 CONTRACT
BUYS ALL
FOUR
at 20% DISCOUNT
from Regular Rates
★ KRBC - Abilene
5000 Watts Day — 1000 Night
★ KGKL - San Angelo
5000 Watts Day — 1000 Night
★ KBST - Big Spring
250 Watts
★ KTRN - Wichita Falls
5000 Watts Day — 1000 Night
1 Contract 1 Billing
for all 4
See Discounted Rates Under
West Texas Packaged Stations
or contact the
John E. Pearson Co.

our respects

to ROGAN JONES



HOW a potential broadcaster and his medium find each other often makes good reading. It does in the case of Rogan Jones, president of KVOS-AM-TV Bellingham and KPQ Wenatchee, Wash., who used his background in the finance business to bail out an insolvent radio station and found the work so fascinating he chose it for a career.

That was back about 1927 when Mr. Jones, who then was with his father and brother in a savings and loan business in Aberdeen, Wash., took over a station in Aberdeen through a bad debt. For the previous three years he had been assistant to the president of Stephens & Co., investment bankers, and before that had taken graduate work at Columbia U.—with no previous undergraduate experience.

Supposedly Temporary

Mr. Jones took over management of the Aberdeen station supposedly on a temporary basis, but to this day he has remained in the radio-TV field.

From the Aberdeen AM venture, Mr. Jones and three partners branched out with stations in Seattle, Bellingham and Wenatchee, running each, as he recalls, with three men—a manager, engineer and announcer.

In 1929 Mr. Jones and partners took a flyer into the transcription business, with Tom Brenneman as the principal source of talent. The venture failed because of poor technical quality of transcriptions and in 1930 the original partnership was dissolved with Mr. Jones retaining principal interests in KVOS and KPQ.

Trailblazing Brings Fight

Mr. Jones' intrepid and trailblazing ways soon landed him in the middle of a first-rate fight. In 1931 he had instituted broadcasting of local news in Wenatchee and Bellingham to the consternation of newspapers in the latter city. When in 1933 he adopted an editorial policy in Bellingham to augment local news the controversy with newspapers blazed into the open.

At one time, Mr. Jones was faced with 12 lawsuits and hearings before the FCC, including "KVOS vs. Associated Press" in the U. S. Supreme Court. The only case he lost was settled out of court for $75. The KVOS byline which precipitated the newspaper fight read: "That will be all until 9 o'clock tonight when we will clean up the news of the day and make it unnecessary for you to read your morning newspaper." Within three years, according to Mr. Jones, one morning and one afternoon newspaper folded, leaving a solitary afternoon publication.

The KVOS-AP case, according to Mr. Jones, resulted from his refusal to sign a press-radio agreement limiting the amount of news a station could broadcast and limiting time of broadcast to favor newspaper publication time. KVOS won on a technicality, but from that time all wire services began to sell to radio. Mr. Jones says. AM news currently represents 25-30% of KVOS-KPQ income.

The court battles told on Mr. Jones' health and he was forced to take a leave of absence from 1942-44, whereupon in 1944 he entered politics and served as head of the Washington Dept. of Finance, Budget and Business. He soon returned to Bellingham, however, and this time began pioneering in a new field, small-market television.

Pioneered ARBI

Mr. Jones was a pioneer in development of ARBI, the Advertising Research Bureau Index which measures radio's dollar-for-dollar results in comparison with other media instead of by radio listenership as do some other research organizations.

He concluded that small-market TV would work if rates and costs were kept low enough for local advertisers. Then he set out to build a ready-made audience for the advent of KVOS-TV by devising a $50,000 community antenna TV system. The system brought TV sets to 15% of area radio homes and proved so profitable that he has expanded it to Bellingham and Wenatchee to compete with KVOS TV and the planned KPQ-TV.

KVOS-TV began telecasting in May 195[illegible] with 33.4 kw effective radiated power at a cost of only $85,000, all equipment, transmitter and studio gear, except for the projector having been constructed by KVOS technicians. Visiting engineers have called it equal and in some cases superior to factory-built gear, Mr. Jones says.

Mr. Jones, who will be 58 next month and is a native of Memphis, Tenn., is married to former concert violinist Catherine Smith of Bellingham. Their two children, Susan and Rogan Jr., are attending eastern universities.

This is dependence

This is INDEPENDENCE!



Only the STRONG
Can be INDEPENDENT!

The word independent means *competent,* a perfect description of *independent* radio. All the leading independent radio stations are a strong, competent, competitive sales force in their cities—strong because their success has resulted from their own abilities; competent in catering to what the "home town folks" want in radio programming; competitive because listener-loyalty pays off with better results for national advertisers!

When you really want profitable results, schedule America's leading independent stations. Write for the facts to any AIMS station listed below.

THESE ARE STRONG, *INDEPENDENT* RADIO STATIONS:

WCUE — Akron, Ohio
WCOP — Boston, Mass.
WDOK — Cleveland, Ohio
KMYR — Denver, Colorado
KCBC — Des Moines, Iowa
WIKY — Evansville, Indiana
KNUZ — Houston, Texas
WXLW — Indianapolis, Indiana
WJXN — Jackson, Mississippi
WKYW — Louisville, Kentucky
WMIL — Milwaukee, Wisconsin
WMIN — Minneapolis—St. Paul, Minn.
WKDA — Nashville, Tennessee
WAVZ — New Haven, Conn.
WBOK — New Orleans, La.
KBYE — Oklahoma City, Okla.
KOWH — Omaha, Nebraska
KXL — Portland, Oregon
KITE — San Antonio, Texas
KSON — San Diego, California
KYA — San Francisco, California
KEAR — San Mateo, California
KLAN — Seattle, Washington
KREM — Spokane, Washington
WACE — Springfield, Mass.
KSTN — Stockton, California
KSTL — St. Louis, Missouri
WOLF — Syracuse, New York
KFMJ — Tulsa, Oklahoma
KWBB — Wichita, Kansas
WNEB — Worcester, Mass.
CKNW — Vancouver, B. C., Canada
CKY — Winnipeg, Manitoba, Canada

They are all members of AIMS — Association of Independent Metropolitan Stations — each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

it's here . . . NOW!

TV *in CHARLESTON, W. VA.*

with WKNA-TV



selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**



Jack V. Porter

on all accounts

ADVERTISING brings results, and Jack V Porter, manager of the Los Angeles office o William G. Rambeau Co., is a testimonial t this. A full-page advertisement by WIBC In dianapolis in the June 17, 1946, issue of B featured Mr. Porter, then continuity editor, a an example of the talent available on the sta tion. A friend working in the Rambeau Co Chicago office saw the advertisement. H showed it to Mr. Rambeau: Shortly thereafte Mr. Porter became a salesman for the statio representative firm.

An Indiana product, 37-year-old Jack Porte was born in Roachsdale, graduated fron Wabash College, Crawfordsville, with a B.A. i English and speech in 1937, and went to wor on the *Indianapolis Times*. He was financia editor in 1939 when he entered radio on WISH Indianapolis as a continuity writer. The tal affable Hoosier had become WISH continuit editor in 1942 when the Army took an optio on his services.

Pfc. Jack Porter's army career was wide an varied. He helped produce an army show "Khaki Capers," studied French at Fordhan U. under the ASTP program and wound up combat infantryman on the front lines in Eu rope for 176 consecutive days with the 104t "Timberwolf" Division.

Discharged in July 1945, he became displa salesman for the *Indianapolis Star*, then as sistant classified manager. Back he went t radio next year, as continuity editor on WIBC In September 1946 he joined Rambeau Co. as result of the fateful B•T advertisement.

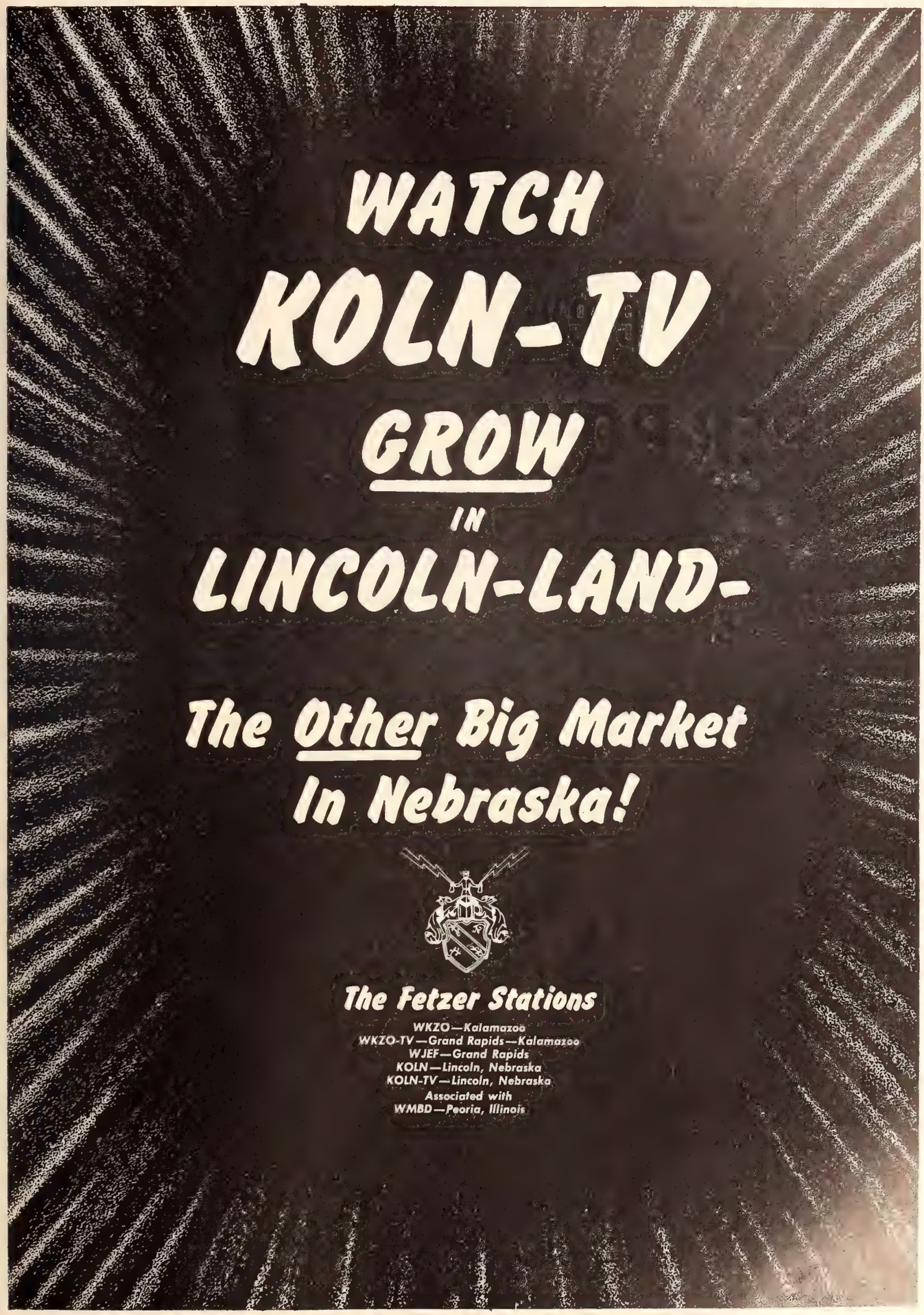
The Hoosier became a Californian later i 1946, when he was sent to manage Rambeau' Los Angeles office. Leaving the firm in 194 to become advertising manager of Ceazan Co local tire and appliance dealer, he rejoine Rambeau two years later.

Mr. Porter feels radio has taken a new leas on life. For one thing, he finds it's easier t sell than a year ago. "The high cost of T production helps radio," he explains.

"Good radio shows are going to stay, eve in heavy TV markets," he continues. "Th salvation of independents will be music an news. This format is proving itself every day.

In his spare time Mr. Porter writes radi scripts and short stories. He recently sold t *Stars Over Hollywood* on CBS Radio and th Grinnell College (Iowa) patriotic series.

After the war he married the former Dam Wilson, who used to live across the street i Roachsdale.


WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND-
The Other Big Market
In Nebraska!
The Fetzer Stations
WKZO—Kalamazoo
WKZO-TV—Grand Rapids—Kalamazoo
WJEF—Grand Rapids
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Peoria, Illinois

WNBW... Washington's ONLY television station with SUPER POWER...100,000 watts

SERVING AN AREA OF 15,800 SQUARE MILES
1,108,600 FAMILIES...OVER 4 MILLION PEOPLE



• With its new maximum power of 100,000 watts and increased tower height, WNBW now is Washington's most powerful television station, serving a larger number of viewers than any other Washington station. Let your advertising message on WNBW prove these facts on your sales chart.

NBC in Washington

WNBW 4
CHANNEL

Represented by NBC Spot Sales

BROADCASTING TELECASTING

September 7, 1953 Vol. 45, No. 10

B•T FORECAST II: FALL TV SALES WELL AHEAD OF '52

Probable 25% increase in network billings is indicated. Factors include greater TV network hookups, larger audiences and higher rates for stations which were on the air last October. Spot TV business should do even better, by as much as 25-45%. Survey follows a favorable study of radio time sales a fortnight ago.

TV TIME sales to advertisers this fall will be well ahead of those of a year ago.

That statement can be made without qualification or hesitation. Already, according to BROADCASTING •TELECASTING's annual analysis of video network business, the four TV networks have more sponsored hours signed up for this coming October than were on the air in October 1952. The 1953 network hookups generally are larger than those of last year, when fewer stations were on the air. Stations that were on the air then now have larger audiences—and higher rates—than last fall. It seems probable the TV network billings figures for October 1953 will top those for that month last year by about 25%.

Spot TV business for fall will do even better, according to a sampling made last week of leading TV station representatives, who told BROADCASTING •TELECASTING that the spot business on the TV stations they serve will run this fall from 25% to 45% ahead of last fall.

"Considering only the pre-freeze stations on our list, spot business we've placed with them was something under 25% better this January than in January 1952," one representative said. "By June, the spot business on these stations totaled something over 50% better than the previous June. The precentage of increase won't be as large this fall—last fall's business was very good—but it will be far ahead in terms of actual dollars."

TV Network Time Sales for Fall

Network	Hours of Network Commercials On Air in Oct. 52	Sold as of Aug. 15, '52	Sold as of Aug. 15, '53
DAYTIME			
ABC	5:30	2:45	6:15
CBS	16:45	17:00	24:45
DuM	5:30	8:30	5:10
NBC	16:22½	14:37½	18:12
Total	44:07½	42:52½	54:22
EVENING			
ABC	8:00	6:30	8:40
CBS	23:30	24:00	26:00
DuM	8:15	8:15	8:30
NBC	24:45	23:45	22:30
Total	64:30	62:30	65:40
TOTALS			
ABC	13:30	9:15	14:55
CBS	40:15	41:00	50:45
DuM	13:45	16:45	13:40
NBC	41:07½	38:22½	40:42
Total	108:37½	105:22½	120:02

Still Selling

The comparisons of TV network advertising, itemized in the table starting on page 29 and summarized in the table on this page, are intended to provide a preview of the fall business outlook of the networks, but make no claim to do anything more than that. Between the time that these data were tabulated, Aug. 15, and October when the fall-winter business cycle will be underway, lie six to eight weeks during which many sales can be made, and the TV network sales staffs show every indication that they'll keep on selling as long as a single time period is open.

On the basis of last year's sales, measured by time units, not dollars—and it should be kept in mind that the relationship between the two is far from a firm, constant ratio—the number of TV network-sponsored hours telecast in October was only slightly ahead of the total sold in August. This is in vivid contrast to the experience of the radio networks [B•T, Aug. 31], which showed a rise of more than 20% between time sold in August and used in October.

Even if not a single sale of TV network time was to be made between now and October — an extremely unlikely occurrence — the 1953 total of TV network sponsored hours would top that of October 1952 by a comfortable margin and, as explained a few paragraphs back, by a lot more than that dollarwise. There's even room for a few losses—such as that suffered last fall by DuMont, when a football series contracted in August fell through before October, reducing the number of DuMont daytime hours a week by three—without bringing the 1953 fall business down to last fall's level.

Most noticeable increase in the sale of TV network time over last fall is that of CBS during the daytime hours before 6 p.m. Six hours of *Arthur Godfrey Time* (Monday through Thursday, 10-11:30 a.m.), five hours of daytime serials (Monday through Friday, noon to 1 p.m.), Colgate's three hours (*Strike It Rich* for three morning half-hours and *Big Payoff* for a like amount of afternoon time), two hours and a half of Garry Moore's afternoon program and a like amount of *Houseparty*, plus Campbell Soup's three-a-week sponsorship of *Double or Nothing*, Seeman Brothers' twice-a-week sponsorship of *I'll Buy That* and American Dairy's similar purchase of the *Bob Crosby Show*, plus some Saturday and Sunday pre-evening commercials boost the CBS-TV daytime total to 24 hours and 45 minutes worth of sponsored time, a 50% increase over this network's commercial time total last October.

As viewed by the sales heads of the TV net-



HERB SHRINER'S *Two for the Money* returns in its new Saturday night spot on CBS-TV for Old Gold cigarettes. P. Lorillard Co. sponsored a moonlight cruise on the Hudson River (renamed the Wabash for the night) to mark the fall start. Hoosier-hatted and waiting to receive a party of TV-radio editors are (l to r) Lorillard President William J. Halley, Chairman of the Board H. A. Kent and Alden Jones, vice president and director of advertising.

works, in statements prepared for publication in this issue of BROADCASTING • TELECASTING, the outlook is uniformally rosy for the TV networks. ABC's Charles R. Abry could have been speaking for them all and not for ABC alone when he termed the present situation "the beginning of a bright new era." Mr. Abry, who is national director of TV sales for ABC's TV Network, said in full:

"From even a quick glance at the roster of national advertisers who this year will be sponsoring the new top-flight video presentations that the ABC-TV Network will be offering, it immediately is apparent that a great number of the 'blue chip' advertisers in their respective industries will be in ABC's family of advertisers.

"Securing such a stellar roster of national

advertisers is gratifying, but it is by no means a climax to the goals we have set for ourselves at ABC.

"There is as yet, we feel, a great untried and untapped potential among national advertisers of important stature to whom television is still an unknown quantity.

"It is our hope, through the success we are sure will be created with our present group of advertisers on the ABC-TV Network—to attract others into our network family, sponsoring programs that the ABC-TV Network has diligently and carefully evaluated in terms of entertainment and audience appeal, which we feel each of such properties is certain to secure.

"We are fully confident that this is but the beginning of a bright new era for the ABC-TV Network, its advertisers and audience."

"The outlook for fall is very good, both daytime and nighttime," stated William H. Hylan, vice president in charge of network sales, CBS Television. "Many new sponsors and new shows will be on the CBS Television schedule. Significant changes this fall place the *Gene Autry Show* in the 8-8:30 p.m. Tuesday period, with the new *Red Skelton* program following in the Tuesday, 8:30-9 p.m. spot. The Saturday night picture will be commercial from 7:30 to 11 p.m., another significant change from last season.

"The CBS Television daytime commercial schedule shows Arthur Godfrey sold solid for his hour-and-a-half morning simulcast, Monday through Thursday. The *Bob Crosby Show* to premiere Sept. 14, already has three quarter-hour periods sold and the *Garry Moore Show* is sold out. Among the new programs to be seen on the network in the fall are: *Medallion Theatre* sponsored by Chrysler Corp.; *Peak of the Sports News,* sponsored by Commercial Solvents Corp., *My Favorite Husband,* sponsored by International Silver Co.; *Person to Person,* sponsored by American Oil Co. in East, Hamm Brewing Co. in Midwest; *Pentagon U.S.A.,* sponsored by Philip Morris & Co. and Remington Rand (alternate weeks); *Meet Mr. McNutley,* sponsored by General Electric Co.; *Mirror Theatre,* sponsored by Revlon products Corp.; *Life with Father and Mother,* sponsored by S. C. Johnson & Son Inc.; *Man Behind the Badge,* sponsored by Bristol-Myers Co.; *Topper,* sponsored by R. J. Reynolds Tobacco Co.; *Two for the Money,* sponsored by P. Lorillard Co., and *Juvenile Jury,* sponsored by Geritol and Serutan Co."

Ted Bergmann, general manager of the DuMont Television Network, stated:

"DuMont expects 1953-54 to far surpass every year in its history. During the summer, the network signed four new commercial programs, with the promise of many more to come. Set to start this fall, these programs will be sponsored by Monarch Wine Corp., P. Lorillard Co., International Shoe Co., Welch's Wine Division of Quality Importers Inc.

"Sportswise, the network will present the most comprehensive schedule of pro football games ever televised by any single web—49 games to be seen in 108 cities. The games will be sponsored by Westinghouse Electric Corp., Atlantic Refining Co., William S. Scull Co., Chester Ford Dealers Assn., and Pittsburgh Zone Chevrolet.

"Responsible for this upsurge in business are DuMont's 'Four Freedoms'—freedom from 'must-buy' market, freedom of program choice, freedom from the limitations imposed by the period the advertiser purchases, and from high time costs.

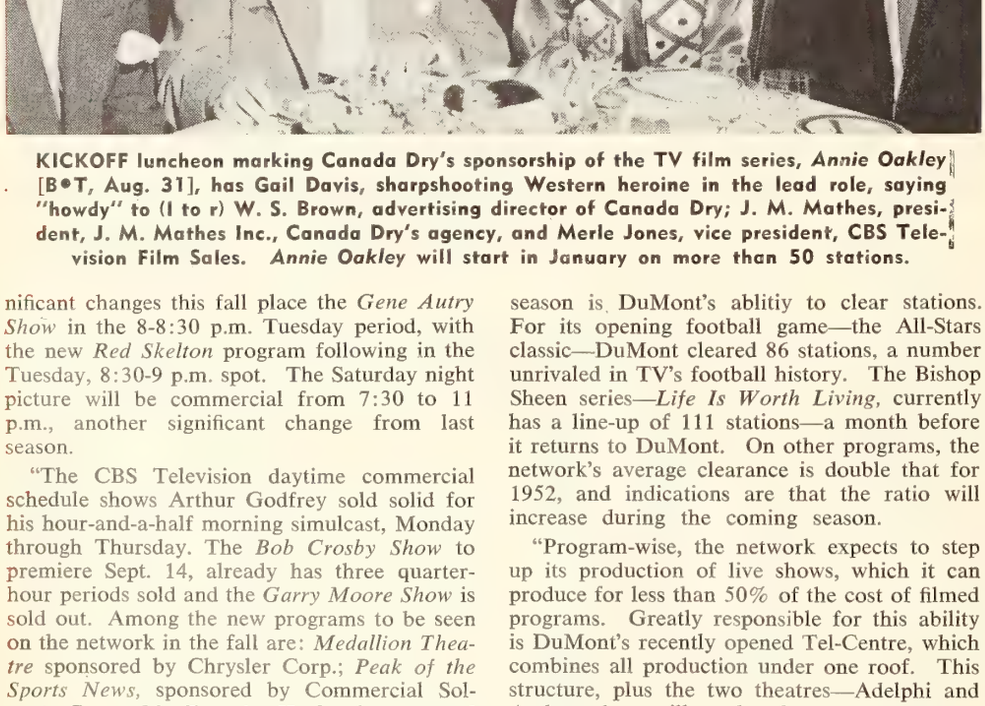
"Also of great attraction to advertisers this season is DuMont's ablitiy to clear stations. For its opening football game—the All-Stars classic—DuMont cleared 86 stations, a number unrivaled in TV's football history. The Bishop Sheen series—*Life Is Worth Living,* currently has a line-up of 111 stations—a month before it returns to DuMont. On other programs, the network's average clearance is double that for 1952, and indications are that the ratio will increase during the coming season.

"Program-wise, the network expects to step up its production of live shows, which it can produce for less than 50% of the cost of filmed programs. Greatly responsible for this ability is DuMont's recently opened Tel-Centre, which combines all production under one roof. This structure, plus the two theatres—Adelphi and Ambassador—will make for an even more streamlined, well-oiled production operation.

"With advertisers more and more interested in our low rate structure, our hand-tailored networks, our economical production costs, we are confident that the coming season will find us way ahead of last year."

T. F. Flanagan, managing director, Station Representatives Assn., summarized the TV spot situation this way:

"Naturally, there are high percentage gains in spot TV, higher every month, because there are so many new stations coming on the air. Those national and regional advertisers who rely on spot TV for all or an important part of their mass selling, tend to increase the number of stations as the new ones come on the air.



KICKOFF luncheon marking Canada Dry's sponsorship of the TV film series, *Annie Oakley* [B•T, Aug. 31], has Gail Davis, sharpshooting Western heroine in the lead role, saying "howdy" to (l to r) W. S. Brown, advertising director of Canada Dry; J. M. Mathes, president, J. M. Mathes Inc., Canada Dry's agency, and Merle Jones, vice president, CBS Television Film Sales. *Annie Oakley* will start in January on more than 50 stations.

"For instance, to take a few at random, comparing the number of markets used for spot campaigns in the first quarter of 1952 and the second quarter of 1953, according to published figures:

	No. of Markets First Quar. 1952	Second Quar. 195
Procter & Gamble	181	336
Brown & Williamson Tob. Co.	128	229
Toni Co.	15	112
Bulova Watch Co.	63	90
General Foods Corp.	27	76
Colgate-Palmolive-Peet Co.	61	76
American Chicle Co.	17	75
Miles Labs.	39	74
National Biscuit Co.	12	64
Reynolds Tobacco Co.	37	54
Carter Products Inc.	13	49
Frawley Corp. (Paper-Mate pens)	4	54

"The total number of markets used by th 25 top spot TV advertisers in the secon quarter of this year is 2,053. Those same a vertisers a year ago used only 1,101 markets.

"The number of TV spot advertisers also h increased at a sensational rate, 1,876 of them the second quarter of 1953 against 1,260 in t first quarter, topping the previous high, san quarter a year ago, by 36%.

"To show the increasing reliance on broa cast advertising by advertisers, we need only back to the relative history of radio and T spot volume. In 1940, the fifth year of sp radio, volume amounted to $30 million, 23 of the total radio network, national spot and l cal volume.

"But in TV's fifth year, spot times sales we $82,711,000, and represented 28% of the to of network, national spot and local TV.

"The campaigns of the station representativ for TV program business on a spot basis we rewarded with a large number of leading T shows wholly spot, and many network sho partially on a spot basis. *Death Valley Da* on a spot basis in 53 markets, is the leading sp program in station use.

"As the stations adjust their rates and guara tee time to the opportunity for sport progra this part of the spot business is getti greater attention from agencies and advertise

"There are many problems in spot TV inh ent in a new medium with different characte tics from the sister radio business. Fortunate some of these problems have been solved a many more are on the way to solution throu the joint efforts of representatives and station

Frey's Statement for NBC-TV

George Frey, NBC vice president in cha of television sales, made this statement on outlook for fall-winter business:

"Once again, NBC-TV enters the fall sea with the SRO tag hanging on virtually all its evening time spots, a further strong indi tion that NBC-TV offers its clients the b possible values in mass media advertising.

"NBC-TV, the first to put on a big aftern network show (*The Kate Smith Hour*) and f also with a big morning network show (*day*), has expanded its daytime programm even further. We find that more and m advertisers are recognizing that here is an a of TV which will stimulate strong sales them at a relatively low cost.

"Advertisers on NBC-TV in both dayt and evening will be using a much larger sta line-up this fall than last, due to the availabi of many new stations.

"As for trends for the coming season, I l for an increasing number of advertisers to t advantage of the new, flexible uses of netw television, a definite shift of print media fu to TV, an increased popularity for the 'ma zine concept' of advertising on TV as ex plified by NBC-TV's *Today*, which enters fall season with the largest client roster of one show in the history of television."

Fall Advertisers' TV Time and Charges With Comparisons to 1952

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Adam Hat Stores						
Famous Fights	$ 18,051	DuM	6		0:15	
Admiral Corp.						
Life Is Worth Living		DuM		111		0:30
Aluminum Co. of America						
See It Now	76,860	CBS	34	21	0:30	0:30
American Chicle Co.						
Date With Judy	37,335	ABC	43	72	0:30	0:15
Rocky King	33,318	DuM	35	47	0:15	0:15
Jackie Gleason	47,692	CBS	37		0:15	
American Dairy Assn.						
Bob Crosby		CBS				d1:00
American Hair & Felt Co.						
Today		NBC		45		d0:06
American Home Products Corp.						
Love of Life	212,195	CBS	58	63	d1:15	d1:15
Jack Brickhouse	10,102	DuM	14		0:15	
Sports Showcase		DuM		25		0:15
American Machine & Foundry Co.						
Omnibus		CBS		55		d0:15
American Maize-Products Co.						
Today		NBC		45		d0:12
American Safety Razor Corp.						
Today		NBC		45		d0:06
American Tobacco Co.						
This Is Show Business	107,880	CBS	55		0:30	
Lucky Strike Theatre	99,450	NBC	61	89	0:30	0:30
CBS News	81,980	CBS	21	27	0:30	0:30
Big Story	97,995	NBC	47	58	0:30	0:15
Your Hit Parade	116,610	NBC	59	97	0:30	0:15
Private Secretary & Jack Benny		CBS		96		0:30
Danny Thomas		ABC		123		0:15
Ray Bolger		ABC		76		0:15
Charles Antell Inc.						
Live Like a Millionaire	32,600	ABC	33		0:30	
Armour & Co.						
Today	40,434	NBC	28	45	d0:20	d0:30
Pride of the Family		ABC		53		0:15
Armstrong Cork Co.						
Circle Theatre	70,275	NBC	45	51	0:30	0:30
Atlantic Refining Co.						
Football	47,935	DuM	v	v	d1:30	d0:45 0:45
Avco Mfg. Co.						
Name's the Same	46,095	ABC	45		0:15	
Winchell-Mahoney	53,730	NBC	52		0:15	
Your Hit Parade		NBC		97		0:15
B. B. Pen Co.						
Georgie Jessell		ABC		46		0:07½
Bayuk Cigars						
Ellery Queen	48,000	ABC	11		0:30	
Ringside Interviews	17,640	DuM	6	6	0:15	0:15
Fights		ABC		31		0:25
Beatrice Foods Co.						
Today		NBC		45		d0:06
Benrus Watch Co.						
Show of Shows	34,020	NBC	50	40	0:10	0:10
Best Foods						
Garry Moore	41,710	CBS	52	50	d0:15	d0:15
Hazel Bishop						
This Is Your Life	141,870	NBC	56	59	0:30	0:30
Juke Box Jury		ABC		17		1:00
Block Drug Co.						
Danger	75,570	CBS	32	51	0:30	0:30
Borden Co.						
T Men in Action	88,635	NBC	30	32	0:30	0:30
Borg-Warner Corp.						
Garry Moore		CBS		50		d0:15
Brewing Corp. of America						
Football	14,325	DuM	v	v	d1:30	d0:45 0:45
Bristol-Myers Co.						
Break the Bank	104,430	CBS	51		0:30	
Man Behind the Badge		CBS		55		0:30
Pride of the Family		ABC		53		0:15
Brown Shoe Co.						
Smilin' Ed McConnell	43,500	CBS	39		d0:30	
Smilin' Ed's Gang		ABC		59		d0:30
Brown & Williamson Tobacco Co.						
Orchid Award		ABC		24		0:15
My Friend Irma		CBS		48		0:30
California Packing Corp.						
All Star Revue	64,366	NBC	60		0:20	
Campbell Soup Co.						
Aldrich Family	94,500	NBC	40		0:30	
Soundstage		NBC		39		0:30
Double or Nothing	149,163	CBS	40	42	d1:30	d1:30
Capital Airlines						
Today		NBC		45		d0:18
Carnation Co.						
Burns & Allen	56,610	CBS	58	88	0:15	0:15
Carter Products						
Down You Go	35,855	DuM	25	29	0:15	0:15
Place the Face		CBS		103		0:15
City Hospital	47,160	CBS	45		0:15	
I've Got a Secret	71,715	CBS	48		0:15	
Drew Pearson	21,780	ABC	16		0:15	
Plainclothesman		DuM		23		0:15
This Is Show Business		CBS		67		0:15
Cat's Paw Rubber Co.						
Quiz Kids	57,600	CBS	56		d0:15	
Garry Moore		CBS		50		d0:15
Show of Shows		NBC		40		0:10
Chesebrough Mfg. Co.						
Greatest Fights	44,610	NBC	21	22	0:15	0:15
Chrysler Corp.						
Medallian Theatre		CBS				0:30
You Bet Your Life	151,050	NBC	65	97	0:30	0:30
Clinton Foods						
Arthur Godfrey		CBS		43		d0:30
Colgate-Palmolive-Peet Co.						
Big Payoff	160,888	NBC	60		d1:30	
Big Payoff		CBS		63		d1:30
Howdy Doody	48,420	NBC	48	52	d0:15	d0:15
Strike It Rich	213,315	CBS	61	63	d1:30	d0:15
Mr. & Mrs. North	100,893	CBS	34		0:30	
Strike It Rich	108,510	CBS	38	67	0:30	0:30
Comedy Hour	200,400	NBC	63	95	1:00	1:00
Coca-Cola Co.						
Coke Time		NBC		85		0:30
Commercial Solvents Corp.						
Red Barber		CBS				0:15
Congoleum-Nairn Inc.						
Today		NBC		45		d0:06
Consolidated Cosmetics						
Kate Smith		NBC		50		d0:07½
Consolidated Royal Chemical Corp.						
Arthur Murray Party		CBS				0:15
Continental Baking Co.						
Howdy Doody	42,840	NBC	31	39	d0:15	d0:30
Corn Products Refining Co.						
Kate Smith Hour		NBC		50		d0:07½
Converted Rice						
Garry Moore		CBS		50		d0:15
Helene Curtis Industries						
Welcome Travelers	33,620	NBC	45		d0:15	
Down You Go		DuM		29		0:15
Curtis Publishing Co.						
Keep Posted	48,744	DuM	18		0:30	
Distillers Corp.						
Today	11,890	NBC	37		d0:05	
Doeskin Products						
Kate Smith	37,220	NBC	50	50	d0:15	d0:15
Duffy-Mott Co.						
Jamie		ABC		19		0:15
E. I. du Pont de Nemours & Co.						
Cavalcade of America		ABC		56		0:30
Cavalcade of America	50,580	NBC	22		0:15	
Today		NBC		45		d0:06
Allen B. DuMont Labs						
What's the Story?	9,150	DuM	2		0:30	
Eastco Inc.						
Today	17,791	NBC	37	45	d0:10	d0:03
Electric Auto-Lite Co.						
Suspense	82,545	CBS	33	36	0:30	0:30
Electric Cos. Adv. Program						
You Are There		CBS		56		0:15
Emerson Drug Co.						
Today		NBC		45		d0:12
Firestone Tire & Rubber Co.						
Voice of Firestone	103,680	NBC	50	67	0:30	0:30
Frank H. Fleer Corp.						
Pud's Prize Party	11,140	ABC	9		d0:15	
Florida Citrus Commission						
Happy's Party	7,052	DuM	4		d0:30	
Today		NBC		45		d0:12
Ford Motor Co.						
Ford Theatre	129,900	NBC	50	54	0:30	0:30
Toast of the Town	162,700	CBS	44	81	1:00	1:00
French Sardine Co.						
Arthur Godfrey	52,710	CBS	27	43	d0:30	d0:30
Gemex Co.						
Georgie Jessell		ABC		46		0:07½
General Cigar Co.						
Sports Spot	50,950	CBS	23	34	0:15	0:15
Herman Hickman	39,600	NBC	18		0:15	
General Conference of Seventh Day Adventists						
Faith for Today	20,340	ABC	12	14	d0:30	d0:30
General Electric Co.						
Fred Waring	102,540	CBS	52	68	0:30	0:30
I Married Joan	88,785	NBC	61	69	0:30	0:30
Ozzie & Harriet	50,415	ABC	31	40	0:15	0:15
Mr. McNulty		CBS				0:30
Jane Froman		CBS		32		0:15
General Foods Corp.						
Life With Luigi	84,870	CBS	38		0:30	
Mama	110,925	CBS	36	37	0:30	0:30
Roy Rogers	56,052	NBC	30	36	0:30	0:30
Captain Video	158,928	DuM	24		1:30	
Our Miss Brooks	89,025	CBS	28	39	0:30	0:30
Rod Brown		CBS				d0:30
Bob Hope		NBC		77		0:15
Red Buttons		CBS		106		0:30

Source of October 1952 data: Publishers Information Bureau
d—daytime, before 6 p.m.
v—various number of stations for different weeks
n—number of stations not available

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
General Mills						
Bride & Groom	203,320	CBS	46	47	d1:15	d0:45
Lone Ranger		CBS		6		d0:30
Lone Ranger	107,700	ABC	43	49	0:30	0:30
Stu Erwin	134,145	ABC	58	65	0:30	0:30
Ding Dong School		NBC		38		d0:30
Today		NBC		45		d0:30
General Motors Corp.						
Arthur Godfrey	72,815	CBS	44	43	d0:30	d0:30
Circus Hour	46,825	NBC	54		0:15	
Milton Berle		NBC		110		0:45
Dinah Shore	136,710	NBC	44	49	0:30	0:30
Football	415,000	NBC	64	81	d3:00	d3:00
CBS News	129,480	CBS	20	29	0:45	0:45
Football Scoreboard	59,780	NBC	45		d0:15	
Gerber Products Co.						
Kate Smith	49,335	NBC	62	50	d0:15	d0:15
Gillette Co.						
I've Got a Secret	59,430	CBS	61		0:15	
Godfrey & Friends	89,175	CBS	60	100	0:15	0:15
Cavalcade of Sports	132,300	NBC	52	99	0:30	0:30
Down You Go	13,432	DuM	25		0:15	
Kate Smith	49,235	NBC	61		d0:15	
Arthur Godfrey		CBS		43		d0:30
Place the Face		CBS		103		0:15
Bride & Groom		CBS		47		d0:30
Glidden Co.						
Kate Smith	46,385	NBC	55		d0:15	
Good Foods						
You Asked for It	9,840	ABC	4	35	0:15	0:15
B. F. Goodrich Co.						
Burns & Allen	53,844	CBS	51	88	0:15	0:15
Goodyear Tire & Rubber Co.						
Television Playhouse	93,100	NBC	56	85	0:30	0:30
Billy Graham Evangelistic Assn.						
Hour of Decision	27,920	ABC	14		0:15	
Green Giant Co.						
Houseparty	32,650	CBS	30	43	d0:15	d0:15
Greyhound Corp.						
Omnibus		CBS		55		d0:15
Griffin Mfg. Co.						
Your Show of Shows	34,140	NBC	50	40	0:10	0:10
Gruen Watch Co.						
Walter Winchell	40,980	ABC	23	23	0:15	0:15
Gulf Oil Corp.						
We the People	93,840	NBC	37		0:30	
Life of Riley		NBC		38		0:30
Hall Brothers						
Hallmark Theatre	65,520	NBC	40	38	d0:30	d1:00
Theodore Hamm Brewing Co.						
Person to Person		CBS				0:15
Hawley & Hoops						
Candy Carnival	52,592	CBS	50		d0:30	
Hoover Co.						
Garry Moore		CBS		50		d0:15
International Cellucotton Products Corp.						
Arthur Godfrey		CBS		43		d0:30
International Shoe Co.						
Tom Corbett, Space Cadet		DuM		26		d0:30
Kids & Co.	29,164	DuM	23		d0:30	
Howdy Doody	36,705	NBC	51	52	d0:07½	d0:07½
International Silver Co.						
Today	30,452	NBC	35		d0:15	
My Favorite Husband		CBS				0:15
Ironrite Inc.						
Hollywood Screen Test	43,940	ABC	14		0:30	
Andrew Jergens Co.						
It's News to Me	29,040	CBS	19		0:15	
Johnson & Johnson						
Kate Smith	39,540	NBC	62		d0:15	
Show of Shows		NBC		40		0:10
Today		NBC		45		d0:30
S. C. Johnson & Son						
Name's the Same		ABC		54		0:15
Robert Montgomery Presents	99,400	NBC	62	83	0:30	0:30
Life With Father & Mother		CBS				0:30
Kellogg Co.						
Houseparty	44,850	CBS	21	43	d0:30	d0:30
Garry Moore		CBS		50		d0:15
All Star Revue	63,700	NBC	60		0:20	
Super Circus	87,330	ABC	47	66	d0:30	d0:30
Howdy Doody	108,090	NBC	47	50	d0:30	d0:30
Kendall Co.						
Today	9,292	NBC	37		d0:05	
Twenty Questions		DuM		28		0:30
Kiplinger Washington Agency						
Today	11,390	NBC	36		d0:05	
Knomark Mfg. Co.						
Kate Smith	19,540	NBC	60		d0:07½	
Jacques Kreisler Mfg. Corp.						
Tales of Tomorrow	26,280	ABC	20		0:15	
Rocky King		DuM		47		0:15
Lambert Co.						
Ozzie & Harriet	34,260	ABC	31	40	0:15	0:15
Lady Esther Inc.						
Bonino		NBC		57		0:15
Larus & Brother Co.						
Plainclothesman	56,242	DuM	23	23	0:30	0:15
Thomas Leeming & Co.						
Jackie Gleason	35,769	CBS	37		0:15	
James Lees & Son Co.						
Kate Smith		NBC		50		d0:15
Meet the Masters	12,885	NBC	17		d0:15	
Lehn & Fink Products Corp.						
Your Show of Shows	51,150	NBC	51		0:15	
Lever Brothers Co.						
Heaven for Betsy	100,480	CBS	26		0:30	
Lux Video Theatre	58,275	CBS	32	52	0:30	0:30
Arthur Godfrey	112,950	CBS	30	43	d1:00	d0:30
House Party	70,700	CBS	21	43	d0:45	d0:45
Talent Scouts	60,120	CBS	21	57	0:30	0:30
Big Town	104,205	CBS	35	55	0:30	0:30
Hawkins Falls	201,434	NBC	34		d1:15	
Liggett & Myers Tobacco Co.						
Godfrey & Friends	85,215	CBS	57	100	0:30	0:30
Perry Como	203,120	CBS	42	35	0:45	0:45
Gang Busters	75,060	NBC	51		0:15	
Dragnet	38,520	NBC	56	75	0:15	0:30
Arthur Godfrey		CBS		43		d0:30
Lionel Corp.						
All Aboard	15,058	CBS	37		d0:15	
Longines-Wittnauer Watch Co.						
Chronoscope	61,590	CBS	22		0:45	0:45
P. Lorillard Co.						
The Web	90,180	CBS	40	81	0:30	0:30
Chance of a Lifetime	102,120	ABC	38		0:30	
Two for the Money	93,627	NBC	57		0:30	
Two for the Money		CBS				0:30
Club Embassy	54,510	NBC	39		0:15	
Chance of a Lifetime		DuM		10		0:30
Judge for Yourself		NBC		81		0:30
Luden's Inc.						
Twenty Questions	36,702	DuM	26		0:30	
Howdy Doody	51,060	NBC	44		d0:15	
M & R Dietetic Labs						
Today		NBC		45		d0:12
Magic Chef Inc.						
Today		NBC		45		d0:06
Mars Inc.						
Super Circus	85,320	ABC	42	66	d0:30	d0:30
C. H. Masland & Sons						
Tales of Tomorrow	38,250	ABC	17		0:15	
Garry Moore		CBS		50		d0:15
Miller Brewing Co.						
Football	23,850	DuM	v	v	d1:30	d0:45 / 0:45
Minute Maid Corp.						
Kate Smith	46,600	NBC	54		d0:15	
Jules Montenier Inc.						
What's My Line?	93,990	CBS	43	47	0:30	0:30
Philip Morris & Co.						
My Hero	93,300	NBC	39		0:30	
Bonino		NBC		57		0:15
I Love Lucy	121,740	CBS	65	101	0:30	0:30
Racket Squad	123,750	CBS	48		0:30	
Pentagon USA		CBS		40		0:15
Morton Packing Co.						
Today		NBC		45		d0:06
Murine Co.						
Today		NBC		45		d0:06
Arthur Murray School of Dancing						
Arthur Murray Party	18,072	DuM	7		0:30	
Mutual Benefit Health & Accident Assn.						
On the Line With Considine	35,680	NBC	31	44	0:15	0:15
Arthur Godfrey		CBS		43		d0:30
National Dairy Products Corp.						
Kraft Television Theatre	208,200	NBC	47	49	1:00	1:00
Big Top	81,500	CBS	46	53	d1:00	d1:00
Nestle Co.						
Kate Smith	35,330	NBC	51		d0:15	
Jackie Gleason		CBS		59		0:15
Norwich Pharmacal Co.						
Sunday News Special	18,140	CBS	19	23	0:15	0:15
Owens-Corning Fiberglas Co.						
Arthur Godfrey	61,555	CBS	31	43	d0:30	d0:30
Pabst Brewing Co.						
Fights	152,720	CBS	56	69	0:45	0:45
Pearson Pharmacal Co.						
Hollywood Opening Night	89,520	NBC	40		0:30	
Penick & Ford						
Kate Smith	49,575	NBC	56		0:15	
Pepsi-Cola Co.						
Short, Short Stories	107,520	NBC	33		0:30	
Pepsi-Cola Playhouse		ABC		28		0:30
Pet Milk Co.						
All Star Revue	63,700	NBC	60		0:20	
Original Amateur Hour		NBC		66		0:30
Philco Corp.						
Television Playhouse	95,800	NBC	58	85	0:30	0:30
Pillsbury Mills						
Godfrey & Friends	57,510	CBS	56	100	0:15	0:15
Kate Smith	45,310	NBC	53		0:15	
Houseparty	109,620	CBS	28	43	d1:00	d1:00
Arthur Godfrey	126,890	CBS	32	43	d1:00	d1:00
Polaroid Corp.						
Today	4,546	NBC	36	45	d0:05	d0:12

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Procter & Gamble Co.						
The Doctor	99,990	NBC	50		0:30	
Welcome Travelers	136,010	NBC	58	61	d1:00	d2:00
Fireside Theatre	96,165	NBC	59	60	0:30	0:30
Search for Tomorrow	230,125	CBS	62	62	d1:15	d1:15
Kate Smith	171,820	NBC	59		d1:00	
Rocky King	29,232	DuM	30		0:15	
Red Skelton	112,410	NBC	58		0:30	
Those Two	235,060	NBC	50		0:45	
Guiding Light	224,365	CBS	58	55	d1:15	d1:15
Letter to Loretta		NBC		50		0:30
On Your Account		NBC		74		d1:30
Paul Winchell		NBC		76		0:30
Beulah	43,740	ABC	34		0:30	
Prudential Insurance Co. of America						
Your Show of Shows	24,855	NBC	49		0:15	
You Are There		CBS		56		0:15
Purex Corp.						
Jackie Gleason		CBS		59		0:15
Garry Moore		CBS		50		d0:15
Quaker Oats Co.						
Gabby Hayes	81,567	NBC	34	34	d0:30	d0:30
Zoo Parade	78,240	NBC	44	52	d0:30	d0:15
Quality Importers						
On Your Way		DuM		10		0:30
Radio Corp. of America.						
Dennis Day		NBC		45		0:30
RCA Victor Show	118,275	NBC	47		0:30	
Kukla, Fran & Ollie	45,495	NBC	49		d0:15	
Ralston Purina Co.						
Space Patrol	42,975	ABC	34	49	d0:30	d0:30



VITAMIN Corp. of America came out of this huddle with a contract for a multi-exposure campaign of announcements on WNBT (TV) New York's *Herb Sheldon Show* and the Morey Amsterdam show, *Breakfast With Music*. The pact-makers are (l to r) Mr. Sheldon; Mr. Amsterdam; Martin Harrison, NBC Spot Sales; Morton Edell, Vitamin Corp. president; Jay Heitin, WNBT sales manager, and Hope Martinez, BBDO.

Remington Rand Inc.						
Pentagon USA		CBS		40		0:15
Revere Copper & Brass						
Meet the Press	60,000	NBC	20	22	0:30	0:15
Revlon Products Corp.						
Mirror Theatre		CBS				0:30
Rexall Drug						
Diamond Jubilee	19,920	ABC	11		0:15	
Paul Dixon		DuM		9		d0:50
Reynolds Metals Co.						
Mr. Peepers	80,430	NBC	39	56	0:30	0:30
R. J. Reynolds Tobacco Co.						
Man Against Crime	117,270	CBS	48		0:30	
Camel News Caravan	401,200	NBC	53	66	1:15	1:15
Your Show of Shows	108,090	NBC	55		0:30	
My Friend Irma	120,375	CBS	47		0:30	
Man Against Crime		NBC		62		0:30
Topper		CBS		76		0:30
I've Got a Secret		CBS		57		0:30
River Brand Rice Mills						
Paul Dixon		DuM		9		d0:50
Rosefield Packing Co.						
You Asked for It	63,225	ABC	25	35	0:15	0:15
S.O.S. Co.						
Your Show of Shows	34,020	NBC	50	40	0:10	0:10
Hawkins Falls		NBC				d0:30
Schenley Industries						
Amos 'n' Andy	71,865	CBS	45		0:15	
Schick Inc.						
Jackie Gleason	47,126	CBS	37	59	0:15	0:15
Crime Syndicated	39,810	CBS	36		0:15	
This Is Show Business		CBS		67		0:15
Joseph Schlitz Brewing Co.						
Playhouse of Stars	118,440	CBS	45	65	0:30	0:30
Scott Paper Co.						
Music Hall	36,810	NBC	28		0:15	
My Little Margie		NBC		42		0:30
Omnibus		CBS		55		d0:15
Sealy Inc.						
Balance Your Budget	22,512	CBS	38		0:15	
Come-Back		ABC				0:30
Seeman Brothers Inc.						
Today	5,400	NBC	31		d0:25	
I'll Buy That		CBS		35		d1:00
Serutan Co.						
Life Begins at 80	71,835	DuM	32	52	0:30	0:30
Battle of Ages	56,400	CBS	18		0:30	
W. A. Sheaffer Pen Co.						
Jackie Gleason		CBS		59		0:15
Sherwin-Williams Co.						
Ray Bolger		ABC		76		0:15
Shwayder Brothers Inc.						
Welcome Travelers	33,770	NBC	48		d0:15	
Your Show of Shows		NBC		40		0:10
Simmons Co.						
It's News to Me	34,050	CBS	26		0:15	
My Favorite Husband		CBS				0:15
Simoniz Co.						
Kate Smith	48,085	NBC	59	50	d0:15	d0:15
Big Story		NBC		51		0:15
Singer Mfg. Co.						
Four Star Playhouse	40,194	CBS	35	75	0:15	0:30
Smith Bros.						
Today		NBC		45		d0:06
Speidel Corp.						
Winchell-Mahoney	53,460	NBC	51		0:15	
Name That Tune		NBC		59		0:15
Spring Mills						
Today		NBC		45		d0:09
E. R. Squibb & Co.						
Today		NBC		45		d0:12
Standard Brands						
Howdy Doody	60,525	NBC	48	53	d0:15	d0:45
Today		NBC		45		d0:18
Standard Oil of Indiana						
Football	18,050	ABC	9	20	d3:00	d3:00
Person to Person		CBS				0:15
Standard Packaging Corp.						
Today		NBC		45		d0:06
Sterling Drug						
Inspector Mark Saber	42,390	ABC	13		0:30	
Stokely-Van Camp						
Garry Moore	49,950	CBS	59		d0:15	
Sunbeam Corp.						
Ethel & Albert		NBC		59		0:30
C. A. Swanson & Son						
Name's the Same	67,680	ABC	45	54	0:15	0:15
Sweets Co. of America						
Tootsie Hippodrome	22,845	ABC	23	32	d0:15	d0:30
Swift & Co.						
Sky King	23,790	NBC	20		d0:15	
Sky King		ABC		65		0:15
Garry Moore		CBS		50		d0:15
Sylvania Electric Products						
Beat the Clock	90,060	CBS	38	57	0:30	0:30
Texas Co.						
Texaco Star Theatre	133,725	NBC	54		0:45	
Thor Corp.						
Quick as a Flash		ABC		33		0:15
Tide Water Associated Oil Co.						
Broadway to Hollywood	24,975	DuM	7	9	0:30	0:30
Trailer Coach Mfrs. Assn.						
Today		NBC		45		d0:06
U. S. Steel Corp.						
U. S. Steel Hour		ABC		105		0:30
U. S. Rubber Co.						
Today		NBC		45		d0:18
U. S. Tobacco Co.						
Martin Kane	128,205	NBC	62	63	0:30	0:30
Universal Appliances						
Kate Smith		NBC		50		d0:15
A. C. Weber & Co.						
This Is My Melody	16,440	ABC	6		0:30	
Welch Grape Juice Co.						
Howdy Doody	23,690	NBC	48	52	d0:07½	d0:07½
Westinghouse Electric Corp.						
Studio One	184,250	CBS	54	60	1:00	1:00
Pick the Winner	141,975	CBS	n		0:30	
Pick the Winner	17,970	DuM	4		0:30	
						0:45
Football		DuM		y		0:45
Wine Corp. of America						
Where Was I	57,004	DuM	35		0:30	
Dollar a Second		DuM		62		0:30
William Wrigley Jr. Co.						
Gene Autry	43,560	CBS	11	12	0:30	0:30
Young People's Church of the Air						
Youth on the March	19,932	DuM	8		0:30	

HADACOL AIMS PITCH TO RADIO COMEBACK

LeBlanc Corp. has new radio agreement twist for its patent medicine. Lewis L. Block reveals plan whereby station would be paid according to the percentage of Hadacol sales in its coverage area.

HADACOL, which achieved nationwide fame through a shrewd combination of New Orleans jazz, hard selling and wide use of radio to disseminate both, is trying for a comeback, also via radio, but with a new twist—that stations shall be paid not according to their card rates but at a scale based on a percentage of Hadacol sales in each station's coverage area.

An agreement form, now being offered to stations by Lewis L. Block, manager of radio station relations for LeBlanc Corp., manufacturer of Hadacol, calls for the station to broadcast a certain number of Hadacol announcements per week, with the sponsor providing transcriptions or copy, and then states:

Monthly Payment

"The LeBlanc Corp. will pay monthly, direct to the radio station named above, an amount equal to 30% of all net factory shipments of Hadacol, liquid or capsules, into the area described on the reverse side hereof. LeBlanc will mail to the radio station copies of all invoices covering factory shipments into the area described herein."

In case this commission arrangement should work out favorably for any station, LeBlanc thoughtfully has inserted into its station contract form the stipulation that "a regular schedule based on Hadacol's usual rate may be instituted at any time, on the option of Hadacol, on two weeks' notice. It is also agreed that this agreement may be terminated by either party thereto on 30 days written notice."

Station Representatives Assn. reported that all SRA members have been informed of this offer and that they are advising the stations they represent to accept Hadacol business only on card rates.

ChicCafe Starts 3-Second Spots on About 18 Outlets

WHAT is said to be the shortest commercial ever to appear on radio—three seconds—has just been set in a month-long test by Donahue & Coe for its client ChicCafe, made by Southland Coffee. Firm is using three-word announcements about 25 times per day in 6 markets on about 18 stations.

Special Rate

Since stations do not have rates that low, the station's representatives, stations themselves and the agency have arrived at a special rate for the unususal campaign.

Most stations have already agreed to accept the three-second "quickies" and for the few stations that did not, a 10-second spot was placed, but the frequency was cut accordingly. The schedule started Aug. 30.

Copy of the spots reads: "Mothers say ChiCafe," "Fathers say ChicCafe," "Dentists say ChicCafe," "Policemen say ChicCafe," etc., enumerating practically every profession.

Ten Fingers in P. I. Pie

TIME—lot's of it and who cares—is the essence of a new type of per inquiry venture that has just joined the ranks of phooey-on-rate-card contracts.

How-can-you-lose?, implies The House of Ten Fingers, whose nimble digits are producing form letters that tell of a "guaranteed per-inquiry basis."

This is the way it works, according to Linnea Daybu, writing to stations on behalf of the House of Ten Fingers (P. O. Box 1008, Oak Park, Ill.):

"We will place an order for $100 with you and send you a transcription to be programmed at your discretion until 100 inquiries have been received. Upon receipt of the 100 inquiries we will send you another order for $100, following this procedure as long as it is mutually profitable.

"The product is Ten Fingers Hair Care, a nationally established and reputable hair preparation. The transcriptions are top quality productions, representative of good taste in the presentation of the sales story."

WNAC, Reynolds Tobacco Slate Football Coverage

FOOTBALL play-by-play contract, described by WNAC Boston as the "largest in the history of Boston radio," has been signed by R. J. Reynolds Tobacco Co. on the station, Linus Travers, executive vice president of the Yankee Network, announced last week.

Combined Schedules

Sponsorship is for the combined schedules of all 18 home-and-away games of Boston College and Holy Cross. Lester Smith of Yankee will describe 13 games and Vin Maloney the color, while Bill Crowley, of the Holy Cross publicity staff, will do play-by-play of the five remaining games. WNAC will add WAAB Worcester, Mass., for home-and-away games of Holy Cross, and WVOM Boston for games when the schedule is in conflict.



"Nelson, maybe you can guess it. She doesn't remember the name, but she's humming the commercial."

Reprinted from BETTER HOMES & GARDENS

DTN Adds 3 Advertisers For Pro Football Games

THREE advertisers were added last week to the group that will sponsor DuMont Television Network's coverage of professional football games this fall.

Signed to share in sponsorship of the Philadelphia Eagles and Pittsburgh Steelers games, they are William S. Scull Co. for its Boscul Coffee [B•T, Aug. 24], through Lamb & Keen Inc.; Chester Ford Dealers Assn., through J. Walter Thompson Co., and Pittsburgh Zone Chevrolet Dealers, through Ketchum, MacLeod & Grove.

Scull Co. and Chester Ford Dealers each will sponsor one playing quarter of five Eagles games and the one other contest in eight markets, with Atlantic Refining Co., through N. W. Ayer & Son, sponsoring the other two quarters. Pittsburgh Zone Chevrolet Dealers will share equally with Atlantic Refining in sponsoring six Steelers games in four markets.

The DuMont schedule calls for coverage of 49 games on national and regional bases, using a total of 108 markets.

Rayco Boosts Fall Budget Three Times Over '52 Season

RAYCO auto seat covers, New York, has increased its fall budget three times over last year's and is now planning a year-around advertising schedule instead of the seasonal campaigns previously used.

An example is Rayco's contract for 13 one-minute television spots per week on WNBT (TV) New York for 52 weeks. In addition to this, the firm's largest single TV commitment, Rayco also has bought 30 radio spots and 12 ten-minute programs per week on WNEW New York for 12 weeks.

Similar saturation schedules currently are running in 50 markets where Rayco has franchised operations. Rayco now has 1,159 radio spots per week on 51 stations and 135 TV spots per week on 43 stations. Emil Mogul Co., New York, is the agency.

TV Introduces TobyJell

EXPLORATORY campaign to introduce its product to the New York market is planned by American Brands Corp. for its TobyJell, powdered jelly concentrate. Advertising budget has been set at $250,000, including 100 TV commercials per month over WNBT (TV) and WCBS-TV New York. Radio use is planned after the introductory period.

Philco Stresses '54 Line

SPOT radio and the current network shows of Philco Corp. are being used along with printed media in a continuous 112-day promotion of the company's 1954 radio and TV set line. Campaign commenced last week and will run through Dec. 13, according to John Gilligan, vice president in charge of advertising.

Ohio U. Postpones Meet

OHIO STATE U. has postponed its 10th annual Advertising and Sales Promotion Conference in Columbus from Sept. 25-26 to Oct. 3, Dr. Kenneth Dameron, general conference chairman, announced last Thursday. Section meetings have been eliminated this year and speakers will appear in general sessions, he added. Program for the conference will be distributed soon.

Like Spot Two to One

SPOT radio is preferred two to one over all other major media combined by Richfield oil distributors, who select their own media under a share-the-cost plan with the parent company, Ben W. Pollak, sales promotion manager, Richfield Oil Corp. of New York, said last week. After the firm's spring promotion, an extensive fall-winter campaign will make widespread use of this cooperative radio advertising, Mr. Pollak said. Morey, Humm & Johnstone Inc., New York, is the agency.

Thor Ups TV Coverage

THOR Corp., Chicago (kitchen, laundry appliances), announced last week it will sponsor *Quick as a Flash* on a weekly rather than on an alternating-week basis on the ABC-TV network starting Sept. 10. The program will be telecast live in 15 markets and by kinescope in 23 others, and will be supported by a newspaper and trade advertising campaign.

NEW BUSINESS

Allis-Chalmers Mfg. Co. Sept. 5 renewed for 52 weeks *National Farm and Home Hour* on NBC Radio, Saturdays 12 noon CDT. Agency: Bert S. Gittens Adv.. Milwaukee.

Kraft Foods Co., Chicago, Sept. 9 renews for 39 weeks *The Great Gildersleeve* on NBC Radio, Wednesdays, 7:30-8 p.m. CDT. Agency: Needham, Louis & Brorby, Chicago.

Colgate-Palmolive-Peet Co. renews 11-11:45 a.m. block on NBC Radio for 52 weeks, starting Sept. 28. Firm sponsors *Strike It Rich* during first half-hour of this block Mon. through Fri., and *Phrase That Pays* in last quarter-hour, also Mon. through Fri. Agency: William Esty Co., N. Y.

Bristol-Myers Co., N. Y. (Sal Hepatica), renews *Jimmy Wakely Show* on 11 CPRN stations, Sat. 8-8:30 p.m. PST, for 15 weeks starting Sept. 19. Agency is Young & Rubicam, N. Y.

Carnation Co., L. A. (evaporated milk), starts five times weekly quarter-hour transcribed program on 80 Keystone Network radio stations, concentrating on Pacific and southern areas with further expansion planned. Deal, negotiated with Capitol Records Broadcast Sales Div., calls for selection of transcribed music specially aimed at tastes of particular area. Erwin, Wasey & Co., agency servicing account, will prepare copy to be read by local station announcers.

Lifetime Batteries, L. A., sponsors Fourth Pan American Road Race on Columbia Pacific Radio Network, starting Nov. 19 and concluding Nov. 23. Race, run entirely in Mexico, covers 2,000-mile route. Agency: W. H. Hunt & Assoc., L. A.

Corn Products Sales Co., N. Y. (Karo table syrup and Niagara laundry starch), to expand its *Sunshine Sue* series on CBS Radio, Mon.-Fri., from five minutes to 15 minutes daily. Currently heard 4:14-20 p.m., it will be aired 4:14-30 p.m., effective Sept. 7. C. L. Miller, N. Y., is agency.

Gillette Safety Razor Co. of Canada Ltd., Montreal, will sponsor World Series Baseball Games on CBC-TV network. Agency is Spitzer & Mills Ltd., Toronto.

Lewis Food Co., L. A. (Dr. Ross Dog & Cat Food), expanded former quarter-hour *Shirley Thomas From Hollywood* on 27 Columbia Pacific Radio Network stations to half-hour, Sun., 2:30-3 p.m. PDT, from Aug. 30. Agency: Rockett-Lauritzen, L. A.

Shipstad & Johnson Ice Follies starts saturation spot announcement campaign on 16 radio and seven TV Los Angeles area stations, Sept. 9-17, with average of 80 spots daily. Follies premiere, Sept. 17, will be telecast on one local TV station and on an undetermined number of ABC radio stations, 11:30-12 midnight EDT. Agency: Walter McCreery Advertising Inc., L. A.

Sears, Roebuck & Co., L. A., starts 10-day spot announcement campaign on 12 local radio stations Sept. 9, to promote 67th annual sale, with average total of 30 spots daily. Agency: The Mayers Co., L. A.

Marshmallow Fluff, through Harry Frost Co., Boston, starting radio spot campaign effective Sept. 28 for 26 weeks in number of markets.

AGENCY APPOINTMENTS

American Pharmaceutical Co. (vitamin capsules), names Tracy, Kent & Co., N. Y., to handle its advertising.

National Potato Chip Institute appoints Robert Knox Adv., N. Y., to plan and carry out promotion for public relations program to promote consumption of potato chips. **Elmer M. Borsuk** is account executive.

Iceberg Freezer Corp. appoints Robertson Potter Co., Chicago, to handle advertising and sales promotion in connection with introduction of new, upright, drawer-type home freezer. Spot TV and radio will be used.

Reelshav Razor, division of Warner-Hudnut Inc., N. Y., names Ruthrauff & Ryan, N. Y., to handle advertising for its automatic razor, which has continuous blade in cartridge which turns like film in camera and retails for $5.00. Radio and television spots will be used.

Davis Handkerchief Co., N. Y., names Gibraltar Adv., N. Y., to handle advertising for "Sniffies," all-cloth disposable handkerchief. Spot radio will be used.

Lucinda (sportswear and dresses), L. A., appoints Mogge-Privett Inc., that city.

Connecticut Medical Service Inc., New Haven, appoints Wilson, Haight, Welch & Grover Inc., Hartford and N. Y., to handle advertising.

Fairmont Hotel, S. F., appoints Sidney Garfield & Assoc., that city. **Benson M. Sherman** is account executive.

Petco Corp., Milwaukee (oil refineries), appoints Mathisson & Assocs., that city, as its advertising and merchandising counsel. **Paul Warga** and **Joseph Manning** are account executives. Radio and television are tentatively planned.

Mutual Orange Distributors, Fresh Fruit Div., Redlands, Calif., appoints L. J. C. Spruance Adv. Agency, San Gabriel, Calif. TV will be used. **Process Fruits Div.** of Mutual Orange Distributors appoints Barnes-Chase, L. A., to handle that portion of account.

Orange Julius Sales Co. (soft drink stands), L. A., appoints Beckman, Hamilton & Assoc., that city. Radio and TV spots will be used.

Centennial Flouring Mills Co., Seattle, names Cole & Weber, Seattle, to handle its advertising and promotion. **Lee Jacobi** is account executive.

A. J. Meyer Inc., Detroit (retail pharmacy), and **Mortensen's Rug Cleaning Co.,** Oakland, appoint Robert L. Pickering Agency, S. F.



MAKING up their minds on the CBS Radio *Make Up Your Mind* are (l to r) Jay Clark, Ted Bates & Co., producer; James Douglass, Ted Bates & Co. radio-TV dir.; Arthur Henley, owner-dir. of show, and L. M. Marshall, adv. dir. of sponsoring Continental Baking Co.



DISCUSSING promotion plans for biggest oil account in recent years for WFBR Baltimore are (l to r) Robert B. Jones, Socony-Vacuum Inc. vice pres. and gen. mgr.; Harold O. Smith, dist. mgr. of Socony-Vacuum; Fred C. Herbst, dist. marketing assistant, and William S. Pirie, WFBR sales mgr.



ABC radio *Voice of Prophecy* is renewed for fifth straight year by (seated l to r) Robert Kintner, ABC pres., and Dr. H. M. S. Richards, dir. of Voice of Prophecy Inc. Standing by are Paul Wickman (l) and Edward E. Keeler, vice pres. and pres., respectively, of Western Adv. Agency, Los Angeles, servicing account.

PENN STATE football will be on radio for 16th year on a Central Pennsylvania network of 14 stations. H. R. Gilbert, school assistant dir. of athletics, signs in presence of coach Rip Engle (r) and George H. Keet Jr., Ketchum, MacLeod & Grove agency, representing sponsoring local Chevrolet dealers.



VITAPIX, PRINCESS PLAN FIRST RUNS MADE-FOR-TV

Feature length films star such names as John Ireland, John Hodiak, Dane Clark, Don Ameche and Alexis Smith. Vitapix has distribution rights (TV and theatre) to 26 films. Features have been pre-sold to 20 TV stations and will be offered to others. Series guarantees more than $300,000 gross income.

FIRST RUN feature motion pictures, featuring top Hollywood stars and made expressly for TV are on the way to screens in the nation's homes.

This is the import of the announcement that the station-owned Vitapix Corp. has signed distribution rights to 26 feature-length films to be produced here and abroad by Princess Pictures Inc. [CLOSED CIRCUIT, Aug. 31].

Agreement, signed with Princess Pictures President Burt Balaban, son of Paramount Pictures President Barney Balaban at a Vitapix board meeting in Washington Aug. 29-30, provides for Vitapix to have Western Hemisphere TV distribution rights and U. S. theatre exhibition rights for all 26 pictures, both for five years. First five pictures are due for delivery in January 1954, with the whole package due by October of next year.

Features will be made in 54-minute versions for TV, and in full-length for theatre exhibition. Some will be made in color and all will abide by the motion picture code and the NARTB TV Code.

Among the Hollywood talent will be John Ireland, Alexis Smith, Joanne Dru, John Hodiak, Dennis O'Keefe, Peggy Ann Garner, Dane Clark, Jeffrey Lynn, Don Ameche and Jackie Cooper.

The features have been pre-sold to 20 TV stations and will be offered to others. Stations already committed constitute the stockholders of Vitapix, which was organized three years ago and began operations late in 1952 [B•T, May 11].

Princess History

Princess Theatres was organized by Mr. Balaban several years ago. Mr. Balaban was previously head of programming and production for Paramount Television Inc. (a subsidiary of Paramount Pictures) and also was an executive of the parent corporation.

The schedule calls for the 26 features to be filmed continuously by a production group of 198. The films will be based on original scripts. Plot themes will cover mystery, suspense, romance, adventure, comedy and musicals. Each picture will be edited in advance by the producers and will require no editing by individual TV stations. They will be produced in Hollywood, New York, Casablanca, Paris, Rome, Munich, Istanbul and other areas of the world.

Frank E. Mullen, president of Vitapix, saw in the agreement with Princess Pictures the possible reversal of the "present pattern of broadcasting motion pictures of ancient vintage and dubious quality." He added:

"The reluctance of some leaders in the motion picture industry to make their top quality product available to television broadcasters, and the failure of the motion picture industry to grasp the importance of this new media of entertainment, is compelling the broadcasters to enter the field of motion picture production for initial television release. Mr. Balaban is to be congratulated for his leadership in this new and important venture."



SIGNING contract for production of 26 film features for TV, with sole distribution rights in hands of TV-station-owned Vitapix Corp., are (seated, l to r): Burt Balaban, president, Princess Pictures Inc., and Frank E. Mullen, president, Vitapix Corp., and (standing, l to r): Bernard Donnenfeld, vice president, Princess, and Robert H. Wormhoudt, executive vice president, Vitapix.

Mr. Balaban said: "You can't fool audiences about entertainment. I've always felt that television viewers would welcome and deserve first quality film entertainment. We're delighted to help in accomplishing that aim."

Agreement provides for a guarantee by Vitapix for each picture, and also spells out percentage of gross receipts to be split between the producer and the distributor—increasing in favor of the distributor after production costs are met.

Stations Planning Use

Stations already committed to take the series —which guarantees more than $300,000 as gross income for the 26 features—are the following, all shareholders in Vitapix:

KGNC-TV Amarillo, WSB-TV Atlanta, WMAR-TV Baltimore, WBZ-TV Boston, WBTV (TV) Charlotte, WIS-TV Columbia, S. C., WBNS-TV Columbus, Ohio, WHIO-TV Dayton, KLZ-TV Denver, WWJ-TV Detroit, KCMO-TV Kansas City, WKZO-TV Kalamazoo, WOW-TV Omaha, WPTZ (TV) Philadelphia, KPHO-TV Phoenix, KOIN-TV Portland, Ore., WHBF-TV Rock Island, KING-TV Seattle, WHEN (TV) Syracuse, KWFT-TV Wichita Falls, Tex.

Executive board committee of Vitapix comprises Mr. Mullen, as chairman, and John E. Fetzer (WKZO-TV and KOLN-TV), J. Leonard Reinsch (WSB-TV and WHIO-TV), Joseph E. Baudino (WBZ-TV and WPTZ [TV]), Richard A. Borel (WBNS-TV), and Payson Hall (WHEN [TV] and KPHO-TV).

Also attending the board meeting in Washington were directors Kenyon Brown (KWFT-TV), O. L. (Ted) Taylor (KRGV-TV Weslaco, Tex.), C. Howard Lane (KOIN-TV) and Horace L. Lohnes (Dow, Lohnes & Albertson, Washington law firm). Mr. Fetzer is chairman of the Vitapix board.

Non-directors present were Jerome Reeves, WBNS-TV; Robert H. Wormhoudt, executive vice president of Vitapix, and Mr. Balaban.

At the direction of the board a screening committee was established. It includes Messrs. Wormhoudt and Reeves and David R. Stickle, WMAR-TV; Jean Hendrix, WSB-TV; Edward G. Murray, WPTZ (TV), and Robert G. Duffield, WBZ-TV.

Fairbanks Alleges Others Infringe on 'Multicam'

HAVING been granted a patent on his Multicam System of simultaneous filming and sound recording with multiple cameras, Jerry Fairbanks, Hollywood TV film producer, will take immediate steps to halt the unauthorized use of his system by other producers.

Mr. Fairbanks said he first will serve notice on Filmcraft Productions, Hollywood filmers of the NBC-TV Groucho Marx *You Bet Your Life*, "to discontinue infringing upon this patent without making proper arrangements for use of the Multicam System." Other producers allegedly using the system will be similarly notified, he said.

Under the Multicam System, it is possible to film a 30-minute program in that number of minutes. Either 16 or 35mm cameras are used, allowing three or more different angles of a scene and getting long, medium and close-up shots at the same time, while simultaneously recording the sound track.

Starting his experiments with a multiple camera and sound system in 1946, Mr. Fairbanks put it into active operation two years later when he made TV pilot films of such programs as *Truth or Consequences, Dennis Day Show*, and *Ed Wynn Show*, it is claimed. The first film series using the Multicam System to be seen on the air was *Jackson & Jill*. This was subsequently followed by others at the Jerry Fairbanks Studios.

Filmakers Enters TV

DISTRIBUTION rights contract signed last week with President Oliver Unger of Comet Television Films brings Filmakers Inc., Hollywood independent motion picture production firm headed by Collier Young and Ida Lupino, into the video film field. Footage, recently purchased by Filmakers and now in the editing stage, will comprise half-hour travelogue series, titled *Ports of Call*. Series, shot in both black and white and color, will be ready for release by end of the year. Duo, who handle acting-writing-producing-directing chores, turned out the recent RKO-released feature, "The Hitch Hiker," and soon-to-be-released "The Bigamist." They plan a near-future start of full-scale dramatic TV film production.

NBC Film Reports Sales

NBC Film Division reported last week that new sales had put its *Badge 714* in its 46th market, *Captured* (formerly *Gangbusters*) in a total of 36; *Victory at Sea* in 55, and *Dangerous Assignment* in its 128th. Among the sales was Sylvania Electric Co.'s acquisition, through Roy H. Durstine Agency, New York, of *Captured* for sponsorship in the Salinas, Eureka, Chico, and Sacramento, Calif., markets.

Buy WHO

and Get Iowa's Metropolitan Areas..

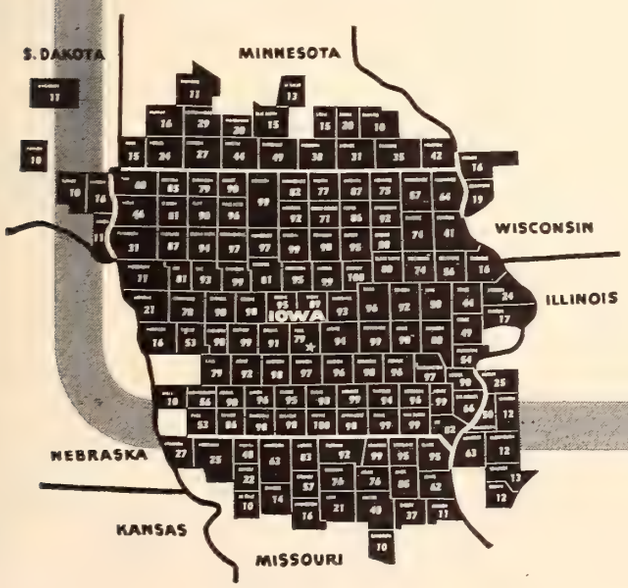
Plus the Remainder of Iowa!

TAKE FOOD SALES, FOR INSTANCE!

4.4%	CEDAR RAPIDS	
10.7%	TRI-CITIES	
10.7%	DES MOINES	
3.1%	DUBUQUE	
4.7%	SIOUX CITY	
4.3%	WATERLOO	
65.4%	REMAINDER OF STATE	



Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.



THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

REPUBLIC PICTURES TO ENTER TV, SEES EVENTUAL MERGER OF THE ARTS

The motion picture firm plans to expand its operations into production for television, in addition to the distribution activities it now handles. Herbert Yates, president of the company, says the movie industry must fuse with TV if it is to survive.

PREDICTING a fusing of the two entertainment mediums and declaring that the motion picture industry cannot afford to stay out of television if it expects to survive, Herbert J. Yates, president of Republic Pictures Corp., last week revealed that his company will expand operations with active production as well as distribution of films for video.

Republic's TV activities have been confined to its subsidiary, Hollywood Television Service Inc., which is distributing feature films, westerns and serials made originally for theatrical release; renting portions of its North Hollywood studios to TV producers; and processing TV film footage at Consolidated Laboratories.

More Study Soon

The new TV policy of Republic will be further explored and studied "within the next ten days" at meetings in New York with C. Bruce Newberry, director of sales, Mr. Yates said Wednesday.

He refused to predict when the studio's backlog of motion pictures will be made available to television, but indicated that it will come.

Although Republic will continue to produce higher budgeted feature films for theatrical release, Mr. Yates stated, "There's only one way to beat television and that's to get in it."

In pointing out that some of the leading theatre operators have acquired TV stations, Mr. Yates expressed the hope that others will do likewise rather than let licenses go to "outside" competitors who have never had a show business investment to protect.

"Film producers and exhibitors have much in common," he stressed. "Whereas theatre men had to go into the confectionery business to augment their revenue, producers will have to go into television film production to supplement reduced income."

Mr. Yates declared that the market for "B" pictures and small westerns is finished, pointing out that Republic formerly sold them to around eight thousand theatres. "Five thousand theatres are now closed because of television and the remaining are in precarious condition. We are able to make big pictures only by the revenue earned from television." Another threat to the motion picture industry is the advent of color TV, he opined.

'Picks Up' Million

Mr. Yates revealed that Republic "picks up" a million dollars a year in stage rentals to TV producers and Consolidated Laboratories has greatly increased printing and developing. "Last year more TV film was processed than that from the picture studios."

"Future planning will include many phases of studio, distribution and lab operation," he continued.

He refused to state if four new stages being built on the Republic lot are for MCA's Revue Productions which now produces all its TV film shows there. He indicated they are for TV but not necessarily MCA. He further denied a contemplated partnership or close association with the talent agency in production of TV film. Mr. Yates termed it a "close cooperation."

Rosenbaum to File Awards Soon in Snader-Bisno Case

JUDICIAL awards will be filed shortly by Arbitrator Samuel R. Rosenbaum in the hassle between Louis D. Snader and his ex-partners Alexander Bisno and Samuel Markovitch, in Snader Telescriptions Corp. and interlocking companies.

Meanwhile, a preliminary 255-page report reviewing the history of the transactions covered by the arbitration agreement of those involved, together with comment by Mr. Rosenbaum has been sent to some 300 investors in the various corporations. The strongly worded report is highly critical of Mr. Bisno's business conduct and handling of funds.

In an accompanying letter, Mr. Rosenbaum explained that the lengthy and involved preliminary report was "to meet wishes expressed by those who have never had an adequate statement of what happened in the business or of the claims which have arisen from it."

The awards will be based on facts contained in his report, according to Mr. Rosenbaum. They await the conclusion of "certain negotiations" with Mr. Bisno for a consent decree which is not yet complete pending disposition of the *Dick Tracy* TV film series and a group of Alexander Korda feature films.

Those involved in the drawn-out controversy had agreed to abide by the Philadelphia attorney's decision [B•T, Jan. 12].

Station Films Projects $1 Million Operation

STATION FILMS Inc. has commenced station operations at the rate of more than $1 million a year, placing more than $100,000 worth of films with some of the 18 TV stations its represents as film purchasing agent and clearing house, Robert Salk, SFI president, revealed last week.

Since the firm opened its offices for business in New York's RCA Bldg. Aug. 1, Mr. Salk said, most of the time has been devoted to setting up files of what films are available for TV and in what markets, so as to show immediately what film programs are available for any of SFI's client stations.

"The volume of films obtainable for telecasting is amazing," Mr. Salk told B•T. "Our master list shows more than 2,700 pictures, including British and American feature films as well as westerns, which can be purchased for TV use, in addition to shorts and special subjects and, of course, the syndicated TV film programs."

SMALL, GORDON, SILLERMAN FORM TELEVISION PROGRAMS OF AMERICA

TPA will produce and distribute film under the leadership of Hollywood producer Edward Small, board chairman; finance expert Milton Gordon, president, and sales executive Michael Sillerman, executive vice president. The firm already is in operation.

FORMATION of Television Programs of America, new TV film production and distribution firm, is being announced this week. It is headed by veteran Hollywood producer Edward Small as board chairman; Milton Gordon, financial expert, as president, and Michael M. Sillerman, who has resigned as sales executive of Ziv Television Programs Inc. [B•T, Aug. 24], as executive vice president.



Mr. Small

Spokesmen said TPA already is in operation, has hired 75% of its national sales force, is handling some products and is negotiating for several new TV series featuring motion picture stars. The company has temporary offices at 729 7th Ave., New York.

Mr. Gordon said TPA originated "when Mr. Small and I both agreed that now was the time for independent TV producers to have a strong distribution organization. With Mr. Small's showmanship and production know-how and my experience in financing, we both felt that the secret to profitable and better TV productions was a top country-wide sales organization.

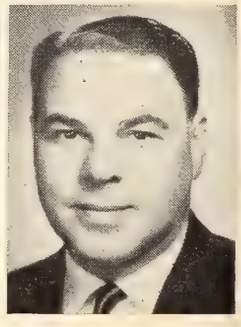
"When we were able to persuade Michael M. Sillerman to join us, we had assurance of the finest sales set-up for TV films. Mr. Sillerman was the man most people in TV gave us as their choice for the industry's No. 1 salesman. It is our intention to have TPA become the home of good programs and good producers."

Mr. Small has spent almost 50 years in show business and is widely known as a producer. Mr. Gordon is financial adviser to United Artists and also has his own investment company. As vice president and trouble-shooter for Walter E. Heller & Co., Chicago financier, from 1946 until early this year, he was said to be one of the first bankers to see the future in investing in TV films.

Mr. Sillerman has been identified with a number of advertising agencies, is former president of Keystone Broadcasting System, and also owned and was producer of Hamilton Radio Productions. He resigned his Ziv post to help in the formation of TPA.



Mr. Gordon



Mr. Sillerman



Coverage that Counts!

WJIM—TV
CHANNEL 6

Covers 5 Major Michigan Markets
FOR
NBC — CBS — ABC — DTN

Truly an Area Station!

Desilu Names Feldman

IN LINE with current expansion of Desilu Productions, Hollywood, Edward H. Feldman, executive in charge of national radio-TV programs for Biow Co., that city, has been elected vice president in charge of Desilu's newly formed commercial division, according to the firm's president, Desi Arnaz. An urgent need for a setup to handle commercials in a specialized manner on the West Coast, Mr. Arnaz added, has necessitated the formation of the new division to cope with sponsor and agency problems in filming commercials.

61 Buy CTS 'Starter Plan'

TV NETWORK affiliates have proved the best customers for the "Station Starter Plan" of Consolidated Television Sales, the film distribution firm reported last week. Of the 61 starter plan clients, 32 are network affiliates; 19 are independent stations, and 10, not yet on the air, cannot be classified as belonging to either group, CTS said. The starter plan offers stations a package of nine TV film series, with 18 months' unlimited use, for a weekly fee of the Class A one-hour rate.

Film Sales

Guild Films, New York, TV film producer and distributor, reported last week that its *Liberace* show had been sold in five additional markets, bringing the total to 85. Latest sponsors and stations: **Thorpe Jewelers, KVTV (TV)** Sioux City; **Farmers National Bank, WDEL-TV** Wilmington, Del.; **Crosley Dealers, KELO-TV** Sioux Falls; **Collegienne Shops, WLBC-TV** Muncie, Ind., and **Kaiser-Frazer Dealers, WMBR-TV** Jacksonville, Fla.

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Series of six 20-second TV film commercials has been completed by **Atlas Film Corp.,** Chicago, for **Anheuser-Busch,** St. Louis, through D'Arcy Adv. Co. Spots contain unusual photographic effects different from run-of-mill beer commercials, according to **Norman Lindquist,** Atlas vice president and TV director. **Chris Cronin** supervised for the agency.

Production

21st Century Productions, newly-formed Washington, D. C., TV film production firm, has completed the first two pilot films of a weekly 15-minute series titled *Know Your Congress* and the pilot film for *What's New This Week,* a 30-minute weekly program on which **Art Lamb,** WTTG (TV) Washington performer, is m.c.

Col. John F. Fletcher, explorer and naturalist, is president of the new film company and says the firm will emphasize panel discussion programs and forum-type shows. The company, which has two film studios in Washington, also will produce TV film shows for advertisers and stations.

John Convery, chairman of the board for 21st Century, was associated with Washington Photo & Sound, and formerly was with General Films, Hollywood. Mr. Convery was among the first TV producers to use color film, making black and white prints from the color and holding the color film for release after color telecasting begins.

Mr. Convery said the company is capitalized at $200,000. As soon as all the stock is subscribed to, he said, more productions—now in the planning stage—will begin.

The film production firm has its offices at Suite 200, 1025 Connecticut Ave. Telephone: National 8-3112.

Carla Productions Inc., Hollywood, newly organized to produce TV film commercials, has elected following officers: **James Hirsch,** vice president and director of advertising, Famous Department Stores, Los Angeles, as president; **Carl Hirsch,** president, Famous Department Stores, as secretary-treasurer; **Charles A. Larrain,** vice president, TV Ads Inc., Los Angeles, as vice president, and **Robert Ganon,** production manager, TV Ads, as production manager.

The firm currently is filming announcements for the following: **Feigenson Bros. Co.** (Faygo Beverages), Detroit, 13 spots through **W. B. Doner & Co.; Sunbeam Bread,** San Francisco, two spots through **Guild, Bascom & Bonfiglio; P. F. Petersen Baking Co.** (Peter Pan Bread), Omaha, two spots through **Allen & Reynolds Advertising; Kelly Kar Co.,** Los Angeles, continuing six weekly series through **Tullis Co. Inc.; Bluhill Foods Inc.** (Cheese, Candy, Salad Dressing, Peanut Butter), Denver, 11 spots through **Glasser-Gailey Inc.,** Los Angeles. Also in production is a series of 14 commercials featuring artist Alberto Vargas and the Vargas Girls for yet-unnamed sponsor.

Carla Productions' office is at 751 N. Highland Ave.

Distribution

KTTV (TV) Hollywood has acquired exclusive local video rights to "Superman" cartoon series from **Motion Pictures for Television** for telecasting on *Sheriff John's Cartoon Time* program. Rights to the one-reel animated shorts, released theatrically by Paramount Pictures during 1941-43, recently reverted to the comic strip owners. Deal was handled by **Richard A. Moore,** station vice president and general manager, and **Sy Weintraub,** MPTV vice president.

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Cornell Film Co., New York, has acquired distribution rights to the first 13 quarter-hour subjects in *Adventure Out of Doors,* TV series on sports activities and outdoor sidelights, according to **J. Milton Salzburg,** Cornell president.

Random Shots

Mark Hawley Assoc., which claims to be TV's first film program brokerage firm, opened offices last Tuesday at 133 E. 54th St., New York. **Mark Hawley,** president and founder, resigned his post as radio-TV director of budget control and program procurement at N. W. Ayer & Son, N. Y., as of Aug. 31.

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Trident Films, producer, has moved New York offices to 510 Madison Ave. New telephone: Plaza 9-3580.

Film People

John C. Alicoate, former manager of Advanced Television Picture Services, named head of sales division of **Guild Films Co.,** New York, TV film producer and distributor. GF President **Reub Kaufman** said the appointment is part of a reorganization and expansion of the company's sales program.

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Henry A. Gillespie, southeastern representative of RCA Recorded Programs & Film Services, has been named southeastern sales manager of **Screen Gems Inc.,** TV film producer and distributor, effective Sept. 14. He will continue to make his headquarters in Atlanta.

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Ed Flemming, art director, Fawcett Publications, to art director, **George F. Foley Inc.,** TV film program packager, and **Irving Jewell,** director of visual education, Boy Scouts of America, to account executive of the Foley Industrial Film Dept.

NATIONAL ADS UP $49.2 MILLION

Total national advertising on network radio and TV, magazines and newspaper supplements hit new height of $529.4 million for the first half of 1953, a 10% jump. P&G leads with $19.5 million, of which $14.8 million went to radio-TV networks.

TOTAL national advertising in four major media—network radio, network TV, magazine and newspaper supplements—for the first six months of 1953 amounted to $529.4 million a new high, according to figures compiled by Publishers Information Bureau and included in the new issue of "National Advertising Investments," published semi-annually by Leading National Advertisers Inc. Figure shows an increase of $49.2 million or 10% over the same period of 1952.

Top 10 advertisers in these four media, which do not include run-of-paper newspaper advertising, for the six-month period include eight of the top 10 radio-TV network clients for the first half of 1953, headed by Procter & Gamble Co. spending $19.5 million in the four media, of which $14.8 million went for radio and TV network time [B•T, Aug. 24].

For the four media, six-month expenditures of other leading advertisers were: General Motors Corp., $15.0 million (of which $4.0 million went for radio and TV network time); Colgate-Palmolive-Peet Co., $13.3 million ($8.0 for radio-TV network time); General Foods Corp., $12.1 million ($7.0 million); Lever Brothers Co., $9.1 million ($4.6 million); R. J. Reynolds Tobacco Co., $8.2 million ($6.6 million); American Tobacco Co., $7.9 million ($4.8 million); General Mills, $7.4 million ($5.6 million); General Electric Co., $7.1 million (2.8 million), and Ford Motor Co., $6.7 million ($2.1 million), the figures in parentheses in all cases being the firm's expenditure for radio and TV network time.

Of these 10 leaders, only the last two, GE and Ford, were not among the top 10 for radio-TV networks for the six-month period.

Overall, the volume reports, magazine billings for the first half of 1953 totaled $304.1 million, up 9% over the $279.1 million grossed in the like period of 1952. Network TV billings were up $15.9 million; newspaper supplements up $9.2 million, while network radio dropped slightly, less than $1 million.

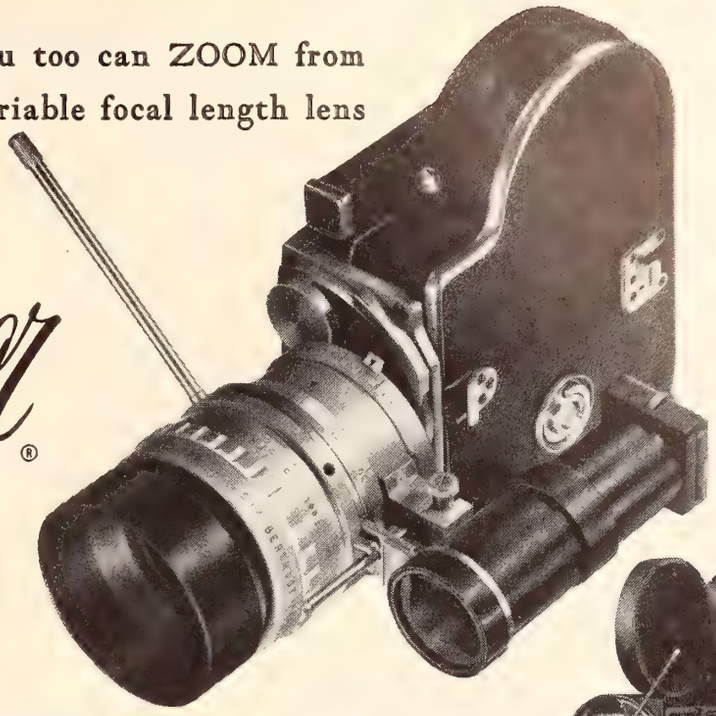
ARF Releases First Study On Motivation Research

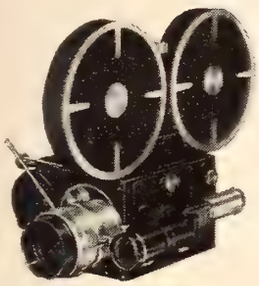
FIRST of a series of reports designed to give advertisers fundamental tools to understand motivation research and its place in advertising has been published by Advertising Research Foundation, cooperative industry research project.

Titled "An Introductory Bibliography of Motivation Research," the 34-page document is described as the most complete yet published on the subject. Soon to follow will be "A Guide to the Language of Dynamic Psychology as Related to Motivation Research." It will define some 500 terms contributing to analyses of motivation. Next in line will be a directory of specialists in the motivation research field.

If your camera is here... you too can ZOOM from 20mm to 60mm with this variable focal length lens

Pan Cinor®

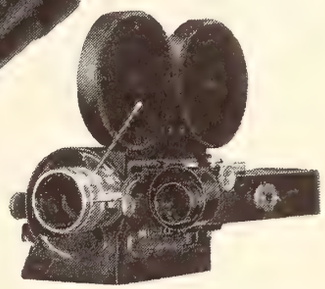




Maurer Camera drops its own finder. Its regular "C" mount turret accepts Pan Cinor without further modification.

In line with its policy, "Bolex brings the best to 16mm Movie Making," the Pan Cinor variable focus lens was introduced to Bolex movie makers a year ago. Because of the demand from both professional and amateur owners of other cameras, we explored the possibilities of fitting the Pan Cinor on cameras other than the Bolex. Here are the answers. Now you, too, can enjoy zooming from wide angle to telephoto at the flick of the lever. Maximum aperture f/2.8. Complete with coupled variable view finder,

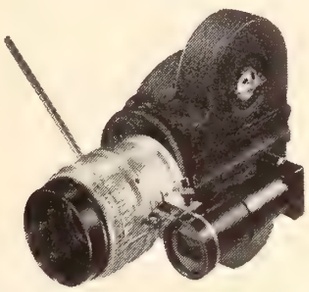
$447.50



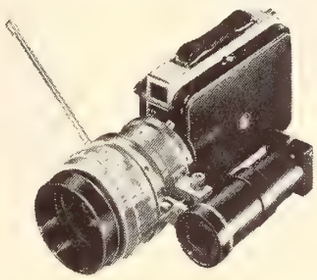
Mitchell Camera. Remove Pan Cinor finder. Use "C" mount adapter. Turret knob diameter is turned down.



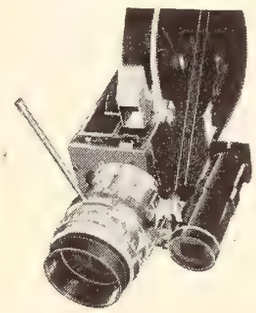
Auricon Cine Voice Camera. Suggest special door without its viewfinder. Purchased from Berndt-Bach for $42.



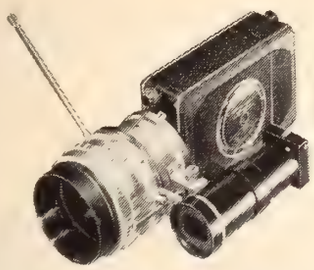
Bell & Howell 70. Suggest special door without its viewfinder. Installed by B&H Service Center for $35.



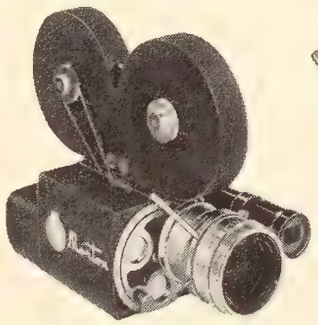
Keystone 16mm Magazine or roll cameras in general need no special adaptation for Pan Cinor and finder.



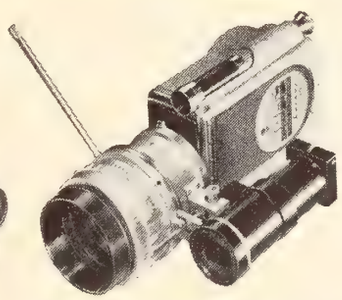
Cine Special I&II both use model I turret drilled & tapped for C mount by Kodak Service, 343 State St. Rochester.



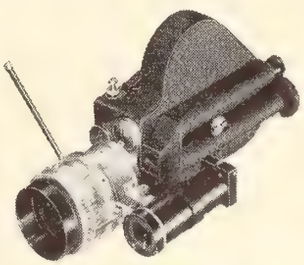
Bell & Howell Auto load, Auto Master and Model 200 mount the Pan Cinor and finder with ease.



Morton Soundmaster drops its finder, and shortens the Pan Cinor lever to clear the film magazine.



Revere Magazine Camera model 16 and model 26 mount the Pan Cinor lens and finder with ease.

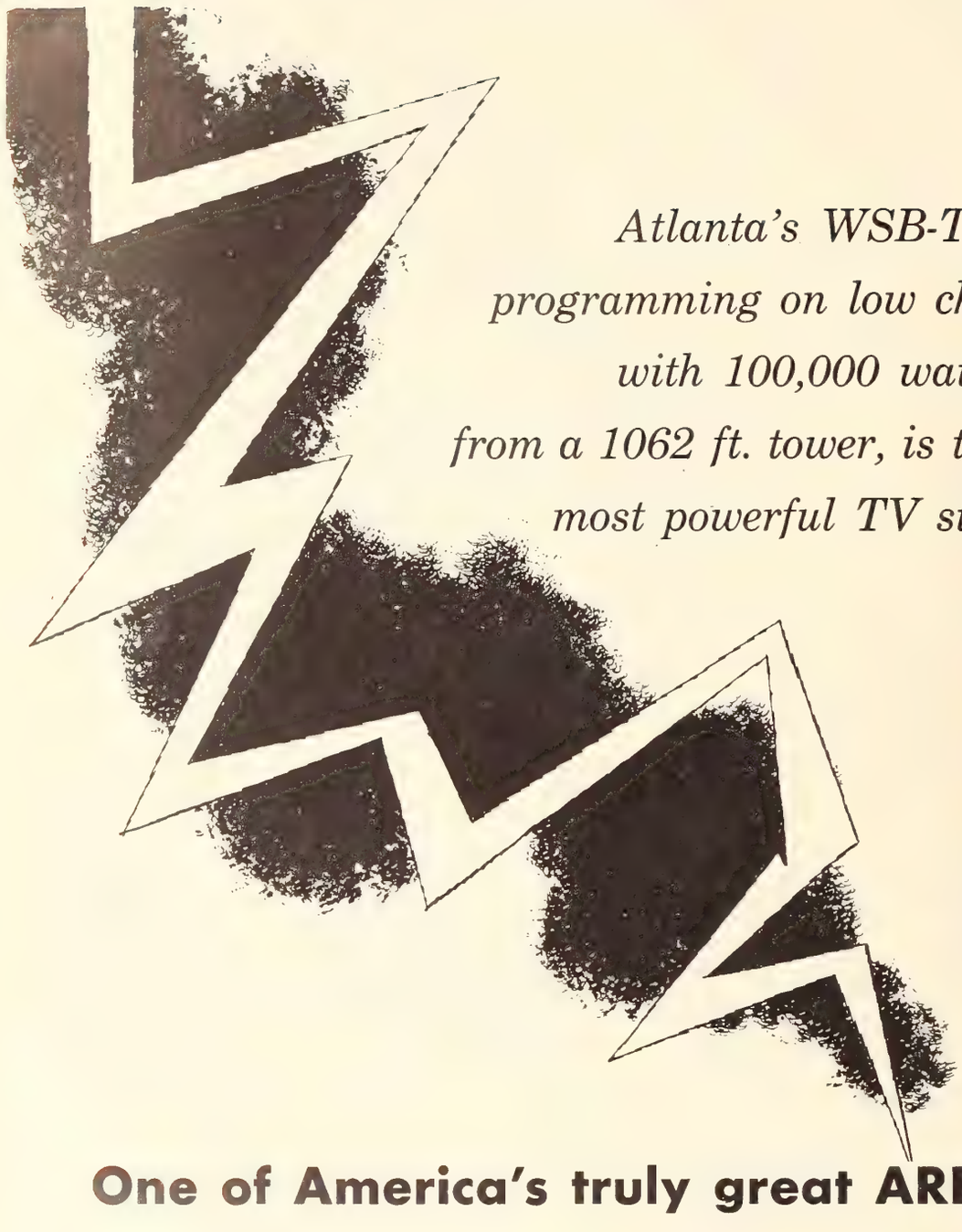


Pathe Super 16. Instead of the Pan Cinor Viewfinder, its own reflex finder may be used for viewing.

Bolex® brings the best to 16mm Movie Making

Pan Cinor is manufactured by

Sole Importers & Distributors
Paillard Products, Inc.
100 Sixth Avenue,
New York 13, N. Y.



Atlanta's WSB-TV,
programming on low channel 2
with 100,000 watts
from a 1062 ft. tower, is the South's
most powerful TV station

One of America's truly great AREA stations

WSB-TV gives you the *mass circulation* you need if you want to build *mass sales volume* in this fast-growing market. WSB-TV's low channel-high tower formula gives you a big coverage advantage over your competitor on any other Atlanta station. Get more for your money—get on WSB-TV.

NBC AFFILIATE

wsb-tv
ATLANTA, GEORGIA

Represented by Petry
Affiliated with The Atlanta Journal and Constitution

TELESTATUS®

Weekly TV Set Summary—Sept. 7, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,900
Montgomery	WCOV-TV	.....	12,800
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	20,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	7,500
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	25,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	86,005
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	20,350
Muncie	WLBC-TV	.....	29,305
South Bend	WSBT-TV	.....	67,972
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	43,206	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	54,040	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	388,500	.....
St. Paul	KSTP-TV, WMIN-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	194,604	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	37,734
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,565,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

CBS

The BRANHAM Company

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

TELEVISION TRAINING

for Professionals only!



A profitable television career can be yours in just six weeks if you have had previous professional experience or training!

Southeastern's TV Engineering (plus complete maintenance instruction) and TV Production Courses are highly concentrated and extremely thorough. Your instructors are television career men, the equipment you use is of the latest design, and you work on an actual television station operating schedule. Classes are small and you will receive personal attention.

Get the complete story today! New classes begin every six weeks and your application should be made soon. (Non-professionals should inquire about our elementary training courses.)

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

2317 12th Ave., So.
NASHVILLE, TENNESSEE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,905
	OKLAHOMA		
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....
	OREGON		
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
	PENNSYLVANIA		
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	44,948
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	65,100
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	35,360	.....
	TENNESSEE		
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	122,657	.....
	TEXAS		
Abilene	KRBC-TV	6,154	.....
Amarillo	KFDA-TV, KGNC-TV	29,420	.....
Austin	KTBC-TV	42,374	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	4,500	.....
San Antonio	KEYL, WOAI-TV	153,975	.....
Texarkana	KCMC-TV	10,899	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
	VIRGINIA		
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,500
	WEST VIRGINIA		
Huntington	WSAZ-TV	227,132	.....
	WISCONSIN		
Green Bay	WBAY-TV	64,096	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 232 *
Total Cities with Stations on Air 163 *
Total Sets in Use 26,888,038

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

'Godfrey & Friends' Tops Videodex Ratings Aug. 1-7

THE *Arthur Godfrey and Friends* show on CBS-TV topped the Videodex ratings for the week of Aug. 1-7, released last week. The list:

	NAME OF PROGRAM:	# OF CITIES	% TV HOMES
1	Godfrey & Friends (CBS)	77	43.9
2	Talent Scouts (CBS)	53	41.2
3	Dragnet (NBC)	76	35.4
4	Best of Groucho (NBC)	84	33.5
5	Toast of the Town (CBS)	68	30.9
6	What's My Line? (CBS)	45	30.3
7	Racket Squad (CBS)	83	29.3
8	Goodyear TV Playhouse (NBC)	76	26.5
9	The Big Payoff (Sunday) (NBC)	78	24.7
	Masquerade Party (CBS)	87	24.7
10	Burns & Allen (CBS)	72	23.2

	NAME OF PROGRAM:	# OF CITIES	# TV HOMES (000's)
1	Godfrey & Friends (CBS)	77	9,530
2	Talent Scouts (CBS)	53	7,886
3	Best of Groucho (NBC)	84	7,773
4	Dragnet (NBC)	76	7,725
5	Racket Squad (CBS)	83	6,722
6	Toast of the Town (CBS)	68	6,281
7	What's My Line? (CBS)	45	5,795
8	Masquerade Party (CBS)	87	5,770
9	Goodyear TV Playhouse (NBC)	76	5,757
10	The Big Payoff (Sunday) (NBC)	78	5,705

NUMBER DIARIES TABULATED FOR VIDEODEX AUGUST REPORT 9,200

Publishes Advertisers Index

EXECUTIVES Radio-TV Service, Larchmont, N. Y., has published a national and regional Advertisers Index, supplementing the current edition of its *Time Buyers Register*. The index is priced at $10 per copy.

AWRT Says 'Home-Making' Tops Women's Radio-TV Fare

SOME 61% of all women's radio and television programs carry "home-making" news, the New York Chapter of American Women in Radio and Television reported last week on the basis of returns from questionnaires sent to some 2,500 women broadcasters.

Purpose of the survey, spokesmen said, was to learn what type of program was most popular with local audiences. Runners-up in interest were listed as fashions, interviews, cooking, and beauty. It also was found, according to the report, that more than two-thirds of all women's radio and television programs are broadcast before noon, although in the case of TV shows alone, time generally is in the afternoon.

The survey was conducted by a group named by Duncan MacDonald, AWRT past president, as part of a project to set up a central clearing house for information on women's programs. Dorothy Kemble, president of the New York chapter, has indicated that a similar survey will be made this year.

Direct Mail Up

DIRECT MAIL advertising dollar volume was up 7½% during first seven months of 1953 as compared to same period of 1952, Direct Mail Adv. Assn. has reported, placing this year's seven-month total at $716,099,127. Total for July was put at $99,757,573, gain of 12½% over July 1952.



we murder 'em in Paris!

It was a veree dark night, m'sieu, and the mist she was rolling in . . . a peestol shot, a scream . . . I rush to le chateau an' peer in . . . in a pale, blue glow that shrouds the room are la mere, le pere an' les enfantes—entranced in *Dangereux Assignation* on Channel No. 8.

Oui, and it is the same mos' any night in Reno, Frisco, Bristol, Italy, Canton, Lancaster—wherever you go in WFAA-TV's rich DALLAS-Ft. Worth market. Amazed? Paris, Texas, is only a few kilometers by le taxi from WFAA-TV eye-ful tower. M. Petry will be mos' happee to sign you for le grande tour.

More than 295,000 TV sets
in the Channel 8 picture

Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representative • TELEVISION SERVICE OF THE DALLAS NEWS

'McCalls' Surveys Brides

BROADCAST media are not exerting much influence over brides, so far as their selection of home furnishings or their planning and preparation of meals is concerned, according to the findings of a survey conducted last December and January by W. R. Simmons & Assoc. for *McCall's* magazine. *McCall's* summary of the results of interviews with 1,000 brides shows that only 2.5% reported radio or TV as the source of any home furnishings ideas, compared to 31.7% who got ideas from magazine articles. Cook books were reported as the source of ideas for meals by 51.8% of the brides; magazine articles by 16.1% and radio or TV programs by 5.2%.

'Racket Squad' Heads Nielsen Video Ratings

AT the head of the national A. C. Nielsen Co. ratings for the top 10 evening, once-a-week national network television shows for the two weeks ending Aug. 8 was CBS-TV's *Racket Squad*, both in number of TV homes reached and per cent of such homes reached in program station areas. Four of the other top spots were dominated by various Arthur Godfrey (CBS-TV) shows. The ratings:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
First Report for August, 1953
(Two Weeks Ending August 8, 1953)
NIELSEN-RATING *
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Racket Squad (CBS)	9,949
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,643
3	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,404
4	Dragnet (NBC)	8,265
5	Pabst Blue Ribbon Bouts (CBS)	8,239
6	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	8,086
7	Arthur Godfrey's Scouts (CBS)	7,799
8	Westinghouse Theatre (CBS)	7,591
9	Robert Montgomery Presents (American Tobacco Co.) (NBC)	7,418
10	Robert Montgomery Presents (Johnson, S. C., & Son) (NBC)	7,376

PER CENT OF TV HOMES REACHED
IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Racket Squad (CBS)	43.5
2	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	43.1
3	Arthur Godfrey's Scouts (CBS)	40.2
4	Arthur Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	38.9
5	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	36.9
6	Dragnet (NBC)	36.9
7	Westinghouse Theatre (CBS)	36.2
8	Pabst Blue Ribbon Bouts (CBS)	35.9
9	Strike It Rich (CBS)	33.0
10	Goodyear TV Playhouse (NBC)	32.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.
Copyright 1953 by A. C. Nielsen Co.

Radio-TV in Massachusetts

A SURVEY on radio-TV listening and viewing habits within a radius of 50 miles around Boston has been compiled by William D. Alford, extension editor of the cooperating U. of Massachusetts, U. S. Agriculture Dept. and County extension services, Amhurst, Mass. The study shows radio-TV habits of 1,000 people, mostly housewives, comprising audiences of the extension services' weekly *New England Farm & Food Program* on WHDH Boston and *Down to Earth* on WBZ-TV Boston.

PHILADELPHIA PAY-SEE TALKS SET BY STATIONS SEEKING FCC OKAY

How subscription TV can aid uhf stations will be the topic for the Sept. 17 meet. Meanwhile, International Telemeter Corp. plans to begin its pay-see service in November at Palm Springs, Calif.

USE of subscription TV to aid uhf TV station operators will be discussed Sept. 17 in Philadelphia at a meeting called by the four uhf TV grantees seeking FCC approval of pay-as-you-see TV [B•T, Aug. 10].

That hearing may be held in the fall, Pieter Van Beek, assistant to Zenith Radio Corp. President Eugene F. McDonald, predicted last week in Chicago if, he added, the Commission gets color TV out of the way without prolonged controversy.

Also announced last week was the Nov. 1 commencement of subscription TV in Palm Springs, Calif., by International Telemeter Corp.

Philadelphia's conference, to be held in the studios of WIP, is expected to bring 30-40 broadcasters and grantees. It was arranged by the four uhf grantees who last month petitioned the FCC for early action on Zenith Radio Corp.'s petition for commercial authorization of subscription TV. They are WDHN (TV) New Brunswick, WELI-TV New Haven, WIP-TV Philadelphia and Stamford-Norwalk Television Corp., Stamford, Conn.

Speakers Listed

Under the chairmanship of Hugh N. Boyd, general manager of the *New Brunswick Home News* (WDHN), the day-long conference will hear Dr. Millard C. Faught, in behalf of Zenith's Phonevision; James M. Landis, former dean of Harvard Law School, in behalf of Skiatron Electronics & Television Corp.'s Subscriber-Vision, and Paul McNamara, public relations vice president, International Telemeter Corp. Also to be heard will be Ned Irish, executive vice president of Madison Square Garden Corp. A statement by Glen McDaniel, president of Radio - Electronics - Television Manufacturers Assn., will be read by his assistant, William L. Reynolds.

Serving on the steering committee for the meeting, in addition to Mr. Boyd, are Ralph Brent, WIP-TV Philadelphia; Richard Davis, WELI-TV New Haven; Wendell Lund, co-owner of Stamford-Norwalk Television Corp., and Will Baltin, TV consultant for the Home News Publishing Co.

With more than 100 home sets equipped with coin box attachments, International Telemeter Corp. will start its long awaited pay-as-you-see television service in Palm Springs, Calif., on a regular nightly schedule the first week in November.

The service—to be provided in conjunction with ITC's closed circuit community television operation in the California resort town—is expected to begin with a Los Angeles Rams pro football game which will otherwise be blacked out on Southern California video. The game will be fed to the Telemeter transmitter by special wire from Los Angeles, according to Paul McNamara, vice president in charge of public relations.

Major motion picture studios, including Paramount Pictures, 51% owner of Telemeter, will cooperate with first-run as well as old films, Mr. McNamara stated.

Aid to Newspapers?

IF subscription TV were to take hold, it would change the economics of TV and might redound to the benefit of newspapers. Thus, Paul McNamara, public relations vice president of International Telemeter Corp., wrote in an Aug. 21 letter to newspaper publishers throughout the country, seeking publicity for the commencement of Telemeter's pay-as-you-see operations in Palm Springs, Calif., the first week in November.

Highlights of Mr. McNamara's letter follows:

. . . As a publisher it is not necessary to call your attention to the inroads that TV has made on the newspaper advertising dollar. . . . What would happen to newspapers generally if the total advertising dollar should diminish is a matter for conjecture, but I think many advertising experts believe that TV would be the last of the media to feel the squeeze. Therefore, any change in TV economics, which might shift the burden of cost from the advertiser to the public, might be of considerable benefit to newspapers—Pay-As-You-See TV would make such a change possible.

Haverlin Honored

CARL HAVERLIN, president, BMI, and a foremost Lincoln and Civil War scholar, was awarded an honorary doctor of literature degree Sept. 1 in a special ceremony celebrating the centennial of the town of Lincoln, Ill. A large delegation of Illinois broadcasters, headed by William Holm, general manager, WLPO LaSalle and president, Illinois Broadcasters' Assn., attended the event, which was broadcast by WBBM Chicago and other CBS midwestern stations and taped for delayed airing by a number of independent stations.

Ferrer Forms Music Firm

JOSE FERRER, actor-producer, has turned songwriter-publisher and has formed his own publishing firm, Jose Ferrer Music Inc., a BMI affiliate. Larry Taylor will be general professional manager of Jose Ferrer Music, with offices in New York's RKO Bldg.

New Bond Programs

SEPTEMBER transcribed programs in the U. S. Treasury's Savings Bond Division series, *Guest Star*, include the following: Week of Sept. 6, Margaret Whiting; Sept. 13, Eve Arden (*Our Miss Brooks*); Sept. 20, Morton Downey; Sept. 27, Peggy Lee. *Guest Star* transcriptions are carried on 2,000 AM and FM stations. They are produced in New York and Hollywood.

Firm Names Clarified

JEWELL PRODUCTIONS, a newly-formed radio-TV motion picture packaging agency in Detroit [B•T, Aug. 17], is not to be confused with Jewell Radio and Television Productions which has been in existence since 1945 and which has offices in both Detroit and Chicago, James E. Jewell, president of the latter firm, has pointed out. Jewell Radio and Television Productions is located at 185 N. Wabash Ave., Chicago, and at 3062 Penobscot Bldg., Detroit.

KRNT

CBS

DES MOINES

YOUR ALL-TIME BIG-TIME BUY!

✓ Morning Hoopers - KRNT is First . . . 51.1%
AUDIENCE SHARE

✓ Afternoon Hoopers - KRNT is First . . 49.8%
AUDIENCE SHARE

✓ Evening Hoopers - KRNT is First . . . 36.9%
AUDIENCE SHARE

✓ Morning, Afternoon, Evening - KRNT is the only station in Des Moines that can talk Hoopers!

● SURE . . . you're right when you buy KRNT for your product or for your client's product! You get the All-Time, Big-Time buy on KRNT, the station with the fabulous personalities and astronomical Hoopers! You'll go places with the "Know-How, Go-Now" station!

BETTER BUY that highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines.



SOURCE: JUNE, 1953, C. E. HOOPER AUDIENCE INDEX

ANA's CHICAGO MEET SLATES PANEL TO ANSWER TV ADVERTISERS' QUERIES

Annual meeting of the Assn. of National Advertisers is set for Sept. 21-23. 'What Advertisers Really Want to Know About Television' is the top question to be resolved. FCC's Chairman Hyde will join industry members at the sessions.

FCC CHAIRMAN Rosel Hyde and a group of top TV broadcasters and advertisers will attempt to answer the five or six basic questions that add up to "What Advertisers Really Want to Know About Television" at the Tuesday morning session of the 44th annual meeting of the Assn. of National Advertisers, to be held Sept. 21-23 at the Drake Hotel, Chicago.

Questions for the panel are being prepared on the basis of responses to a questionnaire sent to ANA members by the organization's Radio and TV Steering Committee, whose chairman, Edwin W. Ebel, director of advertising for General Foods Corp., will serve as moderator at the Tuesday morning panel discussion. "The planned treatment of these basic problems to be dealt with in open session can be," ANA hopes, "of great assistance to the industry in the formulation of sound policies and practices—to the end that this will help both the industry and the buyers in serving business and the public interest."

Panel Members

Panel members, in addition to Chairman Hyde and Mr. Ebel, will include Robert Kintner, ABC president; J. L. Van Volkenburg, president, CBS Television; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver Jr., vice chairman of the board, NBC; J. Leonard Reinsch, Cox stations, representing the broadcasters; Storrs Case, Sun Oil Corp.; Ben Donaldson, Ford Motor Co.; Wallace Drew, Bristol-Myers Co.; A. L. Halverstadt, Procter & Gamble Co.; Stanley Pulver, Lever Brothers Co., representing the advertisers, and William Weddell, TV vice president, Leo Burnett Co., as agency representative.

Three case histories dealing with the successful use of broadcast media under present day conditions will be presented following the panel discussion of TV. John H. Boyle, manager of radio and TV advertising, Reynolds Metals Co. (sponsor of *Mr. Peepers* on NBC-TV and user of radio and TV spots), will discuss the use of TV for the consumer division of the industrial manufacturer. Robert Stolz, advertising manager, Brown Shoe Co. *(Smilin' Ed McConnell),* will talk on "Getting Your Dealers to Pay for Expansion of Your Radio and TV Program—and Like it." Linton Bagley, advertising manager, J. A. Folger & Co., which has added TV to its long use of radio, will talk on "Experience with Costs and Coverage." Ellis L. Redden, director of advertising and sales promotion, Motorola Inc., will be chairman of the morning session.

Newest innovation of TV, color, will be displayed to ANA members Monday evening, 5-5:30 p.m., when NBC will present a half-hour live program, originating in the network's Colonial Theatre color studio in New York and transmitted to the meeting in Chicago on a closed circuit. To permit all ANA conventioners to see the color demonstration, it will be repeated Tuesday at the same time.

The three-day ANA meeting will open at 10 a.m. Monday with a session on "Organizing Advertising to Meet Today's Challenges to Business Management," with George B. Park, manager of advertising and sales promotion, marketing services division, General Electric Co., as chairman. Henry Arthur, economist for Swift & Co., will forecast the economic climate in the months to come, noting trends which will affect advertising and which advertising can control or overcome. H. F. Smiddy, GE vice president for management consultant services, will speak on advertising executive planning.

Success Stories

Case histories, success stories showing how advertising has met the challenge of business, will be reported by Carlton R. Asher, advertising manager, James Lees & Sons Co., and M. F. Peckels, manager, consumer relations department, International Harvester Co. J. Ward Maurer, director of advertising, Wildroot Co., and ANA board chairman, will preside at the Monday luncheon and business session.

Monday afternoon will be given over to three "off-the-record" sessions: One for representatives of package good companies, chairmanned by William Brooks Smith, director of advertising, Thomas J. Lipton Inc.; one for members whose products are more expensive and are subject to family consideration and shopping around, with Seymour Mintz, Admiral Corp., advertising vice president, as chairman, and one for industrial advertisers, with Ralph Winslow, public relations director, Koppers Co., as chairman.

John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., will preside over the Tuesday afternoon session on "Profit-Producing Advertising Strategies," which will be discussed by John H. Tinker Jr., senior vice president, McCann-Erickson; C. J. Allen, vice president in charge of merchandising, Gardner Advertising Co., and two other speakers not yet identified.

During the Wednesday morning session on "New Responsibilities for Advertising," Ben Duffy, president, BBDO, will speak on "Evolution or Revolution in Media," and Sigurd S. Larmon, president, Young & Rubicam, on "The Third Dimension of Business Responsibility." The session will conclude with a dramatic presentation by the Advertising Council.

At the Tuesday banquet, NBC will provide entertainment.

Southern California 4-A's Name 13 Committee Chairmen

SOUTHERN Calif. Chapter of American Assn. of Adv. Agencies has appointed 13 Los Angeles agency executives to serve as 1953-54 committee heads, according to Harry W. Witt, general manager, Calkins & Holden, Carlock, McClinton & Smith Inc., and chapter chairman.

Heading their respective committees are: Robert M. Hixson, president, Hixson & Jorgenson, advertising; Charles Levitt, vice-president, Smalley, Levitt & Smith, legislative; Sherman Slade, vice-president, Foote, Cone & Belding, media relations; Martin R. Klitten, president, Martin R. Klitten Co., member relations; Ken McNeill, president, McNeill & McCleery, publicity; Barton A. Stebbins, owner, Barton A. Stebbins Adv., projects; Albert S. White, vice-president, Mogge-Privett, AAAA examination; Alfred A. Atherton, owner, Atherton Adv. Agency, membership and attendance; J. Neil Reagan, vice-president, McCann-Erickson, educational cooperation; Douglas Meservey, account executive, J. Walter Thompson Co., Community Chest advertising campaign; Wayne Tiss, vice-president, BBDO, radio-TV; Carl M. Heintz Jr., vice-president, Heintz & Co., speakers bureau, and Norton W. Mogge, president, Mogge-Privett, chapter programs.

Only Ones Who Don't Use It Are Those Who Haven't Tried

ONLY reluctant dragons in the use of radio are those who "haven't had the opportunity to test the magic of radio," James Cox, BMI West Coast representative, told the Spokane Advertising Club Sept. 2.

Mr. Cox said broadcasters "will talk radio until you actually try radio. And having tried radio, you too will talk radio."

Heavy sales of radio sets, Mr. Cox said, can be interpreted as "an edict from the American people . . . they want radio and expect to have radio." This, he said, should be "read again and again by all who advertise."

Agency timebuyers could be considered "audience buyers," Mr. Cox said. "Remember, the only advertiser who is reaching the sum total of the radio audience in the state of Washington is the advertiser who is being heard on all the stations in Washington," Mr. Cox stated.

Broadcasters Are Own Censors, Richards Tells AMA Institute

RADIO and television broadcasters, like doctors, are the arbiters of their own affairs to the extent that they stay "within the law governing decency and morality on the air" and insofar as they abide by their own code of behavior, Robert K. Richards, NARTB administrative vice president, told the American Medical Assn.'s Public Relations Institute.

Speaking Wednesday at the institute's Chicago meeting, Mr. Richards cited continued expansion of radio in the face of TV competition. He said any well-rounded public relations program "should anticipate the constant and intelligent use of radio broadcasting if it is your purpose to reach as many people as possible with your message."

The session was devoted to the role of TV in public relations and television writing-production techniques. NARTB's radio and TV codes were referred to in line with their role as industry guides toward good conduct. AMA officials told B•T they have conferred periodically with NARTB officials about code provisions applying to the medical profession.

Ad Schneider, NBC producer, appeared with Mr. Richards, presiding over a panel discussion on writing and production. Cooperation of WSB-TV Atlanta with local medical groups was described.

In the panel discussion Mr. Richards observed, "There is no more requirement on a licensed broadcaster to offer free time than there is upon a licensed doctor to work in a charity clinic. Like the doctor, he does it because he is a responsible citizen."

John Kadonsky, public relations director of Milwaukee County Medical Society, explained operations of a health program series on WTMJ-TV Milwaukee, with Bruce Wallace, WTMJ-TV special events chief, commenting on the programs. AMA delegates said they had four new films designed for TV use.

AWNY Ad Course Starts

REGISTRATION for the Advertising Women of New York's 25th annual Survey of Advertising course, designed to help young women interested in advertising, publicity and public relations, will start Sept. 23, 6-9 p.m. at the Hotel Astor in New York. Nancy Craig, ABC commentator, will outline the 18-lecture course. Lectures begin Sept. 28.

RETMA Sets Industry Meet For Sept. 15-17 in N. Y.

THREE-DAY industry conference will be held Sept. 15-17 at the Biltmore Hotel, New York, by Radio-Electronics-TV Mfrs. Assn. Plans to reorganize the association in line with industry progress will be reviewed, the program having been approved at a proxy meeting July 27, according to James D. Secrest, executive vice president.

First meetings will be held Sept. 17 by the new Radio-Television Industry Committee and the Electronics Industry Committee. The sessions will precede an RETMA board meeting at which Chairman Robert C. Sprague will preside. All board members serve on one of the two committees.

Under bylaw changes, as many as nine new directors will be elected. A special committee headed by H. J. Hoffman, Machlett Labs., is reviewing plans for RETMA reorganization.

Most of RETMA's major committees will hold meetings during the three-day conference. Topics holding top interest are color TV, subscription and educational television, trade practice conference rules before the Federal Trade Commission, and the role of television in the major sports.

A series of committee meetings will open the conference Sept. 15. All-day sessions will be held again Wednesday, with Thursday devoted to the top industry committees and the board.

Robert C. Sprague, Sprague Electric Co., RETMA board chairman, reappointed Max F. Balcom, Sylvania Electric Products Inc., as chairman of the Educational Television Committee. He named William L. Dunn, Raytheon Mfg. Co., as chairman of the Sales Managers Committee, with E. L. Taylor, Stewart-Warner Electric Division, as vice chairman.

Chicago Ad Groups Set Workshop Agenda

CHICAGO Federated Advertising Club and the Women's Advertising Club of Chicago have announced the radio-TV agenda and instructors for the 1953 advertising workshop, to be held in Chicago from Sept. 21 to Nov. 23. Workshop is the 17th in the series of advertising clinics.

Radio topics and speakers scheduled for Thursday evenings are:

"Can Radio Survive Television"—Bob Builbert, J. Walter Thompson Co.; "Writing for Radio"—Tom Elvidge, WGN Chicago; "How We Use Radio Research"—Robert J. Brewster, McCann-Erickson Inc.; "How to Build a Radio Show"—Al Morey, PSI-TV Inc.; "Where Is the Radio Audience"—Gale Blocki, BAB; "How to Write Radio Commercials"—Larry Davidson, Goeffrey Wade Adv.; "How I Buy Radio Time"—Jane Daly, Earle Ludgin & Co.; "Mail Order Radio"—Shep Chartoc, Olian & Bronner.

TV topics and instructors, Wednesdays, are:

"An Introduction to Television"—Ben Park and Frank Schnepper, NBC; "Building a Show"—Jules Pewowar, Herbert S. Laufman & Co.; "Direction"—Don Meier, NBC; "Film in TV"—Norman Lindquist, Atlas Film Corp.; "Media Analysis"—Dr. Charles Allen, Northwestern U.; "Writing for TV"—Marvin David, freelance writer; "Management and Programming"—George Heinemann, NBC; "Commercials in TV"—Herbert S. Laufman, Herbert Laufman & Co.

Secrest Sees Better Servicing

TV SET servicing "is much better today and so are receivers," James D. Secrest, executive vice president of Radio-Electronics-Television Mfrs. Assn. told Radio & TV Service Clinic and Electronics Fair, in Fort Worth. Reduction in calls per set will be more than offset by rapid growth in number of set owners, he said.

Obviously OUTSTANDING . . .



Florence Luedeke interviewing a donor on "The Song Shop".

ALL RECORDS BROKEN!

She Asked For The Most Precious Thing in Life . . . And Got It!

The Peoria Regional Blood Center was in dire need of whole blood to be used in making Gamma Globulin, the new Polio serum. Dread polio in epidemic proportions struck Macon County Illinois this summer and 19,000 children were to be inoculated.

This call for blood began on July 17, and WMBD was the ONLY station to carry a continuous appeal to Peoriarea listeners. On July 20, all live talent shows originated from the Blood Center. Through July 31, two popular WMBD personality-packed live shows, "The Song Shop" and "Wayne West Entertains", continued to be broadcast from there.

Result—all blood donor records were broken in July, both for Peoria County and for the 39-county region served by the Blood Center. This is another instance of public service programming in action—and the *personality power* of WMBD people.

To SELL the Heart of Illinois BUY WMBD.

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

FCC EXPECTS MORE TV STATIONS TO SEEK DIRECTIONAL OPERATION

Four outlets have modified their grants for permanent directional status (but one of these later surrendered its permit). Commission spokesmen warn that no requests will be granted which would effect a waiver of the national allocation plan.

EXPECTATION that applications will be filed in increasing numbers for directional operation of television stations to improve signals in areas of population concentration was voiced last week by FCC spokesmen.

Although no new-station permit has been issued specifying a directional antenna, several authorized outlets have been granted modifications of their initial permits to allow directional operation. These include KACY (TV) Festus, Mo.; WITV (TV) Ft. Lauderdale, Fla.; KPIC (TV) Salem, Ore., and KRIO-TV McAllen, Tex. KRIO-TV subsequently surrendered its permit and was deleted.

Additional directional operations have been granted under special temporary authorizations.

Won't Waive Allocations

Commission representatives warned, however, that FCC at this time does not intend to consider requests for directionalized stations which would constitute a waiver of the allocation plan adopted in the Sixth Report and Order.

FCC's television rules, it was pointed out, allow a modified form of directional antenna by electrical or mechanical means, but prohibit the use of directional operation at sites which would violate the minimum co-channel or adjacent channel mileage separations prescribed in the rules.

The allocation plan, FCC officials explained, was the result of 3½ years of industry-government study during the TV freeze. The final reallocation includes the minimum-spacing requirement and the principle of a single class of stations (achieved by allowing higher power for the shorter-ranged high-band vhf and the uhf) so that stations providing "relatively equal rings of service" could be assigned across the U. S. This permits a national competitive service with a minimum of interference, it was noted.

'Not Satisfied'

FCC concluded in its Sixth Report that it "is not satisfied that in the present state of the art, directional antennas are practicable with nulls greater than minus 10 db. . . . If the future available data indicate that the performance of directional transmitting antennas can be properly predicted, particularly in areas where reflections occur, their use of interference protection can be given further consideration."

The Commission stated directional arrays "may be employed for improving service or for the purpose of using a particular site" but that "they may not be used for the purpose of reducing the minimum station separations."

The Sixth Report specified that directional antennas could be employed under these conditions:

- The maximum radiation in the horizontal plane may not be more than 10 times the minimum radiation.
- The minimum effective radiated power in any horizontal direction may not be less than the minimum power allowed under FCC's rules (1 kw with antenna height depending on city population).
- The effective radiated power in any horizontal or vertical direction may not exceed the maximum values allowed in the FCC rules (100 kw for vhf Chs. 2-6; 316 kw for vhf Chs. 7-13, and 1,000 kw for uhf Chs. 14-83).
- The maximum effective radiated power in any direction above the horizon shall be as low as the state of the art permits (to reduce tropospheric interference).

In practical application, these restrictions mean that a Ch. 2 station at the edge of town could employ a directional antenna to beam its signal over the city, but its ERP in that direction could not exceed the maximum 100 kw for Ch. 2. Further, in the direction of least radiation, the ERP could not fall below 10 kw.

Commission representatives explained that a television signal can be concentrated in a given direction or plane (horizontal or vertical) similar to AM, although the state of the art is not as well developed as in standard broadcasting.

Root-Mean-Square

In AM, it was noted, the power rating for a station using a directional antenna is given as the RMS ("root-mean-square") value; that is, an average of the radiations in the horizontal plane. Therefore, a standard station rated at 10 kw actually may be radiating 50 kw or more in the direction of greatest signal strength and only 1 kw in the direction of least signal strength.

This RMS value also is employed by FCC in defining the operation of TV stations using directional antennas. In addition, FCC rates the stations according to the largest ERP in the horizontal plane and the largest ERP in the vertical plane. The latter value, however, usually is for a radiation plane produced by either mechanical or electrical "tilting" of the antenna a fraction of a degree or so from the normal horizontal plane at the electrical center of the antenna.

The purpose of tilting an antenna, so that it is at a slight angle to the perpendicular of the supporting tower, is to throw a stronger signal closer to the base of the antenna. This frequently is done on a high antenna at the edge of town where the station wishes to put a good signal into the town as well as cover the outlying areas to the horizon. Without the tilt, the signal might overshoot that portion of the city lying nearest the tower.

The tilting is done mechanically by actually bending the antenna on the tower, or electrically, which produces the same radiation effect as though the antenna had been bent physically. In some cases, both techniques are used.

The coverage pattern produced when an antenna is titled looks oval rather than circular, hence is considered by the Commission to be a form of directional operation. However, when an antenna is made directional by electrical means and not merely titled, the resulting pattern may be peanut, tear drop or boomerang shape. The nulls, or portions of least signal strength, are not as constricted as is usual in many AM patterns.

KACY, assigned uhf Ch. 14 at Festus, Mo., just south of St. Louis, was authorized by FCC last week to modify its permit to change its combination studio-transmitter site and to install a directional antenna. KACY found its original site too inaccessible.

Although KACY's original Grade A contour included St. Louis according to its coverage map, the Grade A contour now extends as far north as Alton, Ill., with the directional operation. The pattern was described as a "kind of boomerang" by an FCC staff member. One leg is toward St. Louis, the other over Festus.

KACY will use a GE 12 kw transmitter and a GE directional antenna, mounted 930 ft. above average terrain. Besides its electrical directivity, the antenna will be electrically tilted. The RMS ERP authorized by FCC is 234 kw visual. The greatest ERP in the horizontal plane is 491 kw visual and 260 kw aural, with least ERP about 54 kw visual and 28 kw aural. In the tilted vertical plane (0.5° from horizontal) the greatest ERP is 562 kw visual.

A peanut pattern has been authorized to WITV Ft. Lauderdale on uhf Ch. 17 so that the exaggerated oval pattern runs up and down the coast with the signal restricted toward the ocean and the inland Everglades. WITV proposes to put its Grade A contour below South Miami and north to Lake Worth.

WITV's 752-ft. Tower

WITV will build a 752 ft. tower at Hollywood Ridge Farms and the antenna, besides directivity north and south, will have a 0.5° electrical tilt. Visual ERP will be 436 kw northward (10° true) and southward (190° true) in the tilted verticle plane. ERP will be 162 kw RMS and 372 kw in the horizontal plane. RCA transmitter already is on hand for installation.

Comdr. Mortimer W. Loewi, president and 25% owner of WITV, a DuMont outlet, commented that the "geographical location of the population in this area makes the directional operation unusually desirable.

"While pinpointing our strength," he said, "we will at the same time be giving the mass Gold Coast audience, from Palm Beach to Key Largo, a clearer picture on their sets without interference."

KPIC Salem, Ore., assigned uhf Ch. 24, has been authorized to use an antenna that is electrically directional and tilted both mechanically and electrically. The KPIC site is at the edge of Salem and is backed by mountains.

The combined tilt is 0.8° with the greatest ERP in the vertical plane 380 kw. The horizontal maximum ERP is 324 kw and the RMS 166 kw.

Applications pending which seek authority to use directional antennas include KJEO (TV) Fresno, Calif., and WTVM (TV) Muskegon, Mich. KJEO, under permit to O'Neill Broadcasting Co., is assigned uhf Ch. 47 and proposes to use the DA at its Bald Mt. site 4,400 ft. above the valley floor. WTVM, assigned uhf Ch. 35, is owned by Versluis Radio & TV Inc.

WRAY-TV Princeton, Ind., seeks a peanut pattern to increase service over Evansville and Vincennes, Ind.

Lamb Demo Treasurer?

EDWARD LAMB of Toledo, radio-TV newspaper operator, is under serious consideration as national treasurer of Democratic National Committee, according to an Associated Press Washington dispatch. He has been active in party affairs in recent years. His TV properties include WICU (TV) Erie, Pa.; WMAC-TV Massillon, Ohio; WTVQ (TV) Pittsburgh (purchase pending FCC approval). Radio properties are WIKK Erie; WTOD and WTRT (FM) Toledo; WHOO-AM-FM Orlando, Fla. He is applicant for TV in Orlando, Toledo and Portsmouth, Ohio, and is publisher of the *Erie Dispatch*.



For Bigger Sales and Profits

Television's "Big Mo" is the talk of St. Louis. For the first time in history, the nation's eighth market has multiple television programming. Now the *individual viewer* makes the choice of shows!

For ABC and CBS network shows, plus unique, entertaining local programs, St. Louis televiewers are turning more and more to the channel 36 spot where they find KSTM-TV with its 275,000 watts power.

Advertisers . . . national and local . . . are turning to KSTM-TV, too, for they've learned that "Big Mo" is a favorite in the St. Louis area. For a big chunk of sales and profits from this rich Mississippi valley market, get aboard KSTM-TV, Television's "Big Mo."

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

11TH HOUR MERGERS, DROPOUTS SPELL GRANTS FOR FOUR VHF TVs

Commission approves uncontested bids of the survivors: WHO Des Moines; WPRO Providence; North Eastern Michigan, Bay City, and KWWL Waterloo. Comr. Bartley raises a policy question, contending withdrawing applicants should not receive a profit for leaving the race.

MERGERS and dropouts on the eve of FCC's meeting day last Wednesday accounted for all of the four new vhf TV station grants approved last week as the Commission issued construction permits for Ch. 13 at Des Moines, Ch. 12 at Providence, Ch. 5 at Bay City, Mich., and Ch. 7 at Waterloo, Iowa.

In all cities but Providence, where WJAR-TV operates on Ch. 10, the grants provide first vhf service.

At Des Moines, Ch. 13 went to Central Broadcasting Co. (WHO) upon the dismissal of Independent Broadcasting Co.'s (KIOA) competitive application. Central plans to form a new TV corporation with Independent being given an option to purchase 40% interest in the Ch. 13 outlet after disposing of KIOA.

WPRO Wins Ch. 12

Ch. 12 at Providence was granted to Cherry & Webb Broadcasting Co. (WPRO) following the dropout of two competitors, Hope Broadcasting Co. and Greater Providence Broadcasting Co. Cherry & Webb also plans a new TV firm with options for 25% interest going to Hope and 20% going to Greater Providence. C. George Taylor and Robert T. Engles, former principals in Greater Providence, are given the joint option of buying 13% interest, 11% from Cherry & Webb (which would reduce its holding from 55% to 44%) and 2% from Hope.

In both the Des Moines and Providence cases, Comr. Robert T. Bartley dissented because he considered a general policy question was involved in the considerations being given to those who withdrew competing bids. He questioned the wisdom in continuing to handle the problem on a case-to-case basis.

New Firm Gets Ch. 5

At Bay City, Mich., Ch. 5 was granted to North Eastern Michigan Corp., a new firm which succeeds the three pending applicants who dismissed their bids, James Gerity Jr., Saginaw Broadcasting Co. and Bay Broadcasting Co. Mr. Gerity, who owns WGRO Bay City and WABJ Adrian, Mich., is president and two-thirds owner of North Eastern. Saginaw Broadcasting, licensee of WSAM Saginaw, owns the other one-third. Bay Broadcasting receives a five-year option to acquire 40% interest for $120,000. The grant was conditioned upon Mr. Gerity's disposal of WGRO.

At Waterloo, Iowa, Ch. 7 was authorized to Black Hawk Broadcasting Co. (KWWL) after dismissal by Josh Higgins Broadcasting Co. (KXEL). Part of the dropout agreement involves dismissal of anti-trust suit and countersuit between KWWL and KXEL in the U. S. District Court at Waterloo.

Details of last week's new station grants follow:

Des Moines, Iowa—Central Bcstg. Co. (WHO) granted vhf Ch. 13; effective radiated power 316 kw visual and 158 kw aural; antenna height above average terrain 780 ft. Address: 1002 Brady St., Davenport, Iowa.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO) granted vhf Ch. 12; ERP 316 kw visual and 158 kw aural; antenna 510 ft. Address: c/o Arnold F. Schoen, 24 Mason St., Providence.

Bay City, Mich.—North Eastern Michigan Corp. granted vhf Ch. 5; ERP 49 kw visual and 28.8 kw aural; antenna 420 ft. Address: 814 Adams St., Bay City.

Waterloo, Iowa—Black Hawk Bcstg. Co. (KWWL) granted vhf Ch. 7; ERP 50.1 kw visual and 25.1 kw aural; antenna 550 ft. Address: c/o Ralph J. McElroy, Russell Lamson Hotel, Waterloo.

Cherry & Webb Broadcasting proposes to form a new corporation to be known as Cherry & Webb Television Broadcasting Co. with a capitalization of 1,000 shares, $100 par. Cherry & Webb Broadcasting will buy 550 shares, Hope Broadcasting 250 shares and Greater Providence 200 shares.

Messrs. Taylor and Engles, for 12 months after FCC approves transfer of the Ch. 12 permit to the new firm, jointly are given option to buy 110 shares from Cherry & Webb Broadcasting and 20 shares from Hope Broadcasting.

However, after seven months of this time, the agreement provides that Cherry & Webb Broadcasting and Hope Broadcasting may discharge the option by paying Messrs. Taylor and Engles a total consideration of $205,500.

Central Pays $25,000

In the Des Moines case, Central Broadcasting has paid $25,000 to Independent Broadcasting to reimburse it for expenses incurred in the prosecution of its competitive bid. Central proposes to form a new TV corporation capitalized at $500,000 in which Independent holds option to acquire 40% interest after dispos of KIOA.

In the event FCC does not approve trans of the permit to the merged firm, the agr ment provides that Central will pay Independ an additional $75,000. This considerati "shall be deemed complete satisfaction of a claims" which Independent may have again Central resulting from Independent's "failure acquire an ownership interest in a televisi station in Des Moines or any loss which m be incurred" in the "immediate disposal" KIOA.

Although dissenting for similar reason the Providence case, Comr. Bartley in the D Moines action stated:

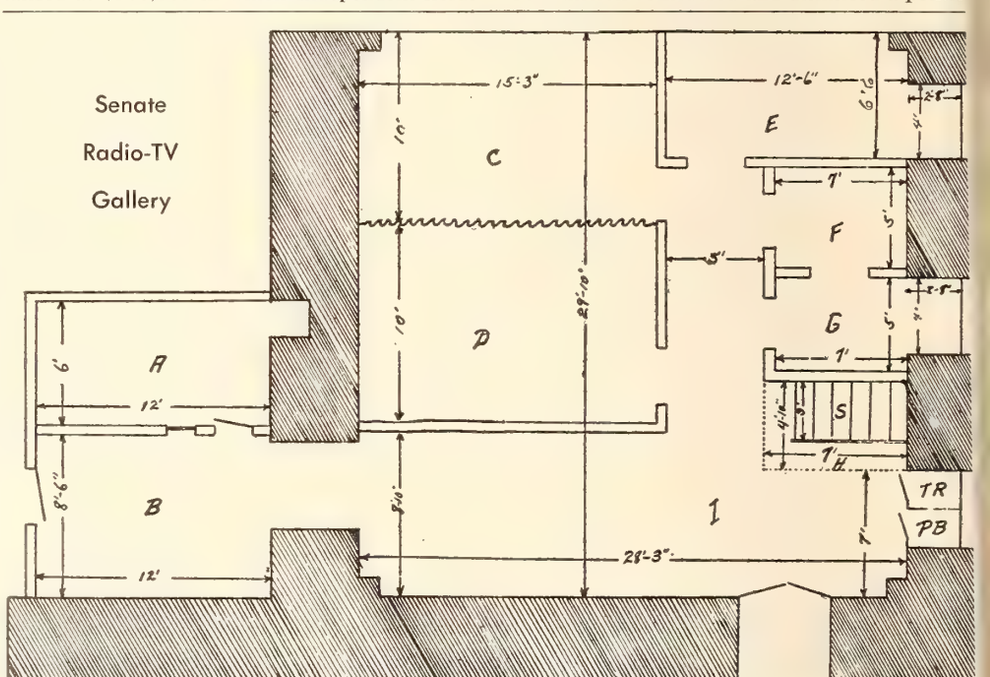
I am seriously concerned with the fact t there is here involved a policy question whic believe should not be decided on a case-to-c basis. It is purely on this policy question t I find it necessary to dissent in this case, and views are not to be construed as reflecting up the qualifications of this particular applicant

Heretofore, I have approved grants in 'dr out' cases where no more than expenses we paid to the applicant dropping out. Drawing t line at that point, wherein the applicant droppi out has made no profit from the filing and pen ency of his application, would lend no encourag ment to strike applicants.

Also, I am concerned that approval of pro to 'drop-outs' may well deprive the public of t services of the better qualified applicant, whe the lesser qualified applicant is financially a and is willing to buy off competing applican Where I differ with the other Commissioners in their belief that we will be able to keep t situation from getting out of hand by curbi possible abuses on a case-to-case basis, witho establishing a firm policy of drawing the line 'drop-out' cases at the 'no profit' point.

In the amended application of Central Broa casting, which in addition to WHO also operat WOC-AM-FM-TV Davenport, Iowa, a balan sheet as of July 31 was submitted showi total assets and liabilities of $2.8 million. Th financial report gave earned surplus at $1 million. Current liabilities were about $230,00

In making the grant to Black Hawk, t Commission considered and dismissed a petitio



THIS SKETCH shows preliminary plans for the $33,000 remodeling of the Senate Radio-TV Gallery. Architect plans already have been drawn and construction begun. Subcontracts have not yet been let [B•T, Aug. 31]. Legend: A—present TV studio to be used as radio studio, 12 x 6 ft.; B—outer office 12 x 8½ ft.; C and D—make up new TV studio, 20 x 15¼ ft., will have acoustical doors permitting two studios, 10 x 15¼ ft., which can be used for filming of two separate shows at the same time; E—radio studio, 12½ x 6½ ft.; F—radio studio, 7 x 5 ft.; G—radio studio, 7 x 5 ft. (F and G can be combined by opening acoustical door giving 10 x 7 ft. space for radio); H—stairs leading to mezzanine (17 x 12½ ft.) for use of files, power, telephones and air conditioning controls; I—office space 28¼ x 8 ft. 10 inches. (TR is teletype room, PB is phone booth.) Lines will be included for any of the networks (radio and TV) to use studios. Acoustical tile and grid lighting are among many modern installations planned. Target month for completion is next January. Capitol workmen are being used.

by L. E. Kelly, applicant for Waterloo's uhf Ch. 16, charging collusion between the KWWL owners and Charles H. Gurney, also a TV applicant for Waterloo's Ch. 16.

Mr. Kelly had charged that Black Hawk induced Mr. Gurney to file for the second TV frequency in Waterloo, in competition with Mr. Kelly, so that if it failed to receive a Ch. 7 grant it would still have a chance for a TV station in Waterloo through an unwritten understanding with Mr. Gurney to join him in his Ch. 16 application.

The Commission found, its Sept. 3 memorandum opinion declared, that the charges were "so speculative in nature that it fails to provide substantial support for the charge." Both Mr. Gurney and Black Hawk officials denied Mr. Kelly's allegations.

The court litigation began when KWWL filed a $500,000 anti-trust suit against KXEL charging that KXEL principals inspired a boycott against KWWL, made misrepresentations about its TV plans and defamed its stockholders and management [B•T, July 13]. KXEL subsequently entered a counter-suit.

For KXEL's dismissal of its application, last week's agreement provides that KWWL will pay KXEL the sum of $50,000 to cover cost of litigation. KXEL has dismissed its counter-suit. KWWL also will drop its suit, hearing on which was postponed until Sept. 23 [B•T, Aug. 31]. KWWL also will pay $25,000 for the KXEL-FM tower and $25,000 for three-year rental of transmitter space in the KXEL building. Further, KWWL will take over KXEL's present TV equipment, on hand and contracted for, at cost.

William S. Cherry Jr. of Cherry & Webb Broadcasting asserted following FCC action that while no target date had been set, every effort would be made to place the Providence Ch. 12 station in operation as soon as possible. WPRO is CBS affiliated and it was assumed that WPRO-TV would affiliate primarily with that network. By the same token, Blair Television is expected to become national representative.

Col. B. J. Palmer, president of Central Broadcasting Co., said following FCC action that every effort would be made to place the new Des Moines Ch. 13 station on the air as expeditiously as possible.

Because the existing WHO tower will be used, it was thought a minimum of time would be involved in establishing operation. It was presumed that the station would become affiliated with NBC, as its sister AM station, and that the representative would be Free & Peters.

Three New AMs, One FM Granted by FCC Last Week

THREE AMs and one FM were granted by FCC last week.

Memorial Broadcasting Co., owned by W. W. Mangum, received a new station grant on 1450 kc with 250 w daytime at Commerce, Tex. Robert Neathery, owner of KWPM West Plains, Mo., was granted a new AM station at Thayer, Mo., for 1290 kc with 1 kw daytime. The third AM grant went to Hi Kinco Broadcaster for 1380 kc, 1 kw daytime directional at Waverly, Ohio. Hi Kinco is a partnership of Donald Kinker, Warren Cooper and Alice B. Hively, Cincinnati and Columbus auto dealer.

New Class B FM station on Channel 225 (92.9 mc) with effective radiated power of 6 kw for Spokane, Wash. was granted to Louis Wasmer. Mr. Wasmer is licensee of KREM Spokane and is applicant for a new TV station on vhf Ch. 2 there.

In another AM action, WPXY Punxsutawney, Pa., was granted a change from 500 w daytime, 1290 kc to 1 kw daytime, 1300 kc.



KLZ-TV comes from a family of showmen...has a flying start in the world of entertainment... and selling...with an ancestral background of KLZ Radio, for many years nationally recognized for its creative programming and personalities.

KLZ-TV will go on the air November first with a great line-up of local productions, plus the full schedule of CBS Television network shows. Aired from the finest, most complete TV operation in the area, KLZ-TV...reared to perform...will be the top entertainment—top-selling—TV in Denver.

KLZ-TV
ALADDIN RADIO AND TELEVISION, INC.



CHANNEL 7 DENVER
See your KATZ man

COLOR COMMENTS DUE TOMORROW

Only known opposition to the NTSC color specifications is expected from American Television Inc. DuMont is only major manufacturer yet undeclared on the issue.

WILL there be any objections?

That is the big question mark hanging over tomorrow's deadline for comments on the FCC's proposal to approve the National Television System Committee's signal specifications for compatible color TV.

So far, only opposition is scheduled to come from American Television Inc., Chicago. This is the company headed by U. A. Sanabria, who three weeks ago took page advertisements in Chicago newspapers soliciting the public to write to the FCC to "go slow" on color TV [B•T, Aug. 24]. Mr. Sanabria also said then that ATI, and eight other manufacturers, would file oppositions to the NTSC standards with the FCC. Mr. Sanabria's position is the FCC should allow color TV only in a few major centers until the rest of the industry catches up with the "know-how" of RCA, GE and other color-active companies.

Only major manufacturer who has not yet declared himself is Dr. Allen B. DuMont. From close sources, it is understood that Dr. DuMont will not oppose the establishment of color TV based on the NTSC standards. Dr. DuMont, it is said, does not believe that color TV is economically feasible at this time. He has no objection, it is understood, to the NTSC technical specifications.

KDKA Petition Bemoans Slowness on Ch. 11 Action

KDKA Pittsburgh has waited almost six years for a hearing on its Ch. 11 TV application for that city and it looks as if another two years will pass before the case can be heard, according to a petition filed Thursday with the FCC by Westinghouse Radio Stations Inc.

The pioneer Pittsburgh outlet asks an immediate hearing. The city has had only one station—WDTV (TV) on Ch. 2—until recently, although it is the eighth ranking metropolitan market in the U. S.

Reminding that its application was filed Nov. 21, 1947, WRS lists developments since that time as follows: FCC order of Feb. 25, 1948, setting consolidated hearing for May 17, 1948, later continued to July 19, 1948, on motion of another party; J. D. Bond named examiner June 24, 1948; hearing continued indefinitely July 9, 1948; freeze order issued in September 1948; all pending TV applications removed from hearing docket April 11, 1952; WRS filed amended application June 20, 1952; temporary processing procedure announced; WRS spent time and money preparing for hearing and made commitments for land, buildings and equipment; processing procedure revised effective Aug. 24, 1953, with new list of priorities.

The revised procedure list Pittsburgh, the eighth market, as 30th city in Group B, or 60th hearing since A and B lists alternate, according to WRS. It added that over 70 hearings are likely to be conducted before the Pittsburgh hearing is held.

Other applicants for Ch. 11 in Pittsburgh are WJAS and WWSW (Braddock-Irwin). WCAE is a Ch. 4 applicant. Two Irwin applicants are Irwin Community TV Co. and Wespen TV Inc., both Ch. 4.

WCYB Charge Denied

CHARGE of WCYB Bristol, Va., that the competitive vhf Ch. 5 TV application of WOPI Bristol, Tenn., was not filed in good faith but to delay [B•T, Mar. 23, 9] was denied by FCC last week upon finding insufficient evidence to support the WCYB allegations. The Commission also found that WOPI showed evidence of diligence in preparation of an amendment showing formation of a new corporation. FCC also turned down WCYB's request for conditional grant on Ch. 5 pending outcome of the competitive hearing since the Grade A contour of Ch. 11 WJHL-TV Johnson City, Tenn., covers the Bristol market.

GAGUINE RESIGNS FCC EXAMINERSHIP

BENITO GAGUINE, FCC hearing examiner, has resigned to join the radio-TV law firm of Fly, Shuebruk & Blume, effective Sept. 8. Mr. Gaguine, who was legal adviser to FCC Chairman Rosel H. Hyde when Mr. Hyde was a commissioner, will become a member of the firm, whose name will be changed to Fly, Shuebruk, Blume & Gaguine. The organization will move its Washington offices from its present Wyatt Bldg. address to 1001 Connecticut Avenue, N.W. New York offices remain at 30 Rockefeller Plaza.



Mr. Gaguine

Mr. Gaguine, who was born in France in 1912, attended Columbia U., New York, and was graduated from that law school in 1934. He received his Master of Laws degree from George Washington U., Washington, in 1939. Before joining the FCC in 1941, he was a general attorney with the Federal Alcoholic Administration and Bureau of Internal Revenue. After eight years as a general attorney at the FCC, Mr. Gaguine was appointed Mr. Hyde's legal assistant in 1949. In 1952 he was named an FCC hearing examiner. During his FCC tenure, Mr. Gaguine took an active part in activities relating to the North American Regional Broadcast Agreement, color TV, the Paramount case, and the allocation proceedings.

During World War II, Mr. Gaguine was with the Judge Advocate General Dept., U. S. Army, with the rank of lieutenant colonel.

Wagner Gets Alaska CD Post

WILLIAM J. WAGNER, owner and president of Alaska Broadcasting Co., has been appointed officer in charge of radio broadcasting affairs of the Alaskan Civil Defense Organization, according to Col. James C. Crockett, director of Civil Defense for the Territory of Alaska. Alaska Broadcasting Co. operates KFQD Anchorage, KFRB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KIFW Sitka, all CBS Radio affiliates.

STORER RE-ENTERS MIAMI CH. 10 RACE

Application raises speculation: Which of the company's five presently-owned TV stations would be sold to make way for the Florida outlet.

STORER Broadcasting Co. refiled its Ch. 10 application for Miami last week, giving immediate rise to speculation as to which TV station it intends to sell in order to stay within the FCC limitation of five TV stations to one owner.

Storer already owns WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, WBRC-TV Birmingham and KEYL (TV) San Antonio. It bought WBRC-TV and its AM adjunct for $2.4 million only last spring, getting FCC approval in May of this year. In 1951 it bought KEYL for $1.05 million.

Storer originally filed for Ch. 10 in Miami, where it owns WGBS-AM-FM, in July 1952. This application was dismissed in April of this year when the purchase of WBRC-AM-TV was negotiated.

Other Ch. 10 applications for Miami include WKAT Miami Beach, WFEC Miami, L. B. Wilson Co. (WCKY Cincinnati), and North Dade Video Inc., comprising 10 local businessmen headed by contractor Angus Graham.

In its application, Storer asked for 316 kw visual power, with a 963 ft. antenna above average terrain to be located on Honeyhill Rd. Construction was estimated at $1.4 million, with yearly operating costs set at $780,000 and potential yearly revenue at $1 million.

Storer in addition to the stations listed above also owns AM-FM outlets in Detroit, Atlanta, Toledo and San Antonio (KABC) and WWVA-AM-FM Wheeling, W. Va.

Miami's only other vhf frequency, Ch. 7, has four applicants vying: Biscayne Television Corp., a combination of WIOD-*Miami Daily News*, WQAM-*Miami Herald* and Niles Trammell, former NBC board chairman; Iowans Mel Foster and Harold Hoersch, realtor and attorney respectively; wholesale liquor dealer Jack C. Stein, and East Coast Television, a group of local businessmen headed by contractor D. Richard Mead.

Census Drops Plans For Quinquennial Survey

DEPRIVED of a proposed $11.6 million budget by Congressional action, the U. S. Census Bureau has dropped plans for a full-scale quinquennial business census this year. The business census provides basic data showing what American business is, where it exists, how much it does and similar information.

Robert W. Burgess, Director of the Census, said private trade and business groups will take over some of the cost of making certain commodity surveys. Congress made available $1,500,000 "to obtain helpful and informative statistics in these fields" and this sum will be used to improve retailing sample techniques, wholesale sales and inventory trends, sample surveys of manufacturers and related studies.

A sample survey in two states, likely Utah and Virginia, will test procedures for possible use by the Dept. of Agriculture in handling its own research. The proposed agricultural census also was cancelled.

Continuity and timing of monthly Census Bureau population and labor force reports have not been changed by the revised program.

IF YOU WANT AUDIENCE,

HERE ARE 2 OF AMERICA'S MOST-LISTENED-TO RADIO STATIONS

According to the C. E. Hooper, Inc., Report* (covering 22 cities and 111 radio stations) here are the national standings of these two stations:

*for Jan. — Feb. 1953

kglo

MASON CITY, IOWA

5000W 1300KC

NATIONAL RANK

1st in the morning
1st in the afternoon
1st in the evening

SHARE OF AUDIENCE

MORNING	AFTERNOON	NIGHT
67.9%	76.7%	80.3%

SAM WEEKLY AUDIENCE (FAMILIES)

DAY	59,400
NIGHT	48,374

WTAD

QUINCY • HANNIBAL • KEOKUK

5000W Day 1000W Nite 930KC

NATIONAL RANK

5th in the morning
4th in the afternoon
2nd in the evening

SHARE OF AUDIENCE

MORNING	AFTERNOON	NIGHT
44.7%	43.6%	56.9%

FOR THE THREE CITY AREA
QUINCY, ILL. • HANNIBAL, MO.
KEOKUK, IA.

WTAD is first in Quincy, morning, afternoon and evening

SAM WEEKLY AUDIENCE (FAMILIES)

DAY	81,212
NIGHT	71,659

For availabilities, write or call
Walter Rothschild, National Sales Manager,

Lee STATIONS
QUINCY, ILLINOIS
Represented by **WEED AND COMPANY**

WHUN GETS DAY CP, CITES TV AT NIGHT

Huntingdon, Pa., outlet gives up nighttime operation with FCC approval as nighttime television impact is recognized. AM interference at night also is noted.

IN AN ACTION that is considered a precedent in FCC policy, the Commission has approved the change of a fulltime local AM station to daytime-only operation because of nighttime competition from television.

WHUN Huntingdon, Pa., was granted permission to change from 250 w full time on 1400 kc to 500 w daytime only on 1150 kc, leaving no local nighttime service available in the city of 12,000 population. WHUN, owned by the Joseph F. Biddle Pub. Co., cited economic reasons to justify the change.

WHUN said that advertisers complained that television is replacing the nighttime radio audience and interference from other AM stations on the same channel limited the range of the local outlet to too small an area in the market.

Heretofore, FCC has refused to consider the available signals of other types of stations when acting on an application of a given type outlet. In early FM cases, the Commission did not consider available AM signals. In TV, the availability of either AM or FM service has not weighed in any ruling.

FCC originally wrote WHUN a McFarland letter questioning whether the elimination of nighttime local service would be in the public interest.

In its reply, WHUN pointed out its nighttime limitation of 19.47 mv/m allowed coverage of only 7,230 persons in an area of but 2.77 sq. mi. WHUM pointed out that advertisers and listeners complained of the background interference at night to the WHUN signal caused by other AM stations on the same channel.

It was noted that local residents at night preferred to listen to stronger distant AM stations or television and a survey showed 40% of the total local homes have TV sets. Service is received from Altoona and Johnstown.

"The applicant has tried in many ways to capture a nighttime audience but has been unsuccessful," WHUN wrote FCC. "We feel that the limited coverage at nighttime together with television has been a major factor in the inability to obtain and hold nighttime listeners."

WHUN pointed out that its daytime coverage "while relatively small is adequate and saleable but with reduced coverage at night the sale of time becomes increasingly difficult."

Earlier, WHUN noted, the Commission granted WLET Toccoa, Ga., permission to change from 250 w full time on 1450 kc to 1 kw daytime on 1420 kc but WLET-FM has continued to provide a local FM service at night. WHUN explained that in the WLET case the "inroads of TV had not been made."

Harry J. Daly is Washington counsel for WHUN. Engineering was handled by John H. Mullaney, Washington.

WILM Bid in Clear

APPLICATION of WILM Wilmington, Del., for a new TV station there on uhf Ch. 33 appeared destined for prompt action last week as Ch. 83 competitor Independence Broadcasting Co. petitioned FCC to dismiss its bid. Since both applications are now in hearing status, the withdrawal by Independence would give "umbrella protection" from new competition to WILM under FCC's revised hearing policy to expedite grants.

ONLY FEW PROTEST 3-YR. TV LICENSE

Majority of comments filed with the FCC support the plan, with only a few dissents recorded at deadline time.

ONLY a limited number of comments were filed with FCC last Tuesday at the deadline for filing on the Commission's proposed three-year license plan for television [B•T, July 27]. The majority support the proposal.

Supporting briefs were tendered last week by NARTB, NBC, DuMont, American Broadcasting-Paramount Theatres Inc., WGN-TV Chicago, WGAL-TV Lancaster, Pa., WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem, Pa. Earlier, supporting comments were filed by WAAM (TV) Baltimore, WTOP-TV Washington, WMBR-TV Jacksonville, Fla., KLZ-TV Denver and Storer Broadcasting Co.

Two new oppositions were filed at deadline, one by the American Veterans Committee and the other by the San Francisco branch of American Assn. of University Women. Earlier protests had been tendered by UAW-CIO and Americans for Democratic Action, both asking for public hearing on the plan. FCC turned down these pleas [B•T, Aug. 24].

NARTB agreed with the FCC majority's conclusion that the TV industry is mature and stable enough to warrant the three-year license period. The association supported FCC's view that substantial savings in time, work and money would accrue to both the Commission and the industry by having identical license periods for associated AM, FM and TV stations.

"The public will benefit by increased stability in the industry, and hence better performance as well as an accelerated expansion of nationwide television service," NARTB observed.

Andrew E. Rice, national executive director of AVC, agreed with dissenting Comr. Frieda B. Hennock that TV is not mature, and more frequent reviews of programming should be made. Comr. Hennock had chided the Commission majority for not taking full advantage of the yearly opportunity to study present TV programs and for failing to hold the once proposed national public hearing on the subject.

Mr. Rice said, "The work involved in filing renewal applications is a poor price to pay for the privilege of using one of our most valuable national assets."

SEATON APPOINTED TO DEFENSE POST

FRED A. SEATON, broadcaster and publisher, was given a recess appointment last Thursday as Assistant Secretary for Defense for Legislative Affairs. He is a former U. S. Senator. The appointment is subject to later Senate confirmation.



Mr. Seaton

Announcement was made from the Denver summer White House, where President Eisenhower is part-vacationing. Mr. Seaton, 43, was one of the President's chief advisers during the 1952 election campaign.

He is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb. He was appointed to the Senate to succeed the late Sen. Kenneth Wherry (R-Neb.) in December 1951 and served one year. Then he retired from the Senate.

Mr. Seaton said he "naturally" was happy to "rejoin the Eisenhower team in Washington." The publisher of the *Hastings Tribune* and seven other newspapers in South Dakota, Nebraska and Wyoming, said he planned to be in Washington next week. He had been rumored as a possible candidate in 1954 for the Senate seat now held by Sen. Dwight Griswold (R-Neb.) [B•T, July 27]. Mr. Seaton, in addition to radio-newspaper interests, also publishes the *Western Farm Life* magazine in Denver.

Revised 'Daytime' Rule Asked

WBMD Baltimore, a 1 kw daytime station on 750 kc, has asked FCC "to give serious consideration to the establishment of a more equitable time schedule for daytime stations" so as to allow uniform year-round programming from 6 a.m. to 7 p.m. "or some compromise thereof."

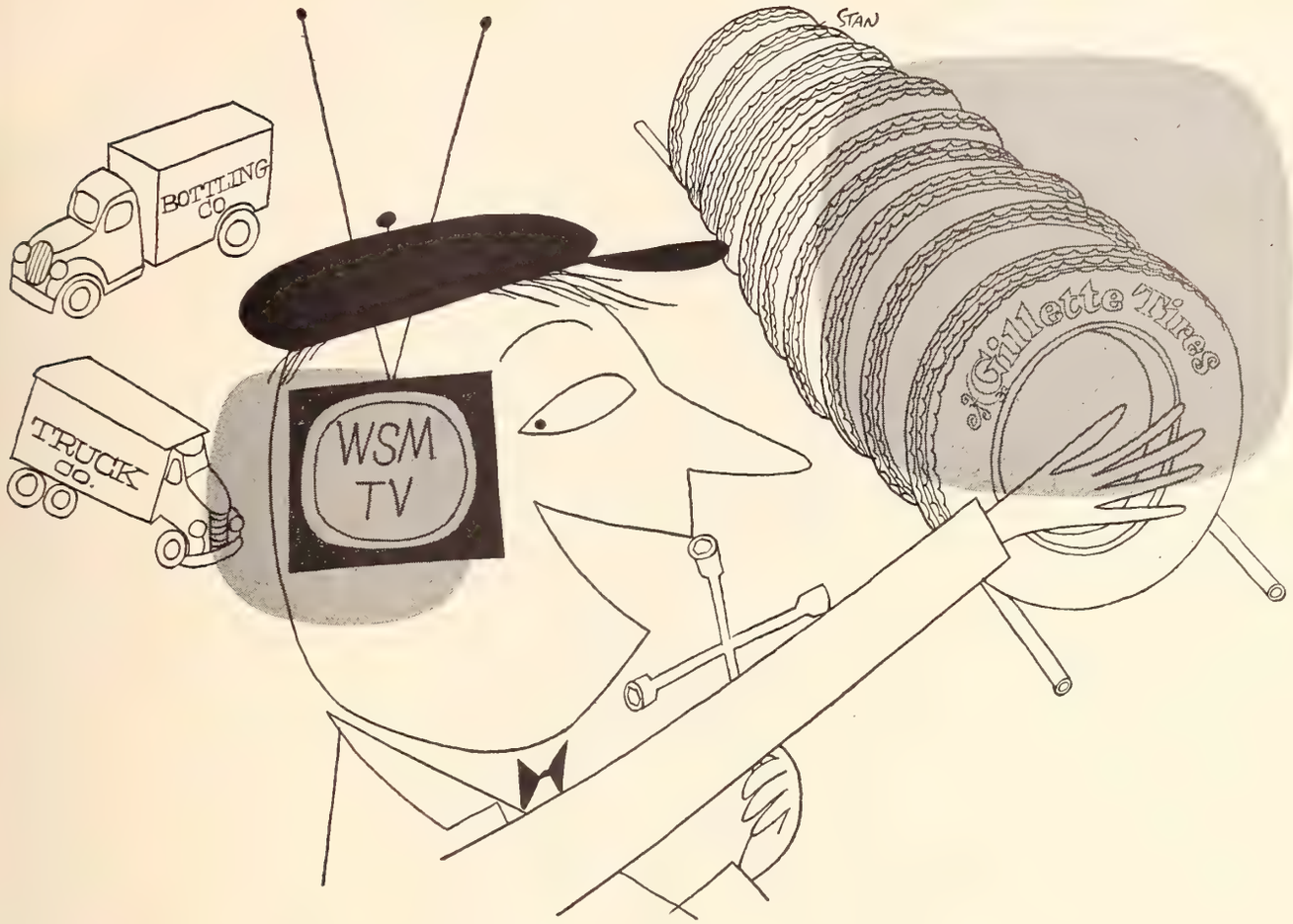
WBMD's letter followed a similar request by WGAY Silver Spring, Md., assigned 1 kw daytime on 1050 kc [B•T, July 27]. FCC's rules presently limit daytime stations to sunrise-to-sunset operation only, which varies with the season of the year. WBMD's letter has received support by Rep. Edward A. Garmatz (D-Md.) and inquiry to FCC on the matter by Sen. J. Glenn Beall (R-Md).

WSAU Seeks Vhf Ch. 7

WSAU Inc., operator of WSAU Wausau, Wis., is applicant for vhf Ch. 7 there in competition with the mutually exclusive bids of WOSA Wausau and Wisconsin Valley TV Corp. The WSAU application, filed in June 1952, inadvertently was omitted from the listing of Wausau Ch. 7 applicants in the BROADCASTING • TELECASTING compilation of FCC's revised city priority list [B•T, Aug. 24]. Wausau is city No. 44 in the Group A priority list.

USIA Sets Divisions

FOUR geographic divisions of activities within the U. S. Information Agency have been set up by Theodore C. Streibert, director. Last week he appointed four persons, Nedville E. Nordness (Europe), William L. Clark (American Republics), Saxton Bradford (Far East) and G. Huntington Damon (Near East, South Asia, Africa). All will be headquartered in Washington but will spend half of the time in their regions. USIA operates Voice of America.



"...Good Increases in Business..."

In January, Ragland Potter and Company of Nashville, having used television through the Walter Speight Advertising Agency for other products, decided to see what WSM-TV could do for their wholesale Gillette Tire Department. Here in the words of a Ragland Potter official is what happened:

"After our first program a Bottling Plant in Kentucky made immediate inquiry preparatory to placing an order for Gillette Tires on all their trucks (they placed it!). The bus line of a progressive Middle Tennessee town has made arrangements to equip all busses with Gillette Tires as a direct result of our television advertising. Also as a result of a TV commercial, a logger gave an order for tires for eight trucks. In addition to these, our dealers have reported good increases in business."

"Our dealers and salesmen are keyed up over our TV advertising. And judging from consumer demand, we expect to improve our position in the Tire Field as a direct result of TV advertising...."

This is no isolated instance. Irving Waugh or any Petry man can cite similar success stories in every field. How about building one for your product?

Nashville WSM-TV Channel 4

EIGHT TVs IN SEVEN CITIES IS STARTING SCORE FOR WEEK

Six vhf, two uhf are the beginners. Butte, Mont., gets its first two at once; Twin Cities also see a pair begin. Other new outlets are in Chico, Calif.; Buffalo; Pensacola, Fla., and Columbia, S. C.

SEVEN cities saw eight television stations—six of them vhf—begin commercial operations last week.

In one of them, Butte, Mont., where there had been no commercially operating TVs, two outlets began programming almost simultaneously.

In the Twin Cities of Minneapolis and St. Paul, WTCN-TV and WMIN-TV went on the air with programming, sharing vhf Ch. 11. This marks the second large city to see share-time stations in operation, the other being Kansas City, Mo., where KMBC-TV and WHB-TV share vhf Ch. 9 [B•T, Aug. 3].

The second uhf station and third television outlet in Buffalo, N. Y., was planning to begin its commercial schedule today (Monday) on Ch. 59. The only other uhf station to start programming during the past week was WNOK-TV Columbia, S. C., on Ch. 67.

WEAR-TV Pensacola, Fla., started operating on vhf Ch. 3, and KHSL-TV Chico, Calif., vhf Ch. 12, made its debut two days ahead of schedule.

Here are the newest stations to begin commercial operation:

KHSL-TV Chico, Calif., vhf Ch. 12 (CBS-TV, represented by W. S. Grant).

KOPR-TV Butte, Mont., vhf Ch. 4 (ABC-TV and CBS-TV, represented by George P. Hollingbery).

KXLF-TV Butte, Mont., vhf Ch. 6 (represented by Walker Representation Co.).

WBES-TV Buffalo, N. Y., uhf Ch. 59 (represented by The Bolling Co.).

WEAR-TV Pensacola, Fla., vhf Ch. 3 (CBS-TV, represented by George P. Hollingbery).

WMIN-TV St. Paul, Minn., vhf Ch. 11 (ABC-TV, represented by O. L. Taylor Co.) [share time with WTCN-TV Minneapolis].

KNOK-TV Columbia, S. C., uhf Ch. 67 (CBS-TV and DuMont, represented by Paul Raymer Co.).

WTCN-TV Minneapolis, Minn., vhf Ch. 11 (ABC-TV, represented by Blair-TV) [share time with WMIN-TV St. Paul].

Although most of last week's newest stations were vhf, many timebuyers and others in the industry were watching the Pittsburgh market, where a fortnight ago another uhf outlet began programming [B•T, Aug. 24].

WENS (TV) was the steel city's second uhf facility to start regular programming. The impact of multiple television facilities in a major city previously served with only one vhf station is described by WENS executives as "beyond expectations."

"The sponsors are on our side," one WENS official told B•T, "and so are the listeners. Conversion business is booming—and so is our signal." He said the station was being well received as far as 80 miles away.

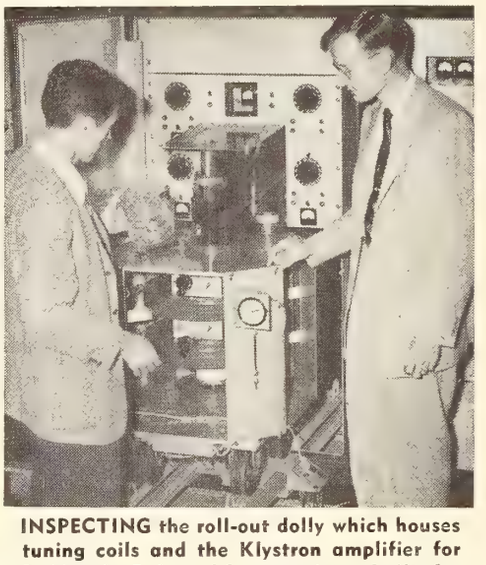
Larry H. Isreal and Don Faust, managing partners of the station, said that in the choice evening time only two 30-minute periods remained to be sold. "That's how uhf has caught on in Pittsburgh," they enthusiastically asserted.

"We didn't go on the air with any special discount deals just because we were a uhf station, either," Mr. Isreal disclosed. "We sold everything—and are continuing to sell everything—at the full card rate. Discounts? We don't believe in 'em."

Peter Thornton, publicity director for WENS, reported that one of the biggest boosts the station got was its televising of the Pittsburgh Pirates baseball game Aug. 29—the first time the Pirates had ever been telecast in Pittsburgh.

"With this kind of sports coverage, as well as all our other local and network (ABC-TV and CBS-TV) shows, we expect that 40% to 50% of the TV sets in the Pittsburgh area will be converted to uhf within three months," he said.

KHSL-TV Chico, Calif., went on the air two days before its scheduled date for the start of programming. The station, which made its debut Aug. 29, was host to mayors and civic representatives of seven Northern California cities.



INSPECTING the roll-out dolly which houses tuning coils and the Klystron amplifier for DuMont's 5 kw uhf transmitter built for WNOK-TV Columbia, S. C., are Stan Pauloski, research engineer for DuMont, and Don Willoughby, chief engineer for WNOK-TV. The Columbia station is assigned uhf Ch. 67 and began operating Sept. 1.

Russell Pope, chief technical director for the station, said it was being well received 134 miles south of Chico in Sacramento. He claimed the signal thrown into Sacramento from KHSL-TV was better than that received in the California capital from stations located in San Francisco, less than 100 miles away. He attributes the Chico outlet's coverage to an antenna location 1,250 feet above the floor of the Sacramento valley. KHSL-TV is affiliated with CBS-TV and NBC-TV.

Howard Barrett, vice president and general manager of KRBC-TV Abilene, Tex., said the vhf Ch. 9 outlet, a primary NBC-TV affiliate, is using a 5 kw transmitter with an effective radiated power of 29.5 kw.

"Excellent reception—up to 160 miles away—and better than the three or four other stations seen in the area" was claimed by Mr. Barrett. He said 60 towns in the Central West Texas area reported good reception.

WMIN-TV and WTCN-TV St. Paul-Minnesota vhf Ch. 11 share time stations made their Sept. 1 target date, "one of the few times in television history that a station has named its opening day and kept it," according to N. L. Bentson, president of WMIN-TV.

"The tee off was smooth and the reception excellent," Mr. Bentson remarked.

David M. Campbell, program director for WNOK-TV Columbia, S. C., said the station using the second 5 kw uhf Klystron transmitter produced by DuMont, began commercial programming Sept. 1. Mr. Campbell said that viewers more than 70 miles away said they were getting good pictures and sound. The station's ERP is 93.5 kw visual.

WNOK-TV is affiliated with CBS-TV and DuMont, with program service scheduled from 2 p.m. to 11 p.m. daily.

WCAN-TV's Plans

Elmer F. Jaspen, assistant general manager of WCAN-TV Milwaukee, Wis., uhf Ch. 2 outlet planning its debut this week, said a survey completed last week indicated that 18.3% of the Milwaukee area sets are converted to receive uhf. About 50% of the set owners say they will have converted their sets within three months.

"Perhaps the one single factor which stimulated conversions was a full page ad run in the morning newspaper on Aug. 14 in which WCHN-TV listed the 21 most popular TV makes in Milwaukee and what it would cost to equip each for Ch. 25," Mr. Jaspen said.

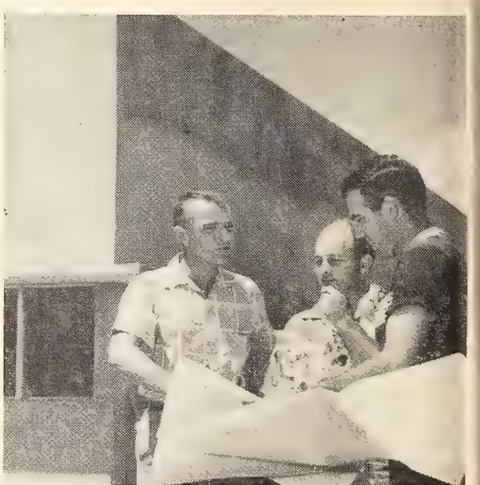
Joseph S. Field, president and general manager of WIRK-TV West Palm Beach, Fla. said commercial telecasting was planned for Sept. 13. The test pattern went on Aug. 31 he said. Mr. Field said the station will serve 60,000 families "in the heart of the Florida Gold Coast."

Barton Pitts, president of KFEQ-TV St. Joseph, Mo., vhf Ch. 2, announced that the station will begin commercial operation Sept. 27 with ERP of 52 kw visual.

The station plans extensive farm programming under the direction of Harold J. Schmitz farm service director, Mr. Pitts disclosed. He added the outlet is a CBS-TV and DuMont affiliate.

A. R. Hebenstreit, president of KGGM-TV Albuquerque, N. M., said his station has set a Sept. 27 target date. It will be a CBS-TV affiliate.

WOKY-TV Milwaukee, Wis., uhf Ch. 19 grantee, will be on the air Sept. 30, Lee Bartel station manager, said last week. He said the outlet has leased part of the transmitter building and tower of WEMP Milwaukee. The lease, he advised, will not affect a previous agreement between WEMP and the Milwaukee Vocational School, educational applicant for



MUSING over drawings and comparing them to the real thing are L. C. Judd, vice president; Dick Troxel, operations director, and Bill Latham, chief engineer, of WITV (TV) Fort Lauderdale, Fla., at the site of the station's new studios. Construction is nearly completed. Target date for the uhf Ch. 17 station is late November.



FACTS THAT COUNT

Black on map shows a portion of the vast market covered by KVOO. Consult Nielsen Map for entire coverage.



Since 1925 KVOO has been the dominant Voice of Oklahoma serving an ever-increasing audience with a continually increasing level of income. KVOO, alone, blankets the important Tulsa Market Area, and provides concentrated coverage in the rich adjoining counties of Kansas, Missouri and Arkansas which depend, to a large extent, upon Tulsa for shopping headquarters.

For the statistically minded — here are the Nielsen figures:

Days Per Week	Weekly NCS Circulation Daytime	Nighttime
6 or 7 Days a Week	277,720	168,650
3 or More Days per Week	347,780	267,120
1 or More Days per Week	405,560	378,900



Here are Pulse Reports for Tulsa County for April, 1953:

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-8 PM
KVOO	**35**	**40**	**43**
"B"	20	19	23
"C"	18	16	16
"D"	10a	9	a
"E"	8	8	5
"F"	6	5	5

a Does not broadcast for complete 6 hour period and share of audience is unadjusted for this situation.

*Count the Facts**

By every measurement of audience size, audience response, audience loyalty, KVOO always leads. By every measurement of advertiser satisfaction, KVOO continually stands far out in front. For proof, ask any National advertiser who has used Oklahoma's Greatest Station; ask any local advertiser (and they are legion) and you'll get firm, enthusiastic affirmation of KVOO's enviable position of dominance in Oklahoma's No. 1 market.

*For further details write KVOO or see the KVOO Ad in Sales Management's 1953 Survey of Buying Power

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.



Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW

CLEVELAND'S *Chief* STATION

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.

AFFILIATED WITH NBC

vhf Ch. 10, under which the school also will share the tower.

Hugh Boice, general manager of WEMP, said that his station was one of three applicants for vhf Ch. 12. He said WEMP has sought a TV permit since 1948.

John K. Reese, vice president in charge of programs for WROL-TV Knoxville, Tenn., vhf Ch. 6 grantee, advised B•T that the 2 kw RCA transmitter has arrived and programming is expected to begin Oct. 1. ERP will be 8.02 kw, he said. WROL-TV will be Knoxville's first TV station, according to Mr. Reese.

WTSK (TV) Knoxville, uhf Ch. 26, also has set an Oct. 1 target date. W. R. Tuley, principal owner of WTSK, said the station would be a network affiliate and will operate from 5:30 to 10:30 p.m.

A spokesman for WTOB-TV Winston-Salem, N. C., said the uhf Ch. 26 station will have a test pattern on the air by Sept. 15. Commercial programming debut had been planned for Oct. 1. Class A hour rate has been set at $200.

Frank W. Mayborn, president of KCEN-TV Temple, Tex., vhf Ch. 6 facility, said he hoped to begin programming about Nov. 1. "The tower is being erected now, and most everything else is in transit," he added.

KCEN-TV will be located half-way between Waco and Temple.

Comdr. M. W. Loewi, president of WITV (TV) Fort Lauderdale, Fla., said the station on uhf Ch. 17 will be the first in the nation to use RCA's new "peanut pattern" directional antenna. He said the devise will enable WITV to "pinpoint the strength" to cover the "mass Gold Coast audience from Palm Beach to Key Largo."

Comdr. Loewi said WITV will be the most powerful TV station in Florida with effective radiated power of 430 kw visual from a 752-foot tower. He added that the RCA transmitter already has arrived.

People want uhf conversion in Wisconsin, Don C. Wirth, vice president and general manager of WNAM-TV Neenah said last week. He reported that nearly every set sold is equipped to receive uhf Ch. 42. He said that no target date has been announced, but that "late November or early December" would be "a good guess."

More than 300 TV set dealers and distributors will be guests of WRTV (TV) Asbury Park, N. J., on Sept. 17, when it holds a dinner party to preview its programming and plans to help dealers sell uhf sets and converters.

WRTV has a December target date. Mr. Reade asserts the outlet will be an independent operation, stressing local programming and local news coverage.

John J. Laux, executive vice president and general manager of WSTV-TV Steubenville, Ohio, vhf Ch. 9, said no target date has been set. He said the station's 800-foot tower will be the highest in the tri-state area. With ERP of 230.5 kw visual, the station will cover cities as far away as Pittsburgh and Youngstown, Mr. Laux predicted.

William Carpenter, general manager of WTOV-TV Portsmouth, said the uhf Ch. 27 outlet has leased a 410-foot tower from the Portsmouth Radio Corp. The tower, he said, is the highest permitted by the CAA in the area and will allow WTOV-TV to begin test patterns by mid-September. ERP will be 20 kw visual.

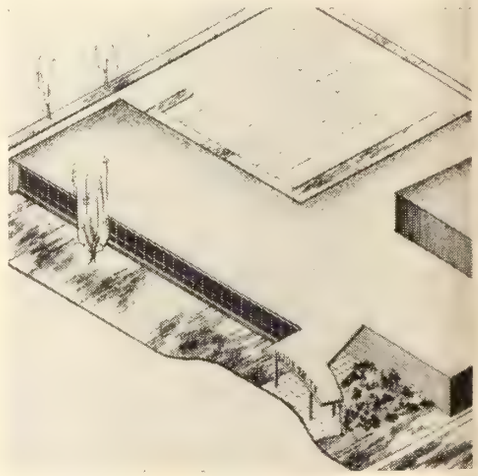
WWOR-TV Worcester, Mass., has set an on-the-air target date for Oct. 31, a station spokesman said. He said WWOR-TV has bought land and building previously owned by General Teleradio for its WGTR (FM). The building, he added, is being remodeled and expanded for TV use. The site is 1,619 feet above sea level atop Mount Asnebumskit.

Ansel E. Gridley, president and general manager of the station, said WWOR-TV has set up a heavy pre-operational and continuing promotion budget.

WWOR-TV commercial manager is Leonard V. Corwin, formerly with Frederic W. Ziv. Representation is being handled by Paul H. Rayner Co.

The first uhf station in the Boston area, WTAO-TV on Ch. 56, was to have started its test pattern operations last week. The station opening is planned for Sept. 28. By that time, station officials predict, there will be 75,000 to 100,000 conversions to the uhf channel in the WTAO-TV viewing area.

W. A. Pomeroy, president of WILS-TV Lansing, Mich., said that in the Lansing area there already were 7,734 sets converted to uhf Ch. 54. The figures were obtained, he said, from a CPA report of dealers polled by Harris, Rheames & Ambrose, Lansing certified public accountancy firm.



ARCHITECT's drawing shows the new WJDX-AM-FM-TV Jackson, Miss., studio home. Licensee of the stations, Lamar Life Broadcasting Co., was granted a CP Aug. 26 for a new vhf station, WJDX-TV, on Ch. 3. Estimated construction cost of the new TV station is $511,375. WJDX-TV also estimated first year operating cost at $365,000; revenue, $340,000. City studios are to be constructed in the 700 block of South Jefferson St. Property fronting the street is 300 ft. and depth is 160 ft. Building will provide a large lobby, two radio studios, two TV studios and a second floor public viewing area. TV target date is early 1954.

WILS-TV, a DuMont affiliate represented by the O. L. Taylor Co., plans a Sept. 20 start of commercial programming.

The total number of commercially operating TV stations in the U. S. and territories (including WBES-TV Buffalo, due on today) is 228. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial educational stations, raise the total-on-the-air number to 230. KUHT is vhf and KETH is uhf.

Commercial vhf outlets number 168, of which 60 are post-thaw stations. Commercial uhf stations total 60, all post-thaw. Total commercial post-thaw (vhf and uhf) number 120.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), rep-

resented by W. S. Grant Co., started Aug. 29 (granted STA).

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABC-TV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Fall.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBY-TV Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 20.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., started Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 13.

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 15.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September (granted STA).

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

WILS-TV Lansing, uhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA

WTCN-TV Minneapolis, vhf Ch. 11 (ABC-TV), represented by Blair-TV, started Sept. 1 (share time with WMIN-TV St. Paul) (granted STA Aug. 25).

WMIN-TV St. Paul, vhf Ch. 11 (ABC-TV), represented by O. L. Taylor Co., started Sept. 1 (share time with WTCN-TV Minneapolis) (granted STA Aug. 28).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30 Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept, 10 (granted STA Aug. 21; test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

KSTM-TV St. Louis, uhf Ch. 36 (ABC-TV), represented by H-R Television, Sept. 27 (granted STA Aug. 25).

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV and CBS-TV), George P. Hollingbery Co., started Sept. 1 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., started Sept. 1



WCKY

50 GRAND IN WATTS

PROVIDING THE BEST IN PUBLIC SERVICE

THE *L. B. Wilson* STATION CINCINNATI

WCKY

50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

THE L. B. Wilson STATION CINCINNATI



THREE-MAN management team inspects the construction site for WNHC-TV's new tower atop Gaylord Mt. in Hamden, Conn. The New Haven station says the area being cleared for the tower's base is 32 x 32 feet. When completed the base will encase 1,536,000 pounds of concrete. On the tour are (l to r): Aldo De Dominicis, WNHC treasurer and general manager; Vincent De Laurentis, vice president in charge of engineering, and Patrick J. Goode, president of Elm City Broadcasting Co.

(test pattern started Aug. 14).

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 15.

NEW YORK

WBES-TV Buffalo, uhf Ch. 59, The Bolling Co., today (Monday) (granted STA).

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Oct. 15.

WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.

WUTV (TV) Youngstown, uhf Ch. 21, September.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 15 (granted STA).

WILK-TV Wilkes-Barre., uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., began Sept. 1 (test pattern started Aug. 29).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 28).

WROL-TV Knoxville, vhf Ch. 6 represented by Avery-Knodel Inc., Oct. 1.

WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 24 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern started Aug. 15) (granted STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 15-Oct. 1.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV.

WTAP (TV) Parkersburg, uhf Ch. 15, Sept. 21.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co., September.

WOKY-TV Milwaukee, uhf Ch. 19 (ABC-TV), represented by H-R Television, Sept. 30.



SIGNING contract for purchase of WICH Norwich, Conn., is tax authority J. K. Lasser (r), who buys property for $75,000 from Eastern Connecticut Broadcasting Co. Observing are John Deme (l), Eastern Connecticut president, and Donald Lasser, son of the new owner. Mr. Deme will continue until early next year as co-manager of WICH with Donald Lasser.

* * *

Deme Group Sells WICH To Lasser for $75,000

SALE of WICH Norwich, Conn., by John Deme and associates for $75,000 to New York tax authority J. K. Lasser was announced last week. The sale is subject to FCC approval.

Mr. Lasser is president of a New York accounting firm bearing his name and heads the Institute of Federal Taxation at New York U. He also is author of popular books on personal and small business taxation as well as the annual book, *Your Income Tax*.

Mr. Deme is president of Eastern Connecticut Broadcasting Co., WICH licensee. He will continue with WICH as co-manager until Jan. 31, 1954. The other co-manager will be Donald Lasser, son of the buyer.

Other principal stockholders and officers in Eastern Connecticut Broadcasting who dispose of their ownership interests along with Mr. Deme include Clifford C. Oat, secretary, and Harrison C. Noyes, treasurer. Messrs. Oat and Noyes are co-owners and publishers of the *Norwich Bulletin* and *Sunday Record*.

WICH operates full time on 1400 kc with 250 w.

RCA, GE GEAR GOES TO DOZEN

SIX TV stations not on the air and six already-operating TV outlets were shipped new transmitting and amplifying equipment by RCA and GE last week.

KOMO-TV Seattle, vhf Ch. 4 outlet planning a Dec. 11 debut, was sent a 25 kw transmitter by RCA. It will enable the station to transmit with effective radiated power of 100 kw visual.

KCEN-TV Temple, Tex., which has set a Nov. 1 target date, was shipped a 10 kw RCA transmitter for its vhf Ch. 6 operation.

KSTM-TV St. Louis, Mo., uhf Ch. 36 station planning a Sept. 27 start; WBTM-TV Danville, Va., uhf Ch. 24 outlet proposing an Oct. 1 debut, and WECT (TV) Elmira, N. Y., uhf Ch. 18 facility which contemplates an Oct. 1 commencement, all were shipped RCA 1 kw transmitters.

GE, meanwhile, shipped a 1 kw amplifier to WPFA-TV Pensacola, Fla., uhf Ch. 15 station planning to begin Sept. 27.

Equipment by RCA last week to existing stations included a 50 kw vhf transmitter sent to WNHC-TV New Haven, Conn., which will boost the station's ERP to 316 kw visual; a 25 kw amplifier to WGN-TV Chicago, which will increase the outlet's ERP to 316 kw; a 10 kw transmitter to WDAY-TV Fargo, N. D., and another 10 kw transmitter to KROC-TV Rochester, Minn.

GE sent existing stations the following equipment: One 35 kw amplifier to KING-TV Seattle, and one 1 kw amplifier to KRTV (TV) Little Rock, Ark.

O'Shae Takes WFTL-TV Post

DAVID L. O'SHAE has been named national sales manager of WFTL-TV Fort Lauderdale, Fla., to complete the station's executive sales staff. Mr. O'Shae formerly was with Weed TV, national representatives for WFTL-TV. He also has been associated with WMIE Miami, General Foods and the *Miami Daily News*. G. F. (Red) Bauer is WFTL-TV local and regional sales manager.



Mr. O'Shae

Jackson Joins WAKR-TV

LOWELL E. JACKSON, sales manager at Central Division of ABC radio, Chicago, has resigned to join WAKR-TV Akron, Ohio, as sales manager, it was announced last week. Mr. Jackson will assume his new duties Sept. 15. ABC has not appointed successor yet.

WDSU-TV Rate Card

WDSU-TV New Orleans has issued its rate card No. 7, effective Oct. 1, which revises one-time Class A rates to $600 per hour. Louis Read, vice president, said 85,000 new TV homes have been added to the station's audience since its last rate card Sept. 1, 1952, and said there now are 200,000 TV homes in the Greater New Orleans market. WDSU-TV also boosted its effective radiated power to 100 kw maximum on Aug. 15, he said.



get set...GO!

Soon . . . within a day or two of October 1st . . . Memphis—capital city of the Mid-South Empire . . . Memphis, center of the nation's eleventh wholesale market . . . Memphis—serving four million people with purchasing power in excess of two and one-half billion dollars will have a new and powerful sales force ready to work for you. Soon WHBQ—a Columbia TV affiliate—will be on the air.

☆ ☆ ☆

It's not too early—nor too late—to get information on rates and availabilities.

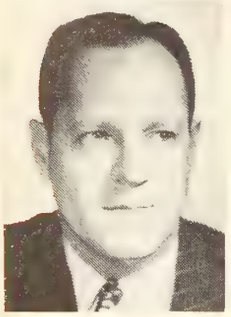
WHBQ-TV

CHANNEL 13 • A New Columbia Affiliate

OFFICES: HOTEL CHISCA • MEMPHIS, TENN. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BOULWARE NAMED WLWT (TV) MANAGER

ROBERT H. BOULWARE, commercial manager of WSAI Cincinnati for five years and before that national sales manager, has been appointed manager of WLWT (TV) that city, Crosley Broadcasting Corp. outlet, according to a joint announcement last week by R. E. Dunville, Crosley president, and J. T. Murphy, vice president of Crosley TV operations. His appointment was effective last Tuesday. He is an Ohio U. graduate.



Mr. Boulware

Hall Heads KLAC-AM-TV As Fedderson Resigns

MORTIMER W. HALL, president of KLAC-AM-TV Hollywood, will take over complete managerial responsibilities and will not appoint a successor to Don Fedderson who has resigned as vice president-general manager effective Sept. 15 to set up his own business in packaging television shows.

In an amicable release from his 10-year contract with Mrs. Dorothy Schiff, owner of the stations, Mr. Fedderson has agreed not to go into TV station management in the Los Angeles area for the next two years. He also will give his exclusive services as radio consultant to KLAC for the next two years, with a five year renewal option, according to agreement.

Mr. Hall denied Mr. Fedderson's contract release and settlement, which had 2½ years more to go, was the result of a pending sale of KLAC-TV to an unnamed group for approximately $2½ million. Stating that "anything is for sale except your family," he admitted KLAC-TV can be bought "for a price" and that there have been offers made, but no deal is pending. He said emphatically that the radio station (KLAC) is not for sale.

Mr. Fedderson expects to establish his packaging business in Beverly Hills about Oct. 1. He will be associated with the half-hour filmed *Liberace* package (distributed in 82 markets by Guild Films) and *Life With Elizabeth*, starring Betty White, now being filmed for fall syndication by Guild.

Wixson Resigns From KGA; Gen. Mgr. Since 1946

HARVEY WIXSON, general manager of KGA Spokane, has announced his resignation, effective Sept. 17.

Mr. Wixson has been associated with Spokane radio stations for the past 25 years and has been general manager of KGA since 1946. He joined the station in the spring of 1928 as an announcer, later becoming director and commercial manager.

When KGA and KHQ were separated in 1946, Mr. Wixson was named general manager of KGA. Station was taken over on a lease basis June 30 by The Bankers Life & Casualty Co. of Chicago.

Wishful Thinking?

LAST Sunday's *Youngstown* (Ohio) *Vindicator,* in its lead editorial, discussed WFMJ-TV's new 1,000 foot tower. The paper reported again and again that the tower would cost $225,000, would be 1000 feet high, would be guyed with nine cables as thick as a man's arm, would cost $225,000, would be of triangular construction, 11 feet to the side and would cost $225,000. "The high price of the tower," the paper observed, "illustrates the heavy costs of television. . . . Television is so expensive," the editorial continued, "that charges for time are necessarily high, so that few local advertisers can afford to buy more than 'spot' announcements measured in seconds. With outgo high and income thus limited, all the new TV stations are losing money, and except for a few large stations the industry is still wondering how its economic problem is to be solved."

Fowler Succeeds Whaley As Brown Stations' AM Head

STORM WHALEY has resigned as vice president in charge of radio of the Brown Schools stations. Announcement was made by John E. Brown Jr., president of the John Brown U. Mr. Brown's broadcasting interests include KOME Tulsa; KGER Long Beach, Calif.; KUOA-AM-FM Siloam Springs, Ark.



Mr. Whaley

Clinton Fowler, KGER manager, succeeds Mr. Whaley as the coordinator of the Brown stations. Mr. Whaley also was general manager of KUOA-AM-FM. Cecil Smith, chief engineer at the station, has been promoted to this post.

Mr. Whaley headed the radio operations of the Brown interests since his appointment in 1935 as KUOA manager. He served as president of the Arkansas Broadcasters Assn. last year. Mr. Whaley, who makes his home in Siloam Springs, did not reveal future plans.

Anderson Stays at KOLN; Board of Directors Named

HAROLD (HAP) E. ANDERSON will continue as manager of KOLN-AM-TV Lincoln, Neb., according to John Fetzer, new owner of the stations. Mr. Fetzer is president of Cornhusker Radio & Television Corp., licensee.

Mr. Anderson was general manager and vice president of the stations before they were sold to Mr. Fetzer. The Cornhusker firm was purchased for $650,000 and now is a wholly-owned subsidiary of the Fetzer Broadcasting Corp. The sale was approved by FCC a few weeks ago [B•T, Aug. 24].

New board of directors of Cornhusker: Mr. Fetzer, president and treasurer; his wife, Rhea Y. Fetzer, vice president and secretary, and Carl E. Lee, manager-director of Fetzer Broadcasting Corp.

KGW-AM-FM SOLD TO KING, OTHERS

PURCHASE of KGW-AM-FM Portland, Ore., by a group comprising King Broadcasting Co. (KING-AM-FM-TV Seattle) and other principals of North Pacific Television Inc., TV applicant for vhf Ch. 8 in the Oregon city, was announced last week. Purchase price is $500,000, and an application for FCC approval was being prepared for submission this week.

Sale of the 5 kw station (on 620 kc) is part of a condition on the TV grant to KOIN-TV Portland for vhf Ch. 6 which provided that Pioneer Broadcasting Co. (S. I. Newhouse interests) must sell its AM station before exercising its option to buy 50% of Mt. Hood Radio & TV Broadcasting Co., licensee of KOIN-AM-FM-TV. TV grant to Mt. Hood followed withdrawal of KGW's bid for the same channel.

New owners of KGW in addition to King, which will hold 40%, will be Henry A. Kuckenberg, contractor, 35%; Paul F. Murphy, real estate, 16%; Gordon D. Orput, life insurance, 6%; W. Calder McCall, gasoline and oil distributor, 2%, and Prescott W. Cookingham, attorney, 1%.

Other Holdings

Same interests are principals in North Pacific Television Inc., except that King Broadcasting Co. is 60% stockholder in the TV applicant. Competing with North Pacific for Portland's Ch. 8 are Portland Television Inc., with Ralph E. Williams Jr. and Robert F. Johnson and other local residents as principals; Westinghouse Radio Stations Inc. (KEX Portland), and Cascade Television Co., comprising George C. Sheehan, Clayton R. Jones and David McKay (KOLO Reno and KORK Las Vegas, Nev.) as principals. The hearing record on the Portland Ch. 8 case was closed July 20, and an initial decision from the heaing examiner is being awaited.

KGW was founded in 1922. It is owned by the Oregonian Publishing Co. (*Portland Oregonian*) which was bought by the Newhouse interest shortly after the end of World War II. Newhouse interests also include WSYR-AM-FM-TV Syracuse, N. Y. (*Syracuse Post-Standard* and *Herald-Journal*), and WTPA (TV) Harrisburg (*Harrisburg Patriot-News*).

Principal stockholder of KOIN-AM-FM-TV is Theodore R. Gamble, who also has interests in KJR Seattle, KLZ-AM-FM-TV Denver and KCMJ Palm Springs, Calif.

WWJ-TV Announces New Rate Increases

RATE CARD No. 12 for WWJ-TV Detroit has been announced by the station to go into effect Sept. 1. Edwin K. Wheeler, general manager of WWJ-AM-FM-TV, stated that the revised rates take into account basic differences between summer and winter programming brought about by network observance of daylight saving time.

The new rate card "makes the same rate applicable throughhout the year for programs that formerly shifted into different rate classifications at time-change," the station said. New Class AA one-hour, one-time rate is $1,600; Class A time for that rate will be $1,400. The station also noted that sets-in-use for the area have increased from 750,000 to over 1,000,000 since its last rate increase was made in February 1952.



The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT

CAMDEN, N. J.



CLIENT'S PARTY in honor of opening of new WSAZ-AM-TV Huntington, W. Va., radio-TV studios includes this group (l to r): John D. Amey Jr., Katz Agency, Detroit; Walker Long, secretary of WSAZ Inc. and vice president of Huntington Pub. Co. which owns WSAZ Inc.; "Flora-dora girl" Saundra Earls, one of six girl guides escorting guests through the new studios; Keith Byerly, Katz Agency, Atlanta, and C. Tom Garten, assistant general manager of WSAZ Inc. and manager of WSAZ radio. WSAZ Inc. opened its half-million dollar radio and TV center Aug. 22. Gov. William C. Marland officially dedicated the structure. Industry and trade press representatives were present.

VIOLENCE ENTERS N.Y. STRIKES; WEVD BACK

Mutual's Pete Johnson and William McEvilly were attacked by pickets when they tried to cross a line. WEVD returns to the air, while supervisory personnel are maintaining schedules at WOR-AM-TV.

SETTLEMENT of one strike but physical violence and court action in another marked last week's developments on the broadcast labor front in New York, where WEVD resumed operations on Friday after a 19-day silence due to an engineers' strike, while WOR-AM-TV continued fairly normal schedules only through the efforts of supervisory personnel substituting for their own striking engineers [B•T, Aug. 31, 24].

E. M. (Pete) Johnson, Mutual vice president in charge of station relations, and William McEvilly, executive in the traffic department, were beaten early Sunday morning when they arrived at Mutual's WOR headquarters, and four men were arrested on charges of simple assault. Messrs. Johnson and McEvilly were treated for cuts and bruises and released. Mutual authorities made plain that the arrested men were not members of the engineers local which is on strike—Local 1212, International Brotherhood of Electrical Workers—but rather of Local 3, IBEW.

WEVD management and officials of IBEW Local 1212, representing the nine striking WEVD engineers, came to terms late Thursday and the station resumed operation at 8 a.m. Friday after being off the air since the strike began on Aug. 16. Henry Greenfield, general manager, said the engineers were granted $10 increases per week but that the station won a two-year contract instead of the one-year deal sought by the union. WEVD also won its fight against union demands for additional rest periods which would have added more engineers, and, additionally, retained management control of the work schedule, Mr. Greenfield reported.

Several developments stemmed from the physical violence on Mutual's Messrs. Johnson and McEvilly. The stations' announcers, members of American Federation of Television and Radio Artists (AFL), did not report for work late Sunday, at least one of them calling in to say he feared violence on the picket lines. Some called in to say they were sick.

The anonuncers were back on Tuesday, but Monday the musicians walked out, saying they feared violence, according to station spokesmen. The musicians, members of Local 802, American Federation of Musicians (AFL), returned to work late Wednesday, in time for WOR-TV's *TV Dinner Date* program. As in the case of the engineers, supervisory personnel filled in for the announcers during their absence, while recorded music was used while the musicians were out.

Meanwhile, on Monday, Mutual counsel filed a charge with the National Labor Relations Board claiming that IBEW Local 1212, since the strike started Aug. 18, had "restrained and coerced" other employes by threats and acts of violence. Late Tuesday the lawyers took the case into court, seeking a preliminary injunction to limit the number of pickets and prevent "intimidation" of employes entering and leaving the WOR-AM-TV headquarters. Hearing on this application was set for Sept. 9.

DuMont's WABD (TV) New York, which got the contract to telecast Brooklyn Dodgers home games after the WOR strike made it impossible for WOR-TV to continue such remote pickups, meanwhile apparently won out in its fight with Local 1212. DuMont engineers, members of International Alliance of Theatrical Stage Employes (AFL), had encountered an IBEW picket line when they showed up for the first telecast, and DuMont asked the courts for an injunction to prevent IBEW from interfering.

Pending the court's decision, it was agreed that WABD should go ahead with the telecasts, starting Aug. 28, and last week an agreement was reached whereby the station would continue to cover the games for the rest of the season, and DuMont withdrew its court suit. Games are sponsored by Schaeffer Beer and American Tobacco Co., which also sponsored them on WOR-TV before the strike. BBDO, New York, is the agency.

Negotiations were continued looking toward settlement of the WOR-AM-TV strike. There were reports that settlement might be near.

WANTED

TV ProgramDirector

IMMEDIATELY!

Experienced in developing and producing local shows a prerequisite. This VHF applicant is located in one of the first 20 markets of the nation. AM affiliated.

Send complete background, airmail.

Box 770X BROADCASTING

WABT (TV) Boost to 316 kw Delayed 5 Days by Mishap

WABT (TV) (formerly WAFM-TV) Birmingham was scheduled to increase its effective radiated power to 316 kw today (Monday) after a five-day delay caused when a gin pole collapsed while the station's old antenna was being taken down from the 430-foot tower for erection of the station's new 12-bay antenna.

The gin pole and the old, nine-ton antenna fell across the WAPI (AM affiliate) building, caving in the ceilings of several offices and causing moderate damage, according to Henry P. Johnston, president of The Television Corp., licensee, and executive vice president of Birmingham News Co., which late last spring [B•T, April 13] purchased the TV outlet on Ch. 13, WAFM, FM outlet which increased power a fortnight ago to 71 kw. WAPI is leased by the firm on a long-term basis.

WEAW-AM Added to FM

WEAW Evanston, Ill., last Wednesday began regular commercial programming as the newest AM outlet in the Chicago area, operating on 1330 kc with 500 w directional day.

The AM service "is being provided as an additional service at no cost to our FM advertisers," Edward A. Wheeler, president of WEAW and WEAW-FM, announced in full-page advertisements. Stations are licensed to the Northshore Broadcasting Co.

Ads also called attention to increased hours of WEAW-FM programming from 6:30 a.m. to 12 midnight, with format of music, news, sports and community service.

Orville Littick Dies

ORVILLE B. LITTICK, 62, president and general manager of the Zanesville Publishing Co., which owns majority stock of WHIZ-AM-TV Zanesville, Ohio, died Sept. 2 after a two-year illness, described as a rare bone disease. Mr. Littick also served as vice president of Southeastern Ohio Broadcasting System Inc., stations' licensee.

Myer Abelson Dies

MYER ABELSON, 59, board member of General Broadcasting Corp., licensee of WVAM Altoona, Pa., died Aug. 22 at Carlisle, Pa. He was stricken en route home from Philadelphia.

Station Planning Meet Held By Ala. Educ. TV Commission

Plan to apply for a vhf educational TV channel to operate from state's highest point is first business of the group.

THE Alabama Educational Television Commission, which was authorized and given a $500,000 appropriation by the Alabama Legislature last June, held its organizational meeting last Monday in the office of Gov. Gordon Persons.

The AETC elected Raymond D. Hurlbert, Birmingham educator, as chairman, and Thomas D. Russell, Alexander City textile manufacturer and president of the Alabama State Chamber of Commerce, as secretary. Others are Milton K. Cummings, Huntsville cotton merchant; Rex Sikes, Luverne auto dealer, and Mrs. T. S. Acker, Ohatchie housewife.

The firm of Norton & Holt (Ed Norton and Thad Holt), television and radio consultants, Birmingham, was employed as consultants by AETC. Messrs. Norton and Holt built WAFM-TV Birmingham (now WABT [TV]), Alabama's first TV outlet, which was sold last spring to the Birmingham News Co. [B•T, April 13]. Messrs. Hurlbert, Russell and Cummings comprise AETC's executive committee.

AETC voted at its meeting to apply to the FCC for its first educational TV station, which would be erected on Mt. Cheaha, highest point in Alabama, some 12 miles south of Anniston. The AETC outlet's tower would reach 2,000 feet above average terrain and, according to the AETC, "give the widest possible coverage to the most populous area of the state." It would operate with 316 kw effective radiated power.

The AETC television outlet would work in cooperation with the Birmingham Ch. 10 noncommercial educational outlet currently applied for by the Birmingham Area Educational Television Assn. Inc. The latter, or some similar "responsible group," upon grant of Ch. 10 would benefit from an offer of a 5 kw DuMont TV transmitter, antenna and use of studios and cameras made last May by Storer Broadcasting Co., which owns WBRC-AM-TV there [B•T, Aug. 10, May 18].

The state group's plan is eventually to build relay facilities from program sources, particularly from studios to be located on campuses of the U. of Alabama, Alabama Polytechnic Institute and other educational centers.

The AETC named a program board including Mr. Hurlbert, representing public school education; Graydon Ausmus, director of the U. of Alabama Extension Division's radio and TV broadcasting, and L. O. Brackeen, Alabama Polytechnic Institute director of information. It also authorized a programming advisory committee of 15 Alabama citizens, and approved the employment of A. D. Ring & Co., Washington, as consulting engineers.

The Norton & Holt firm will "aid the chairman" and "supervise the planning and construction of all facilities to be used by the commission and . . . advise in matters of budget, personnel and technical and program operations. . . ."

100 kw for WOI-TV

WOI-TV AMES, Iowa, last week announced it will increase power to 100 kw late in November. The station is owned and operated by Iowa State College. New equipment ordered also will transmit "the currently proposed color TV system," WOI-TV Chief Engineer Keith Ketcham said.



220,000* TV screens

make a bright picture for your advertising over

WMCT
MEMPHIS

Memphis ONLY TV Station
WMC WMCF WMCT
*Based on latest distributors' figures

National Representatives The Branham Co.
Channel 5 • Memphis
NBC Affiliate
Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and Dumont

TV Booms Atlanta's Gate

AS the 1954 baseball season headed into the home stretch, proof came last week from Atlanta that not only could baseball and television live in harmony but that TV can help to jam the turnstiles. Reports on attendance of the Atlanta Crackers show that Southern Association club to be leading the league in attendance with 290,510. Of these admissions 80,000 came from "TV Booster Books", promoted by WSB-TV Atlanta before the season began.

Clincher for TV might be the five-day span at August's end when, with WSB-TV telecasting three of those games, the Crackers played to a 42,399 gathering.

'Newark News' Sells WNJR To Rollins for $145,000

WNJR Newark, N. J., has been sold by the *Newark News* for $145,000 to Rollins Broadcasting Inc., it was announced last week. The sale is subject to FCC approval.

Rollins Broadcasting operates WRAP Norfolk, Va.; WJWL Georgetown, Del.; WRAD Radford, Va., and WFAI Fayetteville, N. C. President of the purchaser is Wayne Rollins. Vice president is John Rollins, lieutenant governor of Delaware.

WNJR is licensed to North Jersey Radio Inc., a subsidiary of the *Newark News*. Founded in 1947, WNJR is assigned 5 kw full time on 1430 kc, directional night. Sale was negotiated by Blackburn-Hamilton Co.

Tower Goes to WABC

MYRTLE M. TOWER, ABC national director of program operations, has been appointed program director of WABC, ABC o & o station in New York, it was announced by Ted Oberfelder, ABC vice president and general manager of WABC. Miss Tower has been with ABC for the past eight years. She succeeds as WABC program director William A. Berns, who on Sept. 14 will join NBC's New York o & o WNBC and WNBT (TV) as manager of news, special events and special services.

WJAN Slates Start Thursday

WJAN Spartanburg, S. C., is set to begin commercial operation Thursday with 250 w on 1400 kc, according to James C. Byrd Jr., president and chief engineer. Station will be affiliated with ABC and Mutual. W. Ennis Bray is vice president-general manager. Personnel includes Charles Goodyear, sales manager; Charlie Spears, continuity and news chief; Bob Way, program director, and Jack Davis, morning personality and special events director.

REPRESENTATIVE SHORTS

WMAS-AM-FM Springfield, Mass., appoints H-R Representatives Inc., effective Sept. 1.

KLMS Lincoln, Neb., appoints Joseph Hershey McGillvra Co. as exclusive national representative, effective Sept. 11.

CHLN Three Rivers, Que., appoints Omer Renaud & Co., Toronto and Montreal, as national representative in Canada.

NBC RADIO AFFILIATES HEAR PLANS FOR 28 NEW PROGRAMS, MORE NEWS

Meeting in New York, NBC Radio Network Affiliates Committee members are told of plans for new shows and 13 additional news periods and of a proposal to double sponsors of the "Tandem" plan. The group's chairman, Robert Swezey, and secretary-treasurer, Harold Essex, report to affiliates on the session.

PLANS for wholesale revamping of NBC's radio program schedule [B•T, Aug. 17], providing for 28 new programs and 13 additional news periods a week, were sketched to members of the NBC Radio Network Affiliates Committee at a meeting in New York last Tuesday.

Sales plans disclosed at the meeting, it was understood, included a proposal that NBC's "Tandem" plan be expanded to permit doubling —from three to six—the number of participating sponsors. The proposal reportedly was met with disfavor from the affiliates committeemen but is slated for submission to the full meeting of NBC Radio affiliates in Chicago on Sept. 17.

Under the present "Tandem" operation, three half-hour or 25-minute programs per week are offered for sale to three sponsors, each of whom gets a commercial on each of the three shows. Under the new proposal "Tandem" shows would be saleable to three advertisers in 15-minute, rather than 30-minute, segments. This fall's Tandem lineup consists of *Six Shooter,* a western starring Jimmy Stewart (Sunday, 8-8:25 p.m.); *Barrie Craig,* detective series (Tuesday, 8:30-9 p.m.), and *Eddie Cantor Show* (Thursday, 9:35-10 p.m.).

After the meeting with NBC officials, Affiliates Committee Chairman Robert D. Swezey, of WDSU New Orleans, and Secretary-Treasurer Harold Essex, of WSJS Winston-Salem, sent to all NBC Radio affiliates a brief report on the session, which was preliminary to the full session to be held in Chicago. Messrs. Swezey and Essex told affiliates in their message that they regard the Sept. 27 meeting as "one of utmost importance" which station management should "make every effort to attend."

Meeting with Mr. Swezey's eight-man committee to preview plans to be presented by the network at the Chicago session were William H. Fineshriber Jr., vice president in charge of the radio network; Ted Cott, operating vice president of the radio network; Fred Horton, director of radio network sales; Harry Bannister, station relations vice president; David C. Adams, vice president for administration; John Cleary, director of radio network programs, and Merrill Mueller, radio news and features executive.

Report to Other Affiliates

The Swezey-Essex report to other affiliates said, "The principal presentations were made by Messrs. Fineshriber, Cott and Horton," and continued:

"The reasons for and results of the separation of the operating departments in radio and television, which had been generally urged by the affiliates, were fully discussed with us.

"Messrs. Cott and Fineshriber outlined to us in some detail the program plans which NBC proposed to put into effect Oct. 4. It is the general opinion of your committee that these proposals are constructive and stimulating and give evidence of careful analysis and originality of thought.

"The NBC representatives also discussed with us on a tentative basis certain proposals for sales and promotion efforts designed to create and obtain new business. These reports have not been entirely finalized. We were advised, however, that they would be finalized in time for full presentation to you at the Chicago meeting on Sept. 17.

"This is merely an interim report. It is impossible for us to cover in any detail the various plans and proposals which will be presented for the consideration of the meeting on Sept. 17.

"We believe that meeting to be one of utmost importance to all affiliates and again urge that you make every effort to attend."

All eight members of the affiliates committee attended the Tuesday session. In addition to Messrs. Swezey and Essex, they are: Paul W. Morency, WTIC Hartford; John Norton, WAVE Louisville; Clair R. McCollough, the Steinman Stations; Robert B. Hanna, WGY Schenectady; E. R. Vadeboncoeur, WSYR Syracuse, and Milton Greenebaum, WSAM Saginaw, Mich.

NBC's radio program plans as detailed by Mr. Cott were in line with overall plans he disclosed previously to B•T for "overwhelming the public with such a collection of new programs that they won't dare tune any place else" [B•T, Aug. 17]. The big kickoff is planned for the week of Oct. 4, although some of the new programs will be on before that time.

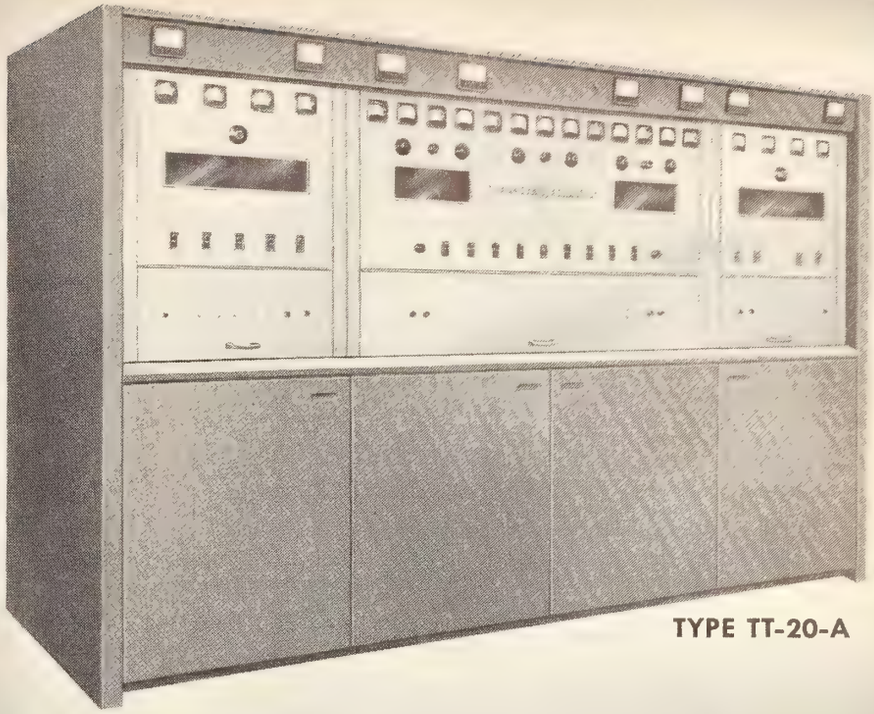
Although times still are tentative and in some cases talent contracts last week still awaited the formality of signatures, Mr. Cott reportedly outlined program schedules which would make NBC's Monday nights *Music Nights,* Tuesdays *Adventure Nights,* Fridays *Comedy Nights,* and will provide, overall, a substantial expansion of news programming.

A two-hour "Sunday newspaper" called *Weekend,* previously disclosed as a roundup of sports, political events, international news, Hollywood and theatre reports, is tentatively set at 4-6 p.m. Sundays, featuring Jinx Falkenberg, Earl Godwin, Leon Pearson, Mel Allen, and others. New regular news strips are planned throughout the week, including a "midnight column"—for which a total of 50 newsmen on papers throughout the U. S. have been signed, according to Mr. Cott—which would go into the 11:15 p.m. spot seven nights a week.

The plans include multiple star programs, telephone "party line" techniques for use in quiz shows and "grass roots origination" programs to be picked up from affiliates. A *Golden Treasury* program, consisting of recordings of poetry readings by name stars, is slated for Sunday afternoons. *Fibber McGee and Molly,* formerly a weekly half-hour show, is on the schedule as a quarter-hour strip at 10-10:15 p.m. Monday through Friday.

Singer Frank Sinatra has been set for a private-eye role in *Frankie Galahad,* on the log for Tuesdays at 9:35-10 p.m. *Robert Montgomery's Radio Playhouse* is slated for 6:30-7:30 p.m. on Sundays. Actor Jimmy Stewart is scheduled to appear in *The Six Shooter,* a western, at 8-8:25 p.m. on Sundays. A two-hour *Big Preview* program, consisting of latest record releases with three guest disc jockeys, is on the books for 11 a.m. to 1 p.m. on Saturdays, while a series of lectures by guest experts is scheduled for 7:30-8 p.m. Saturdays, among the other new programs outlined.

1 KW UHF TRANSMITTER: Features new air cooled ceramic seal tubes. Developed especially for UHF television, they are employed in both visual and aural output amplifiers. Also offers: independent operation of driver unit; stability controlled by a single crystal; a complete factory test before shipment.



TYPE TT-20-A

Take the sure road to higher TV power with G-E's 1 KW UHF Transmitter and Helical Antenna!

UHF HELICAL ANTENNA: Features outstanding simplicity of construction; unusually high power gain of 5 per bay; low installation cost; current for deicing—fed through helical radiator; provision for beam-tilting; uniform close-in coverage; special hurricane design.



☆ The important thing for broadcasters to remember is that General Electric can provide the ideal transmitter unit for low ...intermediate...or high power operations...*today!* If your market currently demands *intermediate power,* then *start with this powerful General Electric UHF combination*—the 1KW Transmitter and the High Gain Helical Antenna. With this equipment...and General Electric studio gear...you'll get outstanding dependability and power *now* and you'll be on *the sure road to higher power when you want it!*

General Electric Co., Section 293-7, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

CBS RADIO MAPS '53-'54 CAMPAIGN

New York Clinic tells promotion managers and affiliates that a "six-figures" drive will attempt to boost the network's billings even beyond the record 1952 total.

AMID confident predictions that network radio is on the upswing again, CBS Radio's 1953-54 campaign—whose cost is placed in "six figures"—was detailed last week to some 125 promotion managers and other executives of CBS Radio Affiliates at a two-day clinic in New York.

John Karol, vice president in charge of network sales, told the group at its opening session Tuesday that CBS Radio's time sales as of August were 16% ahead of those of last August. "This," he said, "is important to you both as a general reflection of the CBS Radio picture and as a factor that increases the desirability of your station in the national and local spot picture."

Radio's Biggest Year

W. Eldon Hazard, network sales manager, reminded the clinic that 1952 was the year of radio's biggest billings to date, and predicted that 1953 would be even better.

Details of the network's 1953-54 promotion campaign, whose slogans are "CBS Radio goes wherever you go" and "CBS Radio is America's greatest traveling show," were presented by Charles Oppenheim, administrative manager of sales promotion and advertising. The campaign is designed to promote radio generally as well as CBS Radio specifically [B•T, Aug. 31].

George Bristol, director of sales promotion and advertising, officially welcomed the group and praised the local promotion support which affiliates have given CBS Radio's programs and its promotion campaigns. CBS Radio President Adrian Murphy also welcomed the station officials and introduced the network's new promotion film, "It's Time for Everybody."

The visiting promotion managers were advised by George Crandall, director of press information, that annual fall kits, containing releases promoting each show on the network, would be distributed to them shortly. As last year, the kits will be divided into two sections—one covering daytime shows, the other covering nighttime shows.

CBS Radio's creative programming plans were reviewed by Lester Gottlieb, vice president in charge of network programs. He reported five programs launched this season would continue in the regular lineup: *Crime Classics, 21st Precinct, Johnny Mercer Show, Cathy and Elliott Lewis Onstage,* and *Rogers of the Gazette.*

Wells Church, director of news broadcasts, forecast that radio news during the coming year would reach a record peak, while John Derr, director of sports, predicted increasing use of edited tape coverage of sports events. Stuart Novins, director of public affairs, emphasized the local effects of CBS Radio's feature projects series, with affiliates presenting local shows based on themes treated in the network's feature productions. Activities in the religious broadcast field were outlined by Dr. George Crothers, director of such broadcasts.

Other speakers included Irving Fein, director of public relations in Hollywood, and John Coffin, treasurer of Sentinel Printing Co., which prints a monthly station promotion magazine with material furnished by CBS Radio.

A surprise appearance at the opening session was made by Jack Benny, who thanked station executives for their promotion of his radio series. "I'm happy about the excitement about people going ahead with radio plans, and I hope that no medium will ever take its place," Mr. Benny said.

Wednesday's session consisted of special seminars dealing with specific station promotion subjects.

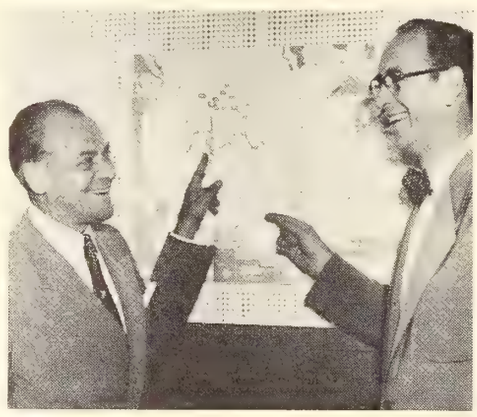
A similar clinic for 35 West Coast affiliates of CBS Radio is slated for Sept. 10 at the Palace Hotel in San Francisco.

Booklet Tells CBS-TV Plans To Plug Fall, Winter Shows

THREE consecutive program promotion campaigns planned by CBS-TV for the fall and winter season are detailed in a 24-page brochure, titled "Eye Opener," which was being distributed last week to promotion and general managers of CBS-TV affiliates, clients, and prospective advertisers.

First of the three campaigns is a six-week drive launched Aug. 24 and slated to run to Oct. 1 to tell viewers about new programs and the return of those which took summer hiatus, as well as those which continued throughout the summer. Second drive will run from Oct. 1 to Dec. 31 and is calculated to hold audiences won at the start of the season. Third will start Jan. 1 and will be designed to keep up the momentum of the two preceding drives.

CBS-TV said it will supply affiliates with basic promotion material for both fall campaigns before the 1953-54 season starts. Kits will include 20-second trailers, audio scripts for the trailers, slides, suggested announcement copy, mats and proofs of ads, copy for billboards, products and client stories and pictures, publicity releases, etc.



SCANNING MAP of new Great Western Radio Network are its sales manager, Holly Moyer (l) and Alvin G. Pack, program manager.

RRN's WRRA (FM) Begins

REACTIVATION of the Rural Radio Network's FM outlet at Ithaca, N. Y., on Aug. 30, with 5 kw on 103.7 mc, was announced last week by D. K. deNeuf, RRN general manager. New call letters of the Ithaca station are WRRA (FM), and FCC records indicate it is licensed to Northeast Radio Corp. RRN's former FM outlet in Ithaca was WVSC (FM), which had gone off the air. Mr. deNeuf said RRN presently has a 13-station FM network operating across New York State on a radio relay basis.

GREAT WESTERN NETWORK FORMED

Nine Montana, Idaho and Utah stations band with KDYL Salt Lake City the key outlet. All are NBC-affiliated.

NINE NBC-affiliated stations comprise the new Great Western Radio Network, grouping Utah Idaho and Montana with KDYL Salt Lake City as key station [AT DEADLINE, Aug. 31]. The network plans to announce selection of a national representative in the near future.

Revised plans completed just before Great Western was announced formally revealed selection of Holly Moyer, KDYL, as sales manager. Mr. Moyer has been in charge of national spot radio sales at KDYL for the last three years. He has extensive experience in western radio sales operations. Alvin G. Pack, KDYL program manager and former executive vice president and organizer of Intermountain Network, will be director of program operation for the network.

Headquarters will be maintained at KDYL offices in Salt Lake City. This will be central clearing point for sales, programming, availabilities and billing. Network advertisers will be able to deal with one office rather than with individual stations.

Organizers of Great Western Radio Network are E. B. Craney, operating the XL Stations (KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KXLI Missoula, all Mont.); Henry F. Fletcher, manager of KSEI Pocatello, Idaho; Walter E. Wagstaff, manager of KIDO Boise, Idaho; Florence M. Gardner, manager of KTFI Twin Falls, Idaho, and G. Bennett Larson, president and general manager of KDYL Salt Lake City.

They pointed out that time will be guaranteed on all stations, with all using the line facilities of NBC. Thus the network will be able to offer rates at a lower cost-per-thousand than are now available in the Intermountain West, they contended, along with a more complete coverage pattern.

Mr. Moyer, a graduate of U. of Colorado, was active in Denver radio for years, moving from the talent side into sales at KFEL Denver. He became sales manager and joined CBS as account executive in 1943. Two years later he joined the Hollywood office of John Blair & Co., handling Pacific Coast accounts for the representative firm. In 1950 Mr. Moyer joined KDYL as national sales manager and has functioned on a national and local sales level.

Mr. Pack has been in advertising and radio for over 20 years. A Salt Lake City native, he entered radio in 1930 and in 1942 was named KDYL program director, moving six years later to Intermountain Network as organizer and executive vice president. He opened his own advertising agency and recording company in 1950, returning to KDYL as program director last July.

WKY-TV Signs ABC Basic Pact

WKY-TV Oklahoma City, vhf Ch. 4, has signed a two-year contract with ABC as a basic affiliate, according to P. A. Sugg, manager of the station. WKY-TV already has been carrying ABC-TV programs. It also is a basic affiliate of NBC-TV and carries certain CBS-TV and DuMont programs.

Mr. Sugg also announced that ABC has ordered a new microwave relay system to serve WKY-TV. The system will be ready Sept. 26, Mr. Sugg said.

NBC-TV Releases Circulation Promotion Handbook

A 45-PAGE handbook on "Circulation Promotion For Television Station, Uhf and Vhf," has been published by NBC's advertising and promotion dept. for distribution among NBC-TV affiliates. Based on actual station experience, the material is divided into four main groupings: "Principles, policies and planning"; "Operations, before you go on the air"; "How NBC will help you build circulation," and "after you are on the air."

Drop Contract Suit

BREACH of contract suit, filed in Los Angeles Superior Court July 15, against David Hire and David Hire Productions, Hollywood producers of transcribed MBS *Wild Bill Hickok* [B•T, July 20], has been dismissed by Delira Corp., creator and owner of "Wild Bill Hickok" trade name. Action was dropped Aug. 27.

Eight Affiliates Sign CBS Television Pacts

SIGNING of eight new affiliates by CBS-TV was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. The eight:

KMBY-TV and KSBW-TV Salinas-Monterey, Calif., sharing time on vhf Ch. 8, the affiliation effective Sept. 1; KERO-TV Bakersfield, Calif., vhf Ch. 10, effective Sept. 26; KHQA-TV Quincy, Ill., vhf Ch. 10, Sept. 27; KOMU-TV Columbia, Mo., vhf Ch. 8, Oct. 1; WDAK-TV Columbus, Ga., uhf Ch. 28, Oct. 12; WWNY-TV Watertown, N. Y., uhf Ch. 48, Nov. 15; WKAQ-TV San Juan, Puerto Rico, vhf Ch. 2, Feb. 15, and KOOK-TV Billings, Mont., Ch. 2, Sept. 27.

WABI Adds Yankee, Mutual

WABI Bangor, Me., next Monday will add affiliations with the Yankee and Mutual Networks to its present ABC tieup, Leon P. Gorman Jr., station's general manager said.

ABC-TV STATIONS OFFERED CO-OPS

SEVEN programs, totaling eight hours a week, will be made available to ABC-TV affiliates for sale on a local co-operative program basis in the network's fall schedule, Frank Atkinson, manager of ABC-TV's co-operative program department, announced last week.

The list includes three shows sponsored by national advertisers on portions of the ABC-TV network. Available for co-op sale by other stations, these are: *Baseball Game of the Week,* which Falstaff Brewing Corp. sponsors on 17 stations; *Saturday Night Fights,* sponsored by Bayuk Cigars Inc. on 23 stations, and the Chicago Bears and Chicago Cardinals professional football games, sponsored by Standard Oil of Indiana on eight stations.

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

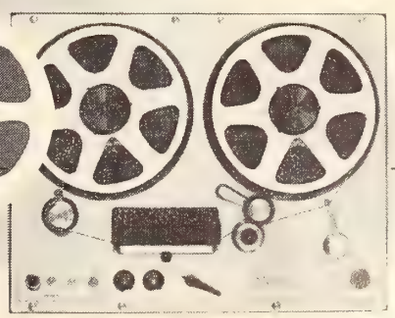
EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in/sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 14-inch
- Centralized pushbutton controls

*From master tapes of suitable quality.



AMPEX
MAGNETIC RECORDERS

Write Today for further information; Dept. D, 1204B

AMPEX ELECTRIC CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities

5 Stations Join ABC-TV; Affiliates Total 154

SIGNING of five new affiliates by ABC-TV, bring the network's total to 154 stations was announced last week by Alfred R. Beckman, national director of the ABC-TV station relations department. The five are:

WTAP-TV Parkersburgh, Va., on uhf Ch. 15 with West Virginia Enterprises as owner and Theodore A. Eiland as general manager, affiliation effective about Sept. 15; WFIE (TV) Evansville, Ind., uhf Ch. 62, Premier Television Inc. with Jesse D. Fine as general manager, about Sept. 27; KOPR-TV Butte, Mont., vhf Ch. 4, Copper Broadcasting Co. with Edward Cooney as general manager, about Oct.1; WREX-TV Rockford, Ill., vhf Ch. 13, Greater Rockford Television Inc. with Soren H. Munkhof as general manager, Oct. 1; KFBC-TV Cheyenne, Wyo., vhf Ch. 5, Frontier Broadcasting Co. with William C. Grove as general manager, Dec. 25.

NBC Names Jacobsen To Personnel Post

APPOINTMENT of B. Lowell Jacobsen, manager of personnel of the Home Instrument Dept. of RCA Victor Division, as personnel director of NBC was to be announced yesterday (Sunday) by J. M. Clifford, NBC vice president in charge of personnel. Mr. Jacobsen has been with RCA Victor since September 1943, when he joined the personnel department in the Bloomington, Ind., plant. Later, he was named personnel manager there. He was given similar duties at the Indianapolis plant in 1950, and was transferred to the home office in Camden in 1951, as manager of personnel of the Home Instrument Dept.

Quiz Contestant Sues ABC, Others in Chicago

DAMAGE SUIT for $5,000 has been filed by a TV quiz contestant in Chicago Circuit Court against ABC and the Banner Tire Co.

The contestant, James E. Healey, charged that he was declared a winner Aug. 20 on the quiz show *Call the Play*, sponsored by Banner on WBKB (TV), and was advised later that his answer was incorrect. He claimed he was held up to ridicule and that his rights of privacy were invaded. The suit also named Arthur M. Holland and Max Holland of Malcolm-Howard Adv. Agency and announcer Lynn Burton.

5 More Sign for 'Today'

FIVE additional advertisers have signed for participations, ranging from four to 39 each, on NBC-TV's *Today* series (Mon.-Fri., 7-9 a.m. EDT and CDT). They are: Capital Airlines, 39 participations, through Lewis Edwin Ryan Agency; Standard Packaging Corp., 13 participations, through C. Wendel Muench & Co.; Congoleum-Nairn Inc., 13 participations, through McCann-Erickson; Prince-Gardner Co., 12 participations, through Grey Adv., and Crowell-Collier Pub. Co., four participations, through Kudner Agency. Meanwhile, it was reported the number of markets in which *Today* is carried will rise to 47 on Sept. 28, when WFMJ-TV Youngstown, Ohio, will be added.

CROSBY TAPE READY FOR COLOR TV

Frank C. Healey of Bing Crosby Enterprises reveals magnetic tape recording of color TV will be ready whenever color sets, available to the public, capture a suitable color picture. The firm's laboratory recording system will tape first color test programs in Los Angeles.

MAGNETIC tap recording of color television will be ready as soon as set manufacturers provide receivers to the public that will capture a suitable color picture.

This assurance was given last week by Frank C. Healey, executive director of the electronic division of Bing Crosby Enterprises, Hollywood. He revealed the company's VTR (video tape recorder) system (still in laboratory) has been set to take down, on magetic tape, the first color test programs on Los Angeles network stations.

Although the Crosby activities still will be in the nature of experiments, Mr. Healey said, "We already know that we need not apologize for either the efficiency or fidelity of our VTR for color television pictures. It is almost as simple to us at this point as our early recording of black and white television on magnetic tape."

Mr. Healey believes that the prospects of general circulation of color television tape should be promised only when some system is achieved that will preserve color programs for repeat performances or for use in widespread areas at different program times.

Prohibitive Costs

He predicted that without a recording system, color program costs would be prohibitive to any broadcaster or advertiser, and warned that such costs would serve only to delay general use of color films or live shows in color.

Opining that, "It is still the public who pays the freight for television by the degree of favor it shows toward products advertised," Mr. Healey asserted: "It appears the industry may have lost sight of this fact in making glowing promises of color shows."

He questioned whether viewers will invest "a small fortune" in expensive receivers to get "occasional" color programs, and said the only solution to the problem was "low cost color recording and low cost tape duplicating of master shows or films so that they receive widest possible circulation and lowest initial cost pai per unit.

"Even present color film costs are prohibitiv to most advertisers, despite a sensible desir of merchants to enhance programs with colo and to fully dramatize the picture of their prod uct."

Crosby Enterprises' answer lies in its nev system, which will not only permit the tapin of shows magnetically in color but will turn ou duplicate tapes at a small fraction of the cos of processes now in use by the motion pictur industry, according to Mr. Healey.

He also said the duplicating process in mag netic tape recording permits any desired num ber of copy "pictures" to be made, reducin the per-unit cost and giving wide circulation t shows dressed for color.

Kline Heads New Ward Unit

LARRY H. KLINE has been appointed general sales and merchandise manager of Ward Products, manufacturers of antennas and a division of The Gabriel Co., Cleveland. The new department, which Mr. Kline heads, will emphasize new product development and exploitation, it was announced. Mr. Ward, for the past two years chairman of the Antenna Section of Radio-Television Mfrs. Assn., has been with Ward the past eight years, most recently as supervisor of inventory control.



Mr. Kline

Optical Demonstration Features Depth, Clarity

OPTICAL systems which produce clarity fo both foreground and distant figures simultane ously on TV and which also enhance roundnes of figures, recently was demonstrated to agenc executives and the trade press in Hollywood b I. Melville Terwilliger, scientist-inventor.

The systems, called "Inspacian" and "Depth dimension," are combined in a single lens, con sisting of vertical sets of matched refracto strips in place of the customary between-len iris, and which modify the focus of previousl divided beams of light. A rotating "modulator then "blends" the beams to produce effects, ac cording to Mr. Terwilliger. The combinatio can be used with both live and film TV, h said. The demonstration was on film.

21,000 Visit Exhibits At Chicago Exposition

A REPORTED 21,000 high fidelity fans an others attended exhibitions by manufacturers o radio-TV-phonograph combinations and re ceivers at the International Sight and Soun Exposition and 1953 Audio Fair last Tuesda through Thursday at Chicago's Palmer House Models and components were displayed b more than 100 companies including Admiral Scott Radio, Zenith, Hallicrafters, Crosley Lion, General Electric, Jensen, Regency Magnecord, Newark and others.

Alliance Fall Campaign

ALLIANCE Mfg. Co. this fall will spend a half-million dollars to advertise its TV boosters uhf converters and remote TV antenna contro systems, in its largest promotion campaign in history, according to John Bentia, vice presi dent, who said Alliance, now entering its fifth year of TV advertising, already is using 11 TV stations for its minute and chain-break an nouncements adjacent to top network programs. He said Alliance has sold more than a million Tenna-Rotors and will introduce two new models this fall.

RCA Ups TV Set Prices

PRICE INCREASES averaging 5% on 14 of the 32 models in RCA Victor's "Rotomatic" line of television sets were announced by the company last week, effective Sept. 21. The increases range from $10 to $30 and were attributed to rising production costs. RCA Victor also reported that present line models will not be replaced before the spring of next year.

RAYTHEON

first again with the finest in television microwave

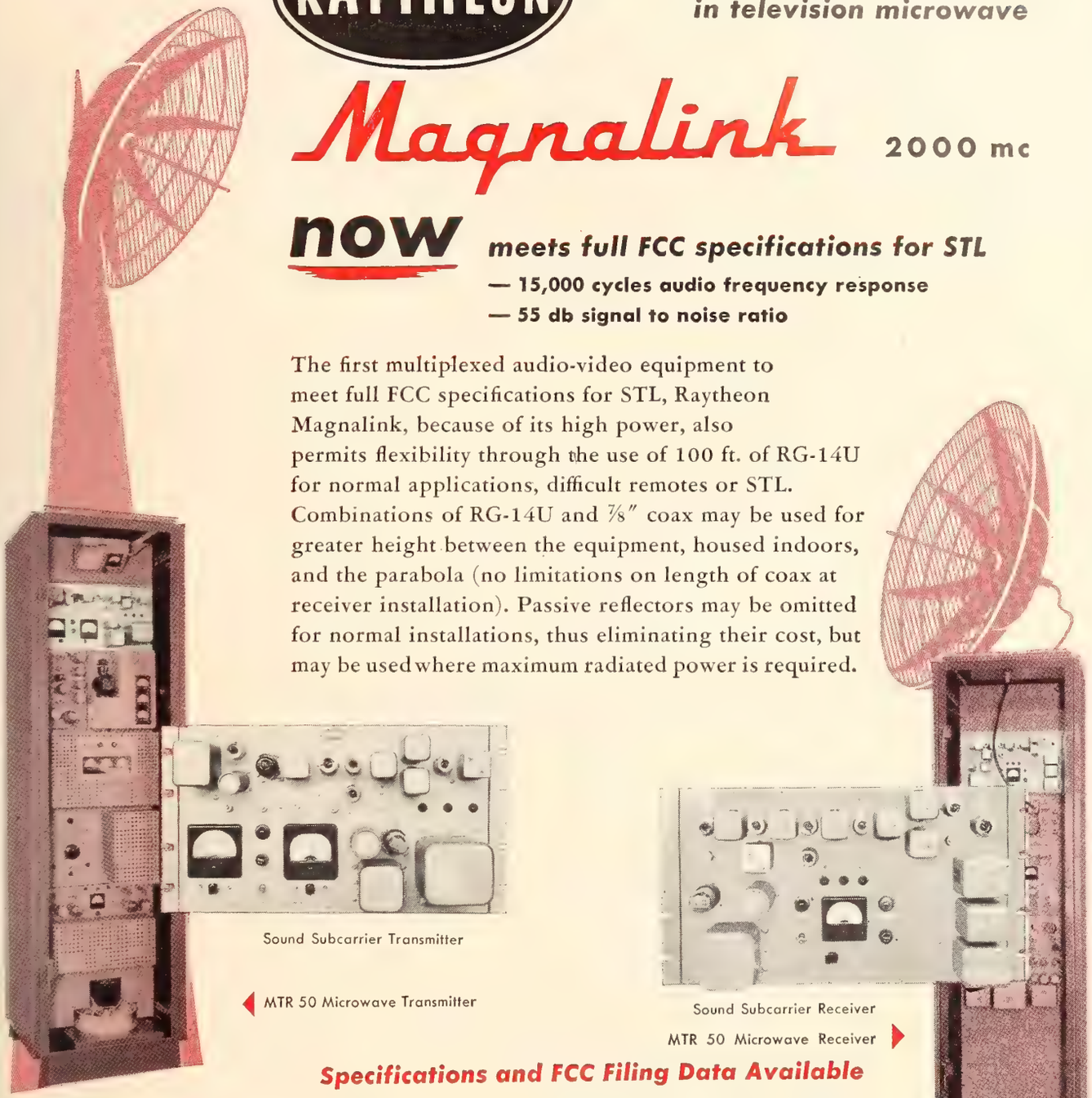
Magnalink 2000 mc

now *meets full FCC specifications for STL*

— 15,000 cycles audio frequency response

— 55 db signal to noise ratio

The first multiplexed audio-video equipment to meet full FCC specifications for STL, Raytheon Magnalink, because of its high power, also permits flexibility through the use of 100 ft. of RG-14U for normal applications, difficult remotes or STL. Combinations of RG-14U and ⅞" coax may be used for greater height between the equipment, housed indoors, and the parabola (no limitations on length of coax at receiver installation). Passive reflectors may be omitted for normal installations, thus eliminating their cost, but may be used where maximum radiated power is required.



Sound Subcarrier Transmitter

◀ MTR 50 Microwave Transmitter

Sound Subcarrier Receiver

MTR 50 Microwave Receiver ▶

Specifications and FCC Filing Data Available

Write for full information

Magnalink 50 watt power and the superiority of 2000 mc propagation characteristics permit spanning greater distances than previously thought possible. Greater fade protection, simplified all channel field tuning and polarization change merely by rotating feed are but a few of the advantages offered by Raytheon's powerful Magnalink equipment — specifically designed for industry's STL, inter-city and long distance remotes. For the right equipment to fill your microwave requirements, for economy and operating convenience, investigate Raytheon's complete line of microwave equipment.

SPECIALISTS IN MICROWAVE FOR TELEVISION

RAYTHEON®

Excellence in Electronics

RAYTHEON

MANUFACTURING COMPANY

Equipment Sales Division

Dept. 6270-BT

WALTHAM 54, MASSACHUSETTS

PERSONNEL RELATIONS

Peak Employment Record Set By SDG Members

INCREASED TV production is credited with a peak 40% employment of the Screen Directors Guild total membership of 740, according to SDG President George Sidney. Employment in video, which has shown a 20% increase over last year, provides about $2,000,000 of the guild's $12 million total annual income.

Of the 296 active video directors, 85 are first assistant directors and 41 are second assistants. Although some of the number alternate TV work with feature film assignments, there are more assistants active in the former than in the latter.

With other directors in New York to work live and filmed TV shows and still others signed to network producer-director contracts, SDG current membership is 43 over that of last year's.

AFL May Hold Brewer, Who Would Quit IATSE

RESIGNATION of Roy M. Brewer as Hollywood international representative of AFL International Alliance of Theatrical Stage Employes, announced fortnight ago, may be held in abeyance by the general executive board in New York in an effort to solve the differences between him and Richard Walsh, international president.

Controversy between the two top IATSE officials revolves around "the scope and activities of the Hollywood office" it was revealed in Mr. Brewer's announcement. With TV having become a major industry on the West Coast, he has advocated the expansion of the union's Hollywood offices' activities while Mr. Walsh reportedly favored confining of major activities to New York.

In asking to be relieved of duties, Mr. Brewer said that he offered to remain on until negotiations with the major motion picture studios, scheduled to start tomorrow (Tuesday) were completed on a new contract to supplant the one expiring Oct. 25.

WXEL (TV) Election Ordered

AN ELECTION to give studio and technical employes of WXEL (TV) Cleveland a chance to decide whether they want to be represented by NABET or IATSE was ordered Thursday by National Labor Relations Board. Two voting groups are specified: (1) All program employes including studio crewmen, projectionists, art director, scenic designer, and newsreel cameraman, but excluding talent employes and supervisors; (2) all engineers, excluding supervising engineers and other supervisors. Those in the first group may select IATSE or NABET, or neither; those in the second group may select whether they wish to be represented by NABET or by no union.

TWA Moves Quarters

TELEVISION Writers of America has moved to new quarters at 1600 N. LaBrea Ave., Hollywood 28, telephone number Hollywood 52193. Membership is currently balloting by mail on an anti-communist by-law, with tabulation of results expected tomorrow (Tuesday).

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ... ***Roanoke's LARGE ECONOMY SIZE***



Virginia has:

- **891,500 families**
- **861,890 RADIO families**
- **292,520 TV families**
- **413,740 CAR-RADIO families**

And the WDBJ area Includes about ¼ of Virginia's Population and Retail Sales.

Source: A. C. Nielsen Co., Inc.

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.



Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

INTERNATIONAL

Election Boosts TV Use In Ontario; Montreal Down

ELECTION COVERAGE on Aug. 10 brough Canadian TV sets-in-use ratings in southeri Ontario to 57.3 from a summer low of 49.7 i July, according to the Telerating CANADA report of Elliott-Haynes Ltd., To ronto. In the Montreal area sets-in use dropped from 59.6 to 58, despite th first Canadian federal election since TV cam to Canada. In southern Ontario U. S. station were still favorite at two-to-one ratio.

On CBLT (TV) Toronto, leading five pro grams during August were federal electio coverage rating 31.1, *Wrestling* (U.S.) 30.8 *TV Soundstage* (U.S.) 30.3, *Amateur Boxin* 27.7, and *Feature Film* (U.S.) 25.3.

Buffalo Shows

From WBEN-TV Buffalo, leading five show were *Big Pay-Off* 68, *Dragnet* 65.5, *TV Theatr* 63.7, *Wonderful John Acton* 62.3, and *TV Playhouse* 62.2.

On CBFT (TV) Montreal, leading five show were *Wrestling* (U.S.) 76, election results 72.7 *Regal Theatre* (U.S.) 72.5, *Serenade for String* 70.3, and *French Feature Film* 70.

Elliott-Haynes gives number of TV sets i areas covered by Teleratings report at 324,200 of which 175,000 are in the Toronto-Niagar Falls area, 62,600 in the Montreal-Ottawa area 74,700 in the Lake Erie region, and 12,000 i other parts of Canada.

BCAB Holds Summer Meet

OPTIMISTIC outlook for fall business fo member stations of the British Columbia Assn of Broadcasts was forecast at the group's sum mer meeting in Nanaimo las CANADA month by BCAB President Bil Rea. He pointed to "tranquil" labo relations in lumber and fishing industries, and to an "avowedly free-enterprise government" in British Columbia as adding to the prospects.

Maurice B. Mitchell, president of Encyclopaedia Films Inc., was a guest speaker during the sessions. Host stations to the meeting were CHUB Nanaimo and CJAV Port Alberni.

CBUT (TV) Target Plans

CBUT (TV) Vancouver, scheduled to go on the air early in November, will have the first directional TV antenna in Canada, CBC has announced. The pattern will be in CANADA two lobes, one sending the 100 kw video on Ch. 2 westward to southern Vancouver Island, the other sending the signal southward to the international border area and into the state of Washington. CBUT will have a Canadian Marconi transmitter and mobile unit.

Andrew Forms Canadian Unit

FORMATION of Andrew Antenna Corp. Ltd. as a Canadian affiliate, with John W. McLeod as manager headquartering in Whitby, Ontario, was announced last Tuesday by C. CANADA Russell Cox, vice president and general manager of Andrew Corp., Chicago. Mr. McLeod, a member of the Institute of Radio Engineers, previously was associated with Canadian Marconi and Canadian Pacific Airlines in the industrial communications field.

GILLETTE BASEBALL BOOK

GILLETTE Safety Razor Co. is giving away a 96-page baseball record book, titled the "Gillette World Series Record Book," with each Super-Speed Razor Set as a World Series Special. Edited by Hy Turkin, baseball authority and sports writer for the *New York Daily News*, the vest-pocket-size book covers such topics as scoring, rules, baseball lingo, diagrams of all big league parks, player rosters, final '52 standings, All-Star game history and a special 38-page section devoted to the World Series. Interest has been high, the company reports, resulting in a record shipment of over 2½ million Super-Speed sets for August. The drive will be backed by window displays and specially filmed TV commercials for the Series to be used on 80-100 stations.

PROMOTION ON MENU

WROX Clarksdale, Miss., used restaurant menus as a means of promoting the *Perry Como Show* on Mutual and WROX. A promotion piece with pictures of Perry Como and the Fontane Sisters was attached to menus at most of downtown Clarksdale restaurants on the night of the show's fall premiere. The "menu clip" which was headed "Tonight After an Enjoyable Evening Meal. . .," will be used again at later dates.

TIME TO SELL AN AUTOMOBILE

BAB recently ran an ad in *Automotive News* which pictured a close-up of an automobile clock under which was written: "What's the best possible time to sell a man an automobile?" The answer, as explained in copy below, is when he's driving with the radio turned on. The reason, BAB explained, is because at that time he's automotive-minded and can receive the full story without competition getting in a word edgewise. The ad is the second in BAB's 1953 business paper advertising campaign to sell radio to the decision-makers in the four fields responsible for the bulk of radio advertising revenue—department, furniture and clothing stores; food and grocery product firms; drug, toiletries and cosmetics, as well as the automotive industry. There will be 12 ads in the series before the end of the year.

NEWSPAPER COVERS WNAO-TV

THE TELEVISION section of the Raleigh, N. C., *News and Observer* was devoted to a 15-page coverage of WNAO-TV there. Titled "Television Comes to Capital City," the section is filled with pictures of station personnel, equipment, including the tower, CBS-TV stars and pertinent news items. Featured on the first page are history of the station's origin and construction and hints on the placing of a TV set.

'Beat' in Beantown

BOSTON as of last Monday has a *Morning News Beat*. That's the name given to a two-hour broadcast strip (6-8 a.m.) of newscasts, time announcements and weather information on WVDA Boston. WVDA says its new programming technique, which divides the period into quarter-hours—12 minutes news, three minutes weather and time every two minutes, was conceived after careful study of research data on early morning listening habits. Two news announcers, Rod MacLeish and John Mounteer, handle reports.

WVEC-TV JAMBOREE

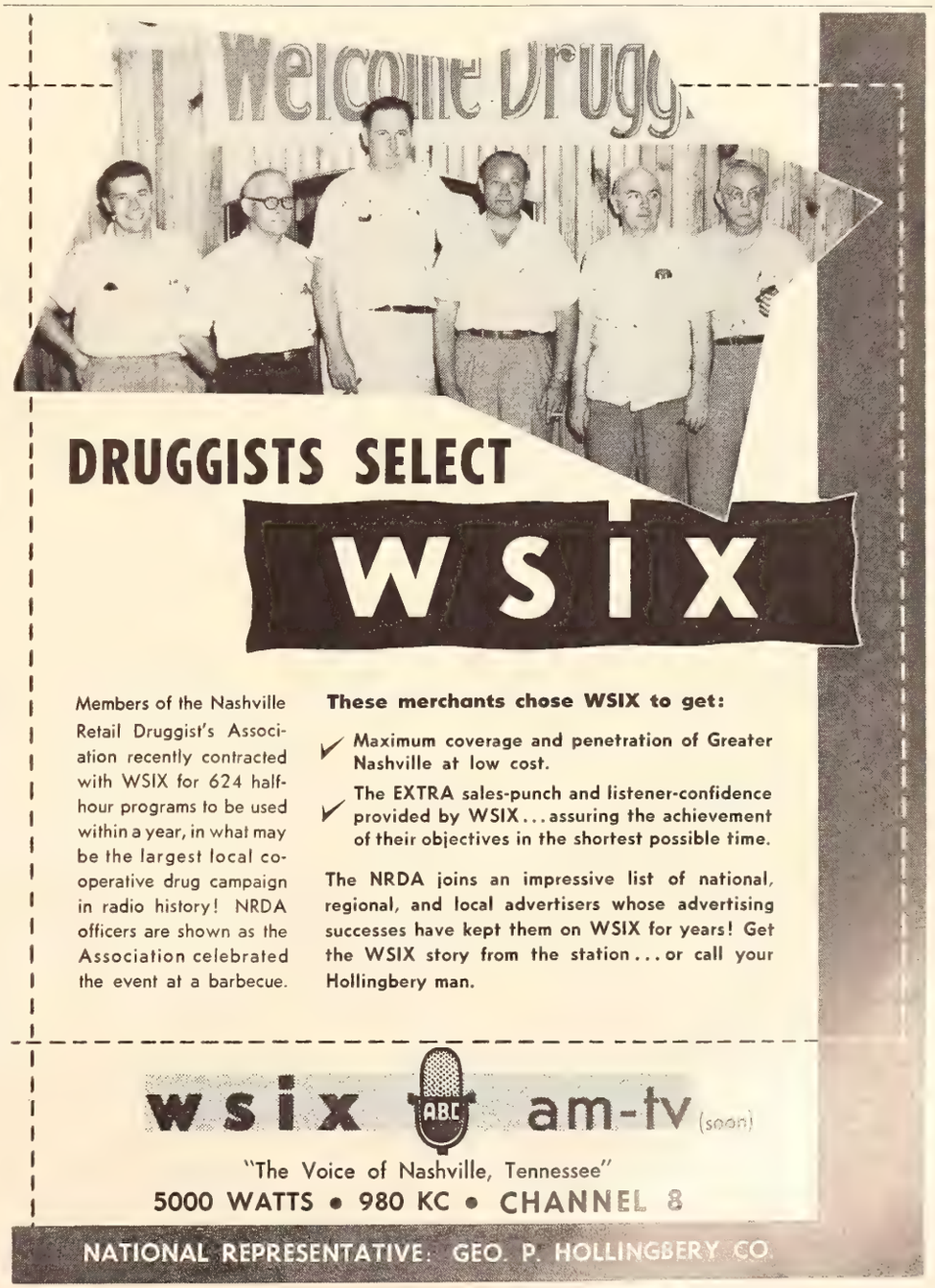
SEVERAL thousand Tidewater television fans attended an open air TV jamboree plugging NBC performers who will be seen over WVEC-TV Norfolk beginning Sept. 19, the station reports. The lengthy variety show was presided over by Jack Lescoulie of the *Today* program, assisted by Red Benson, *Name That Tune* m.c. Among other celebrities present were Jack Carson, Dorothy Lue, Doris Hoyt and J. Fred Muggs, monkey-star of *Today*. A beauty contest was held to select Miss WVEC-TV who will act as official hostess at the station opening on Sept. 19.

MERCHANDISING CAMPAIGN

SHWAYDER Bros. Inc., Denver, Colo., (luggage), will back up its participating sponsorship of NBC-TV's *Your Show of Shows* and *All Star Revue* this fall with a huge dealer merchandising campaign, the firm has announced. Dealers will receive point-of-sale material, including TV slides, for local tie-ins with *Your Show of Shows*. A full-page four-color advertisement with Imogene Coca and Sid Caesar,



BEES by the dozens swarmed through the studios of WWJ-TV Detroit when someone unwittingly took the top off a glass case containing the insects. They were to be used in the nature portion of the station's *Playhouse*. DDT and carbon dioxide were brought into play to clear the studio.



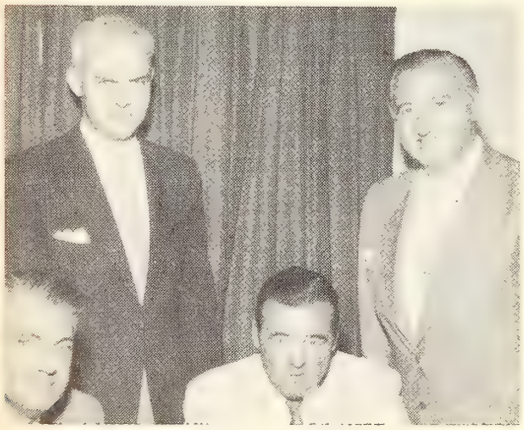


TV NEWSREEL

AT premiere of *Pentagon, U.S.A.*, on CBS-TV, Roger Greene (l), adv. mgr. of sponsoring Philip Morris & Co., chats with featured actor Addison Richards (seated) and Henry White, Biow Co. On Sept. 10, Remington Shavers will co-sponsor drama with Philip Morris.



SLUMBERLAND Products Co. Pres. Arthur M. Warshaver signs for 52-weeks, Monday through Friday, *Slumberland's 11th Hour News and Weather* on WBZ-TV Boston. Standing (l to r): Herbert S. Stern, radio-TV dir., Hirshon-Garfield Adv. Agency; Ruby Newman, act. exec., and C. H. Masse, WBZ-TV sls. mgr.



ARRANGING 15 week contract for KLAC-TV Los Angeles five weekly, quarter-hour *TV Baseball Hall of Fame* are (l to r) Charles T. Moon, assistant vice pres., Pepsi-Cola Bottling Co. of L. A.; Jack Mulligan, KLAC-TV acct. exec.; Jack Runyon, Hollywood mgr., Biow Co., and Sam Balter, station sports dir.

CHARLES KAPPS (r), pres. and gen. mgr., Fox Head Brewing Co., Waukesha, Wis., and Roy J. Bernier, Fox Head adv. and public relations counsel, look on as Arch Ward, *Chicago Tribune* sports editor, signs for *Arch Ward's Sports Page* Monday nights, 9:45 p.m., on WGN-TV Chicago.



Turnpike Promotion

WCMB Lemoyne, Pa., which recently sold time segments to the Pennsylvania Turnpike Commission for broadcasts of weather and road condition bulletins to Turnpike travelers [B•T, Aug. 10], has a new promotion idea for the campaign. The station is distributing leaflets to all motorists as they enter the Turnpike, featuring the WCMB frequency number and advising drivers of the features the station presents. Ed Smith, vice president-general manager of WCMB, reports that a million leaflets have been given out, with an expected four million to be distributed by Dec. 1.

stars of the program, will appear in an October issue of the *Saturday Evening Post*. Tie-in with the stars and program also will be made in other consumer magazines. Grey Advertising Agency, N. Y., handles the luggage account.

TV PROMOTES AM

ABC Chicago will go all out to promote its WENR starting Sept. 1—and use its TV outlet as the vehicle. Announcers at WBKB (TV) will utilize station breaks to advise listeners: "Listen to WENR—890 on your radio dial." Similar messages will be carried on WBKB station identification cards. Move is designed by Sterling Quinlan, general manager of both ABC stations, to promote the network's o & o radio outlet by television.

WHO PERSONALITIES

WHO Des Moines is giving away more than 25 thousand folders titled "Radio Station WHO Personalities" at the Iowa State Fair. The colorful promotion piece is filled with pictures of staff members from the news department, talent staff and farm department.

GAMBLING EXPOSÉ

KTTV (TV) Hollywood Aug. 30 started weekly half hour *Paul Coates Confidential*, sponsored by Harry L. Shane Inc., Los Angeles (Southern California distributors of Stewart-Warner TV sets). Mr. Coates, TV personality-newspaper columnist, uses film clips and live interviews to expose local gambling and graft. Agency is M. B. Scott & Assoc., Beverly Hills.

RADIO DIRECTORIES

CPRN sales promotion department is distributing 3000 "KNX Radio Directories" to radio-TV executives and sponsors in the Southern California area. The large single sheets of cardboard list names, addresses and telephone numbers of advertising agencies, recording studios, station representatives, radio-TV production service firms and radio-TV stations and networks in the L. A. area.

KONA (TV) INVITATION

LOCAL representatives and distributors for national firms sponsoring NBC-TV programs on KONA (TV) Honolulu have been invited to introduce premiere telecasts of their respective programs. Representatives include those from United States Tobacco Co., RCA, American Tobacco Co., Pet Milk Co. and Coca-Cola Co.

'EXERCISE MARINER'

A LIVE studio telecast of a briefing session launching "Exercise Mariner," the North Atlantic Treaty Organization's fall maneuver and said to be the largest peacetime international training exercise ever attempted, will be presented by NBC-TV on Sept. 13 at 3-3:30 p.m. EDT. A planning and briefing room with wall charts, model ships and planes, will be simulated on the show, with officers of the Allied Command Atlantic discussing various phases of the operation.

NEWSPAPER COVERS UHF

WTVI (TV) Belleville, Ill., was the subject of the *St. Louis Post-Dispatch* TV feature section recently. The 12-page section began with a full-page drawing of the station's tower, titled "Ultra High Frequency Television." Featured in the section were pictures of DuMont stars and station personnel.

HAPPY BIRTHDAY

A SPONSOR-arranged birthday party surprised Helen Neill Henry, program personality at WNLA Indianola, Miss., recently. Mrs. Henry had just finished her morning 25-minute show of newsy notes for shut-ins and housewives, when she found herself still on the air. Her participating sponsors, Crosby Home Appliances, City Dry Cleaners, Indianola Laundry and Caldwell's Rexall Drug Store, had arranged with Chuck Allen, station manager, for additional time. The birthday party was emceed by Mr. Allen and was attended by several guests, including John McLendon, station partner.

JUNE AND CKOK

JUNE and CKOK are busting out all over, according to the Penticton, B. C., station's release of its June ratings by Elliott-Haynes Survey. The release advises timebuyers and account executives who are still buying from some other Okanagan area station to hide this promotion piece. But if they have been among those who have watched the growth of CKOK, they can be mighty proud, the station asserts. Breakdown covers listening trends by hours and by cities.

Flint's Operation Tornado

RADIO was in the van of "Operation Tornado" in Flint, Mich., on Aug. 29-30, during which 7,800 volunteers rebuilt 186 homes of the hundreds destroyed in a tornado which visited that city last June 8 [B•T, June 15].

Participating in the campaign to enlist volunteers and coordinate groups for the big rebuilding project were Flint stations WKMF, which prepared a spot campaign; WTAC, which gathered and routed "Operation Tornado" news to all stations; WBBC, which secured feature material for use with personality shows on all stations, and WFDF, which produced feature programs and interviews available to all stations. NBC-TV covered the events and stations made feeds to their respective networks.

After the two-day building program, Flint's Mayor Donald Reigle congratulated Flint radio stations for their part in the campaign.

Advertisers

James M. E. Mixter, director of advertising and sales promotion for The Baldwin Co., Cincinnati (pianos and organs), adds duties as member of board of directors, filling vacancy left by retirement of **George W. Lawrence.**

Lester Krugman, account executive, Grey Adv., N. Y., to Bulova Watch Co., N. Y., as advertising manager.

E. Terry Southard, national sales manager of Columbia Records, to O. W. Ray Corp., N. Y., distributors of photographic equipment, as vice president in charge of sales and merchandising, effective Sept. 1.

James E. Callaway, regional account manager with Brown Bros. Adv., St. Louis, named director of advertising and sales promotion at Lindsey-Robinson & Co. (Fair-Acre feeds, Gambill's Plantation Spoonbread Mix), Roanoke, Va.

Burt B. Hammer, vice president of White, Berk & Barnes Adv. Agency, appointed advertising manager of Detecto Scales Inc., Brooklyn, N. Y.

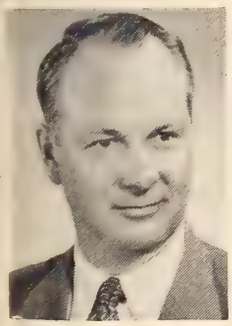
Walter Frank, retiring president of Jacksonville, Fla., Advertising Club, named field secretary of Advertising Federation of America, effective Sept. 7.

Agencies

Sam M. Ballard, recently resigned as chairman of management committee and director of Gardner Adv. Co., St. Louis and N. Y., to Geyer Adv., N. Y., as vice president and chairman of account policy committee.

Robert B. Owens Jr., formerly account supervisor at Lennen & Newell [B•T, June 15], appointed vice president and chairman of plans board at Robert W. Orr & Assoc. Inc., N. Y.

William Maxwell, art director, and **James Burton,** manager of television dept., Hutchins Inc., N. Y. and Phila., appointed vice president-art director of agency, N. Y. and Phila., and vice president of agency's radio and television dept., respectively.



Mr. Maxwell



Mr. Burton

Thomas L. Burch, account executive, Young & Rubicam, N. Y., transfers to Los Angeles, where he becomes account supervisor and vice president; **Robert H. Brinkerhoff,** account executive, named vice president and account supervisor on General Foods account, and **James P. Wilkerson,** account executive, also named vice president and account supervisor on General Foods.

Vincent Tutching, vice president in charge of Canadian and Latin American operations, Foote, Cone & Belding, named president of agency's international div.

Laurence H. Foster, formerly advertising director of Mandel Bros. department stores, Chicago, to Ivan Hill Inc., same city, as vice president and agency manager.



Mr. Hines

J. E. (Jake) Hines, director of public affairs and integrated services at WNBK (TV) and WTAM Cleveland, appointed general manager of newly created TV and radio dept. of R. C. Wellman & Assocs., industrial adv. agency, that city.

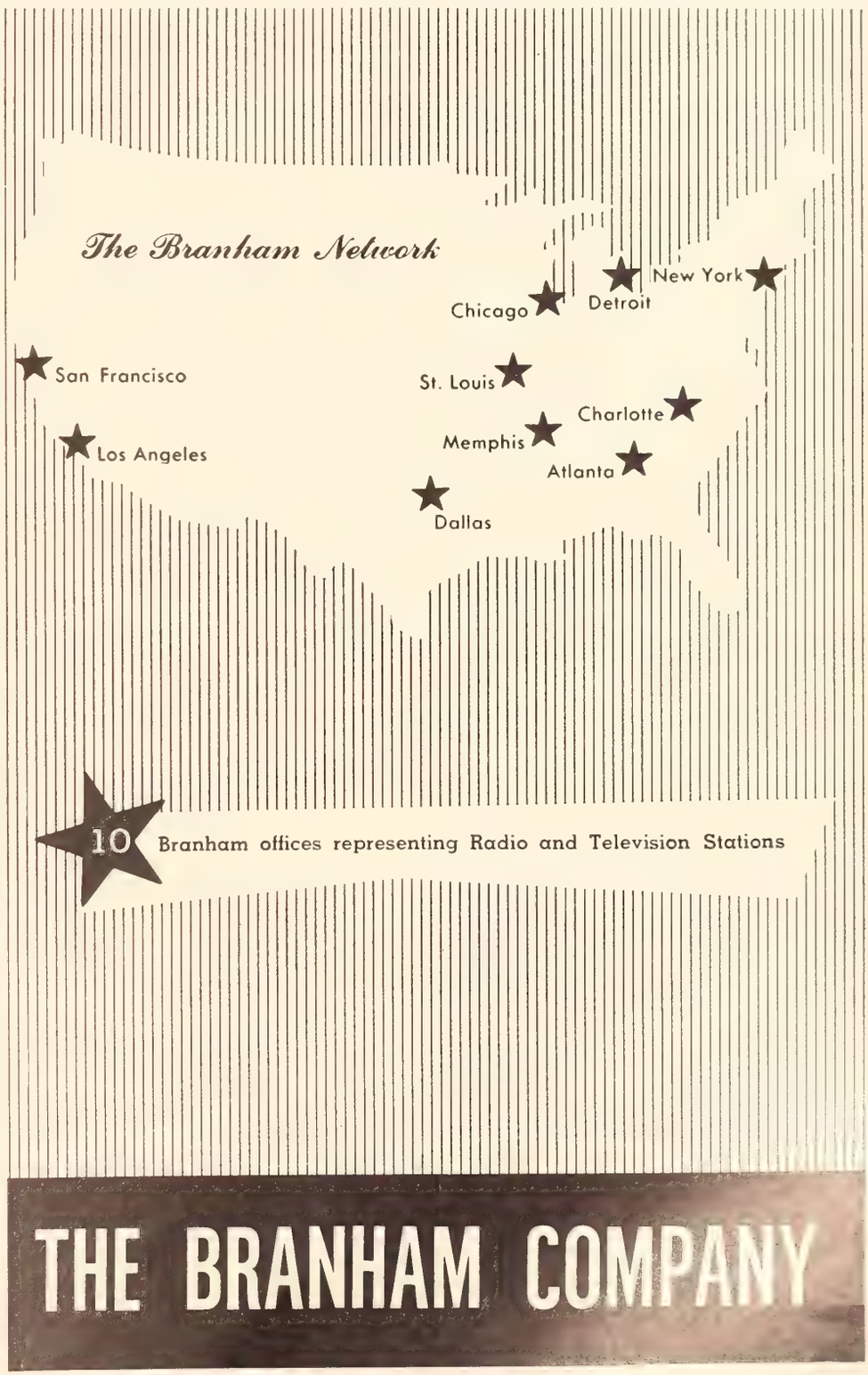
Samuel Chew, William S. Harvey and **Edmond G. Thomas,** all partners in 12-man partnership group at Gray & Rogers, Phila., resign to form own agency.

George Wolf, director of radio and television production, Foote, Cone & Belding, N. Y., named director of radio-television dept. of Geyer Adv., N. Y., succeeding **Norman Blackburn,** who has resigned.

Robert M. Barton, advertising promotion manager, *San Jose* (Calif.) *Mercury and News,* forms own advertising agency, **Robert M. Barton & Assoc.,** that city.

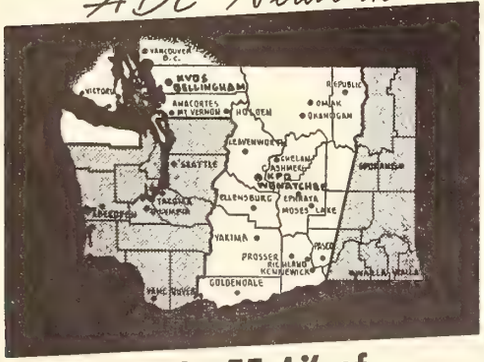
James C. McDonough appointed radio-television director at MacFarland, Aveyard & Co., Chicago.

Clarence R. Palmer, media director at John Falkner Arndt & Co., Phila., retires but remains



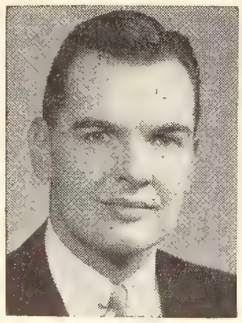
IN THE 75th MARKET
– TEXAS' 5th
EL PASO
KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled "SHOWCASE THAT SPOT" and this is a brief resume of how it works.
Now, you can buy minute-participating live or transcribed announcements in the finest participating programs in the entire Southwest . . . each program a well-developed feature which is aired at the same time each day, 52 weeks a year and handled by veteran KEPO personalities. Heavily promoted and well-spaced throughout the day, these shows attract large and loyal audiences. Spots are well integrated into the show, with a lead-in, lead-out . . . making it a part of the program rather than an interrupting feature. "SHOWCASE THAT SPOT" will mean larger audiences and greater impact . . . more sales for you on KEPO . . . El Paso's most powerful station.
ASK AVERY-KNODEL FOR COMPLETE DETAILS
THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.
KVOS 1000 WATTS 790 K C
KPQ 5000 WATTS 560 K C
ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME
Represented by
Robert Meeker Assoc., Inc.

with agency in consulting capacity. **Mrs. William A. Farren** named acting media director.


Mr. Egan

Frank Egan, account executive at D. P. Brother & Co., Detroit, named manager of agency's New York office.

David E. Durston, television producer-director, ABC Chicago, and head of Durston TV Productions, Chicago and N. Y., to Lynn Baker Adv. Agency, N. Y., as director of television and radio productions.

Jay B. Rhodes Jr. to Robert B. Selby & Assocs., S. F., as account executive specializing in food accounts.

Evelyn M. Wiggins, formerly with Guild, Bascom & Bonfigli, S. F., to Public Relations Bureau of San Francisco, as advertising counselor. PRB is expanding its services to include radio and TV, and has also moved to larger offices in Mills Bldg.

Richard Rush, recently separated from USAF special services, to publicity dept., Frank Bull & Co., Hollywood.

Nellene C. Zeis, market research dept. of Gardner Adv. Agency, to Krupnick & Assocs. Inc., St. Louis, as librarian and assistant to director of research.

Gabriel Massimi, formerly with Chapman-Nowak, Syracuse, N. Y., to copy staff of Van-Sant, Dugdale & Co., Baltimore.

Jerome F. Seehof, Biow Co., N. Y., to Harry B. Cohen Adv. Co., N. Y., as copywriter.

Esther Wachtel Greenberg, formerly with Ben Sackheim, N. Y., to copy staff of Kal, Ehrlich & Merrick, Washington advertising agency.

J. M. Russakoff, president, Vanguard Adv., N. Y., who conducts course on Introduction to Advertising at School of General Studies, Hunter College, N. Y., also will handle new course on Advertising Copy, one of two new courses being added, starting Sept. 15, as result of success of Introduction to Advertising study.

Francis C. Barton Jr., general manager of radio-TV, Lennen & Newell Inc., N. Y., and **Miriam Powers,** former casting director, Commodore Productions Inc., Hollywood, were married Aug. 29.

Stations

Marvin Mirvis, account executive at WITH Baltimore, appointed general manager of WSID that city.

Bill Harrell, commercial manager of KVOP Plainview, Tex., to KVWO Cheyenne, Wyo., as vice president. He became father of girl, Mary Katharine Angela, Aug. 25.

Perry Nelson, sales manager, KFBK Sacramento, and **David Harris,** general manager, KWG Stockton, named managers of KMJ-TV and KMJ Fresno, respectively. They succeed late **William S. Sanford** who handled both AM-TV operations.

Will Keiner named station manager of WVAM Altoona, Pa.

E. Anson Thomas, station manager of KFXJ Grand Junction, Colo., named executive vice president of Western Slope Bcstg. Co., in charge of radio operations, and **Roy Adamson,** auditor, named secretary-treasurer. **Ruth Howell,** formerly secretary-treasurer, elected vice president and will assume direction of KFXJ-TV program dept.


Mr. Crockett

Dave Crockett, director of radio and TV for Cole & Weber, Seattle, named program manager for KOMO-TV there.

Dale Robertson, general manager of WENT Gloversville, N. Y., resigns due to ill health, but remains with station in advisory capacity.

Charles M. Higgins, commercial manager at WIRK-AM-TV West Palm Beach, Fla., to WFEC Miami in similar capacity.

William R. Terry, program director of WMBR-AM-TV Jacksonville, Fla., becomes program director for WMBR-AM with **Harry Kalkines,** production manager of WMBR-TV, taking over duties as program director for TV outlet. **Windsor Bissel,** TV director, replaces Mr. Kalkines as WMBR-TV production manager. **Gerald White,** chief of continuity dept., appointed sales service manager of WMBR-AM-TV replacing **Larry Scarborough,** now account executive with WMBR. **Phyllis Bishop,** assistant copywriter, replaces Mr. White as continuity chief.


Mr. Main

Guy F. Main, sales staff of KTLA (TV) Hollywood, appointed sales manager of WCIA (TV) Champaign, Ill.

James K. Harelson, formerly TV director at WBKB (TV) and WBBM-TV Chicago and sales director for Academy Films, Chicago, named program manager, WICS-TV Springfield, Ill.; **John Begue,** formerly with NBC Chicago, named sales promotion director; **Bazil O'Hagan,** formerly with WJIM-TV Lansing, Mich., and WBKZ-TV Battle Creek, appointed chief engineer; **Harold Hoskins,** network program operations director at NBC and with Borden Co. in sales promotion, named film director; **Robert Steffan,** Springfield Theatre Guild, becomes production manager, and **Helen Kinner** named executive secretary to general manager.

Cecil Bland, assistant program manager of KTHS Little Rock, Ark., appointed program manager replacing **Jack Wolever** who has resigned. **George Moore,** free lance sales promoter, named Mr. Bland's assistant.

Bob Castellon named program director at KLFY Lafayette, La. **Jim Vorhoff** to station's announcing staff and **Toni Coons** to station as disc jockey.

Gerry Grainger, chief announcer at KOSA Odessa, Tex., to KRIG same city as program director.

Scott King, KDSJ Deadwood, S. D., named program director of KVWO Cheyenne, Wyo.



Mr. Richards

Cecil L. Richards, assistant promotion manager, WBZ-AM-TV Boston, appointed advertising and sales promotion manager for WBZ-AM replacing **John G. Stilli** who transfers to KDKA Pittsburgh [B•T, Aug. 10].

Joseph L. Lamb Jr. promoted to chief engineer at WCOG Greensboro, N. C.

Al Ackerman appointed sports director at WHTC Holland, Mich., succeeding **Bob Greenhoe** who transfers to sales staff of WLAV Grand Rapids, Mich.

Burton Lambert, account executive, named assistant to **Ira Herbert,** WNEW New York vice president in charge of sales, to aid in administration of station's sales staff.

Ross Whiteside, engineer at CBU Vancouver, named technical director of CBUT (TV) Vancouver.

Carl Behle, formerly with WMPS Memphis, to sales staff of KOTV (TV) Tulsa.

Helen Replogle, WFTL-TV Fort Lauderdale, Fla., to sales staff of WFLA Tampa. **Bobbie Beckwith,** WJNC Jacksonville, N. C., to continuity staff of WFLA.

Diane Cameron, free-lance radio-TV artist, to sales staff of WOL Washington.

Mary Jean Wood, formerly with Greater St. Louis Community Chest, to press information, public relations and sales promotion departments of KMOX St. Louis.

Leslie Monypenny, reporter for *Chicago Tribune,* to WGN Chicago as news broadcaster.

Ted Powers, chief announcer and sports director, WDEV Waterbury, Vt., to WBRM Marion, N. C.

James T. McDaniel, WBGE Atlanta, to engineering staff of WSB there.

Nancy Dixon to staff of WJAR-TV Providence, R. I., as hostess on *The Nancy Dixon Show,* Mon.-Fri., 9-10 a.m.

Joe Monroe, KENT Shreveport, La., to KCIJ that city as disc jockey.

Eleanor R. Horn, formerly with Clifford Gill Agency, L. A., to KTTV (TV) Hollywood as research assistant in promotion dept.

Joan Van Orden, former assistant women's editor of *Grand Rapids Herald,* to WNHC-TV New Haven to handle continuity

Charles J. Pendleton, program director and promotion manager, KJBS San Francisco, elected to board of directors, Public Relations Club of San Francisco.

J. A. Morton, general manager, KJR Seattle, appointed radio committee chairman for United Good Neighbors, Seattle, 1953 fund raising drive. **Henry B. Owen,** executive vice president, KING-AM-FM-TV same city, named TV committee chairman.

Bob Runyon, news director at WOOD-AM-TV Grand Rapids, Mich., winner of Sun Vertikal Blind Co. competition for salesmanship.

Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, and 1952 winner of *McCall's* Award to Women in Radio and Television named judge for 1953 *McCall* Award.

Ira Blue, star of *Fun in the Sun* program on KNBC San Francisco, awarded by Calif. State Fair "for pre-eminent public service in promoting California's magic" on program, which provides information on state's vacation resorts.

Carl E. George, general manager of WGAR Cleveland, appointed captain of advertising and media div. in 1953 Cleveland Community Fund Campaign.

Morton E. Grossman, promotion manager for WOAI-AM-TV San Antonio, father of girl, Amy Susan, Aug. 23.

Frank Sweeney, announcer at WGN-AM-TV Chicago, father of girl, Patricia Marie.

Bill Burrud, producer on KTTV (TV) Hollywood *Before Your Eyes, The Open Road* and *Destination Unknown,* father of boy, John William, Aug. 21.

June Dunn, copychief at WTVJ (TV) Miami, and **Ben Robert Drake,** account executive at WBKB Chicago, were married recently.

Norma Gilchrist, star of KTTV (TV) Hollywood *Norma Gilchrist Show,* and **Bud Cole,** TV producer-director, were married last Friday.

Art McCracken, station manager at WGPA Bethlehem, Pa., returns to work after six weeks absence due to spinal operation.

Networks

Harvey Gannon, with NBC in various capacities, including program manager of its WNBC New York, director of traffic for WNBC-WNBT (TV) New York, named to new post of service supervisor for NBC-TV.

Don Moore, writer and former magazine editor, named head of CBS-TV's story, script, and rights clearance dept.

Angus Robinson, formerly with Walter O'Keefe Enterprises, Hollywood, in management-sales capacities, and **Cy Wagner,** ABC Chicago TV account executive, to NBC Chicago's TV network sales dept. as account executives.

Eric Lambart, previously Chicago sales representative of *American Magazine,* Crowell-Collier Publishing Co., to NBC Chicago radio network sales staff as account executive.

Lynn Phillips Jr., vice president and advertising director of Ziff-Davis Publishing Co., named account executive in NBC's television network sales dept.

Ralph Glazer, merchandising manager, KNX Hollywood *Housewives Protective League,* transfers to Columbia Pacific Radio Network as account executive. Succeeding him is **Richard de Varennes,** KNX account executive, who was married Aug. 29, to Nancy Katherine Brand.

John Schulz, account executive with Headley-Reed Co., Chicago radio-TV station representative firm, to national TV spot sales dept. of NBC Chicago.

Maurice Morton, associate director of business affairs for CBS-TV in Hollywood, promoted to director of department in Hollywood.

Artie Stander, writer on NBC-TV *Joan Davis*



Show, assigned as head writer of CBS-TV *Red Skelton Show,* scheduled to start Sept. 22.

Fletcher Markle, former producer, CBS-TV *Studio One* assigned to produce forthcoming CBS-TV *Life With Father and Mother.* Also assigned to series are **Vincent McConner,** associate producer on *Studio One,* and **David Schwartz** and **Robert Ross,** writers on CBS-TV *Amos 'n' Andy.*

Rudy Schrager, music director, CBS-Radio *Lux Radio Theatre,* will handle similar duties on CBS-TV *Lux Video Theatre.*

Gordon MacRae, star of NBC Radio *Railroad Hour,* has secured release from Warner Bros. contract, leaving him free to enter TV and consider video version of his radio program.

Dr. Frances Horwich and NBC-TV received award from American Legion Auxiliary for *Ding Dong School* program which Auxiliary voted "best children's program of the year for 1953 on TV."

Ed Dunbar, account executive, NBC San Francisco, father of girl, Aug. 20.

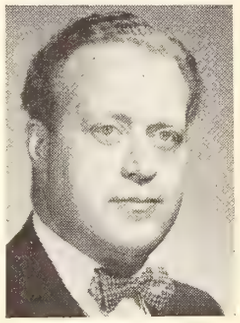
Manufacturers

A. L. Champigny, manager of replacement sales promotion for General Electric Tube Dept., Schenectady, N. Y., replaces **G. A. Bradford** as manager of advertising and sales promotion for Tube Dept.

William H. Eutzy, supervisor of industrial relations dept., TV-Radio Div., Westinghouse Electric Corp., Sunbury, Pa., appointed assistant manager of TV-Radio Div., succeeding **L. J. Fitzpatrick** who transfers to Lamp Div., Bloomfield, N. J.

Frank J. Powers, Burndy Engineering Co., named head of Industrial Engineering Dept. of CBS Columbia Inc., Long Island City, N. Y. **Israel Melman,** engineer in charge of advanced development laboratory, CBS-Columbia Inc., promoted to chief engineer of special productions div. of CBS-TV set-manufacturing subsidiary. He will be identified with development of CBS-Columbia color TV receivers and other special items.

Floyd A. (Tim) Timberlake, formerly TV operations supervisor of ABC Central Div., Chicago, named broadcast field sales representative in RCA Victor's Central Region with headquarters in Chicago. **Chester (Chet) Wallack,** chief engineer at KVGB Great Bend, Kan., to RCA Victor Broadcast Marketing Div. as field sales representative for Denver region. **Stanley Tannenbau,** head of copy dept. of Weightman Inc., Philadelphia advertising agency, to advertising dept. of RCA Victor Home Appliance Div., Camden, N. J.



Mr. Timberlake

Robert Sackman, head of Defense Dept. research group working on magnetic tape recording, appointed manager of Ampex Corp.'s Washington office. **Charles H. Wirth,** formerly engineering representative for Audio & Video Products Corp., named manager of instrumentation recorder sales in firm's New York office.

Alfred E. Bourassa, former assistant advertising manager of Carter's Ink Co., Cambridge, Mass., appointed assistant advertising manager at CBS-Hyrton, Danvers, Mass.

Jules Joslow, sales engineer with Raymond Rosen Engineering Products, to Ampex Corp., Redwood City, Calif., as manager of customer service engineering in firm's New York office.

Axel H. Kahn, commercial vice president of General Electric Supply Co. in Chicago, has retired.

John N. White, formerly associated with RCA, General Electric and Westinghouse, appointed manufacturing assistant president of Cory Corp. (appliances, housewares and advertising specialties), Chicago. **W. D. (Bill) Morgan,** manager of Cory Corp.'s Kansas City territory, named Southwest Div. sales manager.

Representatives

Ray Barnett, manager, KEAR San Mateo, Calif., to W. S. Grant Co., L. A., as manager.

Program Services

Walter B. Bruce, ad and sales promotion manager, Grand Union, to Robert Bories, radio and TV package shows organization, as general manager.

C. Gilman Johnston, former account executive, CBS Radio Spot Sales, to Air Features Inc., N. Y., live package program production firm, as sales manager, effective Aug. 31.

Michael North, owner of Hollywood merchandising promotion firm, to Art Rush Inc. (talent agency), that city, as head of new live and film TV program packaging division.

Ray Benson, Beverly Hills radio and television producer, to John Gibbs Talent Agency, N. Y., as sales representative.

Carl Haverlin, BMI president, received honorary degree from Lincoln College during centennial celebration of Lincoln, Ill., Sept. 1. Special broadcast was aired by WBBM Chicago.

Services

James C. Campbell is manager of Survey Services, new western market and opinion research agency formed as affiliate of Field Research, with offices at 400 Montgomery St., S. F.

Tom Dawson, formerly in research dept., KTTV (TV) Hollywood, named client service director for American Research Bureau Inc., new L. A. office.

Roy V. Whiting, former co-owner of *TV Forecast,* to *Boulevard* magazine as co-publisher and consultant on promotion-publicity. He continues as account executive at National Advertising Co., Waukesha, Wis.

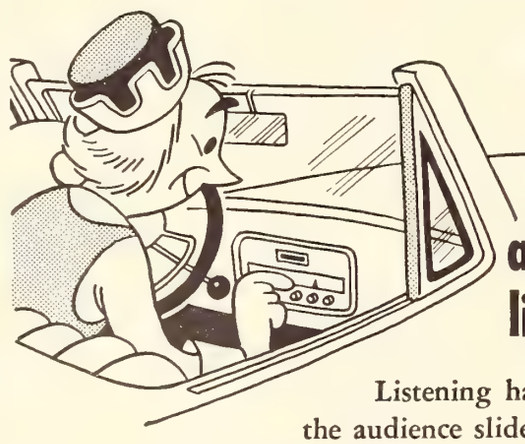
Albert Zugsmith, Hollywood station broker, and **Peter Miller,** president, WLPO LaSalle, Ill., re-elected president and treasurer, respectively, of American Pictures Corp., Hollywood independent movie producer.

Lt. Col. Charles A. Moore, USAF, chief of operations, Armed Forces Radio Service, Hollywood, released from active duty. He plans to re-enter commercial advertising field.

Dr. Edwin H. Lombard, director of radio at Fresno, Calif., State College, to U. of Miami radio-TV film dept. under fellowship from Ford Foundation.

Trade Associations

Herschel Burke Gilbert elected to fifth successive term as president, Los Angeles Chapter, American Society of Music Arrangers.



PUSH-BUTTON CONTROL gives WBNS advertisers bonus listeners!

Listening habits don't change when the audience slides behind the wheel. Uncounted listeners swell the volume of WBNS regulars . . . add thousands of prospects for this area's most-listened-to radio station. Pulse Ratings prove WBNS has more listeners than all local stations combined — carries the top 20 rated programs, both day and night. Push-button selling on WBNS can push up sales for your product.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

COMMERCIAL TV's AID TO EDUCATION NUMBERED BY NARTB INFORMATION UNIT

Stations contribute time and facilities, the Information Committee fact sheet shows. Value of educational TV programming is highlighted in the report.

TELEVISION stations are contributing important time segments and production facilities in a steadily expanding educational service, according to the NARTB TV Information Committee.

In the first of a series of fact sheets, the committee submits evidence of commercial television's performance of public service responsibilities. The document calls attention to the educational value of TV programming and its effect on habits and schoolwork of children.

It is being mailed to city school superintendents, parent-teacher organizations, college presidents, educational and women's organizations, government officials, members of Congress and city libraries. Industry groups will receive copies, including stations, set makers, film producers and TV editors and writers.

First major project announced by the committee, the fact sheet is based on a survey of NARTB member TV stations. Sixty per cent of members at the time of the survey took part in the study, based on the Nov. 30-Dec. 6, 1952, week.

The results show the stations reported 226 hours 5 minutes of educational programs during the week. The figures do not include any programs offered nationally, being confined to individual station activities at the local level.

"It is clear that local television stations are performing their responsibilities in this connection," the committee points out. "Approximately 90% of the stations answering the NARTB questionnaire had made new offers of their facilities in the fall quarter of 1952.

"In addition, 68% of the stations had received unsolicited requests for program availabilities during the quarter, scheduling periods from local or nearby educational institutions—practically all of which were granted.

"Extra service to schools in planning and developing television programs and techniques was offered by the majority of stations on a gratis basis."

Professional Techniques Cited

The committee emphasized that "the vast majority of commercial television-school relationships studied are working pleasantly and satisfactorily. And, there is a prevalent opinion that education via picture tube is often best accomplished and most effectively promoted through the use of techniques and methods in the professional telecaster's own bag of tools."

The fact sheet shows that television has not cut down library circulation of books in District of Columbia. Actually, District Librarian Harry N. Peterson notes, "the tendency has been to increase circulation of books of world events, economics, history, self-help, etc., which have been featured on TV shows—and decrease circulation of pot-boiler fiction."

A Gesell Institute study is quoted. It showed that a reading habit which can be seriously interfered with by TV is not a "very firmly ingrained habit" and reported the institute has found the variety of reading habits in the home to be unaffected by the medium.

The NARTB committee is planning later releases, including an amended version of the U. S. Office of Education's report on 1952-53 educational programs staged by local TV stations in conjunction with educational organizations, supplemented by a book listing national TV programs of an educational nature carried by the four major networks.

Among survey findings for the week (Nov. 30-Dec. 6, 1952) are these:

58½ hours of programs (local only) by or on behalf of educational organizations (all but 1 hour 20 minutes live (in studio or on location).
167 hours 35 minutes of educational programs originated by stations in cooperation with cultural and civic groups (121¼ hours live).
226 hours 5 minutes of local educational programs, 8.1% of total time these stations had available for local shows.
128,129 cost to stations for time, talent and production of these educational programs, more than $2,600 per station.
Majority of these programs telecast in afternoon when children and young people are at home.
More of programs produced at station's own inspiration telecast during commercially attractive evening hours than were programs "timed" by educational stations.

NARTB used a "tight" definition of educational programs. It follows: "An educational program is one which, in its entirety, by reason of its format or content, is intended to impart to the viewer knowledge, skill or discipline of character—exclusive of straight news programs."

This definition, it was explained, eliminates

DRIVING into Four States

UTAH, IDAHO, NEVADA, WYOMING



Whether it's radio or television in this great market you can count on KDYL to swing your sales for you with programs that are right down the fairway and a hit with everyone.

Play KDYL and you are on the right course.

KDYL
RADIO NBC TELEVISION 4

SALT LAKE CITY, UTAH

REPRESENTATIVES — JOHN BLAIR & CO. AND BLAIR-TV, INC.

straight news, religious, juvenile, quiz and panel programs as well as personality interviews.

Five most pervalent types of programs by or in behalf of educational programs are: General lectures by instructors and professors; agricultural and horticultural programs; child care and guidance; demonstration and discussion of in-school training; scientific and home economics programs (tied).

Other types of educational programs include public debates on current issues, literary talks, business administration and economics, foreign language lessons, historical dramatizations, analyses of current events, art talks, music lessons, career studies, conservation programs, geography and travel, sports instruction, health and safety tips.

Most prevalent types of educational programs voluntarily arranged by TV stations were women's, children's, how American industry works, farm and explanation of civic problems. Other station-originated programs produced in conjunction with educational groups included civil defense, national and world problems, Army and Navy information, handicrafts, aftergraduation guidance, rehabilitation of handicapped people, gardening, home repair, nature and wild life, music appreciation and first aid.

The NARTB report cited findings of Prof. Paul Witty, Northwestern U., in his fourth annual TV study in Chicago homes. Prof. Witty found an absence of correlation between number of viewing hours and IQs of grade 3-5 children; marked decline in any association of television with child behavior problems by teachers; increase to 12 hours per week in teachers' viewing habits compared to nine hours in 1950, and a corresponding increase in viewing by high school pupils.

The Peterson library report showed:

Use of library facilities is growing despite increased number of TV sets, with increased use of library books, periodicals, films and records.

Immediate demand for discussed books usually created by *Author Meets the Critics* (TV).

TV versions of classics stimulate library requests for these works.

TV appearances of Bishop Fulton Sheen, Dr. Norman Vincent Peale and other authorities stimulate requests for their books.

Grown demand for opera scores results from TV musical offerings.

Increased use of science books, readers apparently turning from science fiction to books on exploration, travel, information and natural history.

Popularity of poetry, philosophy and history books increasing.

Library circulation has increased 37,050 in D. C. over year ended June 30, 1952 (charge-out period increased, renewal period eliminated).

NARTB President Harold E. Fellows is chairman of the TV information group. Other members: Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Sydney Eiges, NBC-TV; Jack Harris, KPRC-TV Houston; David Jacobson, CBS-TV; Gerald Lyons, DuMont Network; John W. Pacey, ABC-TV; Henry W. Slavick, WMCT (TV) Memphis; Charles Vanda, WCAU-TV Philadelphia.

KVTV-9 is the buy to reach Sioux City Sue-land*

*33 counties in Iowa, South Dakota and Nebraska, rich in retail sales ($670,313,000 last year), effective buying income ($825,004,000), and people (589,800).

Rates are low (basic hour: $200), viewers are new to TV—and enthusiastic. Last set count: over 56,896. See your Katz man.



Sioux City, Iowa
CBS, NBC, ABC & DuMont
A Cowles Station

Grady School's 'Co-op' Plan Finding Favor, Drewry Reports

INCREASING interest by radio-TV stations, as well as newspapers and students themselves, is being shown in the new "co-op" plan of study at the Henry W. Grady School of Journalism, U. of Georgia, Athens.

Dean John E. Drewry states that under the plan, two students of a community can be selected for university education. They go to school and work in alternate quarters, providing the station or newspaper with continuous help. Only expense, according to Dean Drewry, is what normally would be paid for such an employe.

He further pointed out that selection might be done in cooperation with local school officials and that in some instances it could have contest possibilities.

Indiana Courses on TV

INDIANA U. will offer correspondence courses on TV starting Sept. 28. The university last week announced courses in art appreciation and American language 30 minutes twice a week for 12 weeks on WTTV (TV) Bloomington, Ind. They will be produced and telecast in the university's campus studio. Courses will cost $16 each for students taking them for credit. For students taking the courses without credit, the charge will be $5 each.

TV Film Reporting Course Set

TV filming reporting, a new phase of journalism, will be offered this fall in courses at the U. of Houston School of Journalism. Theory and practical experience with TV photo news equipment will be included. Teacher will be Bob Gray, now chief film reporter for KPRC-TV Houston. Jim F. Palmer, acting director of the school, cited the need for preparing "qualified reporters who handle the motion picture camera as easily as they do typewriters and microphones."

features



(Photograph Courtesy of Cook Truck Lines, Inc.)

"MOVING THE GOODS"
IN THE
Memphis Market

Eighty-two motor freight lines on 12 Federal Highways keep a constant stream of goods moving into every city and hamlet in the Memphis Market. WREC keeps sales rolling by providing an eager audience throughout the entire 76-county area. Moving the goods into the Memphis Market is a bigger and bigger transportation job. Moving the goods **out** of the stores is a selling job best performed when you select WREC —the station that gets the "better half" of the audience. Ask to see the latest Standard Audit and Measurement Report, Pulse and Hooper ratings that prove it!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATT

Reprints of articles appearing in this section are available at nominal cost. Write to

BROADCASTING • TELECASTING
Readers' Service, Room 870
Nat'l Press Bldg., Washington 4, D. C.

WOAI

the most POWERFUL advertising influence in the Southwest!

IN BEXAR COUNTY

	WOAI	Station B	Station C	Station D
DAY	105,711	85,860	70,608	47,237
% WOAI GREATER AUDIENCE		23.1%	49.7%	123.7%
NIGHT	91,265	75,336	56,261	48,245
% WOAI GREATER AUDIENCE		21.1%	62.2%	89.2%

WOAI has MORE families OUTSIDE Bexar County than the next three stations COMBINED!

DAY			NIGHT		
WOAI	Station B	73,784	WOAI	Station B	59,924
	Station C	67,653		Station C	33,306
272,106	Station D	40,270	542,412	Station D	12,933
272,106		181,707	542,412		106,163
49.7% MORE!			**410.9% MORE!**		

WOAI is the most listened to station in 79 COUNTIES with more than 345,000 radio families!

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

Ask Petry for full report

EDWARD PETRY & COMPANY, INC.
NEW YORK—CHICAGO—LOS ANGELES—ST. LOUIS
DALLAS—SAN FRANCISCO—DETROIT

Note: All figures SAMS

features

- **Uhf faces its most severe competitive test with vhf, when John Poole starts his ultra-high KPIK in Los Angeles, a market long served by seven vhf stations.** **Page 86.**

- **Newspapers are wonderful, if you accept without question the findings of a journalism school survey on media impact. But it's worth a closer study of the technique utilized.** **Page 90.**

- **A Tulsa department store decides on a swarm of spots on all local radio outlets.** **Page 95.**

ARNOLD F. SCHOEN Jr., general manager of WPRO Providence, R. I., keeps as close a check on his public service programming as on his commercial shows. He knows, of course, that while many organizations request many hours of broadcast time, they seldom bother to help out the station by promoting their own programs.

About a year and a half ago, Mr. Schoen decided that his experience with public service programs notwithstanding, it would be in the public interest to present a program covering various business and economic problems that the average taxpayer faces today. He wanted a program that would help the typical WPRO listener with his day-to-day economic affairs.

He suggested to officials of Providence's Bryant College, an 89-year-old "non-profit institution of education for business," that the school produce the series. It would mean prestige for the school, he pointed out, and, aware of the school's reputation, he was sure a series produced by Bryant would meet his requirements.

Not only did the school like Mr. Schoen's idea (it had never before aired a radio program), but also Bryant promised a promotional campaign to exploit the series using advertising-agency methods. It was this, in particular, that delighted Mr. Schoen.

The school's public relations director, Mrs. Gertrude Meth Hochberg, sparked the series.

Spontaneous Action

As soon as Bryant College instructors agreed to appear on the program, Mrs. Hochberg began working out promotion plans for the programs.

She decided, first of all, to use commercial advertising methods in promoting the programs.

In addition to telling the newspapers about the series, Mrs. Hochberg sent stories to all the New England trade papers, consumer magazines distributed in the area and the wire services.

At the same time letters describing the series were sent to 17,000 people in the Providence area—employers in the 500 largest New England industries, all public relations directors in Rhode Island, Massachusetts and Connecticut, every high school principal and guidance teacher and the Bryant College list of employers.

Mr. Schoen described the campaign as "a full-scale advertising campaign—the kind of thing done in agency work." He said it was something he never expected from producers of public service programs.

He was even more astonished when, after the program started, Mrs. Hochberg began running ads in the Providence newspapers on the series. She also persuaded the newspapers to list the programs in the radio highlights box on their radio log pages.

Mrs. Hochberg sent copies of the program scripts to the Providence newspapers and, Mr. Schoen said, this practice usually resulted in a story the next day.

Success of the series was measured in various ways:

The WPRO ratings were high when the program was on the air —frequently as high as for the *Bing Crosby Show* or *American Way* network programs which preceded the Thursday night *Bryant's View* shows.

Popular Scripts

An increasing number of requests for copies of the scripts came into Mrs. Hochberg's office. The requests came from companies with training courses who wanted to distribute the information to trainees, from schools with commercial classes (where listening to *Bryant's View* had become a regular assignment backed up by required reports), from libraries, which wanted to stock their career department files, and from listeners.

Mrs. Hochberg said the series gave the college increased prestige in the community, the alumni are happy over the programs, and the faculty, which serves the program for no compensation, enjoys a definite advance in status—both on the campus among students and in the general community outside.

From a broadcaster's viewpoint, Mr. Schoen said *Bryant's View* is one of the most successful educational program series in WPRO's history. "We were on the right road when Bryant College gave us the kind of program we were looking for," he said, "but assured success was the result of full and continued cooperation between the college and the station on program objective, production, broadcast time and—particularly—the all-out promotional effort of the college itself."



Uhf Faces A Test: Los Angeles' 7 Vhfs

by LEO KOVNER

A modern-day Daniel readies his uhf for competition in a den of seven currently-operating vhf outlets in Los Angeles. Here he gives his long-range reasons on why he believes he will succeed.

TODAY's television counterpart of Daniel entering the lions' den is John Poole, 36-year-old California broadcaster who is putting a uhf television station into operation next fall in vhf-saturated Los Angeles.

There are seven pre-freeze vhf stations in that market. A reported five out of seven were still losing money at the end of 1952.

It was faith that enabled Daniel to survive. If faith can do as much for Mr. Poole, he as well as has it made with KPIK(TV) which is scheduled to begin operation within a couple of months on Ch. 22. However dim others may think his prospects are, Mr. Poole is not at all discouraged.

"People ask me why I'm building the station," he has told B•T. "I have faith in the future of television and of Los Angeles. Statistically speaking, enough people move here every year to support the addition of a new TV station annually," he explains.

In radio "all my life," Mr. Poole built his first ham station at 14. Before the war, he shipped out as a Merchant Marine radioman and from 1940 to 1945 served in the Army Signal Corps. Afterward he acquired and operated KSMA Santa Maria, KALI Pasadena and built KBIG Avalon. John Poole Broadcasting Co. now owns KBIF Fresno and KBIG and holds construction permits for Ch. 46, Sacramento, and Ch. 53, Fresno, as well as for KPIK(TV). Five years ago he established experimental uhf KM2XAZ (TV) Signal Hill, Long Beach, of which KPIK is the outgrowth. "So you can see this isn't a 'smart money' move, but part of a long-continuing program," he states.

The financial picture of Los Angeles television isn't quite as grim as the FCC reports indicate [B•T, Aug. 3], in Mr. Poole's opinion. While apparently five of the seven stations are in the red, "some don't mind too much losing money now," he says. "They're doing things in the grand way to make a name for their stations. Meanwhile, their properties are becoming more valuable. Eventually, I think all the existing stations will solve their problems, or the problems will work themselves out, and they all will be operating at a profit."

"What Happened at Roanoke" [B•T, July 13] doesn't dismay Mr. Poole. There, uhf WROV-TV, in the face of increasing losses against the single vhf competition of WSLS-TV, has turned Ch. 27 back to the FCC and entered a competitive application for vhf Ch. 7.

Cites Comparative Circumstances

"They're losing a lot less than many vhf stations," he says. "Of course, their's is a special case, but if a vhf channel weren't available for them to jump after, they might have stayed on uhf and made a go of it.

"It took the pioneers in vhf four or five years to get started," he comments. "They didn't have competition, but neither did they have the equipment, the services and the acceptance of the public and advertisers we have today."

John Poole Broadcasting Co.'s KBIG started operation last year and was showing a profit four months later, so Mr. Poole can point to this latest in a number of successful projects to back up his ideas on station management. To him, there are two major approaches to putting black ink on the ledger of a uhf station entering a highly competitive situation.

One is a fast, intensive development gambling heavy initial losses on high quality, exclusive programming with the hope of gaining quick audience acceptance and accompanying advertising revenue. Mr. Poole admits he did think of obtaining exclusive telecasting rights to certain athletic events. With Ch. 22 the only station to carry these, perhaps a high proportion of Los Angeles' more than 1,500,000 set owners might have felt it worthwhile at once to invest the $30-to-$60 required to convert their receivers to one or more uhf channels.

But when KPIK's owner says, "I don't think uhf in Los Angeles will pay off in a hurry," he indicates that the station will follow the other approach, which can be summarized as keeping costs down, programming modestly, and gradually building up an audience.

"Uhf will develop, but not overnight," he opines. "The rewards will be the same as those of vhf, if the stations will only stick with it. We'll realize our returns, although perhaps a little later than the vhf stations."

The first part of the formula—keeping costs down—does present a lot of prickly problems and Mr. Poole admits labor costs are the prickliest of the lot. "If the unions will cooperate, we can keep our costs down and create new jobs in television. But if we're forced to operate on the costly labor budget of our vhf competition, KPIK may never become a reality."

Another problem is to create in the Los Angeles area's video audience a desire to



To sell dog food to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

Dog food or whatever you're selling—take this pointer to boost your sales in *inland* California. Be on the BEELINE! That's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
(BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market — inland California and western Nevada.



McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative



NECESSARY to receive uhf KPIK (TV) Los Angeles, signal are an "all channel" receiver, on which Thorton Chew (l), director of television engineering, John Poole Broadcasting Co., is resting his hand, and the "bow tie" antenna John Poole, owner-manager of Channel 22, is holding in his hand.

convert to uhf. John Poole Broadcasting Co., is already campaigning, mainly on KBIG, with the slogan, "America's New Standard—All-Channel TV." Immediately after KPIK's test pattern goes on the air, the promotion will be expanded to use billboards, newspapers and magazines. In this, Mr. Poole hopes for the cooperation of television manufacturers and distributors.

"We hope to build up a receiver market of roughly 200,000 sets a year. The manufacturers say all-channel sets will be rolling into the Los Angeles area in six months. Then, if the distributors want to sell sets, they can sponsor good shows on Ch. 22," Mr. Poole pointedly suggests.

His strongest immediate support will come from television set manufacturers and distributors, John Poole expects, primarily because he *is* starting a uhf station in a vhf area. "The Los Angeles area is practically saturated with vhf sets and the average receiver is two or three years old," he observes. "Their big problem is how to sell new sets. Uhf opens a vast new market, both for dealers to replace present vhf-only with all-channel receivers and for television services to convert existing sets."

All-Channel Set Need

Current receiver manufacturing is a subject on which Mr. Poole has strong feelings. "The manufacturers can't continue to construct 'custom-made' sets. At present they make vhf receivers for Los Angeles, for instance, and uhf for other markets. They'll have to standardize on all-channel receivers so they can mass-produce."

Color television might serve other purposes beyond offering a new facet of the medium, he thinks. "Conversion to color might clean out the old, exclusively-vhf sets. Of course, it won't happen overnight. The change to all-channel, color receivers will take place slowly until the price comes down. But it will eventually."

If preliminary observations are borne out by further research, one characteristic of uhf may prove a valuable selling point. Mr. Poole explains, "It's been definitely shown uhf signals are subject to less interference from certain kinds of electrical disturbances, such as 'snow' caused by automobile ignition."

KBIG's success is attributed, in large part, to John Poole's ideas on programming, but he ruefully admits he has no "secret weapon" in store for KPIK's viewers. "The programs won't be costly," he says. "We'll have to rely on ingenuity for our low-budget, one-or-two camera shows. We don't intend to compete with the networks. Rather, we'll try to develop a programming to satisfy people not now completely happy with that of the networks and independents."

The four permittees who recently told the FCC that subscription television was a necessity to make uhf-TV economically sound [B•T, Aug. 10] do not find agreement from Mr. Poole. "We don't have to have it to survive. But if it brings additional and new service to the public, fine. However, I think people are so used to seeing television free, subscription TV will have to be very good to succeed."

KPIK will operate fewer hours than its vhf competition, owner Poole reveals. This will serve two purposes: To keep expenses down and to help the station's programming. "We'd rather have better than more shows," he says.

Less Than Authorized Power

The station will go on the air with less than its authorized power, mainly because of the difficulty in getting transmission equipment delivery. "We're asking the FCC for permission to operate with 12 kw at first, which, plus antenna gain, should give us 50,000 watts in all. There will be a substantial antenna tilt of 3 degrees. But when our custom-built equipment becomes available, we plan to go to 540,000 watts."

Commenting on KPIK's transmission building on Mt. Wilson, overlooking the greater Los Angeles area, Mr. Poole says, "We did consider building on Catalina Island, where KBIG's transmitter is locate so we could serve some areas not now co ered by television—Laguna Beach, for i stance. But the advantages of Mt. Wilso outweigh those of Catalina. We get a bett signal from Mt. Wilson. With our prese interim equipment, we expect to serve vi tually all of metropolitan Los Angeles wit only slightly greater technical difficulty tha the Mt. Wilson vhf stations."

"The great and growing Los Angeles are can ultimately make use of 10 televisio facilities, which is the present plan," M Poole says, deferring to the authorized nin commercial and one educational station a lotted the region. "Five years ago, whe we were experimenting with KM2XAZ nea Long Beach, I knew all the vhf channe were used up and that any other statio coming into this area would have to be uhf.

Uhf television will not fade in importanc as did FM radio, Mr. Poole feels. A num ber of cities must turn to uhf for secon and third service because of the limited vh channels. In some areas, uhf is the firs service. Unlike FM, uhf in many place will not have to overcome the strong compe tition of long-established stations while try ing to earn public acceptance. However the entire controversy of uhf vs. vhf wil become theoretical in the not-too-distan future because, he believes, "It will all b called television, whether it's uhf or vhf."

So Daniel, alias John Poole, marches int the lions' den with a firm faith that:

- Although five of the seven Los Angele vhf stations currently are not operating a a profit, they eventually will solve thei problems and find their way into the black
- Uhf television will achieve an equa basis with vhf in a number of years, mainly through modernization of receivers.
- Los Angeles has enough varied taste to make practical use of 10 TV facilities

TRANSMITER building of John Poole Broadcasting Co., atop Mt. Wilson near Los Angeles, houses two other stations besides uhf Ch. 22. Ground floor is leased by KFWB-FM (whose tower can be seen at right) and part of second floor is leased by Ch. 28, USC-Allan Hancock Foundation educational station (center tower), both Los Angeles. KPIK (TV), same city, has cooling equipment, engineering offices and workshop on first floor, transmitter eqiupment on rest of second floor, and microwave equipment on top floor. Tower at left is that of KHJ-TV Los Angeles.





Safety knows no season

"In the past, most highway safety promotion has been emphasized in the summer months. However, because of the increasing amount of driving in the winter months, in addition to slippery roads and other travel hazards, careful driving is an all-year-round responsibility. For that reason the safety theme will be one of our most consistent and heavily promoted messages."

STANLEY C. HOPE
President, Esso Standard Oil Company

The illustration above is appearing in hundreds of newspapers published in the area from Maine to Louisiana, where Esso Products are marketed. This advertisement was adapted from a design now being seen on thousands of outdoor poster panels.

Similar safety messages are constantly broadcast over radio and television for full and complete coverage. Even on Esso road maps, and other promotional material, safety slogans are being used to constantly remind the public of safe driving on the highways.

The promotion of safer driving has always been an important goal at Esso Standard Oil Company. During recent years Esso highway safety campaigns have been honored with the National Safety Council's Public Interest Citation, the Alfred P. Sloan Highway Safety Award and the Advertising Council's commendation for outstanding public service broadcasts.

This year, the new and greater emphasis on safe driving for Happy Motoring will be carried on throughout the year by Esso Standard Oil Company because "safety knows no season."

Esso ESSO STANDARD OIL COMPANY

A student interviewer—

A set of slanted questions

And it's easy to prove that . . . .

NEWSPAPERS

By J. Frank Beatty

Scene: Office of the Managing Editor, Metropolis (Ill.) Nonpareil-Banner

Managing Editor—Your name, young man?
Young Man—J. Adolphus Browning III, Sir!
M. E.—Well now, so you want to be a newspaperman?
Y. M.—Yes, Sir. It's a life-long dream.
M. E.—What are your qualifications?
Y. M.—I have just received my degree summa cum laude at Modal School of Journalism.
M. E.—A fine newspaper school.
Y. M.—It has a wonderful reputation.
M. E.—You've had practical experience?
Y. M.—Of course, Sir. We had many field assignments at school.
M. E.—Excellent. Do you have any background in economics and research?
Y. M.—Yes, Sir. I worked on surveys showing what the public thinks of various media.
M. E.—You did? What did your surveys show?
Y. M.—For one thing, they showed that 48% of women find newspapers the most useful of all media.
M. E.—Naturally. And if you'll pardon the hated word, what did you find out about radio?
Y. M.—Only 6% of women find radio most useful.
M. E.—And, hrrmph, television?
Y. M.—Only 10% of women find television most useful.
M. E.—Most interesting, and obviously correct.
Y. M.—Of course, Sir.
M. E.—Your definition of useful is. . .?
Y. M.—It sort of had the ladies guessing, Sir.
M. E.—And if they asked?
Y. M.—If they asked, the interviewer was instructed to say, "The kind of advertising which you use most in your buying."
M. E.—A real cutie, I must say.
Y. M.—I agree.
M. E.—What were your qualifications as interviewers?
Y. M.—We were students of the journalism school.
M. E.—And newspaper-minded?
Y. M.—We were studying for advertising degrees.
M. E.—Perfect. And where did you do your interviewing?
Y. M.—Some of the interviews were conducted at home and others at women's organizations and in stores.
M. E.—Ah, where the girls were doing their weekend marketing, buying small-day-to-day items.
Y. M.—That's right. I had a little gimmick of my own.
M. E.—Yes?
Y. M.—Well, one weekend I stationed myself at a meat counter. There was a special on sirloin steaks, 70 cents a pound.
M. E.—And they had learned about the steaks. . .?
Y. M.—In the newspapers, naturally.



M. E.—A most receptive and impartial group. You have had professional experience at this sort of thing.
Y. M.—Oh no, Sir. It was really just one of several classroom exercises by us students.
M. E.—But professionals couldn't have produced better results.
Y. M.—Thank you, Sir. It made us feel mighty good to see how the exercises turned out.
M. E.—Of course you stratified results.
Y. M.—Not exactly, Sir. Only by occupational groups and that only applied to perhaps 50% of the sample. We like to think the occupational groups were typical.
M. E.—It's just as well you didn't pursue the matter too carefully.
Y. M.—You see, this was just a routine classroom project so we didn't figure it was necessary to recognize such factors as income, age groups, educational levels and geographical areas, to mention only a few of the thousands of variables.
M. E.—Your sampling was scientific?
Y. M.—Very much so. Our procedure consisted of the sampling of clusters chosen at random in the area.
M. E.—And you saw that they were properly exposed to all media?
Y. M.—We didn't bother with that since it was only a school exercise.
M. E.—I must say your results are impressive.
Y. M.—We were pleased that people respond so well to newspaper advertitsing.
M. E.—And you tested copy impact?
Y. M.—Not exactly, but it is inherent in our results.
M. E.—You mean you were really testing both media and copy?
Y. M.—Yes, I'll have to concede you're probably right.
M. E.—And then you translated impact of different kinds of copy into media terms?
Y. M.—In a way, yes but. . . .
M .E.— But?
Y. M.—. . . . In a classroom exercise we don't explain these trival details.
M. E.—Very good. Now, how many interviews did your group conduct?
Y. M.—In 1952 we did 1,400 in the winter series and 725 in the fall.
M. E.—And where did you operate?
Y. M.—Only in the Upper Shore area.
M. E.—Convenient. And your audience was typical?
Y. M.—Yes, we met the best people. Many of them were driven to stores by their chauffeurs. It's a desirable area.
M. E.—What were their reactions to advertising?
Y. M.—They found it useful, as I said before.
M. E.—Were they annoyed by advertising?

ARE WONDERFUL

Radio and television stations around the country are finding themselves portrayed as unpopular and ineffective media on the basis of a "Continuing Study of Housewives' Attitudes Toward Advertising Media" directed by Dr. Charles L. Allen, Assistant Dean & Director of Research, Medill School of Journalism, Northwestern U., Evanston, Ill. The studies are conducted in the North Shore area of Chicago (Devon St. on the South, Northern limits of Lake Forest and westward to Des Plaines city limits on the east).

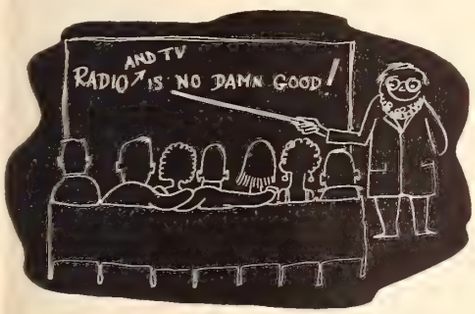
There are surveys, and there are surveys. And then there are the uses to which surveys can be put. Herewith is the story of an interview that never took place in a newspaper office that never existed and by characters who never lived. Any relation between this interview and any survey, living or dead, is purely coincidental.

Y. M.—Most of them had read the supermarket ads and only 2% said newspaper advertising was distasteful.

M. E.—And radio?

Y. M.—Well, our professor likes to say that radio is dead on the Upper Shore. Our survey showed that many women—actually, 27%—said radio advertising was the most distasteful.

M. E.—Even if they don't listen?



Y. M.—Yes Sir.

M. E.—Now, about television?

Y. M.—You'll like the figures, Sir. Our impartial classroom exercise showed that 22% of women said television advertising was the most distasteful.

M. E.—Is that all?

Y. M.—I really felt I knew before we asked the questions how they would come out. I hate the commercials.

M. E.—You listen to radio and look at television?

Y. M.—Well, some. After all, you can't go anywhere without encountering them.

M. E.—Gruesome, isn't it? Your survey was strictly impartial, I gather.

Y. M.—Exactly so, Sir. The questions have been used for years and the results have been uniformly in favor of newspapers.

M. E.—Have you ever asked the girls if

A Critical Look at Medill's Survey

NEWSPAPERS are beginning to show around—to their advertisers and prospective advertisers, for instance—an advertising study conducted by students of Medill School of Journalism of Northwestern U., Evanston, Ill. [B•T, June 15].

In the opinion of broadcast researchers, it is the sort of study best calculated to turn up the best answers for newspaper promotion people — and newspaper promotion people, in the opinion of broadcast researchers, would be idiots not to use it for all it's worth.

All they ask is that the people to whom it's presented—advertisers, for instance—consider the whole circumstances (and technique) of its making.

Actually, it's a series of surveys.

Since 1944, two, three, or four times a year Dr. Charles L. Allen, assistant dean and director of research of the Medill School, has assigned his students a task: To talk to housewives in their homes (about 50% of the cases) and in grocery stores, clothing stores, meat markets, elevated railway stations, church meetings, women's clubs, etc.

Three or four questions are put to the housewives in the pursuit of this scholastic assignment. Broadcast researchers consider them reasonable questions from the newspaper standpoint, but something less than proper ones if fairness to all media is the desired result.

For instance, a key question is: "What kind of advertising is most useful to you?"

In the results which newspapers are not concealing—especially in markets which by coincidence have recently acquired, or are about to acquire, television stations—newspapers come out on top.

The top four media, in percentage of nominations in answer to that question, are as follows (survey of fall, 1952):

Newspapers 43.72%
Magazines 26.48%
Television 16.68%
Radio 4.68%

Broadcast researchers accept these figures as being approximately accurate—based on the wording of the question.

The Medill studies also found that, of the major media, more people would prefer to do without ads on television and radio than on, unsurprisingly, newspapers and magazines. The "prefer without ads" score as shown by the fall 1952 Medill study is as follows:

Newspapers 6.34%
Magazines 11.72%
Television 58.75%
Radio 63.03%

Yet other, admittedly more national, studies have produced opposite results.

A nationwide survey reported in the book, "The People Look at Radio," by Paul Lazarsfeld and Harry Field showed that 62% of respondents voted in favor of radio with commercials; 35%, without, and 3%, no opinion.

In the same book it was pointed out that people had been asked to appraise the local "institutions" which were doing the best jobs in their communities. Radio came out ahead of newspapers—and also, incidentally, of churches—with this lineup.

Among those "institutions" listed as

(Continued on next page)

A Critical Look at Medill's Survey

(Continued from preceding page)

performing "excellent" service to the community, radio led the list with checks from 28%; churches took second place with 25%; schools took 17%, newspapers came next with 12%, and local government received 7%.

But they question the wording. They question most especially the word "useful."

Such a word, they contend, is calculated to make the housewives think first and most often of the ads which newspapers carry telling of what's on sale today at the meat market, or what clothing buys are hot, or where bacon is 60 cents a pound.

The "proper" approach, in the minds of broadcast researchers, would be first to draw a distinction in the minds of the housewives between the various types of advertisement—local (i.e., essentially, those called up by the "useful" question) versus regional or national; those designed to make immediate sale, which is basically the newspaper type, as against those where the intent is to build up brand names for sales-in-the-long-run, etc.

If these distinctions were drawn, researchers say, the answers of the housewives would have been different.

Another question in the Medill study concerns the media whose advertising is "most distasteful."

It is not surprising that, among the figures being distributed by newspapers, television and radio advertising lead the list in this category:

Television 27.17%
Radio 18.48%
Direct Mail 12.83%

Newspapers and magazines come out just ahead of "no opinion," with 2.71% and 1.66%, respectively.

Only trouble with this is the word "distasteful."

Numerous surveys on a nationwide scope—as distinguished from surveys conducted in a single area among 500 to 1,000 persons—have indicated that people "accept" newspaper ads for the simple reason that they can ignore them.

The broadcast media are considered more as entertainment media, and the commercials, though they occupy less space proportionately than newspaper ads, are more apt to be heard or seen.

Going further, nationwide studies have shown that people react more strongly to radio-TV commercials than to other advertisements. If they dislike them, they dislike them more strongly; but on the other hand, if they like them their ardor is stronger.

they would rather not have any advertising?

Y. M.—Many times.

M. E.—And what . . .?

Y. M.—Our impartial classroom exercise shows that 93% of women prefer to have advertising in their newspapers.

M. E.—Of course. And radio?

Y. M.—Over 65% would rather have radio without advertising.

M. E.—I don't wonder. Now, about television?

Y. M.—About 60% would rather not have advertising on television?

M. E.—You know, it's a mystery why the big advertisers are spending so much money on radio and television.

Y. M.—They should see our survey, Sir.

M. E.—I recall now that our industry is



taking advantage of these unbiased surveys.

Y. M.—I've noticed it, too.

M. E.—You've seen some of the promotional material?

Y. M.—Yes, Sir.

M. E.—Such as?

Y. M.—Some papers really tied into radio and TV by printing the results.

M. E.—Exactly as you released them?

Y. M.—They aren't exactly released, Sir.

M. E.—I see. They're sort of inadvertently available.

Y. M.—They get to the right places. The American Newspaper Publishers Assn. put our survey on their list.

M. E.—Is it reproduced accurately?

Y. M.—In general, Sir.

M. E.—Meaning?

Y. M.—Several of the newspapers have rather elastic versions.

M. E.—Elastic?

Y. M.—Maybe I shouldn't say this, but one paper, for example, said the results were based on about 12,000 interviews in 1952.

M. E.—Go ahead.

Y. M.—Actually we only conducted about 2,000 interviews.

M. E.—Perfectly natural. They wanted to lend an aura of authenticity.

Y. M.—Well stated, Sir.

M. E.—So your questions weren't loaded?

Y. M.—Of course not.

M. E.—And your interviews were carefully conducted?

Y. M.—That's right, and in the right places at the right time, I might add.

M. E.—Most commendable. Your results confirm the impartiality of your research.

Y. M.—We're very happy about the results. And, Sir, about an opening on the Nonpareil-Banner?

M. E.—I'm glad you mentioned that again. I must congratulate you on your grasp of our industry's problems. I predict a bright future in journalism for a youth of your ability.

Y. M.—And the job?

M. E.—There isn't anything open at the moment except in the newsroom. We need a copy boy.

Y. M.—Oh.

M. E.—But that's the way I started. You should begin at the bottom and work your way up, acquiring a good foundation in the process.

Y. M.—It pays . . .?

M. E.—Twenty dollars a week to start, but you should advance quickly.

Y. M.—To what, Sir?

M. E.—We may have an opening in our promotion department by the end of the year. Possibly we can expand our activities in the research field. Suppose you think it over.

Y M.—Thank you. I'll think it over, but it isn't quite what I expected.

M. E.—Life, unlike some surveys, is full of the unexpected.

Y. M.—You state things amazingly well, Sir.

M. E.—On second thought, we might be able to use a man of your ability right away. Some of our misguided people around Metropolis are succumbing temporarily to this radio and television foolishness.

Y M.—It's tragic, Sir.

M. E.—And bring in some ideas for a research campaign. We'll really hang one on them.

Y. M.—I understand, Sir. Thank you.

KWBW Radio Rolls

THAT "old" medium, radio, just keeps rolling (responses and sales) along!

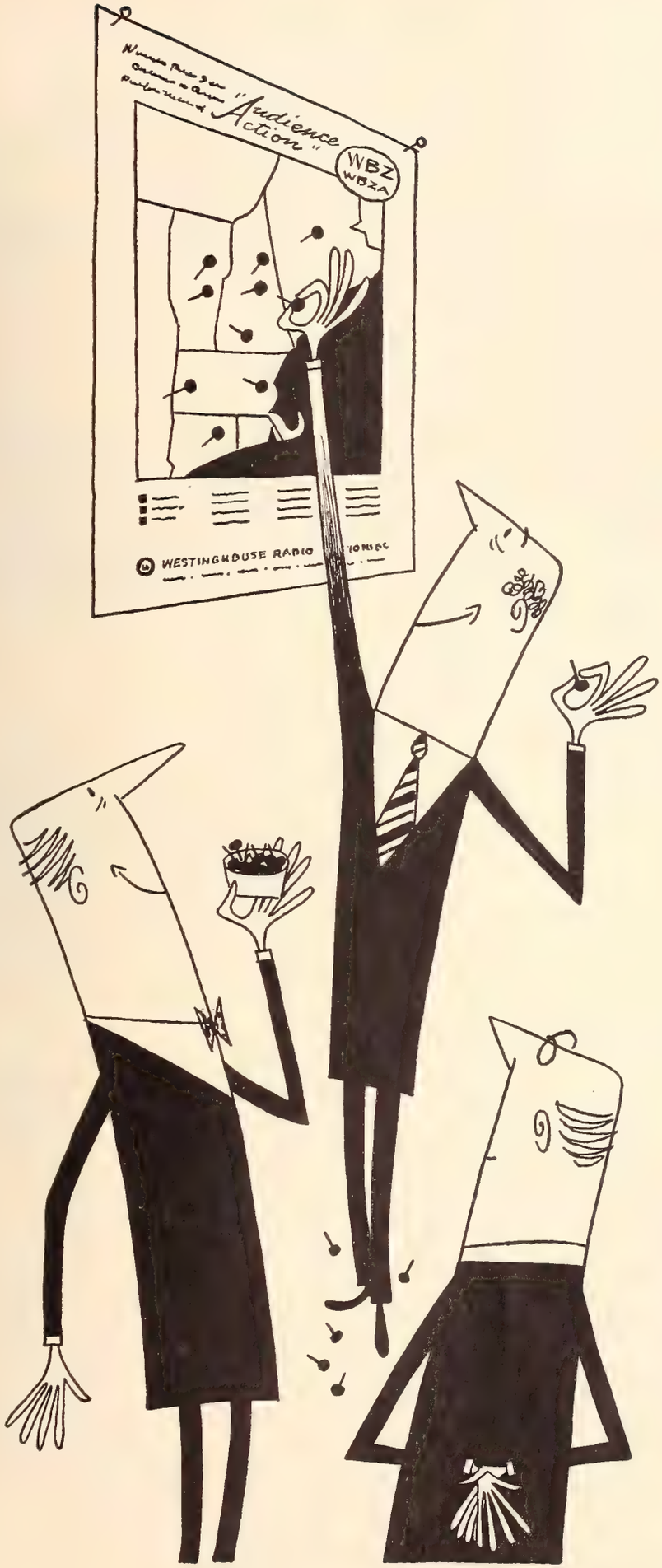
A recent radio success comes from KWBW Hutchinson, Kan., which found the facts and figures just too good to be kept under a bushel basket. These are the computations as released by KWBW:

Lustercraft Corp. of Kansas placed an offer on both radio and television to stimulate demonstrations of its products in the home.

The TV offer was a free stainless steel mixing bowl for allowing a demonstration and a french fry basket with the purchase of a set of Lustercraft. The radio offer was the bowl only, to be given for permission of a demonstration.

Length of time of the TV commercial was four weeks. Cost of time and phone service was $395. The TV campaign brought in 400 replies, 100 in the Hutchinson market, the rest in the Wichita market.

Radio time was one week with cost of time and phone service of $60. The radio campaign caught 536 replies, all in the Hutchinson market. Breakdown of TV cost: $1 per reply. Of radio: 12 cents a reply.



Check the new WBZ MAIL MAP against the areas where you want action in New England

Map shows where listeners are, and where they're influenced to **act**

A survey that plots audience location is a big help in time-buying. Even more helpful is a survey that indicates sales-action. And that's exactly what the new WBZ mail map does!

The map is based on accurate analysis of more than 100,000 pieces of mail. Counties are shaded to indicate degree of penetration shown by intensity of mail returns.

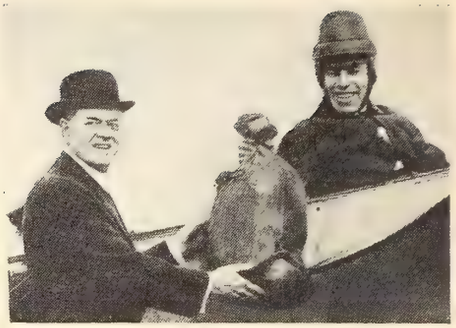
Check this new map with **your** New England sales picture.. and find out how important it is to tell your story on WBZ! For further information, get in touch with WBZ or Free & Peters.

WBZ
BOSTON
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV, for WBZ TV and WBZ-A NBC Spot Sales



WILBUR WRIGHT is here shown carrying gasoline to plane for one of man's earliest powered flights. Girl is believed to be Harriet Quimby, America's first woman pilot. Continuous oil research for 50 years makes the difference between the gasoline in Wilbur Wright's 5 gallon can and the special jet fuels and aviation gasolines in the tanks of today's planes.



1911—EARLE OVINGTON, pilot of early air-mail run, gets mail from Postmaster General Hitchcock before 10 mile flight. Better planes, fuels, lubricants later made dependable air-mail service possible.



1927—CHARLES LINDBERGH— (arrow) stands by as the Spirit of St. Louis is fueled for its historic flight from New York to Paris. Over 450 gallons of gasoline were poured by hand into the plane's tanks.



1940—"SCRAMBLE"— RAF pilots race to Spitfires to repel attack. British call American-produced 100 octane gasoline, which Germans didn't have in quantity, margin of victory in Battle of Britain.



1953—OFF KOREA— carrier jets being refueled at sea. Even though new jets gulp fuel 8 times faster than World War II planes, U.S. oilmen are keeping ahead of record demands for these special fuels.

They brought you the Age of Flight because

They Were Free To Try The Impossible

In 1903 the "experts" said it was impossible for a powered heavier-than-air machine to fly. But the Wright Brothers weren't discouraged by the experts. Free to put energy and money into a challenge to the impossible, they flew at Kitty Hawk—opened up the Age of Flight—and created new jobs and opportunities for millions.

This same freedom—under a system where the opportunity for rewards exists—has also been a major reason for the constant progress U. S. oilmen have made.

One example—in the early 30's the experts said it was impossible to produce low-cost 100 octane aviation gasoline. But competing U. S. oil companies, stubbornly invested millions learning how—long before a market for the product existed.

When World War II came, oilmen were ready. 100 octane gasoline, which the Germans never had in quantity, was one vital key to victory because it gave Allied planes vastly greater speed and range.

Because they were free to try the impossible again and again, oilmen, like the men of aviation, have served you and the nation well in the 50 years since Kitty Hawk. They will continue to search out new horizons for you so long as this great American freedom exists.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N.Y.

BROWN-DUNKIN BUYS 360 SPOTS A WEEK

USING ALL SIX TULSA STATIONS

NEXT Sunday will be a historic day in Tulsa radio.

It will mark the opening of a one-year campaign of saturation spots on all Tulsa stations by Brown-Dunkin Co., "Tulsa's Dominant Department Store."

All six radio stations will take part in the campaign, a significant triumph of Associated Tulsa Broadcasters. This incorporated group conceived and sold the Brown-Dunkin spot series [CLOSED CIRCUIT, Aug. 24].

In brief, each Tulsa radio station will carry 60 spots per week, adding up to an estimated $125,000 for the year.

This spectacular approach to the department store problem started to develop last April when Kevin Sweeney, vice president of Broadcast Advertising Bureau, was scheduled to talk in Oklahoma City on his favorite subject.

Tulsa's six ATB members thought it would be a good idea to have Mr. Sweeney address a similar meeting in Tulsa and talk to some advertisers about the blessings of radio.

ATB made the arrangements, subtly hinting at radio's importance by sending out appropriately engraved invitations to 125 leading local businessmen. This list represented the top echelon of commercial Tulsa, including advertising executives of companies able to influence advertising budgets.

John Dunkin, operating executive of Brown-Dunkin, agreed to serve as chairman of the meeting. He lauded radio's sales potency in his opening remarks and after Mr. Sweeney concluded added another tribute to the medium's effectiveness.

After the luncheon Mr. Dunkin remarked informally that he and his staff appreciated the chance to hear Mr. Sweeney's story of the power of broadcasting.

And then he voiced a thought that started a chain reaction—the reaction that led to the saturation campaign.

"I wonder if you could find some way of integrating radio more effectively into our own advertising program," he said.

Gustav K. Brandborg, KVOO, asked if he would like ATB to work out a tailor-made plan for Brown-Dunkin. Mr. Dunkin was agreeable and things began to happen.

William B. Way, ATB president, and other association members, with their station staffs, started a series of meetings to plan a program designed to do the radio job for Brown-Dunkin. A sales representation was developed, consisting of 23 large panels.

At a second luncheon the presentation was made to Mr. Dunkin and members of the store operating committee. For three hours the radio and store executives tossed the subject back and forth.

The store made available confidential information which ATB used in developing projections. This included figures on charge accounts in the territory. These figures were matched against newspaper circulation in the area, yielding effective indications of radio's superior coverage and its ability to increase the number of sales messages delivered to the charge customers.

In essence the Brown-Dunkin campaign looks like this:

1. The program is an announcement saturation campaign employing all Tulsa AM stations, with each station running the same number of spots per week.

2. Each station is scheduling 60 spots per week, divided 70% day and 30% night.

3. A radio director for Brown-Dunkin will be an exclusive "voice." This voice will be heard on Brown-Dunkin announcements only and will be a new voice in Tulsa. Each day he will give the following day's announcements to all stations on the ATB interconnected loop. Each station will record the announcements by tape or disc, and they will be used in accordance with each station's schedule.

4. In the event any item is sold out quickly, the radio director will replace that item with another, using the same interconnected network. Weather changes can also be accommodated in this manner, an

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The advertising and retailing eyes of the nation will be on Tulsa, starting Sept. 13, as a major test of radio's effectiveness as a medium for retail stores will be put to a test by Brown-Dunkin, Tulsa's dominant newspaper advertiser. Again the Southwest becomes a proving ground for radio, lowest-cost-per-thousand medium, recalling the Joskes of San Antonio test in the mid-'40s. The six radio stations in Tulsa developed the project, working in harmony.



TULSA's dominant newspaper advertiser, Brown-Dunkin Co., becomes its largest radio advertiser as Ben Jumper, B-D sales promotion manager (seated, left), signs contracts for all six stations. Seated beside him is William B. Way, KVOO, president of Associated Tulsa Broadcasters. Standing (l to r): Frank Lane, KRMG; John Wheeler, KAKC; Charles Grim, KOME; Bud Blust, KTUL; Gustav Brandborg, KVOO; Jim Neil, KAKC; Lawson Taylor, KFMJ, and Bill Swanson, KTUL.

advantage radio does not always exploit properly.

5. All items used on radio will be identical with those used in all other promotion. This is deemed the logical plan since it is recognized that heavy traffic items in newspaper advertising are also heavy traffic items on the air. The whole pitch is designed to increase the traffic load into the store.

At the suggestion of Brown-Dunkin, billing operations will be confined to a single invoice each month, made up from the separate invoices submitted by each station. ATB, in turn, will pay separate invoices to the stations.

The radio director at Brown-Dunkin will enjoy equal stature with other department heads and report directly to Ben Jumper, sales promotion manager.

He will acquaint sales personnel and department heads with the radio activity and offer suggestions on ways of taking advantage of the items. This will involve placement of radio copy at departments, use of the radio spots on the store's PA system, talks at sales meetings and similar activities.

Whole Pie Is Better

The presentation submitted by ATB to Brown-Dunkin took this theme: "A part of the pie is fine but the whole pie is better —especially if you want to share it with others (like stockholders, for instance)."

ATB cited Advertising Research Bureau Inc. tests showing newspapers produce one-fourth of department store traffic producing 26% of sales. Radio-influenced traffic, it was noted, is 35.7% of the total and responsible for 38% of all sales.

"Radio has no quarrel with newspaper advertising," it was stated. "We know it's good and does produce results.

"But, for Brown-Dunkin to do a complete advertising job, radio advertising must be used on a fulltime, comprehensive basis."

Radio Serves 173,902

The presentation cited the 192,028 homes in the Tulsa retail trade area, claiming one paper served 62,933 of these homes compared to 173,902 served by radio. Another paper was said to serve 61,434 homes.

This point was then made: "Since ARBI studies prove greater response from radio than from newspapers; since ABC and census figures prove the tremendously greater radio penetration of Tulsa retail trade area homes over newspaper circulation — why continue to depend upon newspapers to do a job which is beyond their capability to perform . . . alone.

"Do as other great department stores throughout the nation are doing. Use radio advertising to promote at an economical cost (Schusters, Pomeroy's, Bloch & Kuhl, Joske's, Harveys, Blatt [which uses radio exclusively] and many others)."

These stores, it was stated, "are making radio advertising an important and profitable part of their regular advertising."

ATB Sums Up

The ATB presentation summed up these arguments in this way: "To get the WHOLE customer pie Brown-Dunkin must make r dio advertising a major part of its adverti ing program; must use radio advertising o a regular schedule; must devote as muc thought and planning to radio as to new paper promotion . . . must devote specia ized thought and planning to the preparatio and handling of radio copy."

These practical advantages were cited b ATB in the proposal for a Brown-Dunki campaign:

We propose: That a small studio be set u in the store to be used to originate all Brown Dunkin commercials.

All Tulsa radio stations would be connecte with this studio by leased telephone wires.

Record Simultaneously

Each day the radio director, through "Th Voice," will notify the radio stations that com mercials for the following days' broadcasts wil be sent to them. Each station will record it own announcements at that set, specified time

This means elimination of mistakes; guaran tees every commercial will be exactly right permits flexibility of copy handling to tak quick advantage of weather conditions, arriva of seasonal merchandise, and all other contin gencies.

This method eliminates the necessity fo Brown-Dunkin management to see the repre sentative of six Tulsa radio stations to suppl copy.

It allows the radio director to plan and ex ecute his duties with greater dispatch, and t keep his store personnel advised of radio pro motion that is accurate and impressive.

Observing that Brown-Dunkin will hav 360 announcements per week reaching ever radio home in the Tulsa retail trade are many times per day every day in the week ATB pointed out that Brown-Dunkin be comes the dominant radio advertiser in Tuls just as it is the dominant newspaper adver tiser. Furthermore, according to ATB, "thi schedule will support newspaper advertising in Tulsa County where paper circulation i greatest, and will deliver Brown-Dunkir selling messages into that great area where newspaper circulation is thin or non-existent.

Monthly Cost $9,550

Using 360 announcements per week on the six Tulsa stations (252 daytime spots, 108 nighttime spots) based on 4 1/3 weeks per month, total cost per month is roughly $8,650, plus radio director and radio voice, or a total of $9,550.

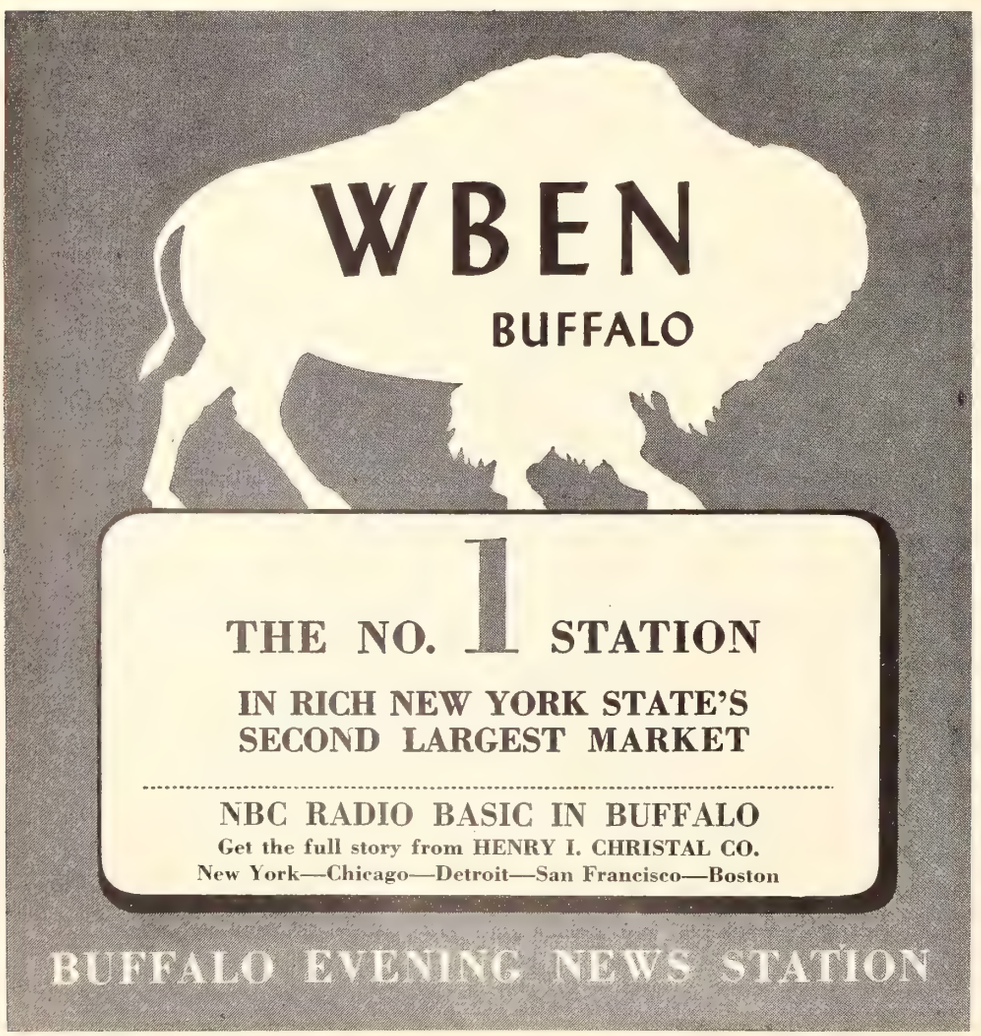
These final reminders were submitted:

Brown-Dunkin needs impact where newspaper advertising is very thin.

Brown-Dunkin needs protection against constantly rising newspaper costs.

Brown-Dunkin needs to woo the existing market that can be reached only by radio.

Brown-Dunkin needs the extra impact in the group reached by both newspaper and radio.



$66 Brings $30,000

SIXTY-SIX dollars worth of time signals on KREM Spokane, Wash., paid off in $30,000 in sales for the Standard Lumber Co. there. The firm took the advertisements to publicize a home it had constructed. Sixty-one prospects came to the open house. One bought it, another ordered a second just like it, and a third ordered extensive remodeling.



Big stretch

Only a stretch of the imagination—*a big stretch*—could visualize and create towers like this. Towers stretching high into the sky, their influence reaching far in every direction.

Along with this thinking goes the increased use of film pickup and film programing. With Eastman Film, shows are freed from the limitations of studio walls and time zones. And flexibility, both of entertainment and commercials, increases tremendously for the same dollar investment.

For complete information concerning film selection and processing, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

75,956



readers every week*

American Research Bureau Inc., found that in an exhaustive survey conducted in July, 1953, 75,956 people read BROADCASTING ● TELECASTING every week.*

This huge audience is far bigger than that of any other publication in the radio and television fields. It includes *everybody who is anybody* in the business. Advertisers can influence *all* the decision-makers in radio-TV by placing their messages in BROADCASTING ● TELECASTING

* *ARB found that an average of 4.68 persons read each of B•T's 16,230 copies circulated each week — the largest paid circulation in radio and television. Further details on request.*

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/14/53, Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH (TV)** (*28), 8/28/52-Aug. '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **KCCC-TV** (40), 7/16/53-10/1/53, Weed TV.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.



Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

San Diego, **KFSD-TV** (10), 3/19/53-Fall '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/20/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuMont
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-9/27/53, Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/13/53, Weed TV.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53—Dec. '53.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI (TV)** (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI (TV)** (2), 5/14/53—12/1/53.
Pocatello, **KISJ (TV)** (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Peoria, **WTVH-TV** (19), 12/18/52-9/15/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, ABC, CBS, H-R TV.
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—10/15/53.
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Lake Charles, **KTAG (TV)** (25), 12/18/52-9/15/53, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO (TV)** (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH (TV)** (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Unknown.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV (42), 2/26/53—Unknown.**
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV (TV) (28), 7/11/52-9/1/53.**
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM (TV) (35), 12/23/52—Unknown.**

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.**
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV (28), 3/11/53—Unknown.**
Gulfport, **WGCM-TV (56), 2/11/53—Unknown.**
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT** (TV) (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, **WIL-TV (42), 2/12/53—Late '53.**
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL** (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV** (TV) (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—9/15/53, ABC, Hollingbery.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53, Bolling.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53—Unknown.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, DuM, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV (15), 2/5/53-Fall '53, Gill-Perna.**
Cincinnati, **WCIN-TV (54), 5/14/53—Unknown.**
Cleveland, **WERE-TV (65), 6/18/53—Fall '53.**
Columbus, **WOSU-TV (*34), 4/22/53—Unknown.**
Dayton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, **KMIV** (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, Bolling.
Oklahoma City, **KTVQ** (TV) (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV** (TV) (9), 7/22/53—Early Spring, '54, CBS.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53-9/1/53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Oct. '53, Weed TV.
Lancaster, **WWLA** (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—9/15/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV) (16), 4/8/53—Unknown.**

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV) (49), 8/21/52—Unknown, Pearson.**
Chattanooga, **WTVT (TV) (43), 8/21/52—Unknown.**
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK** (TV) (26), 3/26/53—10/1/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TEXAS

Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR** (TV) (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE** (TV) (32), 2/5/53-9/24/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **Texas Telecasting Inc.** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—10/1/53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/15/53 to 10/1/53, NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Sept., Oct. '53, ABC, Forjoe.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53—9/20/53, ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—11/15/53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53 Sept. '53, CBS, Taylor.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/30/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

ACTIONS OF FCC

Aug. 27 through Sept. 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**
†Authorized to operate commercially.

* * *

AM and FM Summary through Sept. 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,465	146	251	79
FM	578	549	54	9	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	161	264	425[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	168	60	228
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	825	337	650	511	1,161[2]
Educational	50		24	26	50[3]
Total	875	337	674	537	1,211[4]

[1] Eleven CPs (2 vhf, 9 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 440 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New TV Stations . . .

ACTIONS BY FCC

Columbus, Ga.—Columbus Bestg. Co., granted vhf Ch. 4 (66-72 mc); ERP 26.9 kw visual, 14.5 kw aural; antenna height above average terrain 364 ft., above ground 360 ft. Estimated construction cost $237,482.91, first year operating cost $200,000, revenue $250,000. Post office address 1350 13th Ave., Columbus. Studio and transmitter location 1350 13th Ave. Geographic coordinates 32° 28' 20" N. Lat., 84° 58' 26" W. Long. Transmitter and antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include **The R. W. Page Corp.** (WGBA-AM-FM Columbus) (51%), publisher of *Ledger-Enquirer* and *Bradenton Herald*, Columbus; President **J. W. Woodruff Jr.**, 10% owner of WGPC Albany, Ga.; and **J. W. Woodruff Sr.**, owner of WATL Atlanta, Ga., and 90% owner of WGPC. The Woodruffs owns 49% jointly. WGPA dismissed its own Ch. 4 bid earlier. Grant is on condition The R. W. Page Corp. divests itself of all interests in WGBA. Granted Aug. 26; announced Aug. 27.

Bay City, Mich.—North Eastern Michigan Corp. granted vhf Ch. 5 (76-82 mc); ERP 49 kw visual, 28.8 kw aural; antenna height above average terrain 420 ft., above ground 447 ft. Estimated construction cost $240,558, first year operating cost $300,000, revenue $350,000. Post office address 814 Adams St., Bay City. Studio location to be determined. Transmitter location Tuscola Rd., 700 ft. S of southern city limits of Bay City. Geographic coordinates 43° 35' 04" N. Lat., 83° 51' 36" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Jansky &

Bailey Inc., Washington. Principals include President **James Gerity Jr.** (66⅔%), owner WABJ Adrian, Mich., and WGRO Bay City, Mich.; **Saginaw Bcstg. Co.** (WSAM-AM-FM Saginaw, Mich.) (33⅓%); Vice President **Milton L. Greenbaum**, president and 66% stockholder WSAM; and Secretary-Treasurer **O. William Myers**, vice president WGRO and WABJ. Grant is on condition that Gerity surrender his authorization for WGRO. Bay Bcstg. Co., which dismissed its competitive application for Ch. 5, obtains a five year option to purchase 40% interest for $120,000. Filed Sept. 1 and granted Sept. 2.

APPLICATION

Miami, Fla.—Storer Bcstg. Co. [WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami, Fla.; WSPD-AM-FM-TV Toledo, Ohio; WJBK-AM-FM-TV Detroit, Mich.; WWVA-AM-FM Wheeling, W. Va.; KEYL (TV), KABC San Antonio, Tex.; WRBC-AM-TV Birmingham, Ala.], uhf Ch. 10 (192-198 mc); ERP 316 kw visual, 158.5 kw aural; antenna height above average terrain 963 ft., above ground 994 ft. Estimated construction cost $1,393,187.20, first year operating cost $780,000, revenue $1,000,000. Post office address 199 Pierce St., Birmingham, Mich. Studio location to be determined. Transmitter location Honeyhill Rd., 0.35 mile off Rt. 441. Geographic coordinates 25° 57′ 27″ N. Lat., 80° 12′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **George B. Storer** (71.6%) and Vice President and Treasurer **J. Harold Ryan** (10.87%). Filed Aug. 31.

APPLICATIONS AMENDED

Fresno, Calif.—KARM, The George Harm Station amends application for new TV station on vhf Ch. 12 to specify President Hattie Harm (50%), Vice President and Secretary Clyde F. Coombs (50%) and Treasurer G. A. Jertberg; antenna height above average terrain to 2,000 ft.; transmitter location to Bald Mt., Twp. 10, Fresno; studio location as 1339 Van Ness St., Fresno. Filed Aug. 7.

Detroit, Mich.—Booth Radio & TV Stations Inc. (WJLB) amends application for uhf Ch. 50 to change ERP to 171 kw visual and 92.2 kw aural; correct geographical coordinates to 42° 24′ 22″ N. Lat., 83° 06′ 44″ W. Long.; antenna height above average terrain 466 ft. Filed Aug. 19.

Detroit, Mich.—Knight Newspapers Inc. amends application for uhf Ch. 62 to change ERP to 278 kw visual and 144 kw aural. Filed Aug. 21.

Cape Girardeau, Mo.—Hirsch Bcstg. Co. amends application for vhf Ch. 12 to change ERP to 316 kw visual and 158 kw aural; change transmitter location to on U. S. Hwy. 61, about 3 miles NW of Cape Girardeau; antenna height above average terrain to 916.5 ft. Filed Aug. 21.

Manchester, N. H.—Radio Voice of N. H. Inc. (WMUR) amends application for vhf Ch. 9 to change ERP to 148 kw visual and 89 kw aural; antenna height above average terrain to 1,022 ft. Filed Aug. 26.

Camden, N. J.—South Jersey Bcstg. Co. (WKON) amends application for uhf Ch. 17 to change ERP to 102.7 kw visual and 55.5 kw aural; studio location to be determined. Camden. Filed Aug. 19.

Endicott, N. Y.—Ottaway Stations Inc. (WENE) amends application for uhf Ch. 40 to change antenna height above average terrain to 888 ft. Filed Aug. 19.

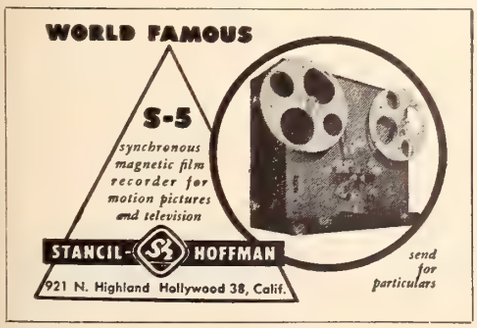
Salem, Ore. — Oregon Radio Inc. (KSLM) amends application for new TV station on vhf Ch. 3 to specify L. C. McCormick as secretary-treasurer. Filed Aug. 11.

Philadelphia Pa.—Daily News TV Co. (WIBG) amends application for uhf Ch. 23 to change ERP to 1000 kw visual and 501 kw aural; change description of transmitter location as Limekiln Pile and Cheltenham Ave., Cheltenham Twp., Pa.; antenna height above average terrain 640 ft. Filed Aug. 19.

Waco, Tex.—Waco TV Corp. amends application for vhf Ch. 11 to change ERP to 54.2 kw visual and 29.2 kw aural; antenna height above average terrain 512 ft. Filed Aug. 19.

Waco, Tex.—KWTX Bcstg. Co. (KWTX) amends application for vhf Ch. 11 to change ERP to 104.3 kw visual and 52.2 kw aural; antenna height above average terrain 523 ft. Filed Aug. 21.

Madison, Wis.—Radio Wisconsin Inc. (WISC) amends application for new TV station on vhf Ch. 3 to specify President Ralph M. Immell (17.3%), engineering; Vice President Russell A. Nelson (5%), building construction; Secretary Ralph R. O'Connor (5%); Treasurer H. Kenneth Harley (5%), investment securities. Evening Telegram Co. retains 34.8% interest. Filed Aug. 7.



APPLICATIONS DISMISSED

Waterloo, Iowa — Josh Higgins Bcstg. Co. (KXEL) granted dismissal of bid for new TV station on vhf Ch. 7 at request of attorney. Dismissed Sept. 1.

Des Moines, Iowa — Independent Bcstg. Co. (KIOA) granted dismissal of its bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—James Gerity Jr. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—Bay Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Bay City, Mich.—Saginaw Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 5 at request of attorney. Dismissed Sept. 1.

Providence, R. I.—Hope Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of attorney. Dismissed Sept. 1.

Providence, R. I.—Greater Providence Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of attorney. Dismissed Sept. 1.

Sheboygan, Wis.—WHBL Inc. (WHBL) granted dismissal of bid for new TV station on uhf Ch. 59 at request of attorney. Dismissed Sept. 1.

Existing TV Stations . . .

ACTIONS BY FCC

KJEO (TV) Fresno, Calif.—J. E. O'Neill granted STA to operate commercially on uhf Ch. 47 for the period ending Dec. 8. Granted Aug. 27; announced Sept. 1.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted modification of CP for uhf Ch. 17 to change ERP to 162 kw visual and 89.1 kw aural; change type of antenna to directional; antenna height above average terrain 730 ft. Granted Aug. 25; announced Sept. 1.

WTCN-TV Minneapolis, Minn.—Minnesota TV Public Service Corp. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 25; announced Sept. 1.

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 28; announced Sept. 1.

KSTM-TV St. Louis, Mo.—Broadcast House Inc. granted STA to operate commercially on uhf Ch. 36 for the period ending Jan. 19, 1954. Granted Aug. 25; announced Sept. 1.

KHQA-TV Hannibal, Mo. — Lee Bcstg. Inc. granted STA to operate commercially on vhf Ch. 7 for the period ending Feb. 24, 1954. Granted Aug. 21; announced Sept. 1.

KTVQ (TV) Oklahoma City, Okla.—Republic TV and Radio Co. granted modification of CP for uhf Ch. 25 to change ERP to 275 kw visual and 144 kw aural; studio location to 18th St. and Classon Blvd.; transmitter location to First National Bank Bldg., Oklahoma City. Granted Aug. 28; announced Sept. 1.

WNOK-TV Columbus, S. C.—Palmetto Radio Corp. granted STA to operate commercially on uhf Ch. 67 for the period ending Feb. 28, 1954. Granted Aug. 25; announced Sept. 1.

WJHL-TV Johnson City, Tenn.—WJHL Inc. granted STA to operate commercially on vhf Ch. 11 for the period ending Sept. 28. Granted Aug. 27; announced Sept. 1.

WHBQ-TV Memphis, Tenn.—Harding College granted STA to operate commercially on vhf Ch. 13 for the period ending Dec. 30. Granted Aug. 26; announced Sept. 1.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. granted STA to operate commercially on vhf Ch. 9 for the period ending Jan. 1, 1954. Granted Aug. 25; announced Sept. 1.

APPLICATIONS

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. seeks modification of CP for uhf Ch. 23 to change ERP to 16.4 kw visual and 8.8 kw aural; change transmitter location to Southeast corner of Lee Ave. & McKinley St., Little Rock; antenna height above average terrain 618 ft. Filed Aug. 21.

KJEO (TV) Fresno, Calif.—O'Neill Bcstg. Co. seeks modification of CP for uhf Ch. 47 to change ERP to 185.7 kw visual and 100.2 kw aural; change transmitter location to 4 miles W of Pine Ridge, Meadow Lake, Calif.; antenna height above average terrain 1,789 ft. Filed Aug. 28.

KTTV (TV) Los Angeles, Calif.—KTTV Inc. seeks CP for vhf Ch. 11 to change ERP to 134.5 kw visual and 70 kw aural; antenna height above average terrain 2,939 ft. Filed Aug. 28.

KKTV (TV) Colorado Springs, Colo.—TV Colorado Inc. seeks modification of CP for vhf Ch. 11 to change ERP to 261 kw visual and 131 kw aural; antenna height above average terrain 1,722 ft. Filed Aug. 24.

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. seeks modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; antenna height above average terrain 228 ft. Filed Aug. 28.

WKZO-TV Kalamazoo, Mich.—Fetzer Bcstg. Co. seeks modification of CP for vhf Ch. 3 to change ERP to 100 kw visual and 50 kw aural; change description of transmitter location to 42° 24′ 57″ N. Lat., 85° 31′ 49″ W. Long.; antenna height above average terrain 1,000 ft. Filed Aug. 25.

WKNY-TV Kingston, N. Y.—Kingston Bcstg. Corp. seeks modification of CP for uhf Ch. 66 to

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change to 21.2 kw visual and 11.5 kw aural; change studio and transmitter location to State Hwy. 9W, S of Kingston; antenna height above average terrain 616 ft. Filed Aug. 26.

KCJB-TV Minot, N. D.—North Dakota Bcstg. Co. seeks modification of CP for vhf Ch. 13 to change ERP to 23.1 kw visual and 11.56 kw aural. Filed Aug. 28.

WJHL-TV Johnson City, Tenn.—WJHL Inc. amends application for vhf Ch. 11 to change ERP to 316 kw visual and 158 kw aural; antenna height above average terrain 716 ft. Filed Aug. 24.

WOKY-TV Milwaukee, Wis. — Bartell Bcstrs. Inc. (WOKY) seeks modification of CP for uhf Ch. 19 to change ERP to 18.2 kw visual and 9.85 kw aural; transmitter location to 5407 W. Martin Drive, Milwaukee; antenna height above average terrain 414 ft. Filed Aug. 21.

New AM Stations . . .

APPLICATIONS

Redding, Calif.—Irving James Schwartz, William Stephen George and John Matranga d/b as Capitol Radio Enterprises (KGMS Sacramento), 1230 kc, 250 w unlimited. Estimated construction cost $12,901.12, first year operating cost $50,000, revenue $75,000. Principals in the general partnership are employees of KGMS. Post office address % Irving J. Schwartz, KGMS Hotel Senator, Sacramento, Calif. Filed Aug. 13.

Levittown-Fairless Hills, Pa. — Drew J. T. O'Keefe, Jack J. Nash and William F. Waterbury, 1490 kc, 250 w daytime. Estimated construction cost $12,600, first year operating cost $70,000, revenue $80,000. Principals in partnership are **Drew J. T. O'Keefe** (60%), former special assistant to Attorney General; **Jack J. Nash** (20%), station representative WIP Philadelphia, and **William K. Waterbury** (20%), NBC technical director in TV engineering. Post office address 1518 Walnut St. Filed Aug. 11.

Martinsville Va.—Macklenburg Bcstg. Corp., 1370 kc 500 w daytime. Estimated construction cost $9,250, first year operating cost $36,000, revenue $48,000. Principals include President **John W. Shultz** (49%), Vice President **Philip F. Hedrick** (49%), chief engineer WSJS-AM-FM Winston-Salem, N. C., Secretary-Treasurer **Ruth M. Shultz** (1.0%) and **Elizabeth D. Hedrick** (1.0%). Post office address 607 Mulberry St., Martinsville, Va. Filed Aug. 12.

Plymouth, Wis.—Arthur J. Gerber, Harold G. Steinke, Clair G. Burrill and Willard C. Fischer d/b as Eastern Wisconsin Bcstg. Co., 1420 kc, 500 w daytime. Estimated construction cost $13,976.17, first year operating cost $30,000, revenue $41,000. All principals in the general partnership are local businessmen. Post office address P. O. Box 147, Plymouth. Filed Aug. 12.

APPLICATIONS AMENDED

Winter Park, Fla.—Orange County Bcstrs. Inc. amends application for new AM station on 1440 kc, 1 kw daytime to specify 1600 kc. Filed Aug. 17.

Vero Beach, Fla. — Indian River Bcstg. Co. (WIRA Ft. Pierce, Fla.) amends application for permit for new AM station on 1490 kc, 100 w unlimited to specify studio location as 1825 14th Ave., Vero Beach. Filed Aug. 12.

Springhill, La.—Springhill Bcstg. Co. amends application for new AM station on 1300 kc, 1 kw daytime to change frequency to 1460 kc. Filed Aug. 21.

Jefferson City, Mo.—Jerrell A. Shepherd amends application for new AM station on 950 kc, 1 kw daytime to change name to Empire Bcstg. Co. and to change power to 5 kw. Filed Aug. 21.

Alton, Mo.—Robert Neathery amends application for modification of CP (to change transmitter location from Alton, Mo., to Thayer, Mo., and specify main studio location in West Plains, Mo.) to change CP for new AM station at Thayer, Mo., and change studio location from on State Route 14 & 80, NE of West Plains, Mo., to on U. S. Hwy. 63, 1 mile N of Thayer, Mo. Filed Aug. 17.

Lawton, Okla.—Boyd Kelley tr/as Lawton Bcstg. Co. amends application for CP for new AM station on 1050 kc, 250 w daytime to change transmitter location to South Side of East Gore Blvd., extended, 2.8 miles E of C.R.I. and Pacific RR, Lawton, Okla., and change name to Lawton Bcstg. Co., a corporation. Filed Aug. 17.

Darlington, S. C.—Frank A. Hull tr/as Darlington Bcstg. Co. amends application for new AM station on 590 kc, 500 w daytime to change to 1350 kc. Filed Aug. 21.

Existing AM Stations . . .

APPLICATIONS

KGU Honolulu, Hawaii—Advertiser Pub. Co. seeks CP to change from 760 kc 2½ kw limited time to 740 kc, 5 kw unlimited. Filed Aug. 12.

WIZZ Streator, Ill.—Streator Bcstg. Co. seeks modification of CP to make changes in directional antenna. Filed Aug. 28.

KCIM Carroll, Iowa—Carroll Bcstg. Co. seeks CP to make changes in daytime directional antenna pattern. Filed Aug. 17.

WKMI Kalamazoo, Mich.—Steere Bcstg. Corp. seeks CP to increase daytime power from 1 kw to 5 kw and change from directional antenna night to directional day and night. Filed Aug. 17.

WCBI Columbus, Miss.—Birney Imes Jr. seeks CP to change from 1340 kc, 250 w to 550 kc, 550 w night, 1 kw day, directional day and night. Filed Aug. 17.

KOKO Warrensburg, Mo.—Clinton Bcstg. Co. seeks modification of CP to change transmitter location to 0.29 mile N of junction of Hwys. 13 and 50 and studio location to 221 N. Holden St., Warrensburg. Filed Aug. 18.

WLNH Laconia, N. H.—Northern Bcstg. Corp. seeks CP to change from 1340 kc, 250 w to 1350 kw 1 kw directional day and night. Filed Aug. 19.

WROW Albany, N. Y.—Hudson Valley Bcstg. Co. seeks modification of license to change main studio location to Glenwood Rd., 1.4 miles NE of city limits of Albany. Filed Aug. 20.

WMNE Menominie, Wis.—Menominie Bcstg. Co. seeks CP to increase power from 500 w to 1 kw. Filed Aug. 18.

APPLICATIONS AMENDED

KIFN Phoenix, Ariz. — Western Bcstg. Co. amends application for modification of CP (to change from 250 w daytime to 1 kw unlimited, directional night) to change nighttime directional pattern and install directional daytime. Filed Aug. 25.

WNOW York, Pa.—H. J. William, M. E. Cousler and Lowell W. Williams d/b as Helm Coal Co. amends application for CP (to change from 1250 kc, 1 kw daytime to 1600 kc, 1 kw unlimited, directional night) to specify 1250 kc, 1 kw daytime and change transmitter location. Filed Aug. 28.

APPLICATION DISMISSED

WKBS Oyster Bay, N. Y.—Key Bcstg. System Inc.—FCC dismissed application for CP to change power to 250 w from local sunrise to 1½ hours after sunrise and 1½ hours before local sunset to sunset and 1 kw from 1½ hours after local sunrise to 1½ hours after local sunset. Dismissed Aug. 10.

New FM Stations . . .

APPLICATIONS

Deland, Fla.—John B. Stetson University seeks new FM station on Ch. 239 (95.7 mc) with power of 8.55 kw and antenna height above average terrain 290 ft. Filed Aug. 24.

Moscow, Idaho—Associated Students of University of Idaho seeks new FM station on Ch. 201 (89.1 mc) with power of 10 w. Filed Aug. 13.

Existing FM Stations . . .

ACTION BY FCC

WJHL-FM Johnson City, Tenn.—WJHL Inc. granted modification of CP to change ERP to 8.1 kw; change transmitter location to Tannery Knob, off 400 block of E Market St.; studio location to 143 W. Main St., Johnson City; antenna height above average terrain 662 ft. Granted Aug. 28; announced Sept. 1.

Ownership Changes . . .

ACTIONS BY FCC

KWKW-AM-FM Pasadena, Calif. — Southern California Bcstg. Co. granted voluntary assignment of license to Marshall S. Neal and Edwin Earl d/b as Southern California Bcstg. Co. through sale of 33⅓% interest by M. B. Buhlig, individually and as personal representative of Paul Buhlig, for $32,750. Mr. Neal will now own 83⅓% interest. Granted Aug. 28; announced Sept. 1.

Sacramento, Calif.—Ashley L. Robeson and Frank E. Hurd d/b as Cal Tel Co. granted voluntary assignment of CP for uhf Ch. 40 to Capitol City TV Corp. Each partner retains 50% interest. Granted Aug. 26; announced Sept. 1.

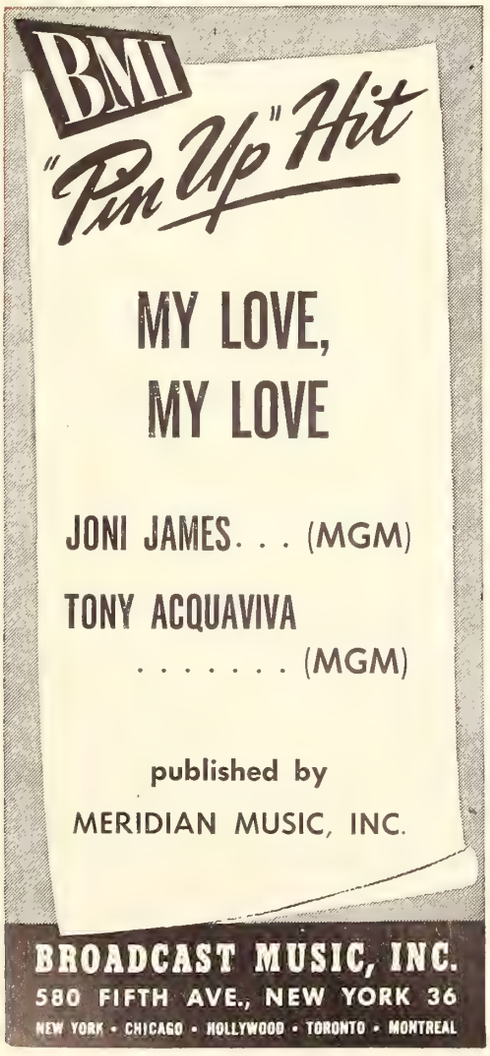
WMOC Covington, Ga.—Covington News Inc. granted voluntary assignment of CP (which authorized change from 1490 kc, 250 w unlimited to 1430 kc, 1 kw daytime) to WMOC Inc. CP was inadvertantly omitted from assignment of license granted July 15 (B•T, July 20). Granted Aug. 20; announced Sept. 1.

KIUL Garden City, Kan.—Telegram Pub. Co. granted voluntary assignment of license to KIUL Inc. No consideration involved as both companies are subsidiaries of Hutchinson Pub. Co. Principals are President John P. Harris (36.5%), Secretary-Treasurer Sidney F. Harris (31.5%) and Vice President Sue C. Harris (10.7%). Granted Aug. 27; announced Sept. 1.

WARC Rochester, N. Y.—WARC Inc. Granted transfer of control to Star Bcstg. Co. (WGVA), Geneva, N. Y., by sale of stock for $105,000. Principals of Star are President Maurice R. Forman (71.59%), owner of Bean Adv. Enterprises; Vice President Thomas L. Brown (11.84%); Secretary R. Carlton Green (4.73%), and Edward Minden (11.84%), New York City real estate broker. Granted Aug. 26.

WSSC Sumter, S. C.—J. A. Gallimore and Hugh H. Wells d/b as Radio Sumter granted voluntary assignment of license to Radio Sumter Inc. No consideration is involved as transfer is from partnership to corporation with each partner maintaining 50% interest. Granted Aug. 24; announced Sept. 1.

WFBC-AM-FM Greenville, S. C.—Greenville





News-Piedmont Co. granted voluntary assignment of license to its wholly owned subsidiary Blue Ridge Radio Corp. Principals include President Roger C. Peace, Vice President Charlie Peace and Secretary-Treasurer J. Kelly Sisk. Granted Aug. 28; announced Sept. 1.

KDET Center, Tex.—Center Bcstg. Co. granted voluntary assignment of license to Tom E. Foster and Tolbert E. Foster d/b as Center Bcstg. Co. through purchase by Tolbert E. Foster of 10% interest from Robert Jackson Bell for $3,828.10 and 5% interest from Harlan E. Riley for $1,914.05. Tolbert E. Foster will now own 40%; Tom E. Foster owns 60%. Granted Aug. 28; announced Sept. 1.

KGAF Gainesville, Tex.—Gainesville Bcstg. Co. granted voluntary relinquishment of control through transfer of 15 shares of stock by Joe M. Leonard Sr. to Joe M. Leonard Jr. and Earl Leonard. No consideration for 5 shares given to each son. Earl Leonard purchases 5 additional shares for $1,000. Principals are President Joe M. Leonard Sr. (41.2%), Vice President Earl Leonard (29.4%) and Secretary-Treasurer Joe M. Leonard Jr. (29.4). Granted Aug. 27; announced Sept. 1.

APPLICATIONS

KXOB Stockton, Calif.—KXOB Inc. seeks voluntary transfer of control Clem J. Randeau to Joseph E. Gamble through sale of all stock for $67,500. Price includes $25,000 cash and obligations totaling $42,500. Mr. Gamble, operator of KCMJ Palm Springs, Calif., is brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland, Ore.; KJR-AM-TV Seattle, Wash. and KLZ-AM-TV Denver. Filed Aug. 13.

KRPL Moscow, Idaho—Interstate Radio Inc. seeks voluntary assignment of license to Roy Anderson tr/as Latah County Broadcasters for $47,250. Mr. Anderson is self-employed as a writer, editor and publisher. Filed Aug. 10.

WJJD Chicago, Ill.—WJJD Inc. seeks voluntary assignment of license to Plough Bcstg. Co. for $900,000. Plough Bcstg. is subsidiary of Plough Inc., drug and cosmetic manufacturer. Principals include President Abe Plough, Executive Vice President Harold R. Krelstein, president of WMPS Memphis, subsidiary of Plough Inc., Vice President Harry B. Solmson and Secretary-Treasurer Charles A. Harrelson. Filed Aug. 7.

KOAM-AM-TV Pittsburg, Kan. — Pittsburg Bcstg. Co. seeks assignment of CP to Mid-Continent Telecasting Inc. for $20,000 which represents aggregate engineering, legal and other miscellaneous expenses incurred with application of CP to be assigned. KOAM retains 66⅔% interest and Joplin Globe Pub. Co. will own 33⅓%. Principals include President E. V. Baxter, president and 50% stockholder KOAM; Vice President Lester Lee Cox, vice president and 12½% stockholder KOAM, vice president, 49.5% stockholder KCMO Kansas City, Mo., 49.9% stockholder KWTO Springfield, Mo.; and Treasurer Mrs. E. V. Baxter, secretary KOAM. Filed July 9.

WFGM Fitchburg, Mass. — Wachusett Bcstg. Corp. seeks voluntary transfer of control of licensee corporation to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers, through sale by Ansel E. Gridley of 15,200 shares of stock for $15,200. Mr. & Mrs. Edes purchase 770 shares and Myers purchases 750 shares. No one party will have control. Filed Aug. 10.

WFUR Grand Rapids, Mich.—Furniture City Bcstg. Corp. seeks voluntary transfer of control to Mary & William Kupier Sr. and William E. Kupier through sale of 400 shares of treasury stock to William E. Kupier for $1,000. Kupier family will now own 52.9% interest. Filed Aug. 10.

WPAT Paterson, N. J.—North Jersey Bcstg. Co. seeks voluntary acquisition of control by Union Building and Investment Co. through sale of 50% in Druwald Inc. by James P. Walden and First National Bank and Trust Co., Trustees. Druwald Inc. is parent corporation of *Passaic Daily News*, which in turn is parent of licensee. Considerations to be determined by appraisers. Filed Aug. 13.

WCLI-AM-FM Corning, N. Y.—Elmira-Corning Bcstg. Corp. seeks assignment of license to Radio Corning Inc. for $35,000. Principals are President Gordon M. Jenkins (23.1%), WCLI station manager, Secretary-Treasurer George P. Droelle (23.1%), WCLI program director and Vice President Rudolph M. Ochs (4.1%), insurance. Filed Aug. 11.

WNNC Newton, N. C.—Charles C. Turner tr/as Newton-Conover Bcstg. Co. seeks voluntary assignment of license to John C. Greene and R. H. Whiteside d/b as Southern Radiocasting Co. (WKMT King Mt., N. C.) for $45,000. Each partner has 50% interest. Filed Aug. 4.

WJEL Springfield, Ohio—Champion City Bcstg. Co. seeks voluntary transfer of control to George R. Walker through sale of 50% interest by Chester R. Hinkle for $1,000. Mr. Walker will now own 100%. Filed Aug. 5.

KISD Sioux Falls, S. D.—KISD Inc. request voluntary acquisition of negative control by Verl K. Thomson through purchase of 5.9% of stock from other stockholders. Principals include Vice President and general manager Verl K. Thomson (50%), formerly 44.1%, President H. R. Alton (16⅔%), Vice President F. C. Walkup (16⅔%) and Secretary H. L. Dibble (16⅔%). Filed July 24.

WISC-AM-FM Madison, Wis.—Radio Wisconsin Inc. Morgan Murphy, Elizabeth B. Murphy and Evening Telegram Co. seek voluntary transfer of control through corporate reorganization setting up a voting trust. Ralph M. Immell purchases 5.9% interest for $4,211.37; Ralph R. O'Connor purchases 5% interest for $3,518.75; and George H. Johnson purchases 2.5% interest for $1,759.37. Evening Telegram Co. retains 34.8% interest. Purchasers have option of re-selling stock to Evening Telegram Co. in the event licensee's application for vhf Ch. 3 in Madison is denied. If TV application is granted each purchaser will pay additional consideration per share of stock. Filed Aug. 12.

Hearing Cases . . .

FINAL DECISION

Jackson, Miss.—New TV, vhf Ch. 3. FCC by order made effective immediately hearing examiner's initial decision granting application of Lamar Life Bcstg. Co. (WJOX) for new TV station on vhf Ch. 3 in Jackson. Action Aug. 26; announced Aug. 27.

OTHER ACTIONS

Corpus Christi, Tex.—FCC by order granted motion of KSIX to strike issue relating to its technical qualification in the order designating for hearing its application and those of Superior TV Inc. and KEYS for new TV station on vhf Ch. 10 in Corpus Christi. Action Aug. 26; announced Aug. 27.

New Orleans, La.—TV Allocation. FCC by memorandum opinion and order denied petition of July 3 by WWEZ New Orleans requesting that rule-making proceedings be instituted to make vhf Ch. 8 in New Orleans, now reserved for noncommercial educational use, available to commercial applicants. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Duluth, Minn.—Superior, Wis.—TV Allocation. FCC initiated rule making proceedings on petition of Aug. 21 by WEBC Duluth, Minn., to delete vhf Ch. 12 from Brainard, Minn. and Iron River, Mich. and assign that channel to Duluth, Minn.-Superior, Wis. and substitute uhf Ch. 37 at Brainard and uhf Ch. 33 to Iron River. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Virginia, Minn.—TV Allocation. FCC initiated rule making proceedings on petition of Aug. 13 by Carl Bloomquist, Eveleth, Minn. to delete vhf Ch. 10 from Hibbing, Minn. and Hancock, Mich. and assign same to Virginia, Minn. and Larium, Mich. As alternative to deletion of vhf Ch. 10 from Hancock without a substitute channel, Bloomquist suggests that vhf Ch. 13 be deleted from Calumet, Mich. and assigned to Hancock. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Duluth, Minn.—Superior, Wis.—TV Allocation. FCC by memorandum opinion and order denied petition of July 22 by WEBC Duluth, Minn. to assign vhf Ch. 10 to Duluth-Superior. Comments on the above proposal may be filed on or before Sept. 30. Action Aug. 26; announced Aug. 27.

Bristol, Va. Bristol, Tenn.—New TV, vhf Ch. 5. FCC by memorandum opinion and order denied petition of March 5 by WCYB Bristol, Va. directed against WOPI Bristol, Tenn., requesting conditional grant of WCYB application for new TV station on vhf Ch. 5 pursuant to Sect. 1.385 (e); such denial without prejudice to renewal by WCYB should subsequent developments appear to warrant. Action Sept. 2.

Cincinnati, Ohio—New TV, uhf Ch. 74. FCC designated for hearing in Washington on Oct. 2 competitive applications of Gordon Bcstg. Co. and WNOP Newport, Ky. for new TV station on uhf Ch. 74 in Newport. Action Sept. 2.

Cleveland, Ohio—New TV, uhf Ch. 19. FCC designated for hearing in Washington on Oct. 2 competitive applications of WHK and WJW for new TV station on uhf Ch. 19.

Waverly, Ohio—Marjorie Ruth White. Comr. George E. Sterling granted request for dismissal without prejudice of application for new AM station on 1590 kc with 500 w-D. Dismissed Sept. 1.

Atlanta, Ga.—New TV, uhf Ch. 36. FCC denied petition of Board of Regents, Univ. System of Ga., for and on behalf of Ga. Inst. of Tech. for an extension of time in which to reply to Commission's letter of July 31, and designated for hearing its application and competitive application of Robert W. Rounsaville for new TV station on uhf Ch. 36 for hearing on Oct. 2 in Washington. Action Sept. 2.

Sioux City, Iowa—New TV, vhf Ch. 4. FCC designated for hearing in Washington on Oct. 2 competitive applications of KSCJ and KCOM for new TV station on vhf Ch. 4 in Sioux City. Action Sept. 2.

Scranton, Pa. — Scranton Bcstrs. Inc. Comr. George E. Sterling granted petition for dismissal without prejudice of its application for assignment of TV permit to MCL Corp. Dismissed Sept. 1.

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Routine Roundup . . .

August 26 Decisions

BY COMMISSION EN BANC

McFarland Letter

Parkersburg, W. Va.—Clarence E. Franklin i being advised that his application for new AM station on 1400 kc with 100 w fulltime (BP-8727 indicates necessity of a hearing.

Extension Granted

KONA (TV) Honolulu, T. H.—Radio Honolulu Ltd. Granted request for extension of time from Sept. 17 to Nov. 16 within which Island Bcstg Co. must dispose of its interest in KPOA Honolulu in order to comply with condition to transfer grant of June 3 for purchase of part interest in KONA.

August 26 Applications

ACCEPTED FOR FILING

Renewal of License

KRPL Moscow, Idaho—Interstate Radio Inc seeks renewal of license (BR-1699).

Extension Requested

WCPO-TV Cincinnati, Ohio—Scripps-Howard Radio Inc. resubmits application for mod. CP new TV station for extension of completion date to 5/1/54.

KROD-TV El Paso, Tex.—Roderick Bcstg. Corp seeks mod. CP new TV station for extension of completion date to 3/30/54.

WCHV-TV Charlottesville, Va.—Charles Barham Jr. et al seeks mod. CP for new TV station for extension of completion date to 4/1/54.

August 27 Decisions

BY COMMISSION EN BANC

McFarland Letter

WIND-AM-TV Chicago, Ill., Johnson-Kennedy Radio Corp.—Is being advised that application (BTC-1484) to transfer control to WIND Inc., indicates necessity of hearing.

Extension of STA

Pursuant to order of Court of Appeals for the District of Columbia Circuit dated Aug. 25, 1953 directing Commission "to extend the termination date" of existing temporary authorization to Allentown Broadcasting Corp. to operate Station WHOL Allentown, Pa., on 1230 kc, 250 w, unl time, Commission authorized that station to continue operation under its existing license specifications until 12:00 midnight EST of 30th day subsequent to final decision by Court in this case (Docket 7179; BP-4212 and Docket 7180; BP-4374)

August 28 Applications

ACCEPTED FOR FILING

License to Cover CP

KLCN Blytheville, Ark., Harold L. Sudbury—License to cover CP (BP-7515) as mod., which authorized change in frequency and increase in power. (BL-5099).

KWRF Warren, Ark., Pines Bcstg. Co.—License to cover CP (BP-8604) as mod., which authorized new station. (BL-5098).

KSON San Diego, Calif., KSON Bcstrs.—License to cover CP (BP-8897) which authorized change in trans. location. (BL-5092).

KWRT Boonville, Mo., William R. Tedrick—License to cover CP (BP-8417) as mod., which authorized new station. (BL-5097).

WOAI-TV San Antonio, Tex., Southland Industries Inc.—License to cover CP (BPCT-754) which authorized change in facilities of existing station. (BLCT-145).

KDYL-TV Salt Lake City, Utah, Intermountain Bcstg. & TV Corp.—License to cover CP (BMPCT-830) as mod., which authorized changes in facilities of existing station. (BLCT-146).

Modification of CP

WEZB Homewood, Ala., Voice of Homewood—Mod. CP (BP-7985) as mod., which authorized new station, for extension of completion date. (BMP-6297).

WCOV-TV Montgomery, Ala., Capitol Bcstg. Co.—Mod. CP (BPCT-822) as mod., which authorized new station, for extension of completion date to March 1954. (BMPCT-1343).

KICU (TV) Salinas, Calif., Salinas-Monterey TV Co.—Mod. CP (BPCT-1466) which authorized new station, for extension of completion date to 3/1/54. (BMPCT-1346).

WKRC-TV Cincinnati, Ohio, Radio Cincinnati Inc.—Mod. CP (BPCT-905) as mod., which authorized change in existing station, for extension of completion date from 9/10/53. (BMPCT-1341).

WHUM-TV Summit Station, Pa., Eastern Radio



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Corp.—Mod. CP (BPCT-268) as mod., which authorized new station, for extension of completion date to 1/21/54. (BMPCT-1347).

Remote Control

Following stations request to operate transmitter by remote control:

KDMS El Dorado, Ark., Radio Station KDMS Inc. (BRC-158); WGVM Greenville, Miss., Cotton Belt Bcstg. Corp. of Miss. (BRC-157); WABZ Albemarle, N. C., Radio Station WABZ Inc. (BRC-156).

Renewal of License

Following stations request renewal of license:

KERN Bakersfield, Calif., McClatchy Bcstg. Co. (BR-49); KBMX Coalinga, Calif., Pleasant Valley Radio Co. (BR-2581); KIEM Eureka, Calif., Redwood Bcstg. Co. (BR-818); WCOA Pensacola, Fla., WCOA Inc. (BR-434); WGIG Brunswick, Ga., Brunswick Bcstg. Corp. (BR-2322); WJKO East Longmeadow, Mass., Springfield Bcstg. Co. (BR-2386).

August 31 Applications

ACCEPTED FOR FILING

Amendment of CP

KFVD Los Angeles, Calif., J. Frank Burke Sr., Mabel S. Burke, W. Maxwell Burke, J. Frank Burke Jr. and Betty Jane Burke d/b as Standard Bcstg. Co.—CP to increase power from 6 kw to 10 kw and install new trans., amended to change names of applicant to J. Frank Burke Sr., Mabel S. Burke, Dorothy Lycan, Trustee for Estate of William Maxwell Burke, Deceased, Michael Burke, Gary Burke, Sheeley Burke, J. Frank Burke Jr. and Betty Jane Burke d/b as Standard Bcstg. Co. (BP-7193 amended).

Royal Oak Bcstg. Co., Houghton Lake, Mich.—CP for new AM station to be operated on 1290 kc with power of 1 kw and daytime hours of operation, amended to change name of applicant to Sparks Bcstg. Co. (BP-8922 amended).

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Help Wanted

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Station manager wanted, strong on sales. 250 watt Mutual affiliate in good Kentucky market. Send full details to Box 728X, B•T.

Immediate opening—assistant to manager of CBS Radio-TV combined operation. Good detail man experienced in radio programming and administration. Will handle AM-TV duties. Good Pennsylvania market. Rush resume to General Manager, WARD, Johnston, Pennsylvania.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced, "radio-minded," local salesman for 50,000 watt western station. Excellent compensation plan. Send full details first letter to Box 673X, B•T.

Top sports director-salesman. One who can sell or help sell his own topnotch play-by-play games. Sober, dependable. Car necessary. Wire, write Box 698X, B•T.

Happy-go-lucky, yet conscientious salesman-announcer to manage remote studio 18 miles from station. 4,000 population. Good potential and guarantee to start. Iowa. Box 715X, B•T.

Commercial manager, 250 watt Mutual affiliate in small, good market. Send full details to Box 727X, B•T.

Salesmen. Golden opportunity. Excellent fall, winter business outlook. Need experienced, top salesman, but not phoney or high pressure man. Man who knows, loves and lives radio and knows media well enough to sell outstanding shows. Must be dependable, no drinker, but stable man who can become wheel in progressive merchandising-minded organization. Write, wire Box 735X, B•T.

Experienced salesman. Sober, steady, dependable. 250 Virginia network station. Good potential. Automobile necessary. Virgin territory for right man. Send complete resume first letter. Box 739X, B•T.

Salesman wanted. Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 752X, B•T.

Rural time salesman. 25% for tough, small town accounts. Car necessary. Current billing $1,800 with seasonal cancellations cutting to $1,000. Full particulars please. Box 758X, B•T.

Salesman needed. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. Box 759X, B•T.

Salesman-announcer. Need salesman with good voice. We'll teach you announcing. Excellent salary plus liberal commissions. Steady accounts at Kansas kw with bright future. Box 768X, B•T.

Immediate opening, salesmen. Guarantee $100. weekly against 15 per cent commission. Car necessary. Send photo, references. KCHJ, P. O. Box 262, Delano, Calif.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Young man. Here's an opportunity to join a leading independent in the rich eastern Pennsylvania market. Sales experience not necessary if you really want to get into this end of the business. Must have some radio background. Guarantee plus car allowance. Our staff knows of this ad. Write Manager, WCOJ, Coatesville, Pa.

Help Wanted—(Cont'd)

We need a local salesman to work in this ideal southern city of 125,000. Looking for man between 30 and 40 with radio background who wants steady and good living from local sales. Apply only if you believe in radio. Write, with full details, WJXN, Box 786, Jackson, Miss.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

We need a well-rounded newsman with emphasis on ability to cover local and area news. Voice is secondary. Man we want might be buried in a large news department and qualified to build his own department. He will supervise all newscasts and handle two or three personally. Also need experienced play-by-play sports announcer. Both positions permanent in aggressive 5000 watt station dominating the area. Box 644X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Network station in large southeastern city offers excellent opportunity to man who can do morning show, disc shows, interviews and who can add imaginative efforts to our staff of network radio men. Good salary plus talent. Sales opportunity if desired. Write in confidence to Box 692X, B•T.

Looking for your big opportunity? News and pop music man wanted for 50 kw operation. Send audition to Box 720X, B•T.

Straight staff announcer. If you want a good job with a good station in a good single-station market, you'll want to investigate this one. Operate control. No transmitter duties. 40 hour week. Pay average or better for size of market and station. Old, established 250 watt network affiliate midwest. No coast applicants. No beginners. Send resume, no tape. Box 733X, B•T.

Immediate opening for staff announcer. 250 Virginia network. Send audition, resume and salary expected first letter. Box 740X, B•T.

Needed immediately. Good commercial voice capable of becoming chief announcer. Full details first reply and audition tape. Box 755X, B•T.

Experienced announcer with first class ticket Southeast, car necessary. Pay commensurate with experience and ability. Send tape and letter. Box 762X, B•T.

Announcer-salesman. Will teach you to sell. Real future with Kansas daytimer. Salary above average plus commissions. If ambitious and need more than announcer's salary, write Box 769X, B•T.

1st class combination man wanted. Start at $60.00 per week 40 hours. Raises regularly up to $84.50. Must have good voice. Send tape if interested. Future in television. KDRO, Broadcasting Station, Sedalia, Missouri. Union station.

Announcer-sports man. Immediate opening. Contact KHMO, Hannibal, Missouri.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Experienced announcer-copywriter. KTNM, Tucumcari, New Mexico. Start $70. week.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Help Wanted—(Cont'd)

Capable, reliable, staff announcer with experience. Southerner preferred. $60.000 to start, 40 hours. Must have automobile. Wire WCPS, Tarboro, North Carolina, or phone 2192.

Announcer for radio and TV. Must be presently employed with at least two years experience. Friendly style preferred. Send audition and photo to Manager, WEAU, Eau Claire, Wis.

WHNC, Henderson, North Carolina, needs immediately two experienced announcers. Good salary, talent and overtime. Prefer those who have worked in the south, but not essential. Must be able to handle telephone quiz shows. Send all details, Nathan Frank, WHNC, Henderson, North Carolina. Phone 7136.

Experienced announcer immediate opening. Need good DJ, part-time sales, if desired. One thousand watt daytime independent in central Florida. Send tape, photo, complete information immediately. WIPC, Lake Wales, Florida.

Immediate opening. Announcer with experience. Permanent position. State background, salary requirements first letter. WMLT, Dublin, Georgia.

Announcer wanted for morning trick. Rush full information to Al Kahn, Program Director, WPKE, Pikeville, Kentucky.

New TV station allows us to staff 3 announcer-control room operators on dominant CBS regional radio. Send full information and audition immediately to Ralph Lewis, Production Manager, WTAD, Quincy, Illinois.

Announcers for expanding radio and television operation. Prefer men from Virginia, North and South Carolina. Do not apply unless you can supply top references. Personal interview necessary. Opening immediate. Contact Robert Estes, Program Manager, WSJS, Winston-Salem, North Carolina.

Need experienced announcer. WTTR, Westminister, Md.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W. B•T.

Wanted—Central Penna. network affiliate needs engineer. Experience preferred, but not necessary. Studio and transmitter combined. Union scale wages and benefits. Write Box 704X, B•T.

Engineer, first class phone. Experience preferred but not necessary. Write Harold Griffith, KEYS, Box 1460, Corpus Christi, Texas.

Immediate opening for 1st engineer, preferably announcer. KIRX, Kirksville, Missouri.

Engineer with first phone for combination transmitter and control, announcing helpful but not essential. Pleasant living conditions on Maryland's eastern shore. Salary open. Contact G. P. Richards, WCEM, Cambridge, Maryland.

Immediate opening for first class operator. No announcing. Experienced man preferred. $65 for 40 hours. WJPF, Herrin, Illinois.

First class licensed engineer and announcer at once. We pay $82.50 for 50 hours. WKNK, 5000 watt fulltime, Muskegon, Michigan.

Chief engineer, some announcing, 250 watt, daytime independent on Gulf Coast. Immediate opening. WPMP, Pascagoula, Mississippi.

Wanted: engineer for AM-TV operation. Union scale. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Production-Programming, Others

Program and production assistant for southeastern 50 kw. Starting at $65 weekly with opportunity. Send qualifications, references, photo and date available in first letter. Box 653X, B•T.

Program director-morning man, tops in both, will be well compensated by alert western Pennsylvania kilowatt independent. Box 726X, B•T.

Working program director. Fill shifts-special events. Daytimer, city 15,000. Send photo, full particulars, background, references. Box 757X, B•T.

News man. Experienced, topflight newsman wanted for permanent position requiring careful reporting, good writing, editing and air work. Salary open. Box 766X, B•T.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCK, Battle Creek, Michigan.

Help Wanted—(Cont'd)

Copywriter wanted immediately. Main emphasis on commercials, some announcing. Good pay and working conditions. Contact Norman Glenn, WJWL, Georgetown, Delaware, phone 2567.

News director: experienced man to pound newsbeat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

Television

Salesmen

New 100 kw VHF television station in southwest needs experienced TV salesman immediately. Give full details. State salary expected. Box 745X, B•T.

Announcers

AM-TV announcers wanted for new TV station in Peoria market. Immediate openings for two experienced men with news background. Send tape and photograph to Don Roper, WTVH-TV, 410 Fayette St., Peoria, Ill.

Technical

Immediate opening—assistant chief for maintenance and studio supervision. On the air in twenty days. Excellent salary. WTAP (TV) phone 77371, Parkersburg, West Virginia.

Production-Programming, Others

New 100 kw VHF television station in southwest needs program director, film editor, announcers. Give full details. State salary expected. Box 746X, B•T.

New Illinois TV station has opening for production man, preferably with middle market TV experience in its sales department. Interest in sales is only sales requisite. This job has sales manager potential. Salary commission. Write P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Manager. 15 years in radio. Last position as manager of station that was only breaking even. Doubled the billing in one year. Native Texan seeking south Texas market. Box 725X, B•T.

Manager-sales manager. Long experienced radio, success record. Mature, good sales, fine appearance, character. Prefer south and medium to small market. Box 750X, B•T.

Need experienced manager? Best references. Vernon Ward, WUST, Bethesda, Maryland.

Salesmen

Salesman-sports announcer, now employed, desires change to settle with family in large market. Hillbilly personality. Knows radio—all phases. South only. Box 729X, B•T.

Announcers

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

Experienced announcer — network, independent. College, young, draft exempt. Desire permanent relocation. Tape, photo. Box 721X, B•T.

West—NBC trained announcer; six years experience; capable in programming. Presently employed by AM-TV station. Minimum $100. Top references. Box 723X, B•T.

Competent, versatile announcer. Married, excellent references. Any station California. Box 724X, B•T.

Announcer, experienced, operate control board. BA Degree in speech. Married. Desires position with fifty mile radius of Chicago. Excellent references. Draft exempt. Box 737X, B•T.

Announcer-newsman, three years experience Detroit stations. B. A. Radio, dramatics. AFRS Shanghai 1946. Single, 27. Good voice characterizations. Available. 100 mile radius New York City. Stuart Stahl. Box 738X, B•T.

Topflight all sports. Sportscaster seeks permanent position with sports-minded station. Baseball schedule ends Sept. Seventh. Available Sept. Sixteenth. All inquiries answered. Box 744X, B•T.

Situations Wanted—(Cont'd)

College education. 4½ years staff work. Favor news. Experienced copywriter. Want announcing opportunity with good operation. Large city, Rocky Mountain region preferred. 28 years old, single, Navy veteran. Employed 5 kw CBS. Write Box 741X, B•T.

Desirous change. Prefer east. Nine years present location. Highest Hooper. Individual morning personality. Married, veteran, dependable, conscientious. Way above average. Box 743X, B•T.

Twenty years experience. From local to 50 kw. From staff announcing, play-by-play thru operations manager. Want job with greater opportunity and future in TV, southeast or west. Age 36. Box 749X, B•T.

Fully qualified chief engineer topflight announcer smooth 10 years experience successfully handle any assignment engineering or announcing. Prefer west. Box 754X, B•T.

Announcer, cultured, mature voice, strong news, special features, ad-lib. Tape, disc on request. Box 756X, B•T.

Identical twins, fresh approach. Play-by-play sports our forte. Originality in DJ and interview shows. Tapes available upon request. Personal audition if desired. Box 760X, B•T.

Pleasing voice, clear, mature. Approximately one year experience including major network outlet. Single, 31, veteran; university background. Desire permanent staff announcing position, midwest. Charles May, 4001 Bell, Kansas City, Missouri. Phone Valentine 6755.

Excellent newscaster, five years experience. Staff work in top markets, now launching career as fulltime newsman. California, northern states, midwest, make offer. $100 week minimum. Box 763X, B•T.

Rhythm and blues DJ, news, jive specialty, 3rd phone, tape, married, will relocate, references. Box 765X, B•T.

Negro DJ, announcer, newsman, top personality, board, married vet, some experience. Well trained, tape available, versatile. James W. Byrd, 106-18 Ruscoe St., Jamaica 33, New York.

Announcer, young, light experience, strong news, commercials, DJ, travel. Tape, resume. Martin Bruh, 40 Ave. D, New York 9, New York.

All-round staff duties, strong on sports, play-by-play, personable DJ, control board, veteran, tape, Lenny Cane, 1444 43rd St., Brooklyn, New York. Gedney 6-0850.

Announcer: staff. Strong news, commercials. Single, vet. Experienced DJ, western and pops, sales, continuity. Jerry Dale, 323 Tuckahoe Rd., Yonkers, New York.

Announcer, young, single, draft exempt. Light experience. Ability plus strong potential, seeks permanent staff opportunity. Capable, news, commercials, DJ, third ticket, music background, tape, references. Larry Dent, 552, West 113th St., New York 25, New York.

Experienced announcer, excellent every phase news, sports, commercials, DJ. Steve Gary, 151-10 Jamaica Ave., Jamaica, New York.

Announcer, commercials, news, DJ, sports, board, write continuity, limited experience, veteran, tape. Ronald Hart, 82-29 Kent St., Jamaica, New York. JA 6-8225.

Announcer-disc jockey desires position. Good clear, rich, pleasing voice. Very friendly and easy to get along with people. Bob McGuine, 962 Lorimer St., Brooklyn, N. Y.

Gal announcer. Knowledge control board. Excellent voice. Strong commercials. Flair for reading and dramatics. Versatility plus. Tape on request. Mary Ann Varga, 140 East 31st St., New York, New York.

Announcer, young, versatile, limited experience, high potential, permanent station staff. News commercials, sports, DJ. Control board. Draft exempt. 3rd ticket. Travel, tape resume. Roy A. Williams, 15 Hackensack Ave., Ridgefield Park, New Jersey.

Announcer-engineer. First license, good voice, good commercial delivery, Experienced. Minimum $75.00. Box 215, Rushville, Nebraska or phone 286-J.

Technical

Experienced engineer wishes to relocate. Box 641X, B•T.

Chief engineer, 11 years experience AM-FM-TV, construction, installation, maintenance, remotes. TV experience with major network. Available September 15th. Box 722X, B•T.

Situations Wanted—(Cont'd)

First phone radio-TV school honor graduate. TV transmitter or studio work lease. Light experience. State hours and salary. Box 732X, B•T.

Experienced first phone. Colored. Available. J. Allen, Box 374, Laurinburg, N. C.

Due to merger chief engineer regional with 19 years experience all phases broadcasting available immediately, relocate anywhere, family man with best of references. Bill Atkinson, WGBA, Columbus, Georgia.

Position desired. First phone. Experienced, have car. Phone 59-9935. Delbert King, 122 N. 72nd St., Birmingham, Ala.

Engineer available immediately due to merger of two stations. Family man with six years broadcasting experience, excellent references, prefer Georgia or Florida. Duncan Mackiernan, 72 Forrestside Drive, Columbus, Georgia. Telephone 20080.

First phone, six years experience, available immediately. C. A. Terry, 220 E. State St., Savannah, Ga.

Production-Programming, Others

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Topflight news director. Wide experience in gathering and writing news, interviewing nationally prominent people. Desire position in metropolitan area. Best of references. Box 661X, B•T.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B•T.

Interested producing women's program—radio or TV. Background includes all media: theatre, radio, TV, films (N.Y.C.) production, writing and performing. Female, single, early thirties. Will relocate. Box 736X, B•T.

Thoroughly experienced copywriter and traffic manager. Some announcing. Prefer North or South Carolina. Presently employed. Box 742X, B•T.

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

General manager, sales manager or combination of both; 14 years of sales and program experience. Have been in television since the first day of commercial telecasting. Would welcome personal interview so that an immediate decision can be made. Box 767X, B•T.

Salesmen

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 686X, B•T.

Technical

Engineer desires position TV studio supervisor or TD, preferably new station. 3 years TV studio, remotes 1½ radio. 1st phone, presently employed. Prefer west coast. Box 747X, B•T.

Production-Programming, Others

Film operations program manager. Thorough experience with top company, write. Box 731X, B•T.

For Sale

Musak franchise in thriving midwestern city of 300,000. No competition. Reasonable down payment. Box 730X, B•T.

Stations

Southwest, 250 watt, fulltime network. Progressive solid community. Priced to sell. Selling because of health and other interests. Box 748X, B•T.

Television station, UHF, located in one of the fastest growing areas in the country. Full information will be given upon showing of interest and financial responsibility. Write Box 751X, B•T.

(Continued on next page)

For Sale—(Cont'd)

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

RCA FM pylon, 4-section heavy duty, type 14D. Designed for mounting TV antenna. Make offer. Box 667X, B•T.

200 foot Wincharger type 101 galvanized tower with lighting equipment and 250 watt tuning box available immediately. Radio Station WGGA, Gainesville, Georgia.

Western Electric 25B dual console with power supplies, Gates three wire tower lighting choke in weather proof housing, Western Electric metal weatherproof antenna coupling unit housing. Three, General Electric, 100 KVA, 2300/230/115 volt, oil filled transformers. This equipment is reasonably priced. Write Chief Engineer, WRRF, Washington, North Carolina.

Presto 6-N disc recorder with 1-D cutter. Like new condition. $450. W. Connor, 214 Vine Ave., Park Ridge, Ill.

Gray Telop II projector with five extra slides. Used three months. Available immediately. $1795.00 F. O. B. South Bend. Contact WSBT-TV, South Bend, Ind.

Forced sale: liquidated equipment of Radio Station WFDR, New York, in use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list to Gotham Recording Corp., 2 West 46th Street, New York 36, N. Y.

Wanted to Buy

Stations

Successful commercial manager wants to buy all or part and manage 250-500 watt upper midwest daytimer. Box 734X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

250 watt AM transmitter. Late Model. Good condition. KULE, Ephrata, Washington.

One RCA, WE or GE console. Two RCA, ribbon mikes. Two RCA, 70C or 70D turntables. Reply by giving make, model, condition, time used. Dwight Associates, 1665 Milwaukee Avenue, Chicago.

Two 16" turntables suitable for student programming, also mikes. Pathfinder School of Radio, 737 11th St., N. W., Washington, D. C.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous (Cont'd)

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Announcers

MORNING MAN

Our topnotch man leaving due to illness. We are a red hot promotional station in the east and want to find the man who fits in to our bright future. Salary to go with ability plus free life insurance and other benefits. Send details and tape to 2008 John Hancock Bldg. Boston, Mass.

Technical

1st class engineer.* Chance to be promoted to chief engineer. We want an engineer with experience and one who wants to settle down. Station in central Illinois. *Box 764X, B•T.

Television

TV STAFF POSITIONS

Available this fall at the COMMERCIAL TELEVISION STATION OF THE UNIVERSITY OF MISSOURI: announcer-producer, operations supervisor, cameraman, film editor. Contact Program Director, KOMU-TV, Columbia, Missouri.

Technical

Experienced engineers wanted immediately. Send resume, references in first letter. New station in Charleston, West Virginia — WKNA-TV.

Help Wanted—(Cont'd)

Experienced TV engineers — **WANTED IMMEDIATELY**

New station in sunny Florida. $65 per week. Resume, references first letter.

Box 690X, B•T

ENGINEER-SALES

TV transmitter proposals, foreign market, assistant to manager New York City office. State experience, language, and salary requirements to personnel dept.

R.C.A. International Division, 30 Rockefeller Plaza, N. Y. 20, N. Y.

Situations Wanted

Announcers

NEWSCASTER

Looking for someone to air fresh inspiring newscasts? If so, I'm your man. Ten years journalism experience. Three years radio experience with all four major radio networks. Good voice with authoritative delivery. College graduate. Navy veteran. Knows radio newscasting thoroughly. Would also be interested in TV. Reply Box 753X, B•T.

For Sale

Equipment, etc.

FOR SALE
RCA Field Sync Generator
GE Film Camera
Both nearly new.
Contact Chief Engineer
KGUL-TV
Galveston, Texas

Wanted to Buy

Equipment, etc.

Wanted to Buy! Television Equipment
½ to 5 kw Transmitter
450 foot tower and
6 bay radiator
All equipment adaptable for VHF high band
State condition, length of use and price for quick sale
Write Box 676X, B•T

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

General Manager Available

This is to announce the availability of **Walter M. Windsor** for employment in a managerial capacity in a radio-television operation that demands a man of thorough experience, creative ability, aggressive leadership, absolute integrity and complete loyalty.

Mr. Windsor has managed our station, WGBA-WGBA-FM in Columbus, Ga., for the past five years. He has been responsible for tremendous progress and achievement during that time.

He was scheduled to become general manager of both radio and television if and when our TV application was granted. In this connection he handled most of the details of our application and preparation for hearing. He acquired, as our representative, much valuable training and indoctrination in TV operation and management.

Due to a merger of our interest with the competing TV applicant, Mr. Windsor cannot be offered a position in the newly organized company to commensurate with his ability and standing. We are happy to recommend him to anyone needing a completely competent manager for either radio or TV, or both. He can be reached in care of our station through me personally.

A. H. Chapman, President — Radio Station WGBA

Columbus, Ga. — Phone: 3-3603

Modification of CP

KYTV (TV) Springfield, Mo., Springfield TV Inc.—Mod. CP (BPCT-800) which authorized new station, for extension of completion date to 9/12/53. (BMPCT-1355).

WTVN (TV) Columbus, Ohio, Pictures Waves Inc.—Mod. CP (BPCT-928) which authorized new station, for extension of completion date to 5/1/54. (BMPCT-1342).

Remote Control

Following stations request to operate transmitter by remote control:

WVIM Vicksburg, Miss., Radio Miss. Inc. (BRC-159); WANT Richmond, Va., United Bcstg. Co. of Va. (BRC-155).

Renewal of License

Following stations request renewal of license:

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah (BRCT-87); KPOC Pocahontas, Ark., Pocahontas Radio Inc. (BR-2600); KALI Pasadena, Calif., Consolidated Bcstg. Co. (BR-1184); KSTN Stockston, Calif., San Joaquin Bcstg. Co. (BR-2398); WRBL Columbus, Ga., Columbus Bcstg. Co. (BR-727); KSPT Sandpoint, Idaho, Bauer Bcstg. Co. (BR-2321); WPGW Portland, Ind., Glenn West (BR-2591); KWBG Boone, Iowa, Boone Bcstg. Co. (BR-2424); WGEM Quincy, Ill., Quincy Bcstg. Co. (BR-2176); KVGB Great Bend, Kan., KVGB Inc. (BR-920); WNAV Annapolis, Md., The Capital Bcstg. Co. (BR-2284); WTTH Port Huron, Mich., The Times Herald Co. (BR-1947); WLNA Peekskill, Cortlandt Twp., N. Y., Highland Bcstg. Corp. (BR-2197); WSAY East Rochester, N. Y., The Federal Bcstg. System Inc. (BR-892); WLOS Asheville, N. C., Skyway Bcstg. Co. (BR-1623); KTJS Hobart, Okla., T. J. Shriner (BR-1707); KCFH Cuero, Tex., A. M. Respondek (BR-2265); WLEE Near Richmond, Va., Lee Bcstg. Corp. (BR-1224).

APPLICATION RETURNED

Transfer of Control

WHTB Talladega, Ala., Voice of Talladega Inc.—Voluntary transfer of control of licensee corp. from R. A. Davidson through sale of 80% of stock to Talladega News Publishing Co.

September 1 Decisions

BY BROADCAST BUREAU

Actions of August 28

Granted License

WLCM Lancaster, S. C., Royal Bcstg. Co. — Granted license covering installation of new trans. and changes in ant. system (BL-5093).

WIAC Santurce, P. R., Radio Station WIBS Inc.—Granted license covering installation of new trans. to be used as auxiliary trans.; 740 kc, 1 kw, DA-1 (BL-5084).

WHWD Hollywood, Fla., Circle Bcstg. Corp.—Granted license for AM broadcast station; 1320 kc, 500 w, D (BL-5089).

WHAK Rogers City, Mich., Rogers City Bcstg. Co.—Granted license for increase in power and installation of new trans.; 960 kc, 5 kw-D (BL-5074).

KCLS Flagstaff, Ariz., Saunder's Bcstg. Co.—Granted license for change of facilities, hours of operation, type trans. and make changes in ant. system; conditions; 1360 kc, 5 kw-D (BL-5091).

Granted CP

KGY Olympia, Wash., Tom Olsen—Granted CP to install new trans. (BP-8974).

Cancel CP

KFSD San Diego, Calif., Airfan Radio Corp. Ltd.—Granted authority to cancel CP (BP-8535) for installation of TV ant. in place of top section of existing AM tower.

Miscellaneous (Cont'd)

3-WEEK TV OPERATION COURSE

4-WEEK FIRST PHONE LICENSE

TV—Reservations now being accepted for low-price, concentrated TV operational course, starting soon. Limited enrollment per class. Actual operation of modern equipment in modern studios.

*

FCC Licenses—Enrolling now for Sept. and Nov. classes. One-price course with guarantee. More than 1,000 successful students since 1946. Often copied, never equalled. 4-week course.

BILL OGDEN'S

Radio Operational Engineering School

1150 West Olive Ave. Burbank, California

Reservations Required for Both Courses.

Remote Control

WANT Richmond, Va., United Bcstg. Company of Va.—Granted authority to operate trans. by remote control (BRC-155).

WCED-FM DuBois, Pa., Tri-County Bcstg. Co.—Granted authority to operate trans. by remote control (BRCH-52).

Modification of CP

KIMA Yakima, Wash., Cascade Bcstg. Co.—Granted mod. CP to change type trans.; conditions (BMP-6294).

The following were granted mod. CP's for extension of completion dates as shown:

KYTV (TV) Springfield, Mo., to 9/12/53; KDUB-TV Lubbock, Tex., to 12/31/53; WOTV (TV) Lakeland, Fla., to 12/31/53; WRAK-TV Williamsport, Pa., to 1/12/54; KVRV Victorville, Calif., to 1/1/54; WLOK Lima, Ohio, to 3/1/54, conditions.

Actions of August 27

Remote Control

The following stations were granted authority to operate trans. by remote control:

WAPF-FM WAPF McComb, Miss.; KDMS El Dorado, Ark.; WGVM Greenville, Miss.; WABZ Albemarle, N. C.

Modification of CP

WEZB Homewood, Ala., Voice of Homewood—Granted mod. CP to change type trans. (BMP-6295).

The following were granted mod. CP's for extension of completion dates as shown:

WCOV-TV Montgomery, Ala., to 3/10/54; WKRC-TV Cincinnati, Ohio, to 3/10/53; WTVN (TV) Columbus, Ohio, to 3/7/54.

Actions of August 26

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

KROD-TV El Paso, Tex., to 3/30/54; WCPO-TV Cincinnati, Ohio, to 3/1/54; WWLP Agawan, Mass., to 11/1/53; KOPR-TV Butte, Mont., to 3/14/54.

Actions of August 25

Modification of CP

WSAZ-TV Huntington, W. Va., WSAZ Inc.—Granted mod. CP for extension of completion date to Feb. 1, 1954.

Actions of August 24

Granted License

WNRV Narrows, Va., Giles Bcstg. Co.—Granted license for AM broadcast station; 990 kc, 1 kw-D (BL-5083).

KLO Ogden, Utah, Interstate Bcstg. Corp. — Granted license covering installation of new trans. (BL-5094).

KLIR Denver, Colo., Denver Bcstg. Co.—Granted license for AM broadcast station; 990 kc, 1 kw-D (BL-5090).

WBKY (FM) Lexington, Ky., U. of Kentucky—Granted license covering changes in FM educational station; Ch. 217; 91.3 mc; 3.2 kw, unl. (BLED-137).

Modification of CP

KUGN Eugene, Ore., KUGN Inc.—Granted mod. CP to use RCA BTA-5G trans. for day and night operation (BMP-6290).

KEAN Brownwood, Tex., Lyman Brown Enterprises—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6283).

The following were granted mod. CP's for extension of completion dates as shown:

WHCU-TV Ithaca, N. Y., to 4/1/54; WAZL-FM Hazleton, Pa., to 12/17/53; WBRD Fort Lauderdale, Fla., to 2/24/54.

Granted CP

WJIM Lansing Mich., WJIM Inc.—Granted CP to replace expired CP (BP-8444, as mod.), which authorized changes in ant. system; condition (BP-8952).

September 1 Applications

ACCEPTED FOR FILING

Modification of CP

WGN-TV Chicago, WGN Inc. — Mod. CP (BMPCT-723) which authorized changes in existing station, for extension of completion date to October 1954. (BMPCT-1364).

WKNY-TV Kingston, N. Y., Kingston Bcstg. Corp.—Mod. CP (BPCT-1264) which authorized new station, for extension of completion date to 3/1/54. (BMPCT-1366 resubmitted).

KGUL-TV Galveston, Tex., Gulf TV Co.—Mod. CP (BPCT-1108) as mod., which authorized new station, for extension of completion date from 9/28/53. (BMPCT-1363).

WSJL (TV) Bridgeport, Conn., Harry L. Liftig—Mod. CP (BPCT-1019) as mod., which authorized new station, for extension of completion date to 11/1/53. (BMPCT-1358).

WICC-TV Bridgeport, Conn., Southern Conn. & Long Island TV Co.—Mod. CP (BPCT-944) as mod., which authorized new station, for extension of completion date to March 1954. (BMPCT-1356).

KFUO-TV Clayton, Mo., The Lutheran Church-Mo. Synod—Mod. CP (BPCT-404) which authorized new station, for extension of completion date to 7/4/54. (BMPCT-1357).

KACY (TV) Nr. Festus, Mo., Ozark TV Corp.—Mod. CP (BPCT-1419) as mod., which authorized new station to change ERP to 491 kw visual, 260 kw aural. (BMPCT-1348).

WXEL (TV) Cleveland, Ohio, Empire Coil Co.—Mod. CP (BPCT-819) as mod., which authorized changes in existing station, for extension of completion date to 12/31/53. (BMPCT-1359).

License to Cover CP

WDSU-TV New Orleans, WDSU Bcstg. Corp.—License to cover CP (BPCT-742) which authorized changes in existing station. (BLCT-148).

Renewal of License

Following stations request renewal of license:

WRGA Rome, Ga., Rome Bcstg. Corp. (BR-774); WKNK Muskegon, Mich., NK Bcstg. Co. (BR-2238); KCHS Truth or Consequences, N. M., Ollie Louis Dennis and Gladys Pauline Dennis (BR-1308); KJIM Beaumont, Tex., KPBX Bcstg. Co. (BR-1673); KALL Salt Lake City, Utah, Salt Lake City Bcstg. Co. (BR-1227); KODI Cody, Wyo., Absaroka Bcstg. Co. (BR-1484); WTMJ-TV Milwaukee, Wis., The Journal Co. (BRCT-15); WLET Toccoa, Ga., R. G. LeTourneau (BR-1116); WCBC Anderson, Ind., Civic Bcstg. Corp. (BR-1510); WGNR New Rochelle, N. Y., Radio New Rochelle Inc. (BR-2577); KSTB Breckenridge, Tex., Stephens County Bcstg. Co. (BR-1640); KMAE McKinney, Tex., McKinney Air Enterprises (BR-1920); KIMA Yakima, Wash., Cascade Bcstg. Co. (BR-1140).

APPLICATION RETURNED

Assignment of License

WAUG Augusta, Ga., Garden City Bcstg. Co.—Voluntary assignment of license to Chester H. Jones and George C. Nicholson d/b as Garden City Bcstg. Co.

UPCOMING EVENTS

Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 10-11: NARTB TV Code Review Board, meeting, NARTB headquarters, Washington, D. C.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
ALLENTOWN, PENN. (Examiner Gaguine)	Queen City Television Co., Inc.	39	10494	5-6-53	6-8-53	6-17-53		7-22-53	None Required	7-23-53	None Filed	D-10493 dismissed without prejudice 6-23-53; Final Dec'n. Issued 8-11-53
BALTIMORE, MD. (Examiner not named)	Chesapeake TV B/cing, Inc. The Baltimore Radio Show, Inc.	18	10665 10666	8-26-53	9-25-53							
BATON ROUGE, LA. (Examiner Huntting)	Louisiana Television B/cing Corp. Southern TV Co. of Baton Rouge	2	10550 10551	6-17-53	7-17-53		Indefinitely; See Remarks					8-12-53 Oral argument re pet'n. to reconsider Examiner's denial of pet'n. to amend; See E below
BEAUMONT-PORT ARTHUR, TEXAS (Examiner Huntting)	Port Arthur College Smith Radio Company	4	10285 10352	7-11-52 11-26-52	12-15-52	5-6-53	Indefinitely					
	The Enterprise Company Beaumont Broadcasting Corp. KTRM, Inc.	6	10286 10287 10288	7-11-52	11-17-52	11-17-52		3-11-53	Due & Filed 5-25-53	7-22-53	9-1-53	Exceptions filed by Broadcast Bureau 8-28-53
CAMDEN, N.J.-PHILADELPHIA, PENN. (Examiner not named)	South Jersey B/cing Co. Patrick Joseph Stanton	17	10657 10658	8-26-53	9-25-53							
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp. Tri-Cities Telecasting, Inc.	29	10272 10273 10606	7-11-52 7-11-52 7-29-53	10-1-52	10-1-52	See F below					
CHAMPAIGN, ILL. (Examiner Cooper)	Midwest Television, Inc.	3	10580	7-1-53	7-20-53	7-20-53						Application for modification of CP; designated under 309(c); dismissed on pet'n. of applicant 8-5-53
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B/cing Corp. Mountain City TV, Inc.	3	10438 10439	3-18-53	4-20-53	4-20-53		8-20-53	See G below			
	Southern Television, Inc. Tri-State Telecasting Corp. WDEF B/cing Co.	12	10471 10472 10473	4-22-53	5-25-53	5-25-53	Indefinitely; see remarks					Continued indefinitely on joint request of all applicants
CORPUS CHRISTI, TEXAS (Examiner Irion)	Superior Television, Inc. Keys-TV, Inc. K-Six Television, Inc.	10	10556 10557 10558	6-24-53	7-24-53		See remarks					9-9-53 Further Conference 9-28-53 Testimony
	Gulf Coast B/cing Co. Baptist Gen'l. Convention of Texas H. L. Hunt	6	10559 10560 10577	6-24-53	8-3-53	8-3-53	In progress					
	Coastal Bend Television Co.	22	10578	7-1-53	7-31-53	7-31-53	Indefinitely					
DENVER, COLORADO (Examiner Cunningham)	KMYR B/cing Co. Metropolitan Television	4	9043 10238	7-11-52	10-1-52	10-1-52		2-10-53	Due & Filed 4-20-53	6-18-53	7-20-53	No exceptions filed; effectiveness of Initial Decision stayed by Comm.; awaiting Final Decision
DETROIT, MICHIGAN (Examiner not named)	Booth Radio & TV Stations, Inc. Woodward B/cing Co.	50	10660 10661	8-26-53	9-25-53							
DETROIT-FERNDALE, MICHIGAN (Examiner not named)	Royal Oak B/cing Co. Knight Newspapers, Inc. UAW-CIO B/cing Corp. of Michigan	62	10662 10663 10664	8-26-53	9-25-53							
DULUTH, MINN.-SUPERIOR, WISC. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co., Inc.	3	10289 10290	7-11-52	11-17-52	11-17-52	Indefinitely					
	Ridson, Inc.	6	10291	7-11-52	11-17-52	11-17-52	9-1-53					Pet'n. to dismiss D-10292 & pet'n. to complete hearing granted 8-13-53
ERIE, PENN. (Examiner Huntting)	Great Lakes Television Co. Erie Television Corp. Commodore Perry B/cing Service, Inc.	35 66	10612 10614 10615	7-29-53 7-29-53	8-28-53 8-28-53	8-28-53	9-28-53	8-28-53	None required			D-10613 dismissed without prejudice 8-24-53; waiting Initial Decision
EUGENE, OREGON (Examiner Cunningham)	Eugene Television, Inc.	13	10571	6-25-53	7-13-53	7-13-53	8-7-53	8-7-53	Due & Filed 8-31-53			B/cast Bureau filed no Proposed Findings; Replies to Proposed Finding; due 9-7-53 - designated under 309(c)
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	7	10461 10462 10463 10464	4-15-53	5-25-53	5-25-53	See remarks					Hearing Conference 10-5-53 Hearing 10-12-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR The Goodwill Stations, Inc. Trebit Corp. W.S. Butterfield Theatres, Inc.	12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 3-30-53	4-30-53	Due & Filed 6-15-53	Oral argument held 8-31-53; awaiting Final Decision
FORT WAYNE, INDIANA (Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	69	10424 10425	3-4-53	4-6-53	4-6-53		7-6-53	Due & Filed 8-3-53			Waiting Initial Decision
FRESNO, CALIFORNIA (Examiner Cooper)	California Inland B/cing Co. KARM, The Geo. Harm Station	12	9050 10650	8-20-53	9-21-53							
GRAND RAPIDS, MICH. (Examiner Bond)	Music B/cing Co. Peninsular B/cing Co.	23	10552 10607	6-17-53 7-29-53	8-28-53		9-9-53					D-10553 dismissed without prejudice 8-18-53
HONOLULU, HAWAII (Examiner Donahue)	Royaltel	2	10474	4-22-53	5-27-53		9-9-53 see remarks					D-10475 dismissed 8-4-53; 9-9-53 informal conference

E - Hearing Conference continued indefinitely pending Commission action on petition for review.

F - 9-8-53 Stipulations to be entered into
9-21-53 Exhibits to be exchanged
9-21-53 Depositions to be taken prior to
9-24-53 Further conference
9-28-53 Taking of evidence to commence

G - 10-15-53 Applicants to submit affirmative Proposed Findings
11-5-53 All parties to submit Counter Proposed Findings & Conclusions
11-20-53 All parties to submit Counter Conclusions

HERE is the boxscore as of Aug. 31 of the competitive television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled by Frankie L. Fox under the direction of Frederick W. Ford, chief of the Broadcast Bureau's Hearing Division, for the use of Commissioners and the FCC staff.

Since Aug. 31, FCC also has designated for hearing the following competitive TV applications: Perkins Bros. Co. (KSCJ) and KCOM Bcstg. Co. (KCOM) for vhf Ch. 4 at Sioux City, Iowa; United Bcstg. Co. (WHK) and WJW Inc. (WJW) for uhf Ch. 19 at Cleveland; Gordon Bcstg. Co. (WSAI), Cincinnati, and Tri-City Bcstg. Co. (WNOP), Newport, Ky., for uhf Ch. 74; and Georgia Institute of Technology (WGST) and Robert W. Rounsaville (WQXI) for uhf Ch. 36 at Atlanta, Ga. All of these hearings are to begin Oct. 2 in Washington.

The Commission on Aug. 24 announced revision of its processing procedure and amendment of its city priority list in order to speed handling of hearing cases [B•T, Aug. 31, 24]. Since FCC is current in processing of unopposed applications, the revised city priority list contains only those cities in which contested applications are pending.

The fiscal 1954 appropriation to FCC provides additional funds to clear the hearing case backlog through the appointment of a total of 24 hearing examiner teams. While one examiner, Benito Gaguine, resigned this week to enter private practice, the Commission has appointed two new examiners, Millard F. French and John B. Poindexter. Examiner total now is 13.

For comparison of hearing case progress, see summaries published in May and July [B•T, July 13, May 18].

WRTA
Altoona, Pa.
Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!
Roy F. Thompson
Represented by
Robert Meeker Associates

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

BOXSCORE ON COMPETITIVE TV HEARINGS AT FCC

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L. DEC'N. ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
JACKSON, MISSISSIPPI (Examiner Sharfman)	Lamar Life B/cing Co.	3	10616	7-29-53	8-14-53	8-14-53		8-14-53	None required	8-17-53	9-8-53	D-10617 dismissed without prejudice 8-11-53; no exceptions filed; Final Decision issued 8-28-53
JOLIET, ILLINOIS (Examiner Cunningham)	Sanders Bros. Joliet Television, Inc.	48	10532 10533	6-3-53	7-3-53	7-3-53	7-7-53	7-7-53	None required; see remarks	7-15-53	8-4-53	No exceptions filed; Proposed Findings filed by D-10533; see C below
KNOXVILLE, TENNESSEE (Examiner Sharfman)	Mountcastle B/cing Co., Inc. Scripps-Howard Radio, Inc. Radio Station WBIR, Inc. Tennessee Television, Inc.	6 10	10510 10512 10513 10514	5-13-53 5-13-53	6-15-53 6-15-53	6-15-53 6-15-53	7-14-53 9-14-53	7-14-53	None required	7-16-53	None required	D-10511 dismissed without prejudice 7-14-53; Final Decision issued 8-3-53
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Co. WGAL, Inc.	8	10365 10366	12-31-52	2-2-53	2-2-53	6-4-53	6-4-53	None required			Waiting Initial Decision
LITTLE ROCK, ARK. (Examiner Gaguine) (Examiner Donahue)	Little Rock Television Corp. Arkansas Television Co. Arkansas Telecasters, Inc. Arkansas Radio & Equipment Co.	11 4	10609 10610 10611 10620	7-29-53 7-30-53	8-28-53 8-17-53	8-28-53	10-12-53 9-17-53					D-10608 dismissed without prejudice 8-24-53 8-20-53 protest withdrawn; grant made effective immediately
LORAIN, OHIO (Examiner Hunting)	The Lorain Journal Elyria-Lorain B/cing Co.	31	10525 10526	5-27-53	6-26-53		9-15-53					
MADISON, WISC. (Examiner Gaguine)	Radio Wisconsin, Inc. Badger Television Co., Inc.	3	8959 10641	8-12-53	9-11-53		10-2-53					8-18-53 pre-trial conference held
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	5	10467 10468	4-15-53	5-25-53	5-25-53	9-8-53 see remarks		10-15-53			9-8-53 record to be closed
MONTGOMERY, ALA. (Examiner Gaguine)	Montgomery B/cing Co., Inc. Alabama Television Co. Southern B/cing Co., Inc.	12 32	10573 10574 10575	7-1-53 7-1-53	7-31-53 7-31-53	7-31-53	See remarks 9-1-53					9-11-53 conference 9-28-53 evidence D-10576 dismissed without prejudice 8-11-53; pet'n. pending to dismiss D-10575
MONTPELIER, VERMONT (Examiner Cunningham)	WCAX B/cing Corp. Colonial Television, Inc.	3	10642 10643	8-12-53	9-11-53		9-15-53					
MUSKEGON, MICHIGAN (Examiner Irion)	Veraluis Radio & TV, Inc.	35	10442	3-23-53	4-22-53	4-22-53	8-27-53	8-28-53	9-22-53			Designated under 309(c); Reply to Proposed Findings due 10-2-53
PEORIA, ILLINOIS (Examiner Smith)	WMBD, Inc. WIRL Television Co. Brookwell Enterprises	8	10541 10542 10543	6-10-53	7-10-53		Indefinitely					
PHILADELPHIA, PENN. (Examiner not named)	Daily News TV Co. Lou Poller	23	7273 10659	8-26-53	9-25-53							
PORTLAND, OREGON (Examiner Smith)	Westinghouse Radio Stations Portland Television, Inc. North Pacific TV, Inc. Cascade Television Co. Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	8 12	9138 10245 10319 10324 10286 10247 10317	7-11-52 7-11-52 9-17-52 9-25-52 7-11-52 7-11-52 9-3-52	10-1-52 10-1-52	10-1-52 10-1-52	7-20-53 5-15-53	7-20-53 5-15-53	See B below Due & Filed 7-31-53			Replies due to Proposed Findings 8-10-53; no replies to Pro.Findings filed; waiting Initial Decision
PORTLAND, OREGON-VANCOUVER, WASH. (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53	6-18-53	7-8-53 see remarks	Exceptions filed by Mt. Scott 7-7-53; no exceptions filed by Vancouver or B/cast Bureau; Oral argument held 8-31-53; waiting Final Decision
PORTSMOUTH, OHIO (Examiner Irion)	Woodruff, Inc.	30	10440	3-18-53	4-20-53	4-20-53	6-4-53	6-4-53	None required	6-8-53	6-29-53 see remarks	No exceptions filed; effectiveness of Initial Decision stayed by Commission; waiting Final Decision
ROANOKE, VIRGINIA (Examiner not named)	Times-World Corp. Radio Roanoke, Inc.	7	10655 10656	8-26-53	9-25-53							
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento Broadcasters, Inc. KCRA, Inc. McClatchy B/cing Co. Sacramento Telecasters, Inc.	3 10	9012 10294 9013 10298	10-29-52 7-11-52 7-11-52	11-17-52 11-17-52	11-17-52 11-17-52	6-5-53	4-22-53 6-5-53	Due & Filed 7-10-53 Due & Filed 7-20-53			Waiting Initial Decision Waiting Initial Decision
SAGINAW, MICHIGAN (Examiner Cooper)	Tri-City Television Corp. Booth Radio & TV Stations, Inc.	51	10634 10635	8-5-53	9-4-53							
SAN BERNARDINO, CALIF. (Examiner Butts)	Orange Belt Telecasters	30	10579	7-1-53	8-3-53	8-3-53		8-4-53	9-14-53			Record reopened to receive document & closed 8-27-53
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones	4	10436	3-18-53	4-20-53	4-20-53	7-8-53	7-8-53	None required	7-10-53	None required	D-10437 dismissed without prejudice 7-8-53; Initial Decision adopted as Final Decision 8-12-53
SAVANNAH, GEORGIA (Examiner Gaguine)	WSAV, Inc. WJIV-TV, Inc.	3	10517 10518	5-13-53	6-15-53	6-15-53	See remarks					8-21-53 hearing conference 8-27-53 written testimony filed 9-8-53 cross-examination scheduled
SCRANTON, PENN. (Examiner Butts)	Scranton B/cers, Inc.	22	10570	6-25-53	9-21-53							Application for assignment of CP; To be dismissed on pet'n. 9-1-53
SHREVEPORT, LOUISIANA (Examiner Cooper) (Examiner Litvin)	KTBS, Inc. International B/cing Corp. Southland Television Co. Radio Station KRMD Shreveport Television Co.	3 12	10476 10477 10522 10523 10524	4-22-53 5-20-53	5-29-53 6-19-53	5-29-53 6-19-53	In progress 7-31-53	7-31-53	See D below			
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	2	10422 10423	3-4-53	4-6-53	4-6-53	Indefinitely					
ST. PETERSBURG-TAMPA, FLORIDA (Examiner Cooper)	The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting Co. Tampa Times Co. Orange Television B/cing Co. Tampa Television Co.	8 13	10250 10251 10252 10253 10255 10330	7-11-52 7-11-52 7-11-52 10-8-52	10-15-52 10-15-52	10-15-52 10-15-52		1-21-53 6-11-53	4-15-53 see remarks Due & Filed 7-13-53	7-13-53 Due & Filed	8-10-53 Due & Filed	P.F. filed by B/cast Bureau 2-26-53 by parties 4-17-53; waiting Final Decision Replies to P.F. filed by parties 8-10-53; counter replies filed 8-20-53 Waiting Initial Decision
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc. KAKE B/cing Co., Inc. The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	10 3	10262 10263 10259 10260 10261	10-8-52 7-11-52 7-11-52	10-20-52 10-20-52	10-20-52 10-20-52	9-9-53	5-7-53	Due & Filed 6-15-53			Waiting Initial Decision; See A below
WILMINGTON, DEL. (Examiner Sharfman)	Independence B/cing Co. Delaware B/cing Co.	83	10632 10633	8-5-53	9-4-53							
WORCESTER, MASS. (Examiner Irion)	Wilson Enterprises, Inc.	20	10497	5-6-53	6-3-53	6-3-53		7-13-53	None required	7-15-53	8-4-53	D-10496 dismissed [illegible] 7-10-53; no exceptions filed; Initial Decision [illegible] 8-12-53

A - P.F. submitted 6-15-53 on applicants' applications only such P.F. included no conclusions or findings re opposing applicant; on 7-6-53 Replies, Supplemental Findings and Conclusions filed by applicants

B - (1) Affirmative P.F. filed 8-19-53
(2) Rebuttal P.F. due 9-18-53
(3) Conclusions to P.F. due 10-5-53
(4) Replies to above due 10-15-53

C - Comm. adopted Initial Dec'n. as Final; granting Joliet & denying Sanders Bros. for default

D - (1) Affirmative P.F. filed [illegible]
(2) Rebuttal P.F. due 9-7-53
(3) Conclusions to P.F. due 9-16-53
(4) Replies to above due [illegible]

Preconceived Notion; Predetermined Result

THE MEDILL School of Journalism is well known in every city room. Many newsmen—some now in broadcasting—first learned their "who, what, where, when and why's" there. Let's call it an "old school" journalism school.

A year ago Medill's students undertook a "classroom exercise" titled "Continuing Study of Housewives' Attitudes Toward Advertising Media." The exercise was under the direction of Dr. Charles L. Allen, assistant dean and director of research. Let's call him an "old school" journalism prof.

The results, just released, are of the old school, too. They were highly satisfactory to newspapers. They give radio and television a black eye.

Newspapers have been quick to realize the promotional possibilities of the survey and the "results" are popping up here and there across the country as "promotion" for local newspapers. One such case occurred at Wheeling, W. Va., recently. Others have been reported in the wake of an ANA circular on the subject.

We have no doubt that Dr. Allen is an earnest and honest professor. But we have it from his friends that he can't "see" radio and is far from an ardent television booster.

Researchers are critical of the technique used by Dr. Allen. We are not researchers, and we disclaim being experts. But we can add. When we add a personal interviewer dedicated to newspaper work to his professor, who is sure radio is no good, we should not be surprised when the answers favor the medium to which both are dedicated—the newspaper.

It goes to prove the maxim that when you go out with a preconceived notion you're certain to get the predetermined result.

On page 90, this issue, we "report" an interview that never happened in a newspaper office that never existed by people who never lived.

While the situation is imaginary, the results could be very real.

Saturation in Tulsa

EYES of the advertising-retailing world will be turned on Tulsa during the next 12 months. In this Southwestern metropolis will unfold a unique test of radio's power to reach more people oftener and for less money than any other advertising medium.

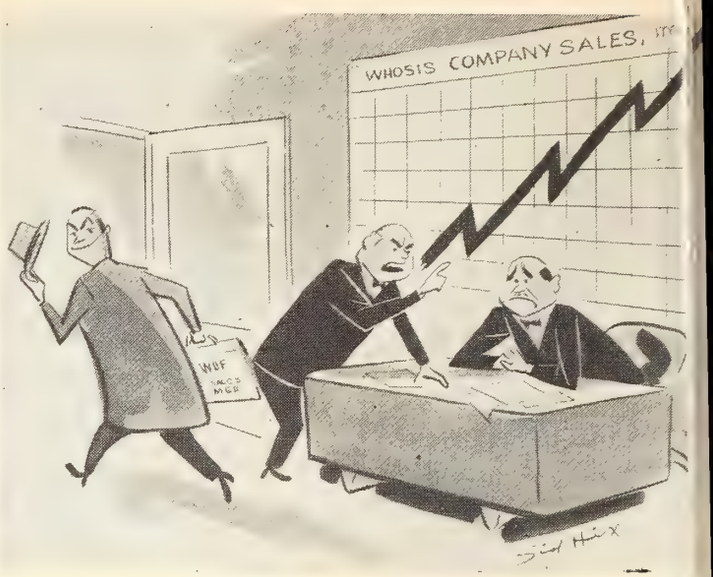
One of the Southwest's better-known department stores, Brown-Dunkin, has decided to use saturation radio—360 spots a week for a year. Thus, Tulsa's dominant newspaper advertiser also becomes its dominant radio advertiser.

The Brown-Dunkin contract is a tribute to the famed cooperative endeavor of Tulsa's six radio stations—Associated Tulsa Broadcasters. Every station in the city is carrying its quota of 60 spots a week, two-thirds of them in the daytime.

It's interesting to note that teamwork is paying off in Tulsa for every station in the city—and we'll venture the prediction that it will pay off for Brown-Dunkin, too. The store is able to buy a $125,000 year-long campaign with a minimum of effort and billing. Details of the arrangement, printed on page 95 of this issue, offer an object lesson in the technique of making it easy for advertisers to do business with radio stations.

Less than a decade ago a courageous store in another Southwestern city, Joskes in San Antonio, startled the retail world by entering a year-long laboratory test of radio's effectiveness as a medium for department stores. They howled, these retailers, at the folly of this reckless enterprise. When the score was totaled, however, they had to concede that Joskes had profited immeasurably from its extensive use of radio, and the whole retail field was presented with new techniques in using the lowest-cost medium of all.

Brown-Dunkin is shooting mainly for additional store profits. Radio is the logical medium, reaching practically all homes frequently and effectively at low cost. It's Radio Saturation Year in Tulsa. Let's see what happens!



Drawn for BROADCASTING • TELECASTING by Sid

"We shoulda taken that sales chart down before we ever called him in and asked for a rate cut!"

Sporting Answer to the Sports Question

LAST YEAR Southern Association directors were among the m vociferous of the many minor league executives who charged te vision was ruining the baseball box office. The wails were he even in Atlanta where the games had not been telecast since 19

Despite the calamity howlers, WSB-TV Atlanta signed Crackers for telecasts three days a week for the 1953 season. Ea in the year the station got behind the club with a TV Booster Bo campaign which sold over 80,000 tickets.

Last week, with the team fighting it out for first place, WSB- telecast a doubleheader on Sunday, a single game Monday anc single game Wednesday. (See story this issue). The attendar for the period was a record 42,399. On Friday the league a nounced that the season's total attendance for Atlanta had alrea reached 290,510, to assure the city first place in baseball gate the year in the Southern Association.

Credit for the fine attendance must go to two factors—a fi Cracker team and the creation of many new fans by the regu telecast. The pleasant clicking of the turnstiles in Atlanta sho answer for all time the question of how baseball can get along w television. And the same would seem to go for all sports.

Air Power

THE FACT that TV time sales this fall will be well ahead of thc for the fall of 1952 is one that is not apt to surprise any reader this journal. At the end of August of last year there were 110 T stations on the air in 65 markets, serving 18.2 million video r ceivers. By last week the total number of U. S. TV stations h risen to 224 in 160 cities; the TV set count was 26.8 million. Hc could the TV business go any way but up?

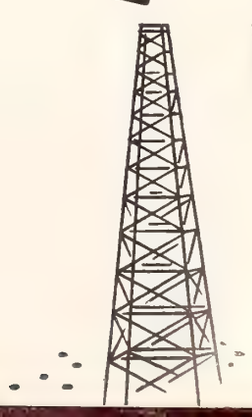
Most of the increase has been in the daytime hours, another fa which hardly could be described as startling. Evening time the major networks was pretty well filled up last year, with lit room for growth. Daytime is a different story; daytime netwo sales for this fall are up more than ten hours a week, and more th 20% ahead of the total amount of sponsored time on the TV n works in October 1952. And, while similar detailed information not available for spot TV, it's a safe assumption that the picture about the same here. Increased hours of programming provi new availabilities, enabling more advertisers to get aboard the T bandwagon.

Probably the most significant fact about the fall outlook com by looking at that for radio [B•T, Aug. 31] as well as for T Both studies show more business signed for fall this year than la and that's true for both network and spot. Advertisers have learn that adding TV doesn't mean dropping radio, that each broadca medium, properly used, is a profitable investment, and that the tw used together are the best investment of all.

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW



2 out of 3
DETROIT WORKERS
DRIVE TO WORK!



Detroit is the world's Motor City in *usage*, as well as in production. Autos and auto *radios* get plenty of mileage!

Two-thirds of Detroit area workers DRIVE to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. **Less than one-half of one percent ride on Detroit's one commuter railroad!**

What a BONUS audience that represents for Detroit's radio advertisers!

In this market of 980,000 cars, WWJ is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it's the most economical buy.

To put *your* product in the driver's seat in the Detroit market, put your story on WWJ.

Associate
Television Station WWJ-TV

WWJ AM-FM

Basic
NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEO. P. HOLLINGBERY COMPANY

PTEMBER 14, 1953 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

lor Okay by '54 Seen at FCC
Page 35

Clients Move Up AM-TV Buying
Page 37

istrict Meetings in Seattle Today
Page 40

off Announces NBC Executive Shuffle
Page 78

ATURE SECTION
Starts on Page 99

22ND year

THE NEWSWEEKLY OF RADIO AND TV

IMPACT! where it counts in

Paul Bunyan Land!

Tremendous is the impact of WCCO sports programs on the homes in Paul Bunyan Land! Whether it's pro or college football, baseball, Laker Basketball, golf or fishing . . . WCCO emulates General Forrest . . . gets there "fust with the most". That's what makes sales impact which we can deliver for a sponsor!



MINNEAPOLIS **WCCO** SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • TELEVISION—100,000 Watts—Ch. 4
(Radio Spot Sales) (Free and Peters)







BAYUK CIGARS, INC. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

Keeping in stride with changing tastes is as essential as the quality ingredients in the product itself. This has been done with singular success by Bayuk Cigars, Inc., makers of Phillies and Webster cigars. Improved methods of manufacturing, modern packaging, advertising, merchandising, and promotion are a continuing Bayuk program that has contributed much to increased sales. This certainly proves that Bayuk management knows its business well.

Havens & Martin, Inc. Stations always keep in step with changing tastes, too. Pioneers first in AM, then FM and TV, they established Richmond's one and only complete broadcast institution. Audiences grow larger and more loyal each year—which explains why so many advertisers rely, year after year, on these First Stations of Virginia for outstanding sales results. Do you?



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

"MOVIE QUICK QUIZ"

MOVIE QUICK QUIZ will never win Peabody Awards or Pulitzer Prizes ...it **can only do two things well**—sell merchandise and hypo ratings. If this is what you want, you've got a winner in this show.

IS THE FASTEST SELLING QUIZ SHOW IN TV!

Offered as a 15-minute, 5-times-a-week TV package.* Clever, entertaining minute movies (made specially for TV) illustrate each question. (A different one for every call.) One year's production already in the can. Priced realistically. Audition film immediately available.

WALTER SCHWIMMER PRODUCTIONS, INC.

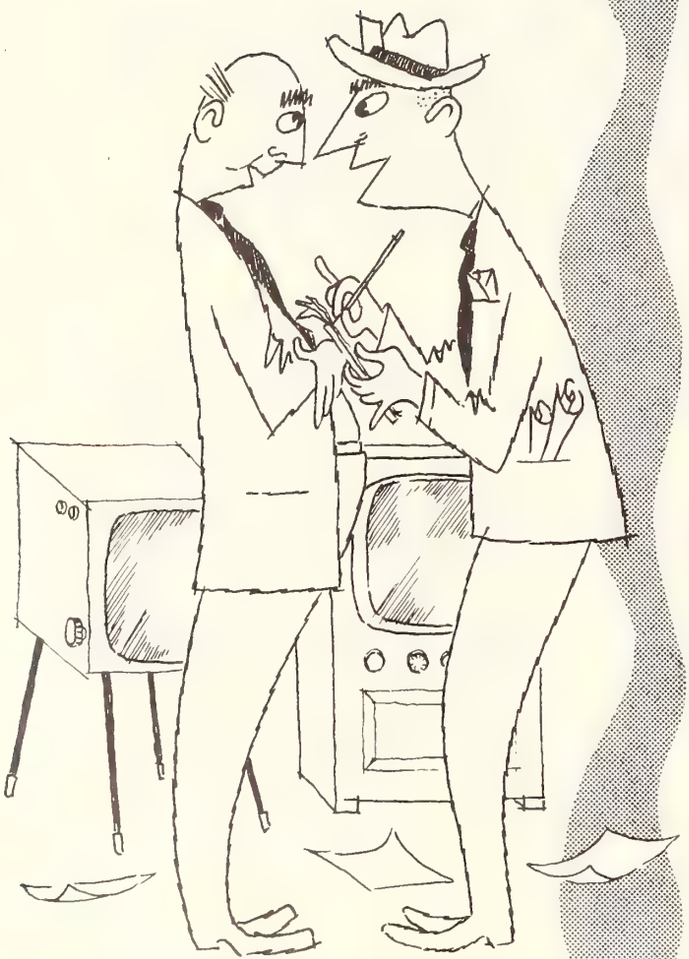
75 East Wacker Drive, Chicago 1 • FRanklin 2-4392

Creators of TELLO-TEST—America's FIRST and most successful syndicated Radio Quiz Show

*Can be expanded to 30 minutes, 5-times-a-week.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TELEVISION DEALER SURVEY No. 3



Questionnaires mailed to 850 North Texas and Southern Oklahoma Television Sales and Service Dealers asked:

"What television station delivers the best picture and audio signal in your area?"

KRLD-TV	**FIRST**	**295**
TV Station B	**FIRST**	**83**
TV Station C	**FIRST**	**17**
	Total	**395**

KRLD-TV EXCESS OVER STATION B	212 or 255%
KRLD-TV EXCESS OVER STATION C	278 or 1635%
KRLD-TV EXCESS OVER STATION B AND STATION C COMBINED	195 or 195%

Based on 46.5% return. August, 1953.

KRLD-TV EXCLUSIVE OUTLET FOR COLUMBIA BROADCASTING SYSTEM TELEVISION NETWORK PROGRAMS IN DALLAS-FORT WORTH

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

KRLD-TV

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE BRANHAM COMPANY, EXCLUSIVE REPRESENTATIVE

closed circuit®

"RATINGS, raidings and rebates" will be unveiled by Brig. Gen. David Sarnoff as his conception of "Three R's" of current radio network operation when he confronts newly-organized NBC Radio Affiliates at Chicago Thursday (Sept. 17). He'll condemn them as no way to build healthy business. He'll argue that leadership is indeed on foundation of shifting sands when it is "based on a few high-rated programs."

★ ★ ★

INTERDEPENDENCE of networks and affiliates will be main theme of Sarnoff presentation. He will note changed climate of radio and contend that no radio network today is "prosperous." But he will sound optimistic note in calling upon affiliates to take cold look at radio facts of life and clearly set forth great advantages of radio which should be exploited. Need, in his judgment, is to spread business from handful of national advertisers to larger numbers of them, through ingenuity in sales and programming.

★ ★ ★

NBC RADIO affiliates—more than 100 of whom are slated to be represented at Thursday's Chicago session with Gen. Sarnoff; vice president and radio head William H. Fineshriber Jr., and other NBC Radio executives—should be cheered to learn that, in addition to the new and renewed business on books, network has just signed Miles Labs for quarter-hour Monday-through-Friday audience participation show. It's to go into 10:45-11 a.m. slot, but format details remain to be worked out. Geoffrey Wade Adv., Chicago, is agency.

★ ★ ★

RADIO and TV program rating services getting complete and exhaustive scrutiny from agencies handling Procter & Gamble accounts, reportedly stemming from feeling that Hooper TV reports are too largely based on diary studies, not enough on coincidental telephone method favored by P & G.

★ ★ ★

BUFFET SUPPER in honor of Adlai Stevenson, Mr. and Mrs. Harry Truman and Mr. and Mrs. Stephen Mitchell (Democratic National Committee chairman) will be held tomorrow (Tuesday) in Chicago. Hosts: Mr. and Mrs. Edward Lamb of WIKK (AM) WICU (TV) Erie, Pa.; WTOD Toledo; WHOO-AM-FM Orlando and WMAC-TV Massillon, Ohio, plus three pending TV matters.

★ ★ ★

IS GOP Comr. John C. Doerfer spoiling for all-out contest with liberal Democrat Ed Lamb? Several matters involving Lamb properties have been held up at behest of Comr. Doerfer, named by President Eisenhower to neutralize political balance on Commission. Mr. Lamb until last week was being talked up as treasurer of Democratic National Committee (he is already a committeeman).

★ ★ ★

CONGRESSIONAL study of uhf network affiliation question is premature. One of difficult problems in uhf-vhf situation is lack of any set pattern. Latter will come about when FCC clears enough uhf assignments to mark trend.

★ ★ ★

FIRST NEGRO radio soap opera, starring Juanita Hall of "South Pacific" fame, is being prepared by Wyatt and Schuebel, N. Y. Transcribed series, entitled *Ruby Valentine*, contains all-Negro cast and is aimed at Negro audiences. Several national advertisers currently in negotiation with W & S for sponsorship.

★ ★ ★

VICTIMS of bait advertising on radio-TV and in newspapers are being urged to take their cases to station managers and editors as well as Better Business Bureaus, FTC and FCC. Meanwhile, national BBB association is preparing public service spots for radio-TV like BBB "ads" currently used in papers in some 35 major markets.

★ ★ ★

ARTHUR HEINEMANN, who resigned fortnight ago as CBS-TV story editor [B•T, Aug. 31], to become script editor for J. Walter Thompson Co., N. Y. Mr. Heinemann will work on *Kraft Theatre* show on NBC-TV and ABC-TV.

★ ★ ★

PETE BARNUM, producer, and until recently NBC-TV new program development manager, expected to be named new producer of Ford Foundation's *Excursion* on NBC-TV, succeeding Jerry Stagg, who has resigned.

★ ★ ★

JACK RATHBUN, who upon his recent return to Hadacol Co. stated that an entirely new approach would be used, has resigned due to "disagreement with radio policies" of new ownership.

★ ★ ★

STORM WHALEY, who resigned as vice president of the John Brown stations (KOME Tulsa; KUOA Siloam Springs, Ark.; KGER Long Beach, Calif.) will journey Washington-ward. He will become executive assistant to Rep. J. W. Trimble (D-Ark.) but expects later to return to executive management in broadcast field.

IN THIS ISSUE

LEAD STORY

A top FCC staffer predicts color television approval "the first of next year." *Page 35.*

ADVERTISERS & AGENCIES

Five auto makers plan fall campaigns on radio and TV in unusually early advance advertising for new models. *Page 37.*

Why do advertisers switch agencies? Survey shows most change because of dissatisfaction rather than pitches from rival agencies. *Page 38.*

TRADE ASSOCIATIONS

Annual series of NARTB district meetings opens today in Seattle. *Page 40.*

Tips for selling radio time given West Virginia Broadcasters Assn. by Tatham-Laird executive. *Page 42.*

FACTS & FIGURES

Trendex enters radio program rating field. *Page 48.*

TELESTATUS weekly summary of TV sets. *Page 51.*

Sixth Videotown survey by Cunningham & Walsh shows TV stabilization in multiple-station areas. *Page 52.*

GOVERNMENT

FCC approves sale of WJJD Chicago to Plough Broadcasting Co. *Page 56.*

KOA wins TV grant in Denver. *Page 60.*

STATIONS

New TV stations begin operations in Milwaukee, Buffalo and Quincy, Ill.—heading B•T weekly roundup of station starting plans for next 30 days. *Page 66.*

WOR-TV forced off air by month-old strike of engineers and technicians. *Page 72.*

W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., dies of heart attack. *Page 74.*

NETWORKS

Widespread reorganization of executive posts at NBC announced by Brig. Gen. David Sarnoff. *Page 78.*

Snags develop in negotiations to get M-G-M stars on NBC-TV *Colgate Comedy Hour* in return for plugging movies. *Page 80.*

INTERNATIONAL

Canadian Admiral Corp. claims Canadian TV coverage does not affect the gate at sports events. *Page 97.*

FEATURES

Film maker: John W. Loveton. *Page 101.*

Where do TV film producers get wardrobes? *Page 102.*

Making film commercials at prices local advertisers can afford. *Page 108.*

Covering the world in television news film. *Page 109.*

Film shows can meet network program competition. *Page 114.*

Television network showsheet. *Page 118.*

Why film programs cost money. *Page 120.*

FOR THE RECORD

Commencement target dates for television stations. *Page 126.*



"in the Lehigh Valley
the valley so rich"...

WLEV·TV

Bethlehem · Allentown · Easton, Pennsylvania

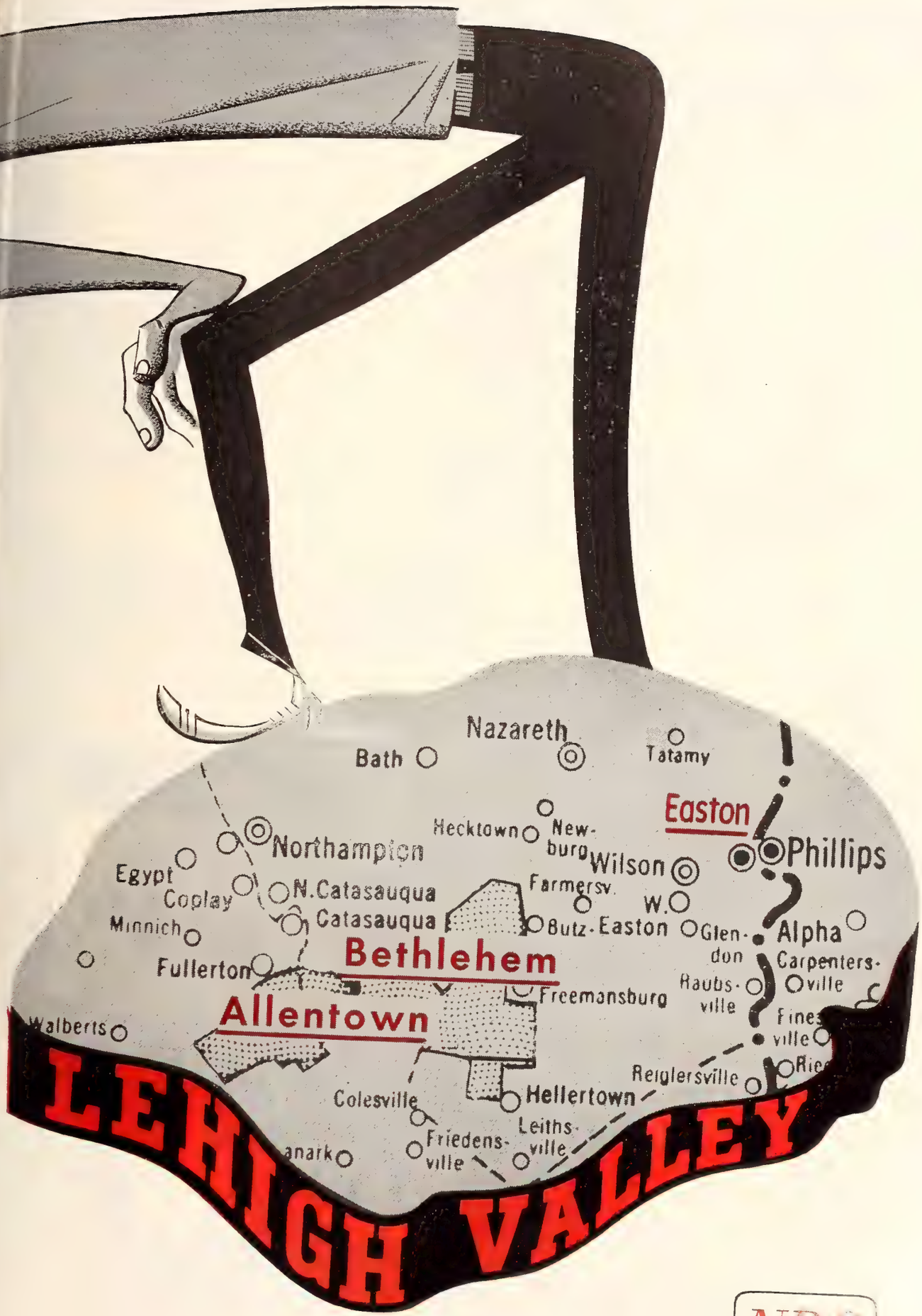
Steinman Station

WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1.097,387,000 spent annually in retail sales. *Buy WLEV-TV.*

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco



NBC
TV AFFILIATE

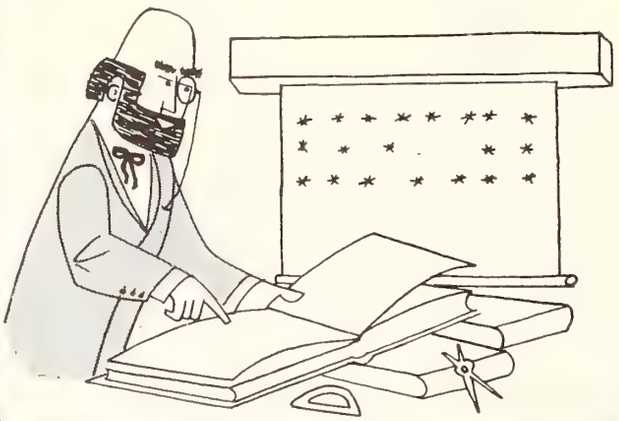
FOR RADIO BUYS,
an Astrologist wise
Was hired by Fallen & Grace.



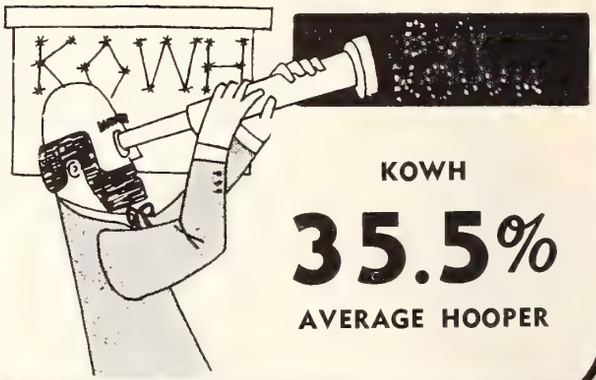
He often claimed (with his telescope aimed
At the workings of outer space),



"There is no need to grope when each horoscope
Spots the stars in conjunctive relation . . .



It's as plain as your nose! All infinity shows
That KOWH's the TOP BUY IN THE NATION!"



KOWH
35.5%
AVERAGE HOOPER

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru July, 1953.)
- *Largest share of audience,* of any independent station in America! (July, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

TV Code Board Threatens Action Against Violators

ACTION against broadcasters who violate provisions of its standards was threatened by NARTB TV Code Review Board, meeting in Washington last week, in reply to charges of excessive commercialism in television. Group detailed Edward H. Bronson, director of TV Code affairs, to devote full efforts for next three months to stepping up direct examination of programs on air and reviewing films of televised shows.

Five complaints drew particular mention from John Fetzer, Code Board chairman from WKZO-TV Kalamazoo, Mich. He said special examination will be given: Excessive interruption of programs for advertising announcements; excessive length of commercial messages, "bait" advertising, excessive "billboarding" or "background" display advertising on television, and multiple spotting between programs.

Mr. Bronson's report is due for next quarterly meeting of Code Review Board in January 1954, but Mr. Fetzer raised possibility special session might be held before then if investigations make it necessary.

Mr. Fetzer commented that "broadcasters already had demonstrated their determination through self regulation to conform to acceptable ethical practices through their support of the Code itself." But, he added, "We shall not hesitate to act in those cases where there has been flagrant violation of programming and advertising policies which have been self-adopted by the industry in the interest of the viewing public."

Code Board members at last week's meeting were J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; E. K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee.

IKE BEST ON RADIO

NOW watch this. It's tricky.

A couple of U. of Michigan political scientists told American Political Science Assn. Friday at convention in Washington that Adlai E. Stevenson was more effective in using TV than President Eisenhower.

Here's how two political science researchers, Morris Janowitz and Dwaine Maverick, reached their conclusions:

First they polled "sample" to determine among 1952 voters which were mass media "fans", ordinary users, nonusers. Among media fans, they found that of Eisenhower voters, 50.6% were TV fans, 56.8% were newspaper fans and 47.9% were radio fans. This compared with Stevenson voters who were 35.5% TV fans, 32.3% newspaper fans and 28.3% radio fans.

Then they extracted those who were not subject to concerted primary group pressure (families, friends, co-workers), and found that among TV fans, 45.4% voted for Stevenson and 38.0 for Eisenhower; among newspaper and radio fans, however, the victor got the majority—47.2% of newspaper fans voted for President Eisenhower, and 35.4% for Stevenson; 38.8% of radio fans voted for Eisenhower and 29.4% for Stevenson. This shows how effectively each candidate used the media, the authors explained, since the general pattern of voting is usually determined by group pressures.

ADDED UHF CHANNELS WOULD EASE JAM

IN MOVE to further expedite new TV grants in contested areas, FCC Friday proposed allocation of additional uhf channels in number of cities across country. In all cities listed there are applications pending in competition for available channels. New uhf assignments, when finalized, would break deadlocks in most instances.

Most cities involved have no operating stations, all are in revised priority list issued by FCC recently [B•T, Aug. 31, 24]. Comments on proposal are due Oct. 13, replies 10 days later. Following is list of cities (by state) with proposed uhf channel allocation in parentheses after state, then contested bids and channel they seek.

Ft. Smith, Ark. (Ch. 39)—American TV Co., George T. Hernreich seek Ch. 5; **El Centro, Calif. (Ch. 56)**—Valley Empire Telecasters, Valradio Inc. seek Ch. 16; **Merced, Calif. (Ch. 66)**—Merced TV Corp., KYOS seek Ch. 34; **Stockton, Calif. (Ch. 58)**—KGDM, KXOB, Radio Diablo Inc. seek Ch. 13; **Clearwater, Fla. (Ch. 50)**—Pioneer Gulf TV Bcstrs., WBOY Inc. (WBOY Tarpon Springs) seek Ch. 32; **Daytona Beach, Fla. (Ch. 53)**—WNDB, WMFJ seek Ch. 2; **Orlando, Fla. (Ch. 47)**—WDBO and Central Fla. Enterprises seek Ch. 6, WHOO, WORZ, WLOF seek Ch. 9, Orange TV Enterprises, Central Fla. Pub. Co. seek Ch. 18.

Terre Haute, Ind. (Ch. 73 plus)—WTHI and John R. Figg seek Ch. 10, Polan Industries and Chapman S. Root seek Ch. 63; **Ottumwa, Iowa (Ch. 63)**—Valley TV & Radio Inc., KBIZ, Ottumwa Telecasting Corp. seek Ch. 15; **Waterloo, Iowa (Ch. 46 plus)**—L. E. Kelly and Chas. H. Gurney seek Ch. 16; **Lexington, Ky. (Ch. 70 plus)**—WLAP, West Bingham TV Co. seek Ch. 27; **Paducah, Ky. (Ch. 72)**—Columbia Amusement Co. and WKYB seek Ch. 6, WPAD and Paducah TV Co. seek Ch. 43; **Alexandria, La. (Ch. 74)**—KSYL, KALB seek Ch. 5; **Bogalusa, La. (Ch. 78)**—WIKC, Miss-Lou Inc. seek Ch. 39; **Lake Charles, La. (Ch. 60 plus)**—KLOU, KPLC seek Ch. 7.

Cumberland, Md. (Ch. 30 minus) — WDYK, WTBO seek Ch. 17; **Hagerstown, Md. (Ch. 68 plus)**—WARK, WJEJ seek Ch. 52; **Cape Girardeau, Mo. (Ch. 69)**—KFVS, KWK Inc. (KWK St. Louis) seek Ch. 12; **Asheville, N. C. (Ch. 78)**—WLOS, Community TV Co., WWNC seek Ch. 13; **Durham, N. C. (Ch. 73 minus)**—WDNC, WTIK seek Ch. 11; **Fayetteville, N. C. (Ch. 54 minus)**—WFLB, WFNC, WFAI seek Ch. 18; **Goldsboro, N. C. (Ch. 72)**—Goldsboro TV Corp., WGBR seek Ch. 34; **Klamath Falls, Ore. (Ch. 17)**—KFJI, Klamath Falls TV Inc. seek Ch. 2; **Salem, Ore. (Ch. 66)**—Willamette-land TV Inc., KSLM seek Ch. 3.

Charleston, S. C. (Ch. 17 plus)—WUSN, WHAN, WTMA seek Ch. 2; **Florence, S. C. (Ch. 60)**—Jefferson Standard Bcstg. Co., Pee Dee TV Corp. seek Ch. 8; **Spartanburg, S. C. (Ch. 74 minus)**—WORD, WSPA seek Ch. 7; **Big Spring, Tex. (Ch. 34 plus)**—Texas Telecasting Inc. (KDUB-TV Lubbock), KBST, Big State Telecasting Co. seek Ch. 4; **Tyler, Tex. (Ch. 72)**—KGKB, KTBB seek Ch. 7; **Wenatchee, Wash. (Ch. 67)**—Central Wash. Telecasters, Wescoast Bcstg. Co. (KVOS Bellingham) seek Ch. 55; **Beckley, W. Va. (Ch. 66)**—WJLS, So. W. Va. TV Inc., WHIS seek Ch. 6; **Clarksburg, W. Va. (Ch. 69 minus)**—WBLK and WPDX seek Ch. 12, J. Patrick Beacom & Assoc. and Clarksburg-Fairmont Corp. seek Ch. 22; **Green Bay, Wis. (Ch. 70 plus)**—WJPG, Valley Telecasting Corp. seek Ch. 6; **La Crosse, Wis. (Ch. 72)**—WKBH, WKTY seek Ch. 8, La Crosse TV Corp. and Belle Co. (WMIL Milwaukee) seek Ch. 38.

• BUSINESS BRIEFLY

ANTI-FREEZE BREAKS • Zerone and Zerex (anti-freeze) through BBDO, N. Y., preparing spot radio campaign using chain breaks and station identifications for six weeks, effective early in October in number of markets.

MARGARINE BUYING • J. H. Filbert, Baltimore (Mrs. Filbert's margarine), through Sullivan, Stauffer, Colwell & Bayles, N. Y., placing daytime minutes and chain breaks before noon and buying portions of women's participation shows, effective Sept. 27 for eight to ten weeks.

MINIT-RUB CAMPAIGN • Bristol-Myers Co. (Minit-Rub), through Doherty, Clifford, Steers & Shenfield, N. Y., using daytime chain breaks radio campaign to run Oct. 5-Dec. 31.

TOILETRIES ADDS • Shulton Toiletries, through Wesley & Assoc., N. Y., adding 14 markets to its present campaign, effective Oct. 25 for 13 weeks.

FOUR NEW SPONSORS • Signing of four sponsors for participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EDT) announced by network Friday. Clients and number of participations are Murine Co., 13; Spring Mills, nine; Vick Chemical Co., five, and Roberts Co. (tackless carpet installation), one.

PAN AMERICAN BUYS • Pan American Airlines, through J. Walter Thompson, N. Y., signs as alternate sponsor of *Meet the Press*, NBC-TV, Sunday, 6-6:30 p.m., effective early in January. Meanwhile, Revere Copper & Brass continues to sponsor program alternately, through St. George & Keyes.

TAPPAN SIGNS • Tappan Stove Co., Mansfield, Ohio, signs to sponsor Thursday, 3:30-3:45 p.m. portion of *Bob Crosby Show* (CBS-TV, Mon.-Fri., 3:30-4 p.m.), starting Oct. 15. Agency: Ketchum, McLeod & Grove, Pittsburgh.

$10.5 Million New Business on ABC Radio

NEW BUSINESS placed with ABC radio network for fall amounts to record volume of $10.5 million, Charles T. Ayres, vice president in charge of ABC radio network sales, announced Friday. He stressed that this total is new business only and does not include renewals. Twelve new national advertisers this fall "supplement ABC radio network's present roster of bedrock radio accounts and bolster the already proven fact that radio is more solidly entrenched in the business of selling than it has ever been before," Mr. Ayres said.

WOI-TV Stays Commercial

WOI-TV Ames, Iowa, pioneer outlet operated by Iowa State College, at board meeting late Friday voted 6-1 to continue commercial, rather than non-commercial educational operation. Two of nine directors abstained from voting. Vote of confidence was given Richard B. Hull, general manager, in resolution which said station could not have achieved present status without commercial revenue. Negotiations for regular network affiliation will be undertaken immediately. Station serves Des Moines.

EXCLUSIVE

DETROIT'S YEAR ROUND SPORTS STATION

WJBK

FIRST AGAIN FOR FALL and WINTER



Key Station—Entire Schedule

Only on WJBK ***RED WING HOCKEY***

Entire Schedule

Only on WJBK ***University of Detroit FOOTBALL***



Cash In On the Station That Captures the Huge Sports Audience In The Nation's Hottest Sports Town!

Your sales story really scores when you pitch it to the loyal listeners of WJBK, the station that's a "must" for sports fans. Another plus that makes WJBK your best radio buy.

WJBK Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

Tops in MUSIC, NEWS and SPORTS

STORER BROADCASTING COMPANY • **National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-769**

at deadline

Radio-TV Committee Named For Pyle Memorial Ceremony

LATE Ernie Pyle will be honored by Sigma Delta Chi, professional journalism fraternity, with plaque to be placed in new School of Journalism building at Indiana U., Oct. 15. Gen. Omar Bradley will speak.

J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta, will head radio-television committee which was among several groups named in connection with the memorial. Other members are: Edward R. Murrow, CBS New York; Frank M. Russell, vice president, NBC Washington, and William Ray, director of news and special events, NBC Chicago.

Rudman Turns in Two Vhf CPs; Other FCC Actions

OIL operator M. B. Rudman turned in two construction permits Friday, vhf Ch. 12 KBSM (TV) Bismarck, N. D., and vhf Ch. 10 KNDX (TV) Minot, N. D., advising FCC he plans to concentrate on vhf Ch. 8 KRHT (TV) Billings, Mont., which he owns in partnership with oilman Albert Hayutin. Mr. Rudman told FCC his expanded business prevented multiple operation in TV, plus economic unsoundness of two stations at Bismarck. Post-thaw dropouts now total 15 (early story on page 64).

New TV Application at San Diego

NEW TV bid for uhf Ch. 21 at San Diego, Calif., filed with FCC Friday by Elliott L. Cushman, publisher *San Diego Shopping News*. No other bids pend.

WWDC Gives Up Application

WWDC Washington gave up application for uhf Ch. 20 there Friday, leaving still pending bids of WEAM Arlington, Va., and WGMS Washington. WWDC is substantial minority stockholder in uhf Ch. 67 WFMZ-TV Allentown, Pa., and Manager Ben Strouse holds stock in Chesapeake Services Inc., vhf Ch. 10 applicant at Norfolk. WCAV Norfolk has dropped its Ch. 10 bid but WGH Newport News, WNOR, WSAP and Beachview Bcstg. Corp. still pend.

Initial Decision to Deny Chester Petition

INITIAL decision to deny, for lack of prosecution, application of Cecil W. Roberts for 250 w fulltime on 1450 kc at Chester, Ill., was issued Friday by FCC Examiner Thomas H. Donohue.

Sales Will Determine Radio Success—Meyers

RADIO will depend in future on goods it can move from shelves rather than on ratings for sponsor's program and will return to the era of localized personalities, Howard B. Meyers, O. L. Taylor Co., Chicago, station representative firm, says in talk prepared for delivery today (Monday) before Arkansas Broadcasters Assn. He was to speak on "Radio . . . Phase Three." William V. Hutt, KLRA Little Rock, Ark., is presiding over ABA sessions which started yesterday (Sunday).

BLAST COVERAGE

SEWER EXPLOSIONS which ripped up a mile and a half of streets on Cleveland's west side Thursday night, killing one, injuring 58 and taking estimated $5,000,000 toll in property damage were given all-out coverage by all Cleveland radio and TV outlets.

Among first stations to report coverage to B•T were WEWS (TV), WTAM-WNBK (TV) and WGAR, all of which carried news reports and emergency messages from time of blasts at 5:20 p.m. through the night. Picture account was fed to NBC-TV's *Today* program Friday morning by WNBK, with News Director Ed Wallace narrating. WEWS detailed ten newsmen to the story, televising still and motion pictures and complete casualty lists. WGAR sent mobile unit to scene and broadcast special program at 7:15 p.m., featuring interviews with explosion victims.

Kearney National Sales Mgr. ABC Film Syndication

APPOINTMENT of Don L. Kearney, assistant sales manager of ABC-TV, as national sales manager of ABC Film Syndication Division, effective Sept. 21, is being announced today (Monday) by George T. Shupert, vice president in charge of division.

Mr. Kearney joined ABC in July 1951 as manager of TV Spot Sales. He previously had served with The Katz Agency, station representative, and with Mutual, where he was sales manager for co-operative programs. Before World War II, Mr. Kearney was sports reporter and commentator on several New York stations.

Lower Succeeds Kany

ELMER W. LOWER, former assistant director of office of public affairs, U. S. High Commissioner for Germany, named director of news for CBS-TV in Washington, succeeding Howard Kany, now manager of CBS-TV news and CBS-TV Newsfilm Dept. in New York [B•T, Aug. 10]. Mr. Lower previously was *Life* correspondent in Los Angeles, Paris and Far East, and also has served on staffs of AP and UP.

UPCOMING

Sept. 14-15: NARTB Dist. 17 meeting, Benjamin Franklin Hotel, Seattle.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 16-17: NARTB Dist. 15 meeting, Mark Hopkins Hotel, San Francisco.

Sept. 17: NBC Radio Affiliates meeting, Chicago.

Sept. 17: Uhf grantees meeting on subscription TV, WIP studios, Philadelphia.

Sept. 17-18: NARTB Dist. 16 meeting, Statler Hotel, Los Angeles.

PEOPLE

EDWARD SCHULZ, former associate professor of management and industrial relations, New York U. schools of business, to director of personnel, RCA Labs Div. Mr. Schulz in recent years has been consultant to RCA Labs on organization and management problems.

GEORGE CROTHERS, CBS Radio director of religious broadcasts, has been appointed director of religious broadcasts for CBS-TV. He joined CBS Radio in July 1945 as member of department of public affairs and later produced such public service features as *You and the World, Church of the Air* and *Invitation to Learning.* He will continue to supervise last two programs on CBS Radio.

JACK WHITE, William Esty Co., N. Y., to Biow Co., N. Y., as timebuyer.

PAUL G. O'FRIEL, for past several years FBI special agent in Pittsburgh, Honolulu, Washington, Detroit and New York, to DuMont Television Network as assistant director of labor relations.

LEE H. HAMMETT, account executive at Western Adv. Agency, Chicago, elected president, succeeding G. B. Gunlogson, who becomes board chairman. Agency specializes in agricultural accounts, some substantial radio users.

FRANK HUSSEY, previously salesman with O. L. Taylor Co., Chicago, station representative firm, joins Headley-Reed Co., same city, in similar capacity.

DUANE L. WATTS, general manager of KHAS Hastings, Neb., to KHOL (TV) Kearney, Neb., as station manager.

ALVIN M. KING, midwest representative of Lang Worth Feature Programs, named commercial manager of KSTM-TV St. Louis.

GE Shipments

GE reported Friday following 100-w TV transmitter shipments during past week: KTVE (TV) Longview, Tex., uhf Ch. 32; KCOK-TV Tulare, Calif., uhf Ch. 27; WMAC-TV Massillon, Ohio, uhf Ch. 23. Also shipped last week, GE reported, was 1 kw uhf Ch. 61 transmitter to WJMR-TV New Orleans. Orders for future shipments have been received from following, according to GE: WPRO-TV Providence, vhf Ch. 12, 20 kw transmitter, delivery late 1953; WHBF-TV Rock Island, Ill., vhf Ch. 4, 35 kw amplifiers, delivery late this month; KNAL (TV) Victoria, Tex., uhf Ch. 19, delivery March 1954.

Lamb Mentioned in Inquiry

NAME of Edward Lamb, radio-TV broadcaster, was brought into Senate committee hearing on Communist infiltration in U.N. Friday in Washington. Sen. Joseph R. McCarthy (R-Wis.) asked ex-Communist John Lautner, who was testifying on Reds in U.N., whether he knew Mr. Lamb, under consideration for treasurer of Democratic National Committee. Mr. Lautner, now employed by Justice Dept., said Mr. Lamb was "held in very high esteem" by Communist Party leaders, but that he did not know whether he was a party member. Mr. Lamb, in statement, said: "I do not recall knowing a man by the name of Lautner. Last week I announced that I would not be able to accept the responsibilities of treasurer of the Democratic Party. Finally, I am proud of my anti-Communist record over the years."

Algy writes to:

Mr. Phil Archer
Gardner Advertising Co.
St. Louis, Mo.

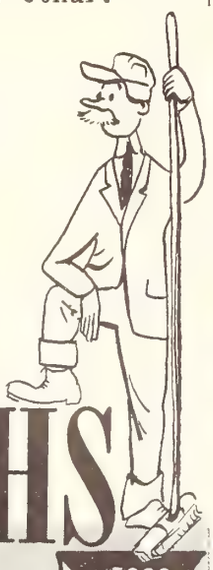


Dere Phil:

Jist thought I'd let you know about our big new show down here. We got our Old Farm Hour goin' again and we're bringin' in reel big stars each week. We get peeple like Lulu Belle and Scotty, Cowboy Copas, Sunshine Sue and a whole lot of othur folks as stars.

With a big show like this 'un goin' out ovur WCHS with 5,000 on 580, we got Uncle Si, our head man at the show, all stocked up with Bromo Quinine 'cause he's got to keep in reel good condition fer such a big show and not get any sniffles. He's gotta keep good fer WCHS, th' station thet has more W. Va. listenurs then any othur.

Yrs.



Algy

WCHS

580 KC — 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

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Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

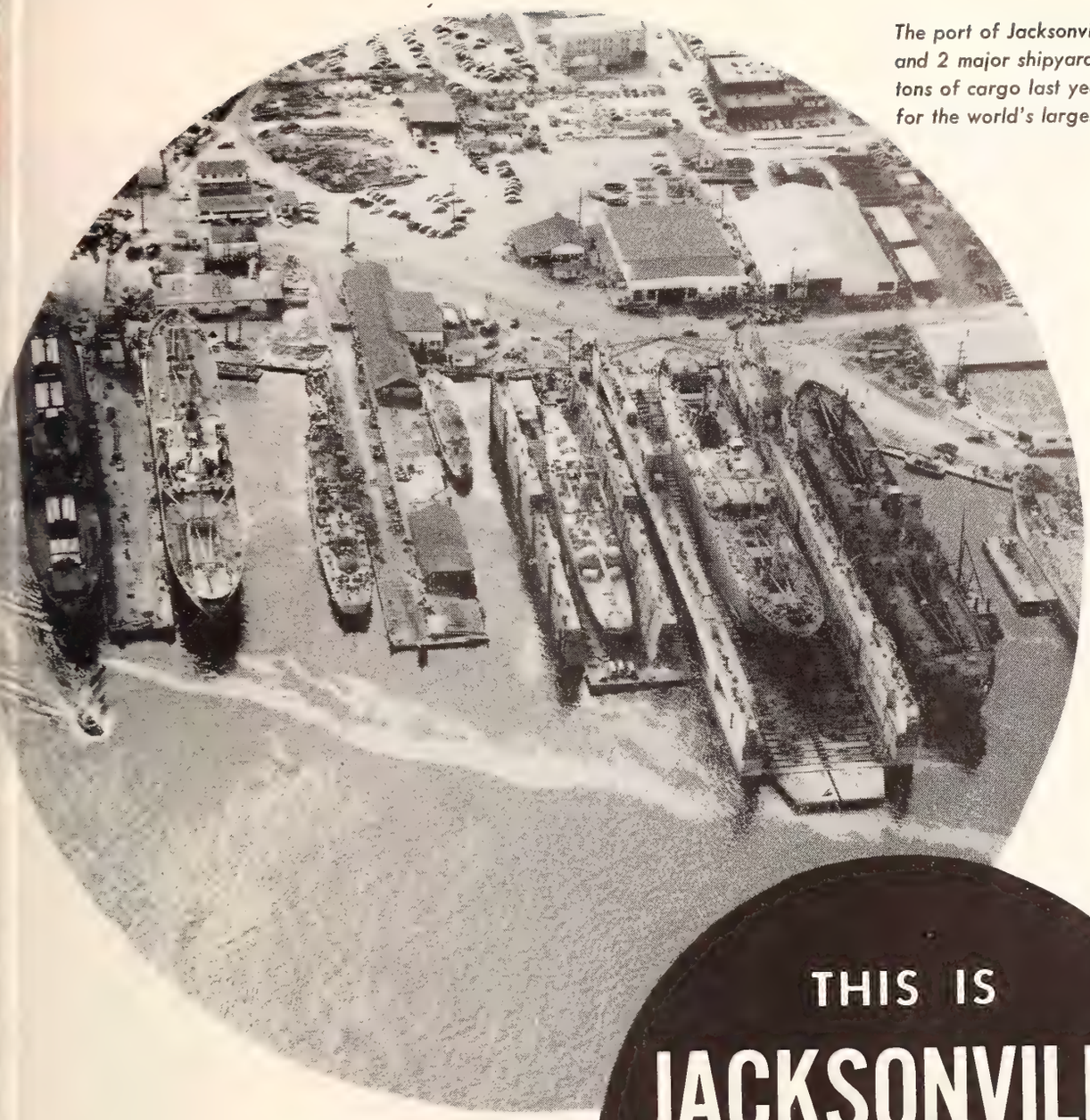
SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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The port of Jacksonville, with 81 piers and 2 major shipyards handled 5 million tons of cargo last year—with facilities for the world's largest freighters.

THIS IS

JACKSONVILLE

FLORIDA...

payroll center of the southeast

...WMBR is Jacksonville's most-listened-to radio station

...and WMBR-TV is Jacksonville's only television station!

WMBR

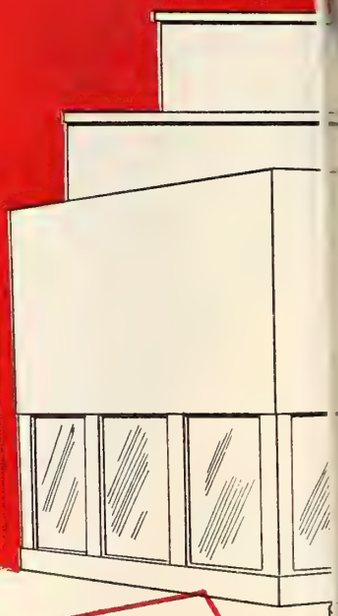
AM · FM · TV

Represented by CBS Radio and TV Spot Sales

Source: Pulse, April, 1953

Continuing BIG in RADIO

NOW STANDOUT SHOW



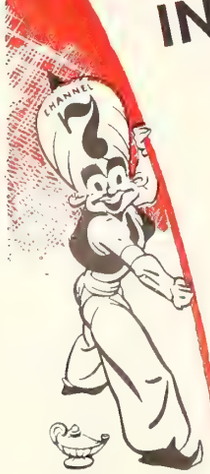
A SUCCESSFUL LEADER IN RADIO STEPS OUT FRONT IN TV.

KLZ-TV with CBS Television programming and bright, smartly produced local shows will find a solid, responsive audience when it goes on the air November 1st. Westerners who have welcomed the friendliness and showmanship of KLZ into their homes for 32 years will expect...and get...the same high standard of creative programming...the same fine variety of entertainment as a vehicle for advertising commercials...when they turn to...and stay on...Channel 7, KLZ-TV.

FINEST TELEVISION FACILITIES IN THE DENVER AREA...

- 34,000 square feet of floor space.
- 2 large studios, with easy access for cars and trucks, plus outdoor studio area 100′ x 100′.
- Studio and field cameras.
- Mobile TV remote unit.
- The latest in film and projection facilities.
- Complete rear screen projection equipment.
- And a staff composed of KLZ people in active training for more than five years, integrated with finest professional television experience available.

Local advertising, promotion, publicity and merchandising to exploit top programs.



ALADDIN RADIO AND TELEVISION, INC.

ANSHIP in TV



ON THE AIR NOVEMBER 1st

MAXIMUM POWER
APPROVED...
316,000 WATTS

Top coverage from antenna
2380 ft. above mile-high Denver.

KLZ-TV

CHANNEL 7 DENVER

CBS TELEVISION

REPRESENTED BY THE KATZ AGENCY

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE



LABOR '53

Network: CBS-TV
Film made by American Federation of Labor
Producer: Ted Ayers
Director: Tom Jones
Narrator: Barry Barrents

ORGANIZED labor gave itself what it no doubt believed was a potent shot in the arm over the Labor Day weekend when the AFL presented *Labor '53* over CBS-TV on Sept. 6. Considering the flexibility of the medium which the AFL chose to further spread the labor story, it was a pretty amateurish stab at professional programming. One time shots such as this are ideally suited to TV. Because all effort can be concentrated on a single production there is no excusing it when the program emerges a ragged, disconnected jumble of ideas still in the rehearsal stage.

In content, *Labor '53* hit the high spots of labor activity at home and abroad during the past year. George Meany, president of AFL, and his top men in the fields of social security, education, and housing appeared on the program. Their comments and opinions on labor in general and the AFL in particular were supplemented by film clips of labor in action in America as well as shots of the recent East German riots which can be directly traced to the unrest of the laboring class under Communist domination there.

But the content of the show is not of primary concern in these columns. It is the manner in which television was used to present the facts that is of interest here. In *Labor '53* the potential of TV was not fully exploited. The program, for all the use it made of TV as a visual medium, may as well have been heard on radio. At that, it would have been open for adverse criticism because of its inferior sound track. The script rambled from one labor question to another, from America to East Germany and back again with little or no continuity between segments. The quality of the film clips for the most part was poor. Lighting and staging were reminiscent of old newsreel shots before any techniques were developed for filming current events. Mr. Meany and his associates, labor wizards though they may be, are not the most stimulating orators in the world. Their point could have been more convincingly made if a few competent announcers or newsmen had been called in to handle the assignment.

The imaginative touch was nowhere to be found in *Labor '53*. It was the sort of program that merits inclusion in a "How-To" brochure falling, of course, in the "How-Not-To" chapter.

THIS IS SHOW BUSINESS

Network: CBS-TV
Time: Tues., 9:00-9:30 p.m. EDT
Producer: Irving Mansfield
Director: Byron Paul
Moderator: Clifton Fadiman
Permanent Panelists: Sam Levenson and George S. Kaufman
Alternate Sponsors: Schick Inc. and Carter Products

THERE must be a reason why *This Is Show Business* began its fifth season on television last Tuesday evening on CBS-TV. Perhaps it can be traced to the imponderable satisfaction a video audience gets from simply watching a few celebrities grin widely in the direction of the camera, do not much of anything and say even less. If this is all the series plans to [illegible] upon in coming weeks it would have be[en] wise decision to junk the whole idea and [illegible] all over again.

This Is Show Business is a panel show [with] ideal framework for any program that [has] nothing to offer in the first place. Cli[fton] Fadiman, as moderator, quips with his [two] regular panel members, Sam Levenson [and] George S. Kaufman, and a guest panelist [on] last Tuesday was Gloria Swanson. Diffe[rent] performers are featured on the show e[ach] week. Each is introduced by Mr. Fadim[an] goes through his routine and to justify [his] appearance on the show drums up a [...] problem that the panelists must help [...] solve. Occasionally Messrs. Levenson [and] Kaufman come up with a literate remark [...] not often enough to save the entire progr[am]

Production-wise, *This Is Show Busi[ness]* lacked coordination. It might help if [the] director would get his cast together before [...] telecast for a complete run-through. Since [...] performers must work as a group it's a mist[ake] to put too much faith in their indivi[dual] talents no matter how competent they may [be]. The Tuesday program seemed to be dire[cted] in segments—not as a complete productio[n].

The show's most apparent drawback, h[ow]ever, is lack of material. Mr. Fadiman [ad]mitted as much on the first show of the [...] season when he said that in the past his p[anel] had pretty well exhausted the question-ans[wer] supply relevant to the entertainment wo[rld]. So this season, he declared, regular particip[ants] and guest performers would just talk ab[out] anything—any old thing that happened to [come] up. Last Tuesday, conversation ran the ga[mut] from baby pictures and should they be [...] lawed to money and is it possible to spen[d] like water and save at the same time.

This sort of inane chatter would have trou[ble] getting by *Juvenile Jury* scriptwriters.

* * *

BOOKS

PRINCIPLES AND PRACTICES OF TE[LE]-CASTING OPERATIONS, by Harold [E.] Ennes, Harold W. Sams Inc., 2215 E. 4[2nd] St., Indianapolis, Ind. 600 pp. $7.95.

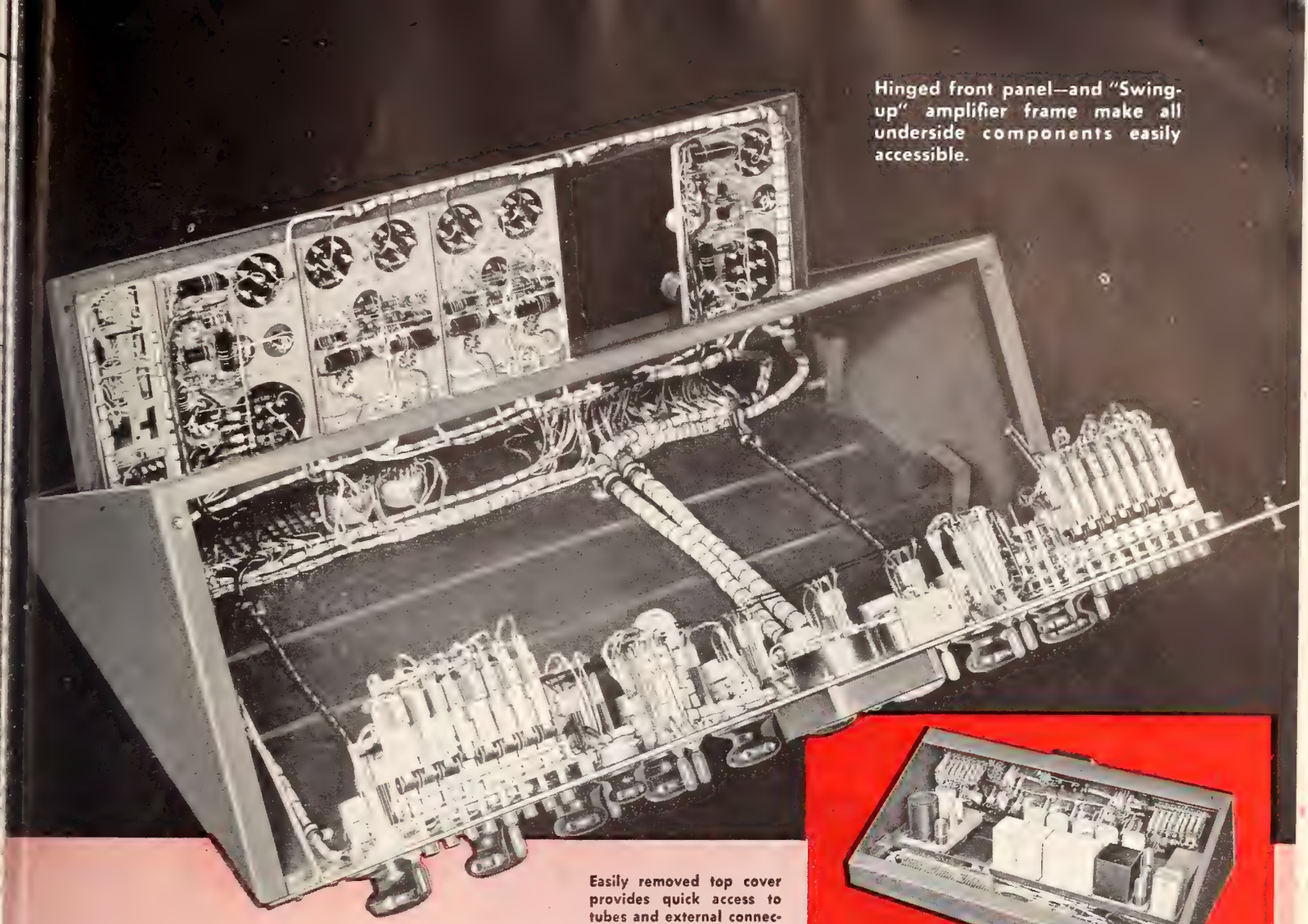
THE author has condensed into this one la[rge] reference book an easy-to-understand story [of] telecasting operations. The engineer, product[ion] man, technician, student and even the per[son] just interested in the audio-visual art will f[ind] a systemic explanation of all the techn[ical] aspects and equipment used in telecasting.

The simple, lucid language and illustrati[ons] enhance the value of the book. Special e[m]phasis has been laid to make the technic[ian] more production-conscious and to acquaint [the] producer and director with the potentiali[ties] and limitations of the technical equipment [at] his command.

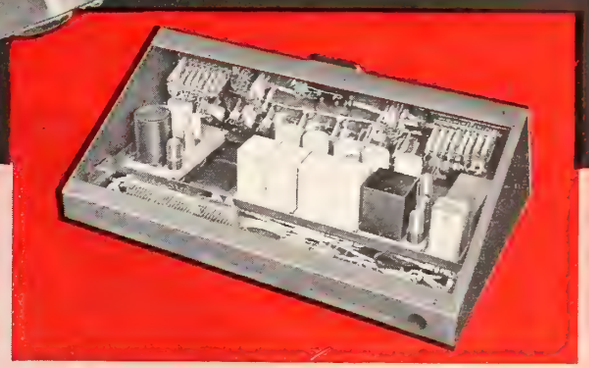
* * *

BROADCASTING RELIGION BY TH[E] EPISCOPAL CHURCH, The National Co[un]cil, 281 Fourth Ave., New York 10. 34 pp. [...] cents.

THE material is a supplement to *Broadcasti[ng]* *Religion*, a manual published by the Broadca[st]ing and Film Commission of the Natio[nal] Council of the Churches of Christ in t[he] U. S. A., 220 Fifth Ave., New York 1. It co[n]tains information both about religious ra[dio] and TV as well as hints for "clerical radio a[nd] television aspirants."



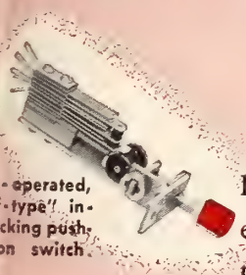
Hinged front panel—and "Swing-up" amplifier frame make all underside components easily accessible.



Easily removed top cover provides quick access to tubes and external connections. The BC-2B will fit snug against the studio window.

NEW DESIGN *consolette*

Color coded for "error-proof" control



...am-operated, ...eaf-type" in-...rlocking push-...utton switch.

The new consolette BC-2B provides all the essential audio facilities needed by most AM, FM, and TV stations — plus many extra operating advantages not previously available in a standard consolette. It speeds up switching operations substantially over previous designs. It provides for complete control of all studio operations. *The BC-2B gives your station "deluxe" features at a "standard" price.*

Read the list of exclusive "extra" features the new BC-2B offers you. Then ask your RCA Broadcast Sales Representative for complete details. His service is as near as your phone.

11 extra features!

- *"Color-coded" controls quickly identify and tie related functions together.*
- *New, leaf-type cam-operated interlocking, push-button switches.*
- *New hinged front panel for easy access to switches, gain controls, and contacts.*
- *Amplifiers mounted on "swing-up" frame; chassis easy to remove.*
- *New 30° sloping top panel for maximum studio visibility—styling compatibl... modern AM and TV practice.*
- *New compact amplifiers use low... long-life, miniature tubes.*
- *Improved, faster-op... eliminate key clicks...*
- *Lamp dimmer (... TV service).*
- *8 high-l... gain ...*
- *Turntable mixers with "built-in" swing su...*

N... installed up against walls and control ...

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN N.J.**

it's here . . . **NOW!**

TV *in CHARLESTON, W. VA.*

with **WKNA-TV**



selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks



the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**

OPEN MIKE

Expert Appraisal

EDITOR:

Congratulations on your feature "Do Pow Boosts Mean Bigger TV Coverage?" [B• Aug. 31].

You have done a real service for the indust by explaining a matter about which there much confusion. I would question one or tv minor points and over-simplifications, but tl net effect of the article is excellent.

Robert L. Hammett
Consulting Radio Engineer
San Francisco

News School

EDITOR:

The article you ran in the Aug. 17 issue B•T by Professor Donald E. Brown, on tl WTVJ (TV) news department, made very plea ant reading. Prof. Brown's report was ve complete and, naturally, we are pleased that h selected WTVJ as his training ground.

You might be interested to know that sinc the article appeared we have received reques from several other universities to have repr sentation from their radio-TV departments vis WTVJ for orientation courses.

Obviously, WTVJ cannot possibly accomm date all these requests. However, we do plan t enroll worthwhile applicants on a first-com first-serve basis. At the present time Professc Roy A. McGillivray of the U. of Tampa is i training at WTVJ and will remain for the ne five weeks. His university will offer five tele vision courses starting in the fall, and Pro McGillivray is at WTVJ to supplement h theory with practical experience.

This is one field where television stations ca perform an outstanding public service . . . where commercial stations can educate educa tors . . . and we are happy to make our facilitie available for such purposes.

Lee Ruwitch
Vice President &
General Manager
WTVJ (TV) Miami

Prenatal Precociousness

EDITOR:

I read the OUR RESPECTS page of the Aug 31 issue. Matter of fact I re-read the [attached paragraph.

Mr. Long was a genius eight years befor he was born. . . .

Lucien E. Dumont
Program Director
WHEB Portsmouth, N. H.

[EDITOR'S NOTE: Owing to a printer's error Col. Joseph Harvey Long, president of WSAZ-AM-TV Huntington, W. Va., was reported to have taken charge of the mechanical departments o the Wheeling Register in 1855. The date should have been 1885.]

Editorial Comment

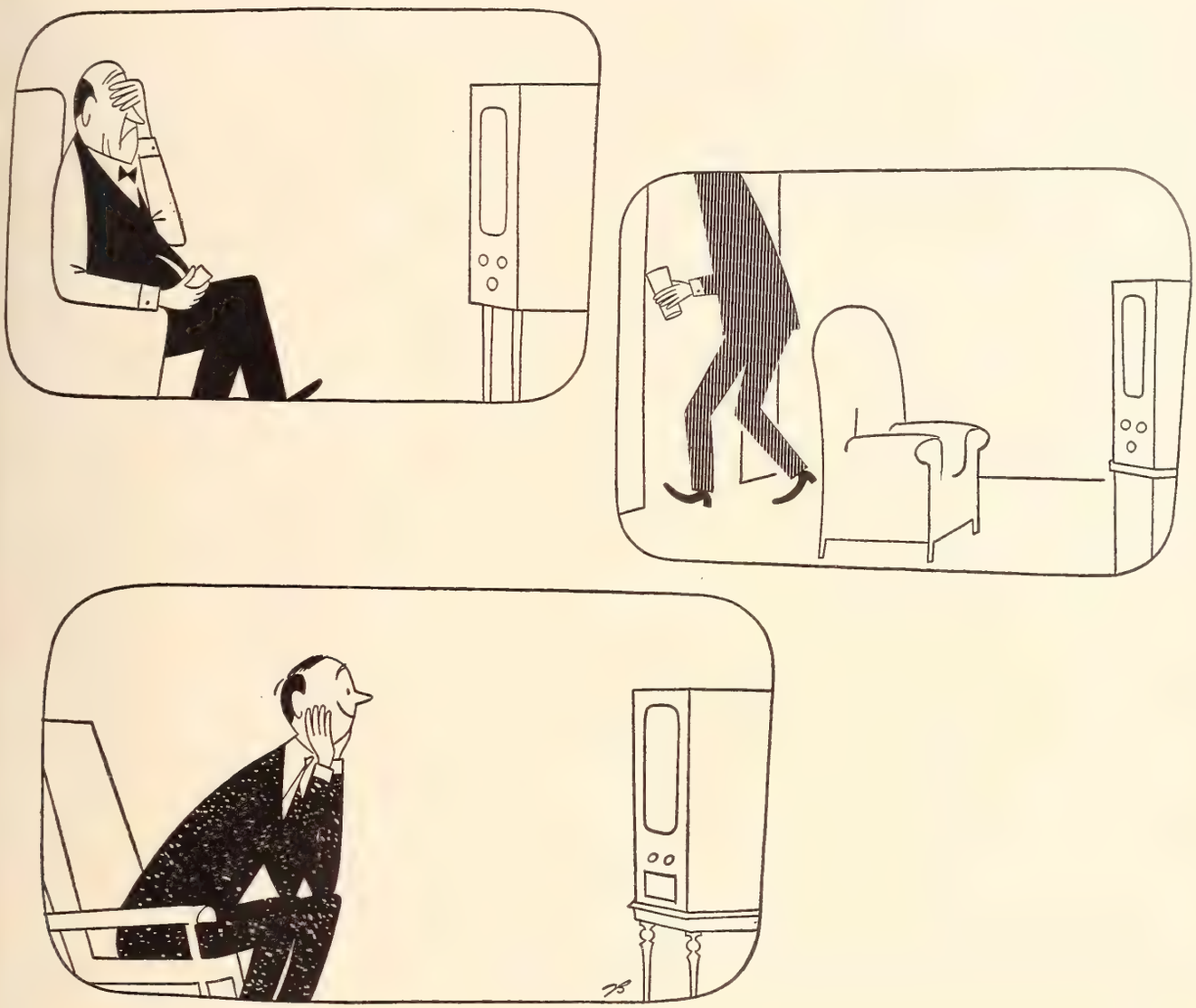
EDITOR:

It was with considerable interest that we read your interesting editorial on page 138 of of your Aug. 17 issue.

I am a partner at E. F. Hutton & Co. . . . I think I most likely wrote the story referred to in which you took exception to the statement that one reason for our optimism regarding movie securities is the declining novelty of TV . . .

E. F. Hutton & Co. has been in the forefront in advising our clients to buy television issues for their financial welfare . . . because

"Here comes the commercial!"



These three commercials started out equal

. . . except for one thing . . . Creative ingenuity.

YOUNG & RUBICAM, INC.

Advertising • New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London

No. 1 Radio Buy
in New Haven
Merchandising
more guaranteed in-store food display than any other New Haven station.
Programs
live wire local plus NBC affiliation = proven audience.
Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.
— three steps cover — New Haven's ultra-rich market on
WNHC
radio • ASK KATZ

wan'na buy an-island?


PROBABLY YOU DON'T !
and we really don't have an island for sale
But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.
To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY · BOLLING CO.

we agree with you that the expansion in television is only beginning . . .

On the other hand, moving picture stocks have been going down since 1946, and with reason. But, like everything else, the movie business will ebb and flow, and seven years is a long time to ebb. There are signs now, measurable in the box office, that it has turned the corner and begun to flow.

I think it is foolish to be pessimistic on movies because of TV. The two can not only live together but will probably be married through subscription television and eventually the production of practically all shows on movie film, though of better quality than what's being done now . . .

With all this, it is still true to say that in areas like New York City which had the first television some of the novelty has worn off. That does not mean that people won't continue the habit of looking at their TV sets. But they're going to pick and choose and, if they see a good movie advertised, they're going to turn off their TV and go out and look at it . . .

G. M. Loeb
E. F. Hutton & Co.
New York

Traveling Features

EDITOR:

. . . I think the improvement in BROADCASTING • TELECASTING's format and editorial policy has been tremendous. Two of the features in your last issue I routed through the staff to make sure everyone would see them.

Roland V. Tooke
General Manager
WPTZ (TV) Philadelphia

Service Stripes

EDITOR:

We think we have an "old hands" record at WHBF Rock Island, Ill. Eleven staff members have a total of 165 years service with WHBF, one completing 20 years, two 18, one 16, three 15, one 14, two 12 and one 10 years of service.

Nine other employes, with the station from 5 to 10 years, total 60 years on the job, and 11 other employes, with WHBF from three to five years, total 36 years service.

Making a grand total of 31 staff members, 261 years at work for WHBF. The rest of the 44 staff members are just "youngsters" on the job.

Fern Hawks
WHBF Rock Island

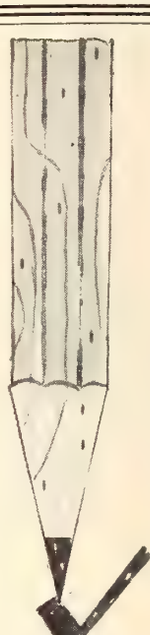
Conversion In Reading

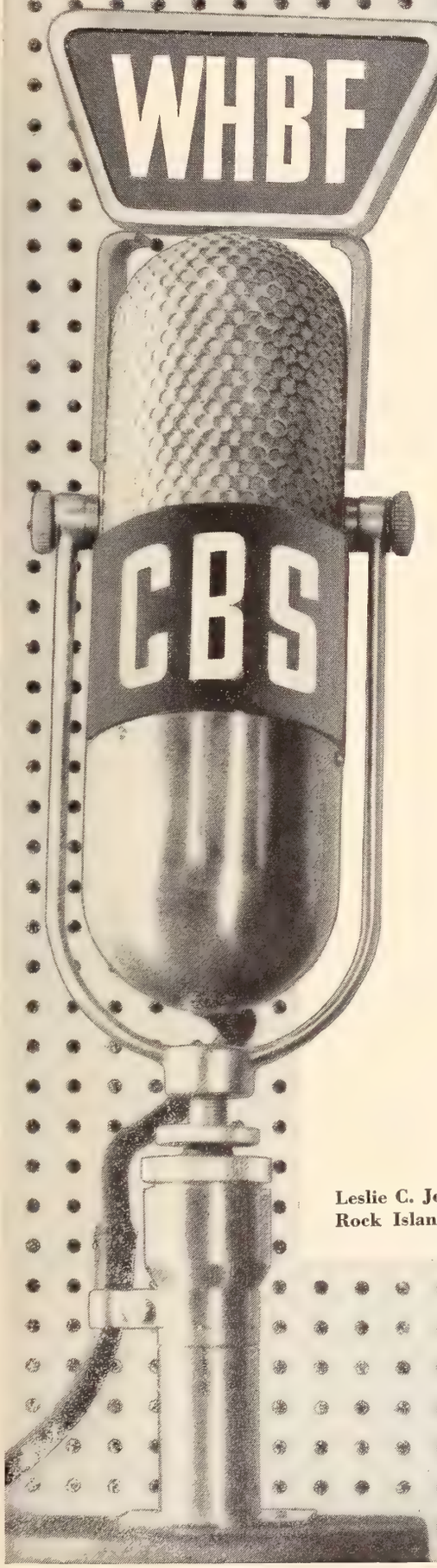
EDITOR:

. . . One interesting phase of our promotion which perhaps should be enlarged upon is the unusual campaign in which we have been engaged to spurt conversion to Channel 33. In the early summer, we called a meeting of the TV dealers and servicemen in our area. We agreed to provide saturation promotional coverage in radio, television, and newspaper advertising for all dealers who would guarantee to put at least one salesman on the street ringing doorbells to demonstrate and encourage conversions. We discovered that throughout the normal doldrum summer period this campaign proved most effective, not only from our point of view, but also from the point of view of the dealers and service people.

The salesmen employed by the various deal-

KITE
Local Food Accounts sponsor more programs on KITE than any other station in the market—Radio or TV!
KITE
AIMS
San Antonio's Leading Independent
Nat'l Rep. John E. Pearson Co.


Check First
CLEVELAND'S CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED BY
H - R REPRESENTATIVES
WJW
CLEVELAND'S Chief STATION



When you buy radio time (or TV) in the QUAD-CITIES

remember

WHBF is now CBS!

This powerful combination offers you better Quad-City coverage at lower cost

Now more than ever WHBF Radio is a necessary MUST on the list of many aggressive advertisers who want to sell profitably to the 242,000 people of the Quad-Cities (plus the additional thousands in the trading area adjacent to this important Midwest market).

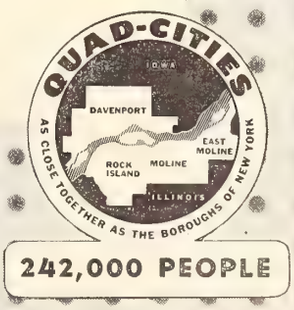
CONSIDER THESE MARKET FACTS

Among the 165 Standard Metropolitan County areas in Sales Management's 1953 Survey of Buying Power—the Quad-Cities rank:

84th in POPULATION
74th in RETAIL SALES
80th in FOOD SALES
70th in DRUG SALES
64th in AUTOMOTIVE SALES
30th in EFFECTIVE BUYING INCOME per CAPITA
41st in EFFECTIVE BUYING INCOME per FAMILY

A consistently good market that will share with you its spendable income through the medium of WHBF, the Quad-Cities favorite station, and CBS, the nation's favorite network.

Leslie C. Johnson, V. P. and Gen. Mgr.—Telco Bldg., Rock Island, Ill.—AVERY-KNODEL, Representatives.



242,000 PEOPLE

NBC IS AMERIC

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVIC

11. NEW BUSINESS



NO. 1 NETWORK

11

NBC-TV signs $90,000,000 worth of business in 8 months

The simplest proof of a television network's effectiveness lies in its acceptance by advertisers.

In the eight months of 1953, advertisers have signed for $90,000,000 worth of NBC Television time. In the last three months alone, NBC time bookings have reached $31,000,000. Much of it is new business, but $24,000,000 of it is renewed business, which points a particular moral:

NBC's advertisers get results.

The tremendous advertising investment made by American business in NBC Television is dramatic testimony that

NBC is America's No. 1 Network.

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America



direct route to $ales $uccess!

If you believe in signs, we have some mighty interesting ones down here in the mid-South's rich mid-section.

They're *dollar* signs . . . and they represent a buying potential of $1,500,000,000 — waiting to be spent on what you have to sell. This income is comfortably spread across an important area whose prosperity stems from a sound balance of industry and agriculture.

ONE television station — WFMY-TV — opens the way to this money. For four years, watching WFMY-TV has been a steady habit with the people who have this fine purchasing power in their pockets. And so, logically, they buy what they see advertised over the pioneer station of the Piedmont.

All signs point to *your* success when you travel into mid-South homes with the mid-South's favorite TV station. No time like *now* to start your profitable journey!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

ers cooperating fill out written report forms covering each call made and return these forms to us for analysis. They leave a copy of our program schedule when they make their demonstration. Particular emphasis is placed on the local programs which cannot be received on any other station. "Clear as a bell reception of Channel 33" has been the theme of this promotion. It is interesting to note that of all the sales reports, the campaign has averaged approximately one conversion for every two calls made. . . .

Thomas E. Martin, Exec. V. P.
WEEU-TV Reading, Pa.

Free Loading

EDITOR:

A great big hurray and an additional amen for Michael Rugge Jr. whose letter appeared in OPEN MIKE Aug. 18. . .

I've never been able to analyze the situation as to why so durn many people like to ride free when it comes to promoting something. They fall over themselves to get radio to help promote the matter. Naturally they want all such promotion free. Then when there's cash to spend, to say thank you etc., these same people go dump their cash in the lap of the newspaper. . .

We've set up a policy: If you spend money elsewhere, spend it with us too. If you spend no money elsewhere, we'll promote it till we're black in the face as public service, free.

Melvin Belew
Promotion Manager
KMAE McKinney, Tex.

Addition

EDITOR:

May I clarify a point of information in the cut-line accompanying the photograph of ground breaking ceremonies for expansion of KGMB radio and television center in the Aug. 17 issue of your excellent publication?

On going into television last December KGMB was fortunate in having a modern, spacious radio building that was temporarily able to accommodate television facilities as well. Our operation has grown rapidly and the time had come to add a new larger TV studio as well as additional office space. The $100,000 figure mentioned in the cut-line refers to the addition only.

I hasten to add that the missimpression was not B•T's error.

Wayne Kearl, Asst. Gen. Mgr.
KGMB-AM-TV Honolulu

Lessons on Logs

EDITOR:

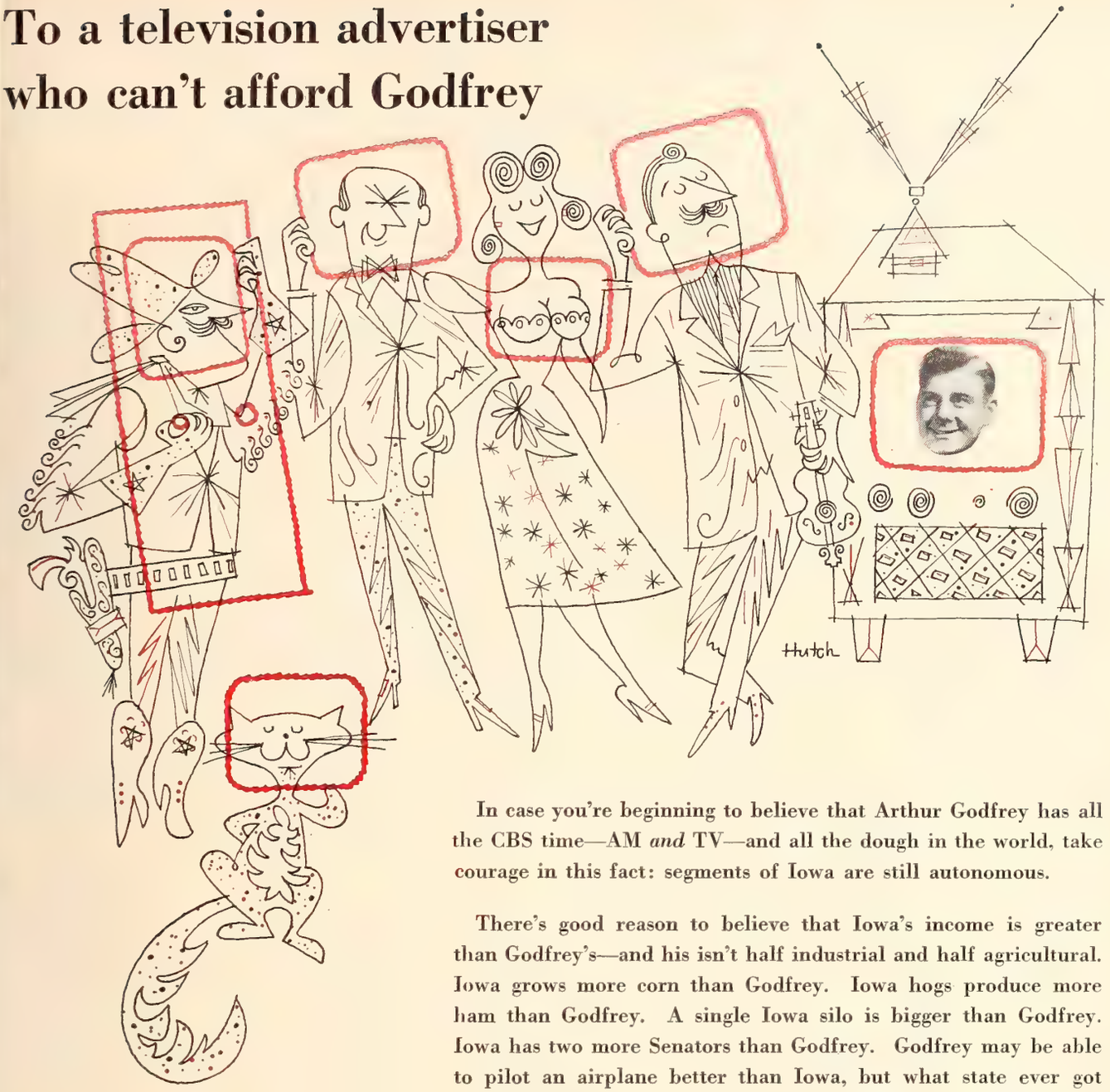
With an almost predictable regularity the controversy over newspaper space comes up. I'd like to present my views, for consideration.

The employes, the rent, the taxes, etc., which receive remuneration from a newspaper, come from the income of a newspaper. For the most part that income is from space sold and paid for, not from editorial comment or genuine public interest items of a non-profit nature.

A radio station operates much in the same manner, with the exception that sales are in the nature of time instead of space. The best yard stick for complaining broadcasters who resent paying for program logs, is to take stock of their own operation. Will the broadcaster give free of charge to the newspaper an amount of time equal in dollar value to the space which they ask for free?

C. Petersen
Hollywood, Calif.

To a television advertiser who can't afford Godfrey



In case you're beginning to believe that Arthur Godfrey has all the CBS time—AM *and* TV—and all the dough in the world, take courage in this fact: segments of Iowa are still autonomous.

There's good reason to believe that Iowa's income is greater than Godfrey's—and his isn't half industrial and half agricultural. Iowa grows more corn than Godfrey. Iowa hogs produce more ham than Godfrey. A single Iowa silo is bigger than Godfrey. Iowa has two more Senators than Godfrey. Godfrey may be able to pilot an airplane better than Iowa, but what state ever got anywhere piloting an airplane? Furthermore, Iowa chickens lay a lot more eggs than Godfrey.

Starting the end of this month, folks in Eastern Iowa will be able to watch Godfrey on WMT-TV, which begins operations September 27th. They'll also be watching a lot of non-Godfrey time, which brings us to the point: Please check with the Katz Agency for up-to-date market and coverage data, and availabilities, spot and otherwise.

WMT-TV
CHANNEL 2

Cedar Rapids • CBS-DuMONT Affiliate

and now...

a major coast-to-coast organization devoted exclusively to the production and distribution of films for television.

Television Progr

TPA is not a subsidiary or division of a corporation whose major interests lie in other fields. There is nothing to keep it from pursuing and concentrating on its basic objectives: the best films for television advertisers . . . the most efficient distribution of independently produced TV film programs.

who is TPA?

Behind TPA are three men whose backgrounds and experience are assurance of the high place TPA will occupy in TV films:

Edward Small, Chairman of the Board, is an outstanding independent producer whose motion pictures have grossed well over $100,000,000. He is the showmanship arm of the company. Mr. Small has a tremendous (and well earned) reputation for

ns of America, inc.

being able to recognize the commercial potential of a script or pilot film. He will use this rare talent to make sure that TPA properties are good programs, of high mass appeal.

Milton Gordon, President, is the financial arm of the group. He is a recognized authority in the financing of motion picture and TV films. Mr. Gordon is a guarantee of the financial soundness of TPA operations.

Michael (Mickey) Sillerman, Executive Vice-President, is the sales arm of TPA. In both radio, and more recently in the field of film distribution, he has built an unmatched sales record on the sound premise that a sale is not complete until it does a job for the advertiser.

TPA properties

TPA has already acquired a group of successful film programs, announcement of which will shortly be released. These and other TPA properties will be recognized by their ability to deliver mass audiences to advertisers at realistic costs . . . by the complete follow-through sales-aids which are part of every TPA package . . . by the list of advertisers in many different fields across the country who are profitably sponsoring them.

Look for the man from TPA who will be calling on you soon with these TPA properties.

television programs of America, inc.

729 Seventh Avenue, New York 19, New York
1041 N. Formosa Avenue, Hollywood 46, California



No pharaohs—no Nile—but people in Egypt do have the best TV entertainment in the world over WHEN in Syracuse.

Egypt, N. Y., is one of over 250 communities that WHEN brings to the Syracuse shopping area. Here's a market comprised of 2¼ million people in 26 counties — a rich, stable, still growing market — a guaranteed market whether measured by millivolts or response — a market tailored for the products you sell. The pick of programs that 3 networks offer insure the largest TV audience in all upstate New York. They're your prospects. Reach them over Channel 8.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

our respects

to **CHARLES BALTHROPE**



WHEN Charles William Balthrope thinks back to the time he put his one-kilowatt daytime KITE San Antonio on the air back in 1947, he reminisces, "I'll never forget how wonderful people are—because they let me owe them so much and so long."

They had their dough on the right man.

Mr. Balthrope is not a man to drop out of the public eye, if for no other reason than that he drives a fire truck to work every day. This bit of frivolity (he is the owner of a 1926 Pritsch Pumper fire engine) does more than give KITE "the best advertising it has ever used." It puts him in solid with the wife and kids. "Everybody likes to ride on a fire engine —even my family."

'Call Me Chuck'

The KITE president-general manager is known in San Antonio and in the business by the not improbable nickname of "Chuck." And thereby hangs a tale. He had a mouthful of name even for a southerner before leaving his native Biloxi, Miss., but when he was attending the U. of Missouri Journalism School, his classmates, with traditional collegiate fondness for monosyllables, shortened it to Chuck. When he made the mistake of objecting, the nickname became ever more firmly affixed.

Today, at 42, Chuck Balthrope looks back on 17 years of radio in San Antonio. He began with the Hearst newspapers in New York, later moving to the Hearst-owned *Detroit Times* as display salesman. In 1936 he went to KTSA San Antonio as time salesman when Hearst bought it, becoming sales manager and then assistant manager under Taylor-Howe-Snowden ownership. In 1941 he took over management of KABC, then 250 w, for the Texas State Network. After an Army career with *Yank*, the Army weekly, in the Pacific, he returned to KABC as manager while it went to 50 kw.

Too Much Nerve

He started KITE in 1947 with "a little money, too much nerve and just enough good experienced people to carve a real niche for KITE in the San Antonio market."

Mr. Balthrope keeps KITE musical programming on the popular side. No lonesome cowhands whine into the KITE mike, nor does classical music assail the KITE listener's ear. Its news department leans heavily to the local side, with three journalism school graduates heading an effort which uses miniature recorders, "beep" telephone devices and reporting teams to make up at least 50% of more than a hundred newscasts a week. KITE also uses two news services. And although 50% of the San Antonio independent's revenue comes from programs, it accepts none but KITE-produced ones.

Powerhouse Advertising

Mr. Balthrope believes in power-house promotion and advertising. Cab signs, express trucks, sky-writing, bus cards, street benches, newspapers, direct mail (including gadgets-of-the-month) and trade magazines all carry KITE ads regularly. The KITE ad in the 1953 BROADCASTING YEARBOOK carries this provocative line: "Why shouldn't she love us? After all . . . we spend more time with your wife than you do!"

He gives much credit for his success to an able staff. From KITE's start, with Mr. Balthrope 100% owner, staffers received a 10% share of station profit. Last January KITE became a corporation and 10% of the stock was sold to senior employes.

Mr. Balthrope has good things to say about TV. "I think TV is wonderful, but so are magazines, newspapers, and all the rest. TV can do many things better than radio, but radio also can beat TV on some programming, just as we can do some things better than newspapers. We think music is one thing. Fast local news reporting is another. And of course there is undiscovered good radio programming that hasn't even been tried: New techniques, new methods and new forms. Radio has never had to do much original thinking until TV. It will now, for its own survival."

'We Like Our Side'

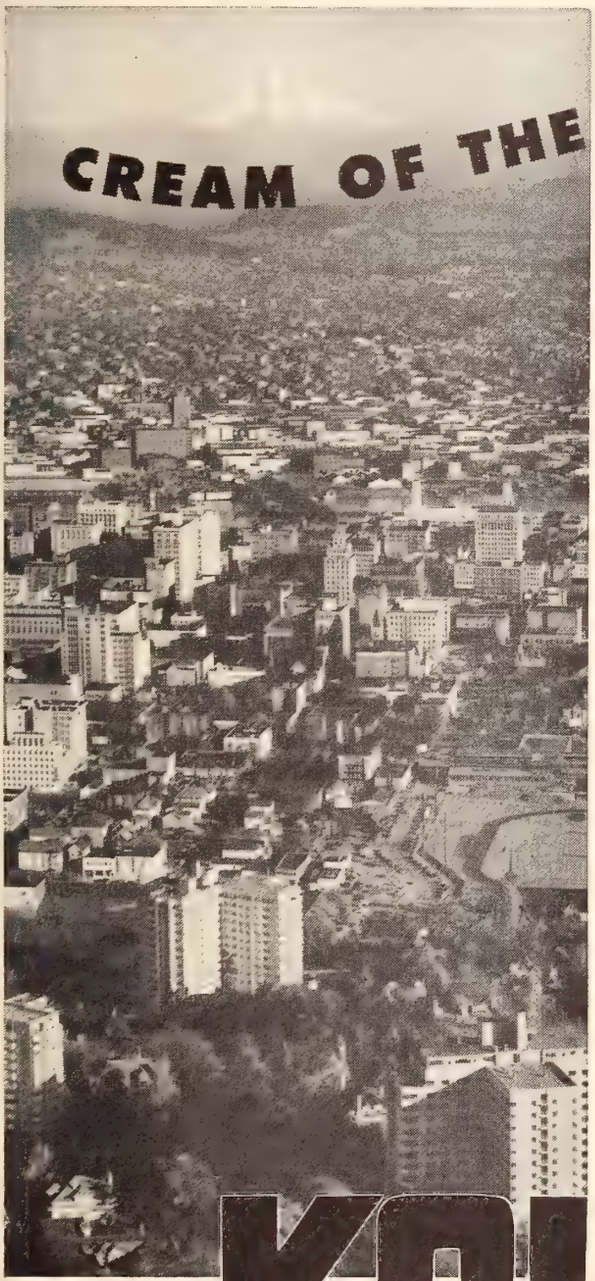
He plans to give KITE "even more quality" for listeners and advertisers and add new services built around an independent local station. "We like our side of the street, and we are going to stay right here."

Mr. Balthrope occasionally hooks a bass at his employes' nearby fishing camp or putters in his woodworking shop at home. His wife, Mary, also attended the U. of Missouri Journalism School. Their children are Bill and Roberta.

Although he recently appointed a station manager for KITE to help fulfill his ambition "to be able to work when I want to and take off when I want to," Mr. Balthrope adds:

"I thought I'd get that when I got to be boss. But I think I had more leisure time when I was a buck private in the sales department."

OCTOBER 15TH VHF in Portland Oregon



- 1,228,000* people in effective signal area
- $1,484,528,000* in retail sales
- 125,000 TV sets** — growing fast
- 56,000 watts now — 100,000 soon

KOIN-TV—*the first with the finest*

It's a rich, prosperous market this Northwest region—a market ripe and ready for television's impact. Beginning October 15th you will be able to take advantage of the increased coverage, the assured picture quality of time-tested *VHF* telecasting. KOIN-TV will begin serving this great market.

KOIN's *reputation means dollars to you*

For 28 years KOIN has offered the people of this region the tops in national, local, and public service programs. It is known for quality programs. This good-will and public acceptance will reflect itself in increased audience. In equipment, staff, experience and talent KOIN-TV will occupy a dominate position in assuring immediate audience acceptance and popularity in the Pacific Northwest.

Write, phone or wire for complete information and availabilities.

CBS TELEVISION

*CBS TELEVISION RESEARCH
**As of August 1, 1953

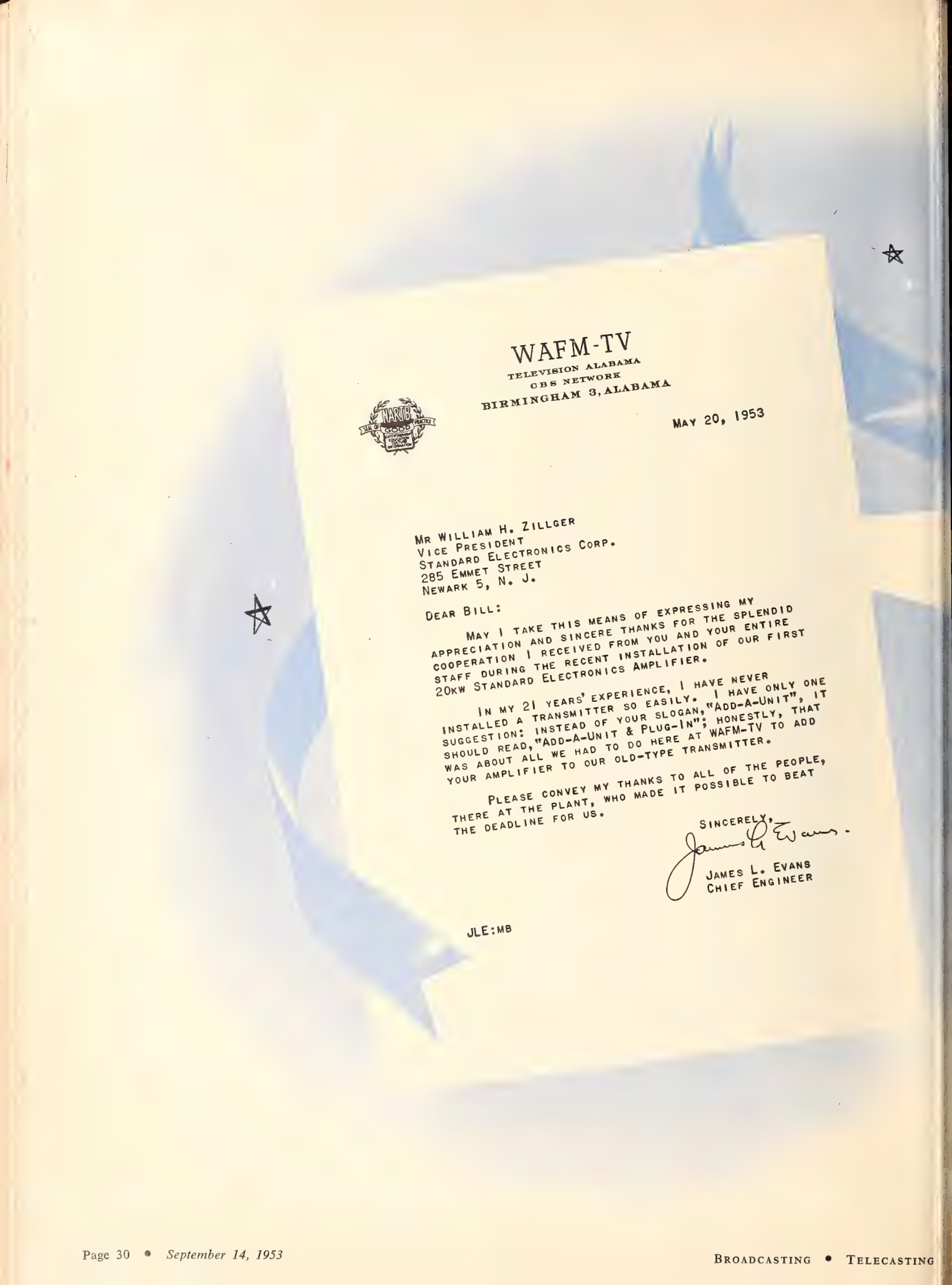
CHANNEL 6

KOIN-TV

C. HOWARD LANE,
Managing Director,
Mount Hood Radio & Television Broadcasting Corporation,
Portland, Oregon

AVERY-KNODEL, INC., NATIONAL REPRESENTATIVES

NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, ATLANTA, DALLAS



WAFM-TV
TELEVISION ALABAMA
CBS NETWORK
BIRMINGHAM 3, ALABAMA

MAY 20, 1953

MR WILLIAM H. ZILLGER
VICE PRESIDENT
STANDARD ELECTRONICS CORP.
285 EMMET STREET
NEWARK 5, N. J.

DEAR BILL:

MAY I TAKE THIS MEANS OF EXPRESSING MY APPRECIATION AND SINCERE THANKS FOR THE SPLENDID COOPERATION I RECEIVED FROM YOU AND YOUR ENTIRE STAFF DURING THE RECENT INSTALLATION OF OUR FIRST 20KW STANDARD ELECTRONICS AMPLIFIER.

IN MY 21 YEARS' EXPERIENCE, I HAVE NEVER INSTALLED A TRANSMITTER SO EASILY. I HAVE ONLY ONE SUGGESTION: INSTEAD OF YOUR SLOGAN, "ADD-A-UNIT", IT SHOULD READ, "ADD-A-UNIT & PLUG-IN"; HONESTLY, THAT WAS ABOUT ALL WE HAD TO DO HERE AT WAFM-TV TO ADD YOUR AMPLIFIER TO OUR OLD-TYPE TRANSMITTER.

PLEASE CONVEY MY THANKS TO ALL OF THE PEOPLE, THERE AT THE PLANT, WHO MADE IT POSSIBLE TO BEAT THE DEADLINE FOR US.

SINCERELY,

JAMES L. EVANS
CHIEF ENGINEER

JLE:MB

STANDARD ELECTRONICS

FIRST
with
HIGH POWER

☆ There is a single factor—
almost indefinable—which makes one company
outstanding in its field. While it may manifest
itself differently for every form of human endeavor, the end result is
invariably the same: QUALITY OF ACHIEVEMENT.
☆ In our business, that factor is most nearly defined by the word
"Service", or as referred to in this letter, "Co-operation"... in
planning ... in delivery ... in performance ... in
maintenance. ☆ At Standard Electronics,
"Cooperation" is the guiding hand, continually
shaping the results of our thinking into products
for you which deserve the
confidence they inspire.



cabinetry by DREYFUSS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INCORPORATED

newark 5, new jersey

devoted exclusively to the
engineering, manufacturing, and servicing of equipment
for the broadcast and television industry

in Oklahoma City the television picture is looking brighter...

K T V Q TELEVISION

CHANNEL 25 OKLAHOMA CITY

on the air soon!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED CBS ABC DUMONT PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—
JOHN ESAU, *President*
or
H-R TELEVISION, INC.

NEW YORK 17, N. Y	CHICAGO 1, ILLINOIS	SAN FRANCISCO, CAL.	HOLLYWOOD, CAL.
Chrysler Bldg.	35 E. Wacker Dr	110 Sutter St.	Equitable Bldg.
MUrray Hill 9-2606	RAndolph 6-6431	EXbrook 2-3407	GRanite 1480



Lydia Hatton

on all accounts

DAUGHTER of a Great Lakes sea captain, Lydia Rydholm Hatton was disappointed in her original ambition to grow up and become a sailor. Now completely reconciled, she holds down a man-sized job as radio-TV timebuyer for Foote, Cone & Belding Inc., Los Angeles.

Born in Cleveland 28 years ago, summer and vacation jobs in the stationery department of Higbee Co. department store furthered her growing interest in merchandising. While attending Ohio Wesleyan in Delaware in 1943, her brother-in-law suggested his alma mater, New York U. She graduated there in 1948 with a major in advertising and retailing.

She joined Alfred J. Silberstein-Bert Goldsmith Inc., N. Y., and worked for six months in the media department of the fashion agency. Taking a year to make her cross-country trek, she landed in Los Angeles in the summer of 1949 with a first hand knowledge of the cities she now uses in scheduling spot campaigns.

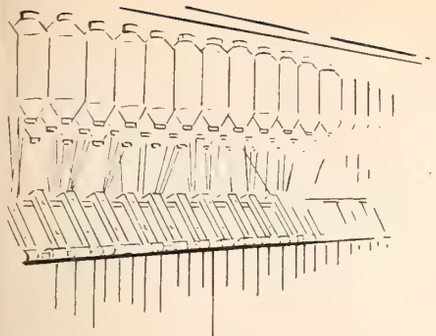
Miss Hatton's introduction to FCB was through the typing department, which led to general work in media. In 1951, Claire Koren, then FCB radio-TV timebuyer, asked that she be made her assistant.

When Miss Koren left in October of that year to join another agency, Miss Hatton inherited the position and got off to a flying start with a 300-station radio campaign in 100 markets for Purex on behalf of Trend detergent and liquid bleach. Now fully in the swing of things, she has weeks of handling 90-market campaigns and slower ones in which she schedules only 65 markets.

The agency, one of Southern California's largest users of radio-TV spots, services Sunkist Growers Inc. (fresh fruit and products); Purex Corp. (Trend, News, liquid and dry bleach); Westgate Calif. Tuna Packing Co. (Breast-O'-Chicken tuna); Hoffman Radio Corp.; Security First National Bank; Bullocks (department stores); Hughes Aircraft Co.; Calavo Growers of Calif., and Bohemian Distributing Co. (Acme and Bulldog beer and ale).

Strongly believing you cannot look at a product with a pre-determined idea for advertising it, Miss Hatton advocates evaluating the availabilities in the market desired and using that which will best achieve the expected results, whether it be radio, TV, newspapers, etc.

The very feminine Miss Hatton's major hobby is raising kerry blue terriers. Interrupted by a four-months bout last spring with spinal meningitis, during which time her pets went into new homes, Miss Hatton now has only one pet—"Mac," the almost-human bulldog used in Bohemian's TV spots.



Spinning prosperously in this textile center of the South are 1¼ million spindles—more than in any other county in the world. Gaston County's 130 textile mills pay an annual wage of more than 65 million dollars.

spinning satellite in the Charlotte market

GASTONIA, N.C. — as close to Charlotte as Long Beach to Los Angeles



Penetration of Charlotte's BIG 2 in Gaston County
WBT 76% WBTV 99%

More than 200 manufacturing plants evidence the industrial strength of Gastonia, a scant 18 miles west of Charlotte. Gastonia is one of half a hundred industrial communities circling in the orbit of the Charlotte market—encompassing more than 1½ million people within a 50 mile radius of Charlotte. For coverage to match the Charlotte market, draw on Charlotte's big 2, WBT and WBTV.



JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE'S BIG 2 ARE PLUMB IN THE MIDDLE OF A FABULOUS MARKET

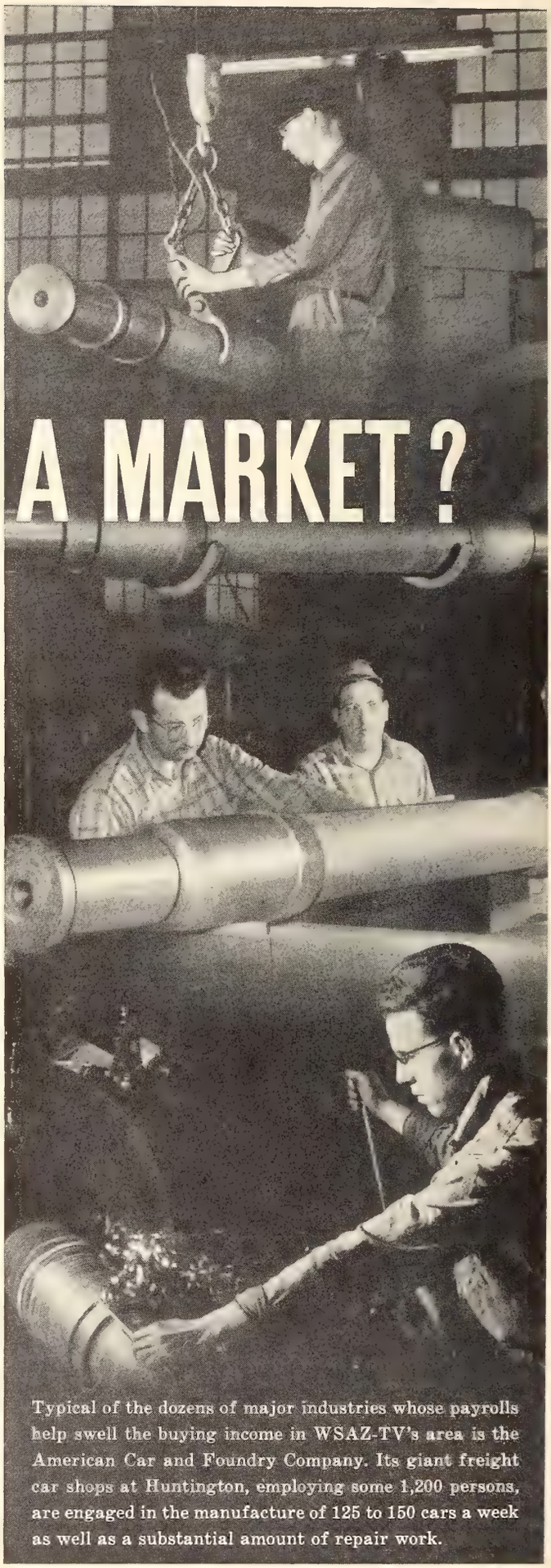
WHAT MAKES A MARKET?

1. Production
2. Payrolls
3. People (who benefit from both)

They're all plentiful in the 114 counties reached by the clear, strong signal of WSAZ-TV... the *one* television station that serves the industrial heart of America.

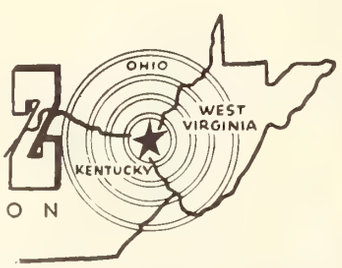
No smart advertiser needs to have this spelled out. Where there's abundant industry and big payrolls—there's strong demand for the product you sell.

No other TV station... in fact, no other *single* medium... commands this high-income market! We thought you'd want to be reminded. After all, you *are* interested in profits!



Typical of the dozens of major industries whose payrolls help swell the buying income in WSAZ-TV's area is the American Car and Foundry Company. Its giant freight car shops at Huntington, employing some 1,200 persons, are engaged in the manufacture of 125 to 150 cars a week as well as a substantial amount of repair work.

WSAZ TELEVISION



Huntington—Charleston, West Virginia
Channel 3—84,000 watts ERP—NBC-CBS-DuMont-ABC

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

BROADCASTING TELECASTING

September 14, 1953 Vol. 45, No. 11

COLOR OKAY IN EARLY '54 SEEN BY TOP FCC STAFFER

Lack of strong opposition to NTSC's compatible color TV system leads to belief the FCC may approve it early next year, although it would be longer than that before color reaches the American home.

A TOP staff member of the FCC told B•T last week he believed the FCC would adopt compatible color TV "the first of next year."

The informant cannot be identified, but he is in as good a position as any to predict with certainty how long it will take the Commission and its staff to work out the preliminaries to a formal decision.

His estimate was based on the assumption that public demonstrations but not oral hearings would be held. If oral hearings are forced by significant opposition to the compatible system that has been proposed by the National Television System Committee, the date of decision might be delayed. Last week, however, opposition in evidence was not significant.

On Friday, the FCC staff met with representatives of 11 petitioners to urge that a single, cooperative color TV demonstration be arranged, for Oct. 1 if possible. Indications were that the Commission would not be adverse to having the all-industry demonstration in New York. A further meeting was scheduled tentatively this week.

Represented at the meeting were RETMA, RCA-NBC, GE, Motorola, Westinghouse, DuMont, Paramount Television Productions, Chromatic Television Labs., CBS, Sylvania and Philco.

Last Tuesday marked the closing date for comments on the technical specifications proposed by the NTSC [B•T, July 6, *et seq*]. Only three out-and-out oppositions were filed, and they were aimed more at the economics of color TV than at the technical standards.

Other Comments Possible

Conceivably other opposing comments may come in before the deadline for counter-comments, Sept. 23.

At week's end it appeared the FCC would have a cut-and-dried case to decide. Barring the unexpected, the "first of the year" prediction by the FCC staff member seemed not only sound but possibly conservative. It was a good bet that the "color by Christmas" slogan might pan out to be nearly right.

But "color by Christmas" or soon afterward will mean only that color has been approved by the FCC. It will take longer—much longer in the view of some observers—to get color TV into the American home.

Whether mass-marketed color equipment is achieved then or earlier, it certainly will not be possible immediately after the color system officially is approved. It will take time to bring receiver costs down to mass market levels. Costs of both receiving and transmitting compatible color were what bothered all those who filed opposing comments with the FCC last week.

The "go slow" light was flashed by American Television Inc., Chicago, as expected [B•T, Aug. 24, 17], and by Paramount Television Productions Inc. and Chromatic Television Labs., unexpected.



"FIVE-FOOT-SHELF" of National Television System Committee color documents filed with FCC Tuesday by Dr. W. R. G. Baker, General Electric Co., chairman of NTSC, in office of FCC Chairman Rosel Hyde. (r).

CBS, which called for adoption of the standards formulated by the all-industry NTSC, nevertheless noted the seriousness of receiver and studio camera costs and operations.

Others filing last week were the NTSC itself and Westinghouse Radio Stations Inc. The latter expressed unqualified approval of the NTSC specifications. In the previous week, favorable comments for the NTSC proposal were submitted by Admiral Corp. and Hazeltine Electronics Corp.

Petitions favoring the NTSC standards were filed by the following prior to the FCC's call for comments: RCA-NBC, Philco, GE, Motorola and Sylvania, as well as NTSC and CBS. Of the major manufacturers, only DuMont has failed to express formally its position to FCC.

American Television Inc., a Chicago tube and TV receiver manufacturer and distributor, called on the FCC to invite economists to participate in the hearing "to advise as to whether or not the country is ready for the $1,000 television set."

This was in reference to industry estimates that the first color TV receivers would cost in in the neighborhood of $800 to $1,000.

ATI, through its president, U. A. Sanabria, said it feared color TV will disrupt the black-and-white market and force a depression in the TV industry, which might be the harbinger of a general depression.

He asked that the FCC confine color TV to one area for three years so that it can be proved out economically, aid in combatting "monopoly," and help train servicemen.

Both Paramount Television Productions (subsidiary of Paramount Pictures which owns KTLA [TV] Los Angeles) and Chromatic Television Labs. (half-owned by Paramount Pictures) asked the FCC not to approve the NTSC standards until the industry provides a detailed cost breakdown on color receivers.

Criterion should be a 17-in. table model, with a selling price of $500, said Paul Raibourn, president of Paramount Television Productions and chairman of Chromatic Television Labs.

Mr. Raibourn said he finds "little basis for the conclusion that reasonable assurance exists that receivers under the proposed system will be 'cheap enough in price to be available to the great mass of the American purchasing public'." This is a reference to the FCC's 1950 criteria which listed receiver simplicity and price among the factors to be met.

Should Withhold Adoption

He further added that the Commission should withhold adoption of the NTSC color standards until the industry gives assurance that a reasonable supply of 17-in. table models selling at $500 will be available.

In the Chromatic Television Labs. comments, signed by President Richard Hodgson, the price estimates for color TV receivers ($800-$1,000) were labeled "inordinately" high.

Favoring the adoption of the NTSC signal standards, CBS said the specifications submitted by the industry committee satisfied all the FCC criteria except two: Receiver simplicity and price and ease and cost of studio equipment.

Basically, the problem with receivers is the tri-color tube, CBS said. Alluding to the RCA three-gun color tube, CBS said it had been much improved, but there still were questions of stability and maintenance of alignment. Another question, CBS said, was whether it can be increased in size reasonably soon and at reasonable cost. The network recalled how seriously the question of picture size was taken by the opponents of its field sequential system during the 1949-50 FCC color hearing. Most references to initial color TV receivers have been based on a 14-in. picture (in a 16-in. envelope).

CBS said the current price of the RCA tri-color tube to manufacturers is $175. The gun assembly price is $34, CBS pointed out, comparing it to the $1 charge for a conventional black-and-white kinescope gun assembly.

The problems of three-tube studio cameras received the bulk of CBS attention. CBS referred to studio color cameras as "cumbersome"



RADIO NEWSREEL

GEORGE FRECHETTE (r), managing dir., Wisconsin Network, arranges for 13 weeks of *Touchdown Tips*, syndicated series, with William F. Reilly, midwestern mgr., RCA Thesaurus. Quarter hour will be sponsored on 35 stations in Wisconsin-Illinois by Janesville Zone Chevrolet Dealers Assn.



CONTRACT for Notre Dame football games on WMAS-AM-FM Springfield, Mass., is finalized by Louis DelPadre, pres., DelPadre Assoc., local Bendix TV distributor. Paul Rogers, station acct. exec., looks on.



TIME on KWBB Wichita, Kan., is discussed by (l to r) Earl Chew, mgr., Zoglmann Motor Co.; Leonard Zoglmann, owner; Dale Kern, sls. mgr., KWBB, and Guy Sinnett, new car sls. mgr. for Zoglmann.

20TH anniversary of Hallicrafters Co. was also occasion for purchase of 15-minute news show on WENR Chicago. William Halligan (l), firm president, talks with Chicago newscaster Ulmer Turner about the show, *Ulmer Turner's Listening Post*.



and "bulky," said it was dubious whether they could be used for remotes without extensive advance preparation and "almost semi-permanent housing."

A complete camera chain for color TV would cost $95,000 for the first and $65,000 for the second and subsequent orders, CBS said.

Because of the color camera's low light sensitivity, a four-fold increase in studio lighting would be required, CBS said. This also would require air-conditioning equipment, it declared.

The color camera also would require extra maintenance and servicing, CBS said, and more personnel in operations.

As an indication of the increased costs of the three-tube color camera, CBS used these figures: Three image orthicons cost $3,600. A special trio of image orthicons costs $5,700.

The CBS-TV network's annual outlay for image orthicons runs to $350,000, CBS said; for color the annual costs would amount to $4.2 million—an increase of $3.85 million, it added.

A three-tube color camera also means higher overall tube costs, CBS indicated. Present tube costs for a single-tube monochrome camera runs $2 per hour; the three-tube color camera would cost $25 an hour to operate, CBS estimated.

Therefore, CBS believes the cost of a color studio operation with three-tube color cameras would be two to three times as high as for black-and-white. In addition, it estimated that operating costs also would be "considerabl increased over that of monochrome operatic

Because of the delicacy and complexity color equipment, CBS stated that it believ station technicians would need three mont of intensive training before being able to or inate color programs.

Notwithstanding the dark picture painte CBS urged the FCC to adopt the NTSC star ards. It asked the Commission to be liberal its application of the criteria, said that a neg tive decision by the FCC would mean no col at all and a lapse in the industry's activities developing a color system.

If the NTSC standards are approved, Cl said, it will give the industry an incentive continue research to simplify and cut the co of apparatus not yet, in its opinion, ready f mass production and sale.

As for the officially approved field sequenti color system, which CBS sponsored and whi the FCC authorized in 1950, CBS said it w now a "nullity" and should be withdrawn.

The CBS comment, signed by Richard Salant, vice president of the parent organiz tion, also said CBS-Columbia, the manufa turing subsidiary, had shown a color TV r ceiver to distributors June 15. It also said th production of color sets, following FCC a proval, was scheduled to start in the spring 1954.

CBS said it was equipping all its owned ar operated stations with color gear so they w be able to transmit color programs. CBS-T

GE'S BAKER EXPECTS COLOR SETS IN SHORT SUPPLY FOR 2-3 YEARS

COLOR television, facing a limited supply of sets for the next two or three years will become available in all parts of the nation about the same time, in the opinion of Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of National Television System Committee. "Color for the millions is three or four years away," he predicted.

Last Tuesday Dr. Baker presented NTSC's official report to FCC Chairman Rosel Hyde. The 3,823-page document represents an investment of more than a million man hours of work by industry engineers plus nearly $10 million investment over a 2½ year period. FCC decision on the new color standards is awaited (see preceding FCC story).

A plus market for color sets will exist when they come out next year, he predicted, with 14-inch consoles selling around $750-$1,000. The basic color problem centers around tube economics, he said, with an output of 50,000 to 75,000 color tubes anticipated next year.

Two basic problems face the industry, he said (1) single vs. three-gun tube; (2) whole plate vs. grid.

"Grid looks like the less expensive method, especially when screen size is taken into account," he said. "The industry is settling toward a three-gun rather than single-gun tube since the single-gun requires a much more complicated chassis including another oscillator and another radiation source."

Questioned on tube potentialities, he said 1955 output may run four of five times that of 1954, with 1½-million possible by 1956. "These are horseback estimates," he added.

Dr. Baker said the manufacturing industry must be given credit for ingenuity and aggressiveness in bringing down prices as a result of production technique and know-how, recalling that early monochrome TV sets ran $450-$600 for a 10-inch tube. "Nothing starts at a low price," he observed.

He saw no special transmitter or amplifi problems in color, with the network affiliat needing "certainly not over $50,000" to provic networked color. Origination of color by station will involve many changes, he explaine including new camera chain and other equip ment.

As to receiver operation, he said there wi be no tuning problem since one knob wi switch back and forth from color to monc chrome with only minor trimming needed. H saw little chance for converters. "The wome will decide that," he predicted, "when the realize two cabinets are needed instead of one.

Dr. Baker lauded AT&T for its cooperatio in color development and said microwave link offer no new problem whereas coaxial cable will require some heterodyning.

Size of color tubes may jump from the pres ent 14-inch diagonal to the popular 21-incl size, he suggested, instead of going up graduall as was the case with early black-and-whit receivers.

Praising the industry for its cooperative ef fort in NTSC, he said the two NTSC reports ir themselves justified the existence of Radio-Elec tronics-TV Mfrs. Assn. He called the secon report "a sincere effort to do a job for the American public and the industry itself."

NTSC asked the FCC last July 23 to adopt it "technical signal specifications." Individua petitions have been filed by RCA [B•T, June 29], GE, Philco, Motorola, Admiral, Hazeltine Sylvania and others. Asked about the RCA system, Dr. Baker said, "RCA filed a petition saying they accepted the NTSC standards."

RETMA gave a luncheon Tuesday to Dr. Baker, FCC Chairman Hyde and members of the Washington press corps. Glen McDaniel RETMA president, and James D. Secrest, executive vice president, were hosts.

will "shortly" begin experimental network color casts, the CBS document related, and next month will hold special demonstrations and clinics for affiliates and advertisers.

When color is authorized, CBS-TV will begin regular commercial color broadcasts, CBS statement said.

The 16-volume, 52 lb. NTSC filing comprised the final report of the industry-sponsored council in two volumes, plus reports and minutes of 11 panels. They were submitted by Dr. W. R. G. Baker, chairman of NTSC and GE Electronics Div. vice president and general manager.

Tracing the history of NTSC from 1940, the final report urged the adoption of the recommended standards as the best efforts of more than 200 industry engineers.

Among the highlights of the NTSC report:

- NTSC was not concerned with "patents or any other proprietary considerations."
- Original NTSC standards would not work with some early TV receivers. Revised standards overcame this obstacle.
- Some receivers may cause interference to amateurs in the 3.5 to 30 mc bands. This can be overcome by proper shielding at the factory.
- A few black-and-white receivers may experience a buzzing when receiving strong color signals. This can only be overcome by using an attenuator on the antenna lead-in.
- The conclusions of Panel 15 (receiver compatibility) read as follows: "The NTSC standards comprise a compatible color signal capable of giving practically unaltered performance, as compared to monochrome transmission, on all existing monochrome receivers."
- Knox McIlwain, Hazeltine executive, was appointed chairman of a special committee to work with the FCC in integrating the NTSC proposals into the FCC rules and standards.
- Panel 17 (broadcast system) found that the proposed NTSC color signal specifications will result in a signal which can be "satisfactorily broadcast by present television broadcast transmitters, with only minor changes, and can be transmitted from city to city by means of existing and suitably equalized intercity microwave circuits of the Bell system."
- The proposed color signals can even be transmitted intercity over early coaxial cable, Panel 17 said, "though perceptibly degraded."
- "Considerable progress has been made in the recording of color-TV programs by direct photography and in the transmission of resulting color prints over closed circuits," Panel 11-A (color transcriptions), chairmaned by Dr. Alfred N. Goldsmith, consultant, reported.

Color 'Window'

TWO scientists made a special rush trip from Richmond, Va., to Washington last Tuesday in order to file comments on the proposed NTSC color standards. Unfortunately, their car broke down and the comments did not arrive until the day after—missing the Sept. 8 deadline. However, the FCC ruled that their late filing could be accepted.

The comments? "Preliminary Statement on How to Make the Field Sequential Color System All-Electronic and Compatible."

Filed by M. Soghian and S. L. Cooke Jr., with Research Instruments Co., Richmond, Va., the document suggests the addition of an electronically controlled color "window" in front of present black and white kinescopes.

AUTO CLIENTS PREPARE TO JUMP GUN WITH ADVANCE FALL RADIO-TV PUSHES

Pontiac, Plymouth, Lincoln-Mercury, Hudson, Dodge and Packard plan souped-up promotional drives on radio and television to get ahead of the auto industry's high production level and its fear of a softening market as a consequence.

AUTOMOTIVE manufacturers are set to jump the gun in radio and television with at least five of the advertisers planning to start campaigns for their new models in late September and early October—one to three months ahead of their customary scheduling.

At least two of the reasons for the abnormally early jockeying for coveted time spots are the high production level of the industry and the manufacturer's fear of a softening market for the increased output of new cars.

The six auto sponsors found by a special B•T survey to be plotting accelerated promotional drives are: Pontiac Dealers of America, Plymouth Division of Chrysler, Lincoln-Mercury, Hudson Motors, Dodge and Packard.

Pontiac Dealers, through MacManus, John & Adams, New York, after much negotiation involving, mainly, time periods, signed last week with NBC-TV for the Friday night, 8:30-9 p.m. slot, effective Oct. 2. Pontiac will underwrite Dave Garroway in a new evening show. The NBC star will continue to do his NBC-TV morning program, *Today*, five times weekly, and will remain on *Dial Dave Garroway* for Armour & Co.'s Dial soap.

Plymouth Division, through N. W. Ayer & Son, New York, will use 300 radio markets and about 150 television stations for its spot campaign during the week of Oct. 12. Minute and chainbreak announcements will be used.

Lincoln-Mercury Radio

Lincoln-Mercury, Detroit, starts its gigantic four-week radio campaign on more than 600 stations, using one-minute and chainbreaks effective Sept. 21 [B•T, Sept. 7]. Kenyon & Eckhardt, New York, is the agency.

Hudson Motor Co., through Brooke, Smith, French & Dorrance, Detroit, is placing a spot campaign late in September on more than 300 radio stations. Contracts vary from two to four weeks.

Packard, which launched a spot campaign early in September, has expanded that schedule from one week to four weeks, with a possible fifth week to be added in 30 radio markets. In addition, Packard has just signed with ABC radio for sponsorship of the "Week-end News Package," composed of five-minute programs run throughout the weekend on the full ABC radio network. Maxon Inc., New York, is the agency.

Dodge Division of Chrysler Corp. plans extensive radio-TV spot coverage over a four-week period this fall in connection with the announcement of its 1954 automobile. Total broadcast expenditures were not known, but it was understood to run in the six-figure category.

Outlay will depend largely on the amount of money available at the factory, factory-cooperative and cooperative levels, and the nature of local station availabilities. Goal is to extend the campaign in all Dodge dealer markets throughout the country. The campaign will comprise a "teaser" spot schedule five to seven days before the new car announcement and a followup schedule of spots from seven to 30 days after the announcement. The date was Oct. 23 last year.

Possibility of a separate network spot program also was held out last week as Dodge's agency, Grant Advertising Inc., Detroit, reportedly approved a radio-TV budget. Dodge also is in the market for both a network radio and television show for the fall-winter-spring season, it was reported.

A seventh advertiser, Ford Dealers, through J. Walter Thompson Co., New York, continues to place its short-term radio-television campaigns, currently going into the Central West. The dealers, however, are not expected to start their campaign for the new 1954 cars until sometime in January, following the traditional pattern of the company's advertising.

Packard's buy on ABC radio is a total of two hours of news periods, covering a total of 24 five-minute news periods each Saturday and Sunday.

Arthur Van Horn, ABC newscaster, will handle the majority of the weekend news periods with Lee Walters from Chicago and Burleigh Smith, Frank Bingman and Bill Spargrave, all from Hollywood, handling the regional supplementary newscasts.



CIO head Walter P. Reuther (r) and news analyst John W. Vandercook talk over CIO's sponsorship of Mr. Vandercook, whose commentator program is heard nightly on ABC radio. The show marks CIO's first network show activity. CIO also plans a TV show to begin early next year. Henry J. Kaufman & Assoc., Washington, is the agency.

MacMillan Expands 'Music'

EXPANSION of sponsorship by the MacMillan Co., New York, of the *Music Magazine* program on WQXR New York to 12 other stations of Good Music Broadcasters from coast to coast was announced last week. The contract, which was handled by Atherton & Currier Inc., New York, becomes effective today (Monday). In addition to WQXR, the half-hour music commentary show will be presented on KEAR San Francisco, KBIB New Haven, WEAW Chicago, WDRC-FM Hartford, WGMS Washington, WSNJ Bridgeton, N. J., WFLN Philadelphia, WITH-FM Baltimore, KIXL Dallas, WEW St. Louis, WXHR Cambridge, Mass., and KFAC Los Angeles.

Dissatisfaction Causes Agency Switches, Study Finds

SECNY survey of 101 New York agencies indicates 72.2% of clients quit their agencies because of dissatisfaction, while only 17.7% are wooed away by other agencies.

DISSATISFACTION of an advertiser with his agency, rather than a pitch from another agency, causes most switches in agencies, according to a survey of 101 companies representing a cross-section of New York advertisers made by the Sales Executives Club of New York. Study found that 72.2% of agency changes resulted from client dissatisfaction, but only 17.7% from competitive agency presentations.

Eight major reasons for changing agencies were uncovered by the survey, in this order: Lack of creative thinking, copy failed to produce desired results, inexperience in advertiser's product line, personality difficulties, inadequate merchandising know-how, insufficient research services, lack of facilities to handle increased volume and complexities of an enlarged account, lack of attention for a small account in a big agency.

More Switches

Advertisers are changing agencies at an accelerated pace, the study showed, reporting that 34.3% of the surveyed firms had changed agencies in the past three years, while only 32.6% had switched agencies in the previous seven years. In the first half of this year 11.1% had found it necessary to make a change in agency, while nearly a third (31.7%) seem to be looking speculatively at their current agencies.

Asked what factors are most important in selecting an agency, the surveyed companies listed these seven points: Experience and quality of the agency's top personnel, ability of the agency personnel to work harmoniously with the company's sales and advertising departments, their capacity to originate and carry out new ideas, their ability to appraise the results of their work fearlessly and honestly, the stability of the agency's past and present accounts, the proper size of the agency to give the account the right type of attention.

The full details of the survey's findings are published in the Sept. 8 issue of the club magazine, *New York Sales Executive Weekly*.

Wander Signs With WOR-TV

WANDER CO. on Sept. 12 becomes the fifth company to participate in the "Double Exposure" plan of WOR-TV New York, James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV, said last week. Plan, in essence, offers sponsors of successful film TV shows on other New York stations the opportunity to repeat them on WOR-TV without charge for station facilities but with running time shortened one minute to give WOR-TV that much extra time for sale of adjacent spot announcements [B•T, June 1, May 18].

In announcing that Wander's *Captain Midnight* series which has been on WABC-TV, will be repeated on WOR-TV, Mr. Gaines reported that the "Double Exposure" plan has delivered bonus audiences of from 27% to 163% for the four programs currently using it.

Luckies—They Satisfy

CHESTERFIELD cigarettes might be getting their tune's worth in the best advertising spot of all—the radio-TV show sponsored by Liggett & Myers' competitor, American Tobacco Co. (Lucky Strikes). The show is *Hit Parade*. The tune is the theme song used on Chesterfield's *Dragnet* on TV. The theme song conceivably could break into the *Hit Parade's* "Lucky Seven," which according to Bill Hunt of *Inside Advertising* would leave American Tobacco Co. "faced with the problem of playing their competitor's tune."

American Tobacco Considers Show on NBC o & o Stations

AMERICAN Tobacco Co., New York, through BBDO, New York, is considering buying a half-hour radio show five times a week on NBC's five owned-and-operated radio stations. Time clearances were being worked out last week and it was thought that the deal should be consummated within two weeks.

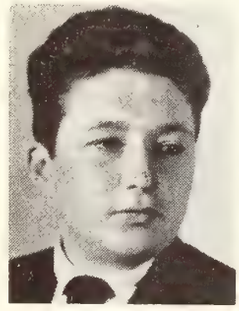
This purchase, though unusual, may not mean an extension of radio budget for American Tobacco, because the firm, it was understood, is considering not renewing the *Horace Heidt Show* on CBS Radio, Thursday, 10-10:30 p.m., although a definite decision does not have to be made until November.

Firm definitely will keep its sponsorship of the *Jack Benny Show* on CBS Radio.

BENTON & BOWLES NAMES STEELE

L. T. STEELE, a vice president of Benton & Bowles, New York, has been named executive head of all television and radio activities of the agency [Closed Circuit, Aug. 24], William R. Baker Jr., chairman of the board, announced last week.

Also, Tom McDermott, in charge of television and radio production and programming, was elected a vice president. Mr. Steele has been with the agency for 16 years and Mr. McDermott, 11 years.



Mr. McDermott



Mr. Steele

NEW BUSINESS

Norman M. Morris Corp., American distributor of Omega watches, has scheduled spot radio campaign on WQXR New York and KFAC Los Angeles, starting Sept. 13 and continuing through Christmas shopping season. It also is sponsoring *Liberace Show* on WNAC-TV Boston, starting Sept. 19. Agency: Lewin, Williams & Saylor, N. Y.

Melville Shoe Corp., N. Y. (Thom McAn shoes) will sponsor *Victory at Sea* filmed series over WNBT (TV) New York starting Sept. 22, and over WBZ-TV Boston, starting Sept. 25. Agency: Anderson & Cairns, N. Y.

Helene Pessl Inc., N. Y. (Little Lady and Littl Lady Deb Toiletries) will sponsor half-hou *Little Lady Story Time,* children's program starring Irene Wicker, over WABC-TV Ne York, WBKB (TV) Chicago, WXYZ-TV De troit, KECA-TV Los Angeles and KGO-TV Sa Francisco. Agency is Keystone Adv., N. Y.

Colonial Dames Inc., Hollywood (cosmetics started saturation spot announcement campaign averaging 10 spots daily, on KLAC Los An geles, KGO San Francisco, KXOA Sacramento KRSC Seattle and KUGN Eugene, Ore., o continuing 13-weeks basis from Aug. 31 Agency: Geoffrey Wade Adv., Hollywood.

Royal Typewriter Co. is sponsoring 26-spot an nouncement drive over World Wide Broadcast ing System's WRUL Boston, international sta tion, in what is said to be company's first in ternational broadcasting campaign. Spot an nouncements started Sept. 3.

Murine Co., Chicago, to sponsor 26 broadcast of six different CBS programs over 13-week period. Programs are *Johnny Mercer Show Galen Drake, Larry Leseur & the News, Cedric Adams, Beulah* and *Junior Miss.* Contract placed through BBDO, Chicago, started Sept. 2 and runs through Nov. 25.

Animal Foundation Inc. (Hunt Club dog food) Sherburne, N. Y., signs for return to sponsorship of 10-10:15 a.m. segment of Galen Drake's half-hour Saturday morning series over CBS Radio, effective Sept. 12. Agency: Moser & Cotins, Utica, N. Y.

Philco Corp., Phila., will sponsor half-hour radio series, *Philco Radio Playhouse,* effective Sept. 30, (Wed., 9-9:30 p.m.) on 300 ABC radio stations. Weekly program will include adaptations of best presentations which first appeared on *Philco Television Playhouse* on NBC-TV. Joseph Cotton, movie star, will act as producer and narrator. A 52-week contract was placed through Philco's agency, Hutchins Adv., N. Y.

Colgate-Palmolive-Peet, Jersey City, renews its radio version of *Mr. and Mrs. North* for fall on CBS Radio, Tues., 8:30-9 p.m. Sherman & Marquette, N. Y., is agency.

Ralston-Purina Co., St. Louis, renewing sponsorship of *Space Patrol* over ABC radio, Sat., 10:30-11 a.m. EST, starting Oct. 4. Agency is Gardner Adv., St. Louis.

Stratolounger Div. of Stratford Furniture Corp. appoints Olian & Bronner Inc., Chicago. Initial national campaign will involve a tieup with Lucille Ball and Desi Arnaz, stars of CBS-TV's *I Love Lucy*.

Beltone Hearing Aid Co., Chicago, Sept. 20 starts weekly commentary with Paul Harvey on 110 ABC radio network stations, Sun., 5:15-30 p.m. CDT. Agency: Olian & Bronner, same city.

General Foods Corp. renews its 8-9 p.m. Thursday night block on NBC Radio for 52 weeks, effective Oct. 1. General Foods Cereals sponsors *Roy Rogers Show,* 8-8:25 p.m., Log Cabin Syrup has *Log Cabin News* at 8:25-8:30, and General Foods Cereals and Postum has *Father Knows Best,* 8:30-9 p.m.

General Foods Cereals and Postum has *Father Knows Best,* 8:30-9 p.m.

AGENCY APPOINTMENTS

Investors Planning Corp., N. Y., names Doremus & Co., N. Y., to handle its broadcast advertising. Full spot radio campaign in metropolitan area is being planned.

Sunset Oil Co., L. A. (Golden Eagle gasolines, petroleum products), names Barnes Chase Co., that city. Radio spot campaign is planned in Calif., Ore. and Wash. **Charles V. Davis** is account supervisor.

Deko Chemical Co., Hawthorne, Calif. (Dish-A-Way liquid detergent), appoints Jimmy Fritz & Assoc., Hollywood. Radio-TV spot announcement campaign starts this month on KHJ, KLAC-TV and KECA-TV, all Los Angeles, for 52 weeks. Additional stations will be scheduled. **Paul Kennedy Sr.** is account executive.

Charles Antell Inc., Baltimore (Formula 9 hair preparation) names J. M. Mathes Inc., N. Y., to handle its shampoos and soaps, effective Oct. 1. Radio spots will continue.

Washington Carpet Co., L. A., and **Columbia College,** L. A. division, appoint Phil D. McHugh Co., that city. Radio-TV will be used.

Gallenkamp Stores Co., L. A. (retail shoe chain), names Yambert-Prochnow Inc., Beverly Hills. Saturation spot announcement campaign is planned in Central and Southern California radio markets, starting this month. **Ralph Shedd** is account executive.

Advanced Products Corp. (Jet Glow multi-purpose hard wax), names Yambert-Prochnow Inc., both Beverly Hills. Participations spots are scheduled on 14 TV and seven radio stations in seven national markets, starting this month. **Vaughn Shedd** is account executive.

SHORTS

Mace Advertising Agency Inc., Peoria, Ill., moves to larger quarters at 408 Fulton St. Telephone remains 6-0771.

Caples Co., L. A., moves Phoenix office to 407 Heard Bldg.

S. W. Caldwell Ltd., Toronto, moves to Caldwell Bldg., 447 Jarvis St., Toronto, to place advertising agency, program production, film distribution and equipment sales under one roof. Operations till now have been at three separate locations. New phone is Kingsdale 2103.

A. L. Adkins Co. and **Wyckoff & Downard Inc.,** both S. F., have merged to become **Wyckoff & Adkins Inc.**

Benton & Bowles Inc. closed Toronto office at end of August, is handling Canadian accounts from New York head office.

A. S. Black & Co., Houston, Tex., and **West-Marquis Inc.,** L. A., elected to membership in American Assn. of Adv. Agencies.

Compton Adv., N. Y., is to move into new quarters occupying four floors of new building currently under construction at 261 Madison Ave., effective in December.

Creamer & Co., Hollywood agency, has been dissolved effective Sept. 30 in order to close estate of the late **Charles R. Creamer.**

MPTV NAMES COLE TO WEST COAST SLS.

APPOINTMENT of John J. Cole as manager of West Coast sales for Motion Pictures for Television Inc., TV film production firm, was announced last week by E. H. Ezzes, vice president and general sales manager. Mr. Cole, who will make his headquarters in Los Angeles, has served MPTV for the last 18 months as midwest manager in Chicago. He previously was an account executive with DuMont's WDTV (TV) Pittsburgh, and also has worked for KCMO Kansas City.

Unger Concludes Two Film Distribution Pacts

OLIVER UNGER, president of Comet Television Films, last week in Hollywood concluded two theatrical film package distribution deals, comprising total of 19 motion pictures his firm will release to TV.

Proposed "Hal Roach Comedy Package," negotiated with Hal Roach Studios, will feature a name personality introducing and discussing the film to be shown on each 90-minute program. Included among the seven Roach-produced and M-G-M-released features are "Bonnie Scotland," "Devil's Brother" (both Laurel and Hardy films) and "General Spanky" (Our Gang). Included in the four Roach-produced and UA-released short features in color is "Fabulous Joe" (Marie Wilson).

Other Features

Unger also obtained distribution rights to eight recent feature films produced by Harry Popkin, including "Champagne for Caesar" (Ronald Colman), "D.O.A." (Edmund O'Brien) "Impact" (Brian Donlevy) and "The Second Woman" (Robert Young).

Atlas Names Rodgers, Kennedy

APPOINTMENTS of Pete Rodgers, director of sales for Atlas Television Corp., as vice president of the firm, and of Charles A. Kennedy as western sales manager were announced last week by Dr. Henry Brown, Atlas president. Mr. Rodgers, who joined the company in 1951, will direct midwestern sales, in addition to other responsibilities. Mr. Kennedy joins Atlas from his post as president of Telaways Radio Productions, Los Angeles.

Brenner to NBC Film Div. As Sales Head in East

ROBERT BRENNER, former radio-TV director of Lewin, Williams & Saylor, has joined NBC Film Div. as a sales representative in the Eastern regional office. He was with Friedenberg radio representatives for a year before joining LW&S in 1949, and before wartime service in the Air Force he was program director of WFTC Kinston, N. C., and commercial and assistant station manager of KTWS Emporia, Kan.

Myerberg Buys Building In East Side New York

PREDICTION that New York's Lower East Side will become a center for film production was voiced last week by Michael Myerberg of Michael Myerberg Productions Inc., in announcing that his firm had purchased a seven-story, 50,000-square foot building in the area to be used to produce TV films and feature motion pictures.

Mr. Myerberg said properties on the Lower East Side are "excellent" for film production and can be bought at a fraction of the cost of similar properties in other areas. The building for Myerberg productions at 216 Second St. was purchased at an estimated $115,000 from Huntington Hall Inc. through O'Gara and Co., New York realty firm.

Myerberg Productions currently is producing "Hansel and Gretel," a full-length color film scheduled for Christmas release, at its new location.

Film Sales

KLAS-TV Las Vegas has contracted for telecasting rights to 246 films from library of **Louis Weiss & Co.,** Los Angeles. Deal includes 89 20-minute slapstick comedies, 26 10-minute comedies, 26 shorts in *People and Places,* 15 animated cartoons, eight 20-minute westerns, three 15-episode serials, 26 features and 52 full-length westerns. **KWFT-TV** Wichita Falls, Tex., and **KRTV (TV)** Little Rock, Ark., have leased one year two-run rights to 52 western features from the distribution firm. **WHYN-TV** Holyoke, Mass., has also acquired telecasting rights to 52 western features from Weiss.

•

KLAC-TV Hollywood has acquired telecasting rights to *Ethel Barrymore Theatre of the Air,* produced by **Interstate Television Corp.,** and *Times Square Playhouse,* produced by **Ziv TV Programs Inc.,** and first released as *The Unexpected.* **Herbert Marshall** introduces the programs in the latter series. Both are half-hour packages.

Production

Robert Lawrence Productions Inc., New York, is producing series of 15 Sweet Caporal Cigarettes TV film commercials for **Cockfield, Brown & Co. of Canada,** to be seen on stations in Montreal, Ottawa and Toronto.

•

Paul F. Heard Inc., Hollywood, will produce an as yet untitled series of 13 quarter-hour TV films featuring **Dr. Norman Vincent Peale,** N. Y. clergyman and author. The quarter-hour series, dramatizing Dr. Peal's work in religion and psychology, *What's Your Trouble,* was produced last year by Mr. Heard in conjunction with Dr. Peale.

•

Regency Productions, New York, preparing TV film series depicting life in Paris with French film star **Claude Dauphin** doing English narration.

Distribution

WOAI-TV San Antonio has acquired rights to 52 first-run Western features from **Louis Weiss & Co.,** Los Angeles distributor. The rights, which include 16 film starring **Bob Steele** and eight starring **Johnny Mack Brown,** were negotiated by **Ed Hyman,** station film buyer, and **Adrian Weiss,** representing the distribution firm.

•

KONA (TV) Honolulu has acquired three-run

rights to 52 Western feature films from **Louis Weiss & Co.,** Los Angeles. Deal was concluded by **Jack Keating,** station general manager, and **Adrian Weiss,** of the distribution firm.

•

Atomic Energy Commission has requested permission to use a chapter of *Close-Up,* TV news feature distributed by **Guild Films Co.,** in connection with public education for the prevention of radioactive poisoning at Oak Ridge and other atomic plants. Filmed at Oak Ridge, the print deals particularly with detection and deactivation of "hot" clothes and the safeguarding of minor cuts and injuries in a radioactive area.

•

Two one-minute films and a 20-second film on tuberculosis prevention have been distributed to New York television stations by the **Metropolitan TV Film Council,** an organization representing 25 tuberculosis and health associations in and around New York. The spot films were produced for the council by **Leo Trachtenberg.**

Random Shots

Production on "a half-dozen properties" is in preparation by **Bing Crosby Enterprises,** according to **Basil Grillo,** executive producer, despite fact no filming is immediately scheduled at Hal Roach Studios, Culver City.

Contradicting reports that BCE had suspended production indefinitely until return from earlier product made further filming feasible, Mr. Grillo stated such series, notably *Crown Theatre,* were bringing in a "nice return" from various markets.

•

Vitapix Corp., N. Y. and Washington, opens West Coast offices at 8949 Sunset Blvd., Los Angeles. Telephone is Crestview 1-7191 and Bradshaw 2-1764.

•

Leo Burnett Co., Chicago, names **Phil Davis Musical Enterprises Inc.** to arrange, score and produce a special musical spot series for Cereal Institute.

•

California Studios, Hollywood, owned by **Gross-Krasne Inc.,** has completed an additional $40,000 sound stage, bringing the total number to seven. Now in production at the studios are CBS-TV *Big Town* (Gross-Krasne), *Superman* **(Superman Inc.),** *Cisco Kid, Favorite Story* and *I Led Three Lives* **(Ziv TV Programs Inc.).** Gross-Krasne plans to start filming the video version of recently acquired "Lone Wolf" stories.

•

Association Films Inc., N. Y., is offering to television stations 20-minute film, "Buttons Through the Years," which presents the history of buttons from early times to the present.

Film People

Buck Houghton, associate producer to Bernard Tabakin on *China Smith,* PSI-TV film series, joins **Meridian Pictures Inc.,** Hollywood, as story editor on CBS-TV *Schlitz Playhouse of Stars.*

•

Milt Watt, assistant publicity director, **Republic Productions Inc.,** North Hollywood, promoted to publicity director. He succeeds **Mickey Gross,** who assumes management of Western star Rex Allen.

•

Joseph M. Callan, formerly vice president, Kling Studios, Chicago, becomes president, Einson-Freeman, Chicago, lithographer and window display manufacturer.

NARTB MEETS OPEN TODAY WITH DIST. 17, SEATTLE

NARTB's annual series of district meetings is scheduled through Nov. 5. Convening this week are Dist. 17 at Seattle, Dist. 15 at San Francisco and Dist. 16 at Los Angeles. The series will feature radio and TV workshop sessions.

ANNUAL series of NARTB district meetings will open today (Monday) in Seattle, setting off a nationwide schedule that will wind up Nov. 4-5 in Boston.

Richard M. Brown, KPOJ Portland, Ore., will open the series this morning at the Benjamin Franklin Hotel, Seattle, in his role as director of NARTB Dist. 17 (Wash., Ore., Alaska). Two other meetings are scheduled this week—Wednesday-Thursday at the Mark Hopkins Hotel, San Francisco (Dist. 15, No. Calif., Hawaii, Nev.), and Thursday-Friday at the Statler, Los Angeles (Dist. 16, Ariz., So. Calif., Nev.).

William D. Pabst, KFRC San Francisco, is Dist. 15 director with Albert D. Johnson, KOY Phoenix, serving as Dist. 16 director.

Second week's itinerary will include Dist. 14 (Mountain states) at Sun Valley, Idaho, Sept. 20-22; Dist. 10 (Iowa, Mo., Neb.) at Cedar Rapids, Iowa, Sept. 23-24, and Dist. 11 (Minn., N D., S. D.) at Minneapolis.

Workshops Featured

Two workshop sessions will be featured in the 1953 series of meetings. On the afternoon of the opening day delegates will gather behind locked doors in a hair-letting-down discussion of key radio problems. A television clinic will be held the morning of the second day, featuring problems of small-market TV in discussions led by a station operator. The schedule has been juggled for this week's Los Angeles meeting, moved forward a day because of Yom Kippur observance.

The closed workshops on the first day will be of the earthy type, going into problems picked by station members on the basis of an NARTB questionnaire. Topics will include methods of paying salesmen, principles of profitable radio station operation, sales practices, adequate staff and station needs, music copyrights, lottery laws, developing and controlling personalities, double-billing, cost control-budgets, collections and news.

NARTB President Harold E. Fellows, who will make his annual report to district meeting delegates on the opening morning, will take part in the workshops as will Robert K. Richards, administrative vice president, and Richard P. Doherty, labor relations vice president.

Mr. Richards will address the opening morning sessions in the first half of the meeting schedule on principles of profitable radio station operation, following with a review of the industry's government relations activities. Ralph W. Hardy, government relations vice president, will perform this role in the second half of the schedule.

W. D. Rogers Jr., KDUB-TV Lubbock, Tex., a former member of the NARTB Television Board, will conduct the TV clinics at this week's meetings. Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, will take the second week, and James H. Moore, WSLS-TV Roanoke, Va., will handle the third week.

Bob McAndrews, of KBIG Los Angeles, will address the opening luncheon today on problems of radio stations competing in TV markets. President Fellows will speak tomorrow at a joint luncheon with the Seattle Advertising Club. His topic will be: "They're Nc Identical Twins."

Mr. Doherty's portion of the first mornin will cover economic developments in radio dur ing the last year followed by a review of radi employment trends.

The Los Angeles agenda opens Thursda with Mr. Johnson presiding. Mr. Fellows an Mr. Richards will follow, and the round tabl will be held in the afternoon. Mr. Doherty wil not reach Los Angeles until Friday and h will be main speaker at the morning sessior The second-morning TV seminar is moved int the afternoon of the second day.

A feature of this year's meetings will be a analysis of radio news and its relation to statio operation. The NARTB Research Dept., o which Richard M. Allerton is manager, ha completed tabulation of station questionnaires

The results of the survey will appear in fou sections. First will be directed to managemen and second to news directors. Third sectio will cover comments submitted by station man agers and news directors. The fourth sectio will include conclusions. Mr. Richards will re view preliminary conclusions at the distric meetings.

Delegates attending the closed round tabl sessions the first day will receive kits of asso ciation material designed to aid them in sta tion operations. The kits will include the fol lowing: Formula for estimation of media ex penditures in an area; formula for self-appraisa of a manager's competency, radio sales aids wage-hour review, hints for staffing small TV stations, lottery laws analysis, promotion piec on blueprint for successful community rela tions, and summary of results in news survey

Mr. Fellows is scheduled to give an address "Reflections on Looking Into a Hotel Mirror," in San Francisco.

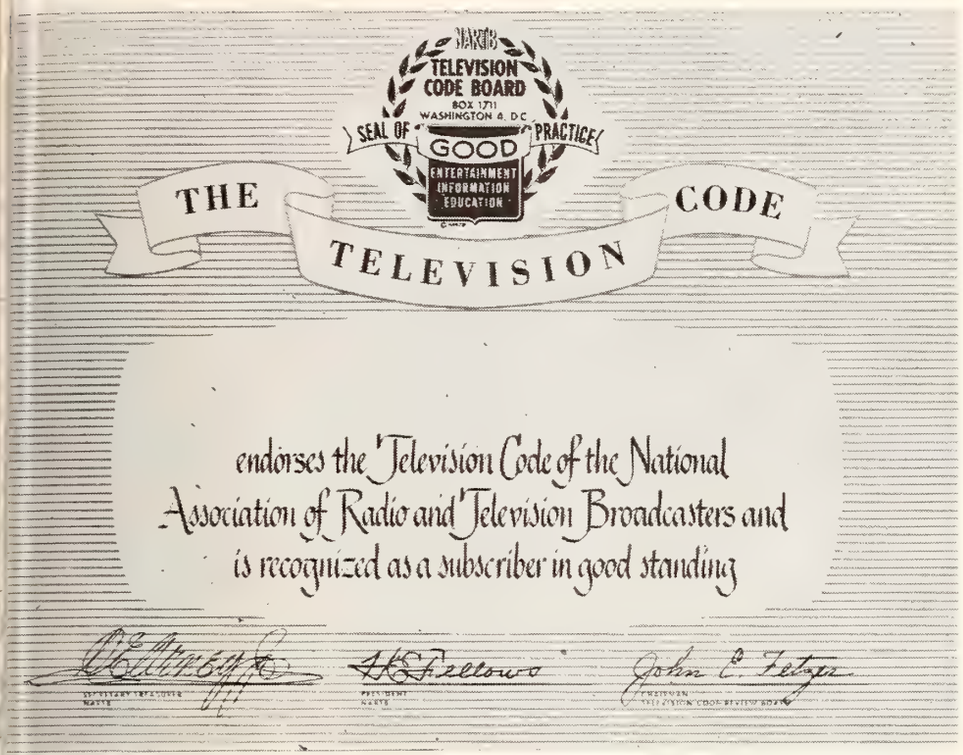
As usual a number of NARTB associat members will make the annual "flea circus' pilgrimage around the district meeting circuit

More Date Changes

TWO more changes in NARTB district meetings were made last week. The Dist. 14 meeting at Sun Valley, Idaho, begins a day earlier than previously scheduled, and runs through Sept. 22. The Dist. 7 meeting at Cincinnati also had a day added—Oct. 1-3 instead of Oct. 2-3.

Selling Pitch at SCBA Meet

SALESMEN'S rally comprised the monthly luncheon meeting of the Southern Californi Broadcasters Assn., held Thursday at Holly wood Roosevelt Hotel and attended by the sale staffs of 58-member stations. Fall promotion plans were revealed, as was the SCBA 195 Radio Presentation. Managing director Norman Nelson takes the presentation to New York and other key cities this month.



TELEVISION stations subscribing to the NARTB Television Code have been given "diplomas" for station display. The revised code seal appears at the top, with call letters entered in the center space.

N. Y. AWRT PLANS FALL SESSIONS

THEME of the fall convention scheduled by the New York State chapter of American Women in Radio & Television Sept. 25-27 at Buffalo's Hotel Statler will be "What's Ahead for Me in Radio and Television?" according to Sally Work, women's programs director, WBEN Buffalo.

Arrangements will be handled by Jan Gardner Pinter, H. J. Weil Adv., and Mrs. Lawrence Shank, WEBR Buffalo. A reception on the evening of Sept. 25 at the home of Mrs. Helen Neville, WGR Buffalo commentator, will open the meetings.

A Sept. 26 panel will feature: Ann Rogers, WHAM-AM-TV Rochester; Mrs. Neville; Barbara Hall, Rural Radio Network, Ithaca; Mary Louise Brady, WEBR; Dorothy Kaszubiak, WBEN-TV Buffalo; Jane Barton, Dept. of Commerce, Albany; Mrs. Pinter; Marion Roberts, WBEN-TV, and moderator-speaker, W. Robert Rich, WBEN program director.

Luncheon speakers Sept. 26 will be Ann Howard Bailey, BBDO, and Pauline Frederick, NBC news commentator. That afternoon the AWRT members will take a scenic tour. A second tour will be made Sept. 27.

Industry Group Seeks Census Funds Restoration

A GROUP of some 50 market researchers representing advertising, publishing and manufacturing laid preliminary plans Thursday for the formation of a Coordinating Council on Economic Information [B•T, Sept. 7].

The council's aim is to persuade Congress to vote funds to restore the quinquennial business census which was to have been taken this year but was killed by a Congress cut of the $11.6 million in funds to pay for it.

New group came into being at a luncheon meeting in New York, called jointly by Otis T. Wingo, research director, Research Co. of America; Dr. Vergil Reed, vice president and director of research, J. Walter Thompson Co., and Prof. Neil H. Borden of Harvard Graduate Business School, who is national president of American Marketing Assn.

Radio-TV Aid to Ad Council Lauded by Ex-Chmn. Morgens

In his report for 1952-53, Mr. Morgens quotes Nielsen figures showing sponsored network radio programs responsible for three billion home impressions for 18 top-priority campaigns and 39 others held by the Council.

RADIO-TV support of The Advertising Council's projects during 1952-53 was lauded last week in the organization's eleventh annual report, signed by that year's board chairman, Howard J. Morgens, vice president in charge of advertising for Procter & Gamble.

The report quoted A. C. Nielsen Co. figures showing that sponsored network radio programs alone were responsible for three billion home impressions in behalf of 18 top-priority campaigns and 39 others sponsored by the Council during the year. Sponsored network TV programs similarly devoted to 17 major and 10 other Council drives were credited with two billion home impressions.

These figures do not include the effect of local stations' support of Council projects.

The report pointed out that "radio stations' coverage given the Register-and-Vote campaign, spearheaded by the NARTB, surpassed any public service drive in the history of the industry."

In television it was noted that TV's "public service support jumped more than 100% over the previous year," that "coverage was stepped up phenomenally by advertisers, advertising agencies, networks and stations," and that "filmed TV programs began to help—with promise of even greater expansion of regularly scheduled TV support."

Chairman of the Council for 1953-54 is Philip L. Graham, publisher of *The Washington Post* (WTOP-AM-TV Washington, WMBR-AM-TV Jacksonville, Fla.).

Adams to Address ANA

SHERMAN ADAMS, assistant to President Eisenhower, will address the Sept. 23 luncheon of the Assn. of National Advertisers at the Drake Hotel, Chicago, final session of the 44th annual ANA meeting [B•T, Sept. 7]. Other speakers not previously announced are C. H. Percy, president, Bell & Howell, who will discuss the growing importance of films as a communications tool for American industry, and John McLaughlin, advertising and sales promotion manager, Kraft Foods, who will report on Kraft's successful merchandising, advertising and product development techniques. Mr. Percy and Mr. McLaughlin will both speak during the Tuesday afternoon session on "Profit-Producing Advertising Strategies."

NARTB PROMOTES ELDER, RILEY

OSCAR ELDER, manager of publicity for NARTB, has been named assistant to the vice president in charge of government relations, Ralph W. Hardy, NARTB President Harold E. Fellows announced last week.

Fran Riley, NARTB editor of publications, takes over Mr. Elder's duties in publicity. She becomes manager of information, a new position encompassing both publications and publicity responsibilities of NARTB, Mr. Fellows said.

Joining NARTB as assistant manager of information is Sally Ball Kean, who formerly served with WOL Washington, WGAY Silver Spring, Md., and more recently on the public relations staff of the D. C. Chapter of the American Red Cross.

Elder, Riley Backgrounds

Mr. Elder has been with NARTB since October 1950 and is a former sports publicist and newspaperman on Washington, D. C., and Florida dailies.

Miss Riley, who has served with NARTB since July 1952, formerly was promotion and publicity director for an independent packager of radio and TV programs, and before that did public relations work in New York City and Indiana and was women's director for WBIW Bedford, Ind.

Mrs. Kean, a native of Des Moines and a resident of Washington, D. C., for the past



Mr. Elder



Miss Riley

eight years, is a graduate of William Woods College, Fulton, Mo., and of the U. of Missouri School of Journalism. She is the widow of the late Lt. Cmdr. N. R. Kean, USN.

W. VA. STATIONS HOLD FALL MEET

Paul Schlesinger of Tatham-Laird says there is the practical approach which must be considered in the relationship between radio and TV stations and agencies.

THE ideal and the practical approach to radio and television between stations and agencies was described for members of the West Virginia Broadcasters Assn. at its fall meeting Sept. 5-6 at the Greenbrier in White Sulphur Springs.

Paul Schlesinger, radio-TV manager, Tatham-Laird Agency, Chicago, dismissed the ideal approach—by which sales results could be predetermined from unvarying values affecting station circulation and program popularity—as out of the question.

The practical approach, Mr. Schlesinger said, involved these elements: Public acceptance of a station and its personalities, public gratitude for the service it renders, ratings, costs and merchandising assistance.

Must Give Facts

Mr. Schlesinger said stations and representatives must give agencies facts about their particular markets that are not available elsewhere; must know the advertiser and his selling problems; must make a concrete proposal for merchandising help by the station and add needed improvements during the period of contract, and must advise the advertiser what his competition is doing in the market.

He predicted the future for radio lies in local news, sports and music, which "continue to thrive" in the face of TV competition.

The West Virginia broadcasters heard a talk on "Property Rights in Program Content" by Robert J. Burton, BMI vice president. He said broadcasters, advertisers, agencies, producers and others who have a stake in the ownership of program ideas, formats and titles have no protection under copyright law. Therefore, they must look to the laws affecting unfair competition and implied contracts, he said.

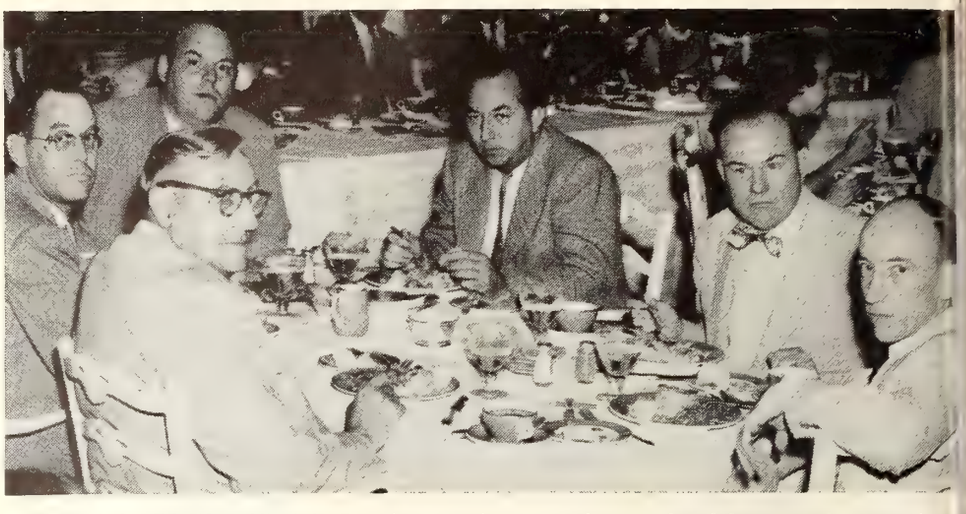
To protect a program idea, one must determine its ownership, facts about its use and its user and whether the idea is original enough to create a property right, said Mr. Burton.

Other speakers included Thomas F. Flanagan, managing director of Station Representatives Assn., who described the "Crusade for Spot Radio"; Don Whitehead of AP in Washington, D. C., who talked on coverage of the Korean War; Arthur C. Schofield, promotion director, Storer Broadcasting Co.; Robert K. Richards, NARTB administrative vice president, and George Clinton, WPAR Parkersburg, NARTB Dist. 3 director.

Officiating at the West Virginia meeting were Alice Shein, WBTH Williamson, WVBA president; Paul A. Myers, WWVA Wheeling, vice president, and John S. Phillips, WHTN Huntington, secretary-treasurer.

Other events on the two-day schedule included a ladies' reception, cocktail party, dinner dances on both days and the President's Cup golf tournament, with George Gray, WKNA Charleston, as chairman.

Winner of the President's Cup was Andy Hoffman, WWVA Wheeling, who was low gross scorer. Some 45 broadcasters and guests played in the tournament.



SIX of the 75 West Virginia Broadcasters Assn. members on hand for annual convention are seated around this table at the Greenbrier, White Sulphur Springs. The meeting was held Sept. 5-6. Counterclockwise from left are John H. Taylor and Leonard Zinck, WMOD Moundsville; C. T. Garten, WSAZ Huntington; Andrew Vickers, WMON Montgomery; Robert R. Thomas Jr., WOAY Oak Hill, and Harry G. Bright, Sesac field representative for the state.

FCBA Outing Oct. 17

ANNUAL outing of the Federal Communications Bar Assn. will be held Saturday, Oct. 17, at Twin Oaks, near Vienna, Va., the estate of Horace Lohnes, it was announced last week by FCBA President Fred Albertson. The outing is for FCBA members and their guests. This year, however, the FCC Commissioners and Commission personnel who normally would be invited by individual law firms and attorneys will be guests of FCBA itself.

Meyers to Address Arkansas Broadcasters

ARKANSAS Broadcasters Assn., which meets today (Monday) in Little Rock with an expected attendance of 90 persons, is scheduled to be addressed at its morning session by Howard Meyers, vice president-western sales manager of the O. L. Taylor Co., according to W. V. Hutt, KLRA Little Rock, ABA president.



Mr. Meyers

Mr. Meyers will speak to an ABA sales clinic on "Radio—Phrase III" at the Hotel Marion sessions. He also will speak to Little Rock's Sales Executive Club.

Other speakers for the ABA meeting: Lucille Simmons, timebuyer, Lake-Spiro-Shurman Inc., Memphis, and Phillip G. Back, local agency executive. Kerman F. Tracy, KLRA chief engineer, and Kermit Richardson, KGHI Little Rock assistant manager, will head the engineering conference, at which speakers will be Ernest C. Thelemann, central supervisor, Conelrad, Kansas City; Arthur D. Evans, chief engineer, Texas Instruments Inc., Dallas, and S. H. Van Wambeck, chief engineer, Hammarlund Mfg. Co., New York.

Recording Standard Changes Sent Out by NARTB's Walke

CHANGES in the NARTB Recording & R producing Standards, used throughout the wor as the foundation for recording techniques ar equipment, were sent out last week by A. Pro Walker, NARTB Engineering Dept. manage

The new provisions were approved last Jun by the NARTB board after having been r viewed and approved April 28 by the NART Recording & Reproducting Standards Commi tee, which met during the industry conventio in Los Angeles [B•T, May 4].

Principal changes and additions cent around disc and magnetic tape specification The disc changes are expected to bring in proved transcriptions and greater freedom domestic and international exchange. Othe standards deal with fine-groove transcriptior and records, and 45 rpm records used fc broadcasting.

New magnetic tape language provides fc tape moving at 15 inches per second a 5 microsecond pre-emphasis at high frequence This will permit wider exchange of tapes be tween machines of all manufacturers with n degradation in reproduction quality, it wa stated. Other provisions cover signal-to-nois level, standard reference level and methods c winding tape on reels.

The new standards are included in a supple ment to the NARTB (NAB) Engineering Hanc book. Original standards were adopted in 194 after long study. They are credited with bring ing about uniformity in recording technique and equipment.

Russell Heads TV Clinics

JAMES D. RUSSELL, KVOR-KKTV (TV Colorado Springs, will direct television clinic at three NARTB district meetings to be held i October. These include District 5 at Atlant Oct. 19-20; District 4 at Asheville, N. C., Oct 21-22, and District 3 at Philadelphia, Oct. 23 24. In addition he will take part in the Distric 14 meeting at Sun Valley, Idaho, Sept. 22-2 as a member of the panel on small marke TV operations.



The Italian Influence

The striking-looking lady above is clothed in an original by Giovannelli Sciarra of Rome. Be not amazed if you soon see similar styles in America. The creativeness of Italian designers is exerting a major influence in making American women the best dressed in the world.

You might be surprised in how many different ways the Italian Influence makes itself felt in present-day America. You can see it in our cars, our fabrics, our films, our menus, our industrial design. It is a pervasive and important force wherever we seek smarter, more modern ways to shape our products and surroundings.

Here in New York, WOV interprets the Italian Influence to the great and prosperous market which understands it most readily: the more-than-two-million Americans of Italian origin to whom WOV devotes its remarkable Italian-language program service. In our hands, the Italian Influence is an instrument of power wherewith to sell your goods.

Let us show you how we can put it to work for you, achieving sales in New York beyond your hope.

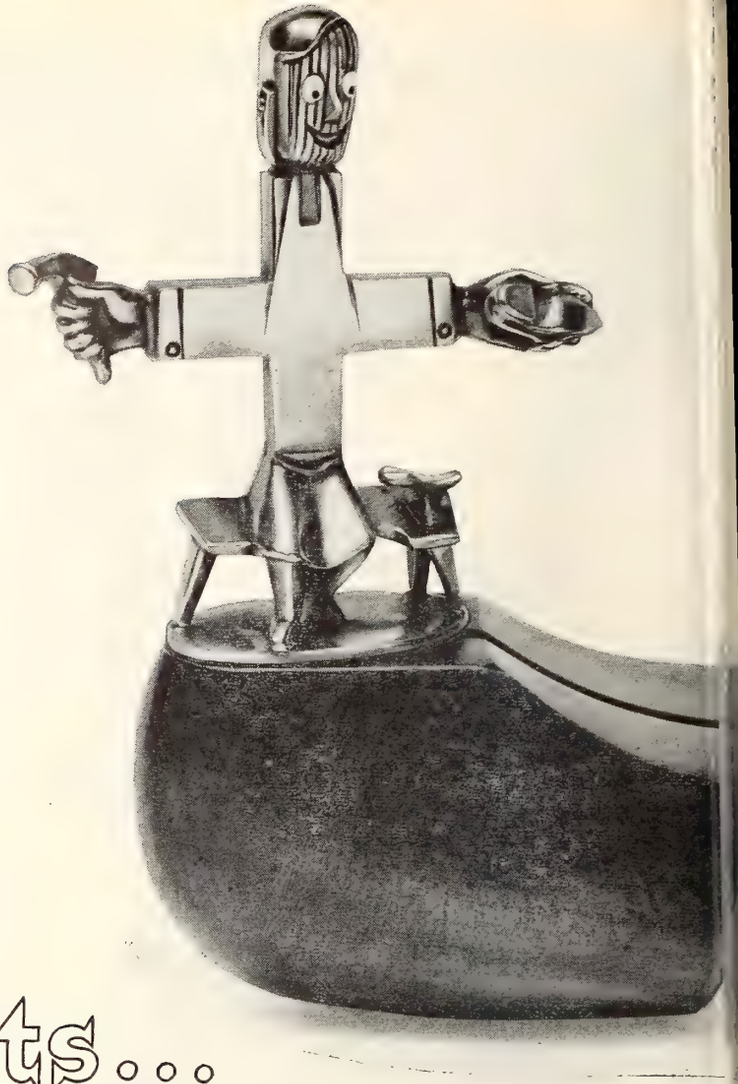
730 FIFTH AVE., NEW YORK 19 •

ROME STUDIOS: VIA di PORTA PINCIANA 4

Representatives:
John E. Pearson Co.

One of America's Important Stations

WOV NEW YORK 5000 WATTS



If the shoe fits...

for total-U.S. coverage

for better daytime selling

for TV-resistance after dark

for dominance of Non-TV America

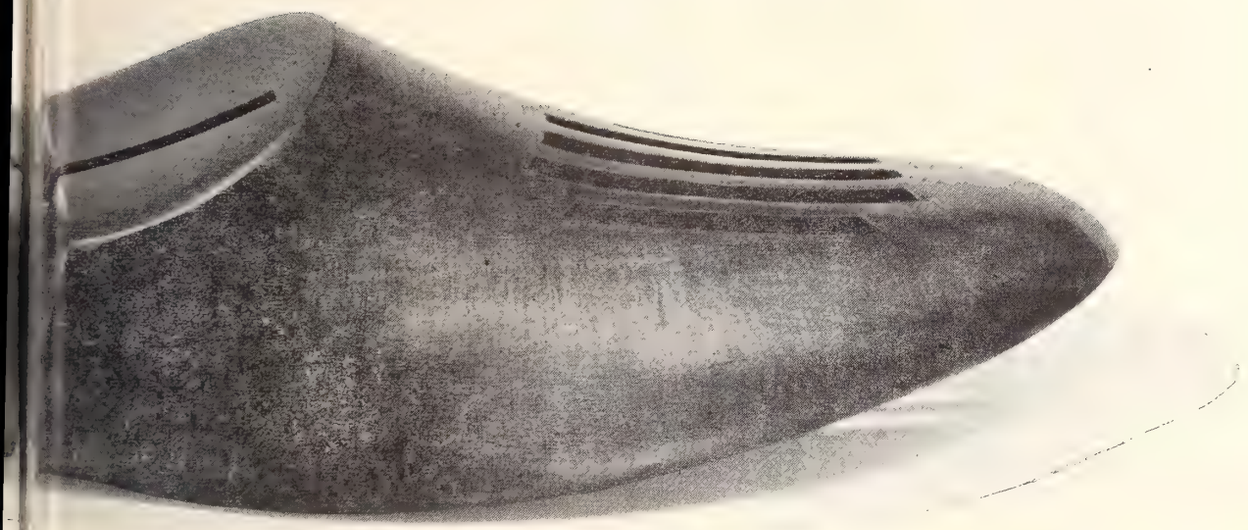
for mass audience, day or night

for campaign results, '53 style

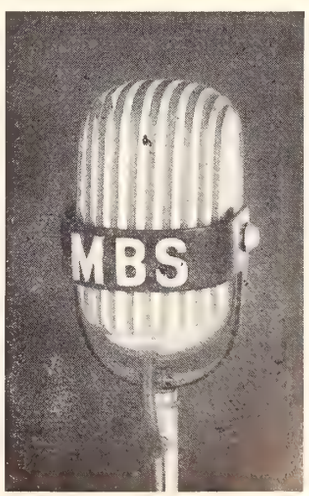
for sales economy, *your* style

for maximum flexibility

for immediate details



560 stations in the world's largest network
a stronger-than-ever lineup of daytime programs
news, music, drama upgraded at peak evening hours
a 2-to-1 listener preference over any other network
new ways to win cumulative audience, all week long
consistent highs in homes-per-dollar performance
consistent lows in actual time-and-talent cost
network radio geared to *your* needs today
LOngacre 4-8000 in New York and
WHitehall 4-5060 in Chicago



Mutual Broadcasting System ...built to LAST

AFA Advances 5-Point 'Know Advertising' Campaign

A FIVE-POINT program designed to foster better public understanding of advertising and to improve standards of good taste and believeability in advertising was recommended last week by the Advertising Federation of America to its 1,200 affiliated clubs throughout the country.

The first project advanced for the year was the renewal of the campaign for a "better understanding of advertising" which will be launchd by AFA on or about Oct. 15. It was pointed out that for the first time, television material will be included among advertisements and scripts prepared for the campaign.

Other recommendations of the AFA included plans for joint promotion of National Advertising Week on February 14-20, 1954, with the Advertising Assn. of the West; a national high school essay contest on advertising; a continuing campaign for advertising integrity which AFA launched last year, and a program of "continuing vigilance against harmful advertising legislation or restriction."

An AFA announcement last week said the organization is still seeking a symbol-with-slogan for "integrity in advertising" for which it offered a $100-prize last year. AFA announced a new contest to end on May 15 with a cash prize of $250 for a satisfactory emblem.

On Or About
NOVEMBER 1st
ROCHESTER
BECOMES A
TWO TELEVISION
STATION CITY
THROUGH:

CHANNEL 10 VHF
CBS BASIC • ABC AFFILIATE
OPERATED SHARE TIME BY
WHEC-TV • WVET-TV
FOR AVAILABILITIES, ADDRESS ERVIN F. LYKE
CHANNEL 10, ROCHESTER 4, NEW YORK
ROCHESTER, N.Y.
EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

Production Unlimited

CHICAGO is the world's leading producer of electronics and communications equipment, according to the Chicago Assn. of Commerce and Industry. City's current output of radio-TV receivers, radar, phone and other equipment is running at an annual rate of $750 million, the association reported.

Conelrad Manual Issued by NARTB

"CONELRAD SIMPLIFIED," a manual prepared by NARTB for its members in preparation for the first extensive nationwide tests of the Conelrad Plan Wednesday, is being distributed to broadcasters, Harold E. Fellows, NARTB president, said last week.

Stations which hold National Defense Emergency Authorization have been urged to participate in the tests by the FCC and the Federal Civil Defense Administration. Hours, designated between 1:30-4:40 a.m., have been staggered across the country according to time zone differentials, Mr. Fellows said. (See story, page 66).

"Conelrad Simplified" was prepared under direction of A. Prose Walker, NARTB manager of engineering. Mr. Walker formerly was eastern supervisor of Conelrad for the FCC.

Mr. Walker described the role of the broadcasts, "should our country ever be attacked," as "equal to that of the defense arm of the military," and said failure of a single station to comply with Conelrad rules could "seriously endanger our national defense." He expressed hope the NARTB manual "will remove ambiguities and promote better understanding of the plan."

SRA Warns Stations Of 3-Second Commercial

REG ROLLINSON, director of advertiser relations, Station Representatives Assn., warned stations in a statement last week that "an effort to short circuit the standardized 'radio short' was being made by Donahue & Coe, for its client, Southland Coffee Co. of Atlanta."

Agency currently is requesting rates for three-word announcements ten times per day on a 30-day schedule [B•T, Sept. 7].

"Of course," Mr. Rollinson said, "no station interested in good advertising practices will irritate its audience with this type of commercial. Furthermore, past experience has demonstrated that even the four-second commercial is ineffective. Witness the Rinso failure."

An executive at Donahue & Coe told B•T that of all the stations asked to take the unusual three-word commercial, "a little less than half" accepted the campaign.

Safety Council Meets Oct. 19

ANNUAL convention of the National Safety Council will be held in Chicago Oct. 19-23, it has been announced. More than 200 sessions have been scheduled for the convention—the National Safety Congress and Exposition. Radio-TV and other media cooperation on NSC projects are expected to be reviewed.

To Television and Radio Station Owners and Managers:

please pardon us if we haven't called on you!



Recently a big TV executive walked into our New York office and growled, "Every outfit in the business has called on me, and romanced me, except H-R. What's the matter, don't you think my station is good enough for you?"

After we eased him into the leather upholstered chair and fed him a cigar, we explained our situation thusly:

Not only does H-R *not* have any desk-bound brass but also we don't have any traveling ambassadors. Every one of the mature, successful owner-partners has a regular list of agencies and clients on which to call . . . every day . . . every week. We are committed to the member stations of our family to give them this selling service and we're never going to let them down.

Then when we told the big TV exec about a fundamental policy on which H-R was founded — *"We Always Send a Man to do a Man's Work,"* whether it be one of the owner-partners or one of our high calibre SALESmen, the TV mogul was mollified . . . and pleased.

P. S. He signed with us for representation.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

RADIO H·R TELEVISION

405 Lexington Avenue, New York 17, N. Y.
Murray Hill 9-2606

35 E. Wacker Drive, Chicago 1, Illinois
RA ndolph 6-6431

And On the West Coast:

Harold Lindley, Vice President
6253 Hollywood Blvd., Hollywood 28, Calif.
Granite 1480

James Alspaugh, Manager
155 Montgomery St. San Francisco 4, Calif.
Exbrook 2-3407

TRENDEX ENTERS RADIO RATING FIELD

The marketing research firm also announces a 'working agreement' with ARB on sales.

ENTRANCE of Trendex into the radio program rating field was announced Thursday by E. G. Hynes Jr., president, who said that in October his organization will begin the collection of information on sets-in-use and program ratings, by quarter-hours, 8 a.m. to 8 p.m., Monday through Friday, in 45 markets. Data, he said, will be collected by use of the telephone coincidental method of interviewing.

At the same time, Mr. Hynes and James W. Seiler, director of the American Research Bureau, Washington, which covers the TV program rating field, announced jointly that salesmen for both organizations will sell each other's services—although there will be no "package" discount when both are bought. Both organizations also will bill separately.

Cities surveyed by Trendex will be divided into three groups, Mr. Hynes said, with four reports a year planned for each group. Schedule of field work and publication calls for field work to be done in October in New York, Washington, Chicago, Boston, Providence, Cleveland, Philadelphia, Cincinnati, Columbus, Detroit, Milwaukee, Baltimore, Dayton, Buffalo and Atlanta, with reports to be issued Dec. 1.

Field work is scheduled for November in Indianapolis, Richmond, Kansas City, St. Louis, Chattanooga, Nashville, Memphis, Akron, New Orleans, Birmingham, Toledo, Oklahoma City, Miami, Jacksonville and Minneapolis-St. Paul with reports out Jan. 1.

Group III will get its field work in November with reports ready Feb. 1, covering Los Angeles, Fresno, Louisville, Des Moines, Dallas, Ft. Worth, Sacramento, San Antonio, Tulsa, Denver, San Francisco-Oakland, San Diego, Houston, Salt Lake City, Seattle and Portland, Ore.

While the ten cities surveyed for the Trendex reports on comparative popularity of network TV programs are included in those to be used for its radio reports, there is no connection between the two operations, Mr. Hynes said. The radio and TV surveys in those cities will be made at different times of the month, he said, and only questions of radio listening will be asked by interviewers collecting radio information.

The joint announcement regarding the "working agreement" between Trendex and ARB was designed to set at rest rumors that the two research organization had merged, Messrs. Hynes and Seiler said. Trendex will check radio ratings in 45 cities through the use of telephone coincidental method, while ARB reports on TV program popularity in 60 cities through the diary method.

THE SUN SHINES BRIGHT

KENTUCKIANA'S PERSONALITY STATION



JIMMIE OSBORNE

KING RECORD STAR AND KING OF THE KENTUCKIANA COUNTRY SONG CIRCUIT! WITH FIVE NATIONWIDE HITS, JIMMIE'S RATES ARE STILL KINFOLKS' PRICE.

ASK A JOHN BLAIR REPRESENTATIVE FOR THE STORY—

WKLO-LOUISVILLE
ABC - 5,000 Watts
Joe Eaton, General Manager
JOHN BLAIR & COMPANY

'Lux Theatre' Tops Nielsen AM

CBS Radio's *Lux Summer Theatre* earned top radio network rating in the National Nielsen Ratings for the week of Aug. 2-8. Leading programs were listed as follows:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for All Programs)	(1,477)
1	Lux Summer Theatre (CBS)	2,730
2	Yours Truly, Johnny Dollar (CBS)	2,641
3	Great Gildersleeve (NBC)	2,596
4	People Are Funny (CBS)	2,551
5	Best of Groucho (NBC)	2,462
6	Mr. and Mrs. North (CBS)	2,372
7	Father Knows Best (NBC)	2,327
8	Arthur Godfrey's Scouts (CBS)	2,283
9	Dr. Christian (CBS)	2,148
10	Meet Millie (CBS)	2,148
EVENING, MULTI-WEEKLY		
	(Average for All Programs)	(985)
1	One Man's Family (NBC)	2,104
2	News of the World (NBC)	1,835
3	Lowell Thomas (CBS)	1,387
WEEKDAY		
	(Average for All Programs)	(1,387)
1	Arthur Godfrey (Nabisco) (CBS)	2,327
2	Our Gal, Sunday (CBS)	2,193
3	Romance of Helen Trent (CBS)	2,193
4	Pepper Young's Family (NBC)	2,193
5	This Is Nora Drake (Seeman) (CBS)	2,148
6	Ma Perkins (CBS)	2,148
7	Right To Happiness (NBC)	2,104
8	This Is Nora Drake (Toni) (CBS)	2,059
9	Arthur Godfrey (Pillsbury) (CBS)	2,059
10	Guiding Light (CBS)	2,014
DAY, SUNDAY		
	(Average for All Programs)	(582)
1	World Music Festivals (CBS)	1,387
2	Hour of Decision (ABC)	895
DAY, SATURDAY		
	(Average for All Programs)	(1,164)
1	Stars Over Hollywood (CBS)	2,014
2	Theatre of Today (CBS)	1,969
3	Fun For All	1,566

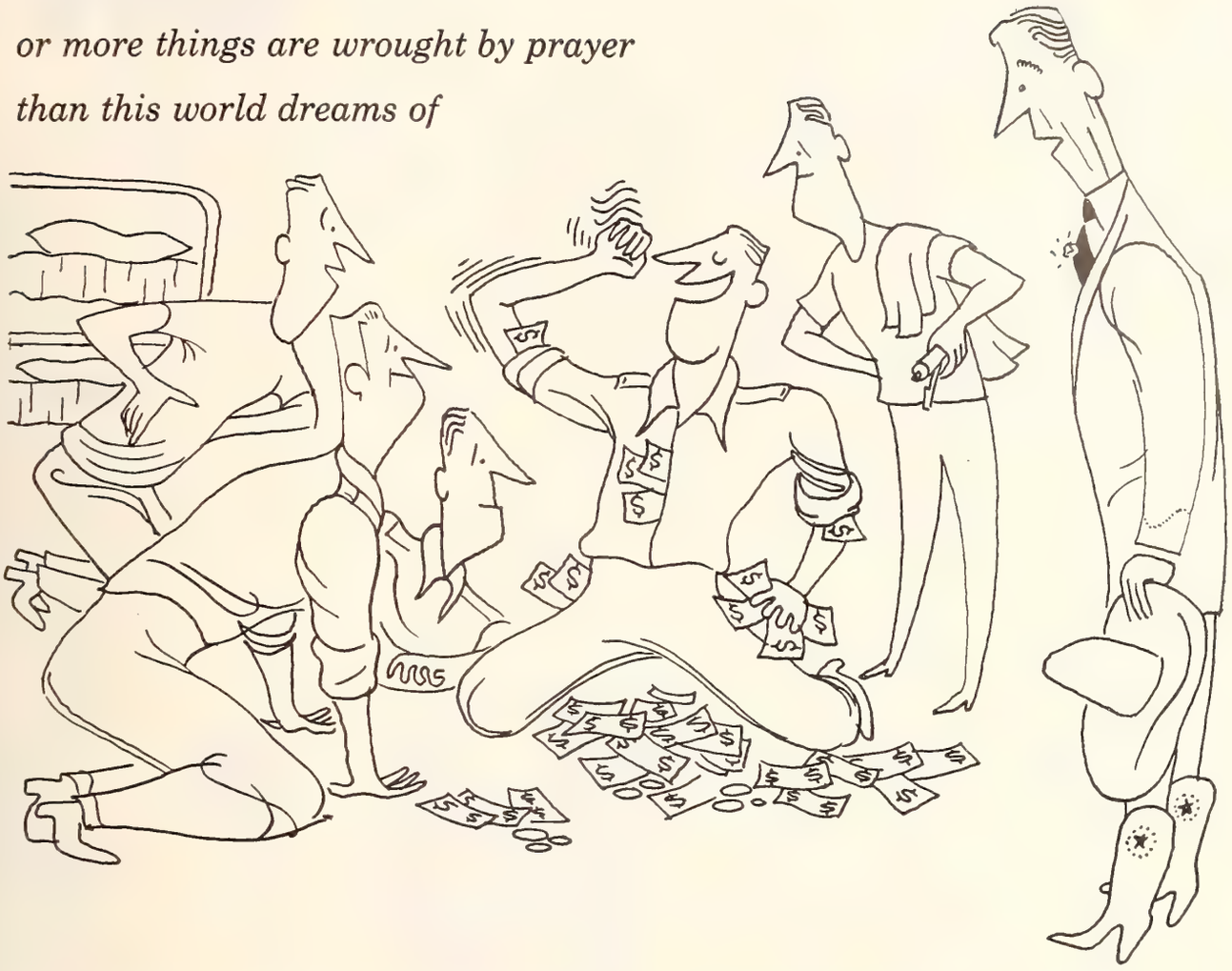
Copyright 1953 by A. C. Nielsen Company

'Scouts' Heads 'Hooperade'

CBS-TV's *Arthur Godfrey's Talent Scouts* took first place in five of the six cities in the "Hooperade of TV Stars" for August, but did not place in Los Angeles where NBC-TV's *Dragnet* was first, according to C. E. Hooper Inc. Programs which were ranked in second place in one or more of the six cities during August included *Racket Squad*, *What's My Line?*, *The Best of Groucho* and *Dragnet*.

SEVEN HEAVEN

or more things are wrought by prayer
than this world dreams of



Couple of old friends met in a barracks crap game at the Amarillo Air Force Base. One prospered mightily, the other couldn't put one pass on top of another; when the game ended, one was loaded, the other broke. "Tough," said the winner. "Yeah," his friend replied. "Been months since I make a move. How you do it?"

"Prayer!" was the enthusiastic answer. The loser took his friend's advice, attended chapel regularly, sat in a poker game the next pay day—and lost his bundle. They met later. "How you doing?" asked the advocate of prayer. "I'm nowhere. You gimme a bum steer."

"Works fine for me. What you playing?"

"Poker."

"Where you praying?"

"Post chapel."

"Oho! That's for dice. For poker you gotta go to church in town."

* * *

In this age of specialization it's good to know there are two ways to reach the folks who make Amarillo's annual per family retail sales the highest in the nation: KGNC AM and KGNC TV. And you don't have to pray for an audience.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

KKTV

"Fancy Pants" and "IRONSIDES"

got married...on Cheyenne Mountain

much to the surprise of the television world. (Most people didn't even know they were running around together.)



Social note: The above formal announcement makes "SUPER-MARKET" legitimate! (Since "SUPER-MARKET" came along so soon after Fancy Pants and Ironsides were married...there has been considerable lifting of eyebrows among television research men and time buyers.)



"super-market" **is quite a husky lad... stands on his own two feet and is quite capable of keeping the neighborhood kids out of his own back yard.**

Actually — Super-Market's back yard is just about the purtiest television package in the West. Starts "two-whoops-and-a-holler" south of Denver, covers Eastern Colorado like the dew, and runs a "fur-piece" on South of Pueblo. Sort of a Paul Bunyon set-up that jumps Super-Market's back yard up to 108th position in the nation.

KKTV channel 11

TV COLORADO, INC.

COLORADO SPRINGS, COLORADO

Represented by Geo. P. Hollingbery

serving COLORADO SPRINGS, PUEBLO, SOUTHERN COLORADO

TELESTATUS®

Weekly TV Set Summary—Sept. 14, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,900
Montgomery	WCOV-TV	.....	12,800
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	15,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	40,458
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV	.....	7,500
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	25,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	86,005
Quincy	WGEM-TV	.....	.....
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	215,000	.....
INDIANA			
Bloomington	WTTV	240,000	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	20,350
Muncie	WIBC-TV	.....	32,500
South Bend	WSBT-TV	.....	67,972
IOWA			
Ames	WOI-TV	142,085	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	45,440	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	9,800
New Orleans	WDSU-TV	200,400	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MAINE			
Bangor	WABI-TV	34,000	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	256,874	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	227,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	54,040	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	394,300	.....
St. Paul	KSTP-TV, WMIN-TV	394,300	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	194,604	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,635
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	37,734
Elmira	WTVE	.....	9,400
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,565,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	787,389	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....

FACTS and FIGURES



WTVJ hands You this market on a tray.

122,679 New Dwelling Units have been built in Greater Miami since 1945.

The great South Florida Market now includes 825,000 permanent year 'round residents.

WTVJ CHANNEL 4 MIAMI

Now under construction— 1000 ft. antenna — 100,000 watts

JACKSON'S
(MISSISSIPPI)
1st VHF
TELEVISION STATION
WSLI-TV
• 214,000 watts ERP
• 700-foot tower
• Modern studios
• Experienced staff



MISSISSIPPI'S WEALTHIEST MARKET

Weed Television — National Representative

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

City	Outlets on Air	Sets in Station Area vhf	uhf
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,905
	OKLAHOMA		
Lawton	KSWO-TV	30,587	....
Okla. City	WKY-TV	221,408	....
Tulsa	KOTV	145,600	....
	OREGON		
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
	PENNSYLVANIA		
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	197,000	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	44,948
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	100,000
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	65,100
	RHODE ISLAND		
Providence	WJAR-TV	1,043,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	35,360	.....
	TENNESSEE		
Memphis	WMCT	218,200	.....
Nashville	WSM-TV	122,657	.....
	TEXAS		
Abilene	KRBC-TV	6,154	.....
Amarillo	KFDA-TV, KGNC-TV	29,951	.....
Austin	KTBC-TV	43,709	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	6,000	.....
San Antonio	KEYL, WOAI-TV	153,975	.....
Texarkana	KCMC-TV	12,337	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	131,200	.....
	VIRGINIA		
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,500
	WEST VIRGINIA		
Huntington	WSAZ-TV	227,132	.....
	WISCONSIN		
Green Bay	WBAY-TV	64,096	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 233*
Total Cities with Stations on Air 164*
Total Sets in Use 26,936,687

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

C & W's VIDEOTOWN SURVEY CONFIRMS: TV STABILIZED IN MULTI-STATION AREAS

Sixth annual survey conducted in Videotown, actually New Brunswick, N. J., shows that television has a fixed part in the daily life.

TELEVISION has become a fixed part of the daily lives of the inhabitants of Videotown, Cunningham & Walsh reports in its sixth annual survey of this community, identified last year as New Brunswick, N. J., a self-contained community 40 miles from New York and with good reception from that city's TV stations.

"The 1953 survey substantiates the forecast made last year that TV has matured into a stabilized pattern in Videotown and other multiple-station areas," G. W. Tasker, C & W vice president in charge of research, said in announcing the results of this survey. "Set ownership continues to advance toward the 'every home' goal—62% ownership in 1952, 71% now."

Highlights of the findings of the 1953 study, limited to weekdays, include:

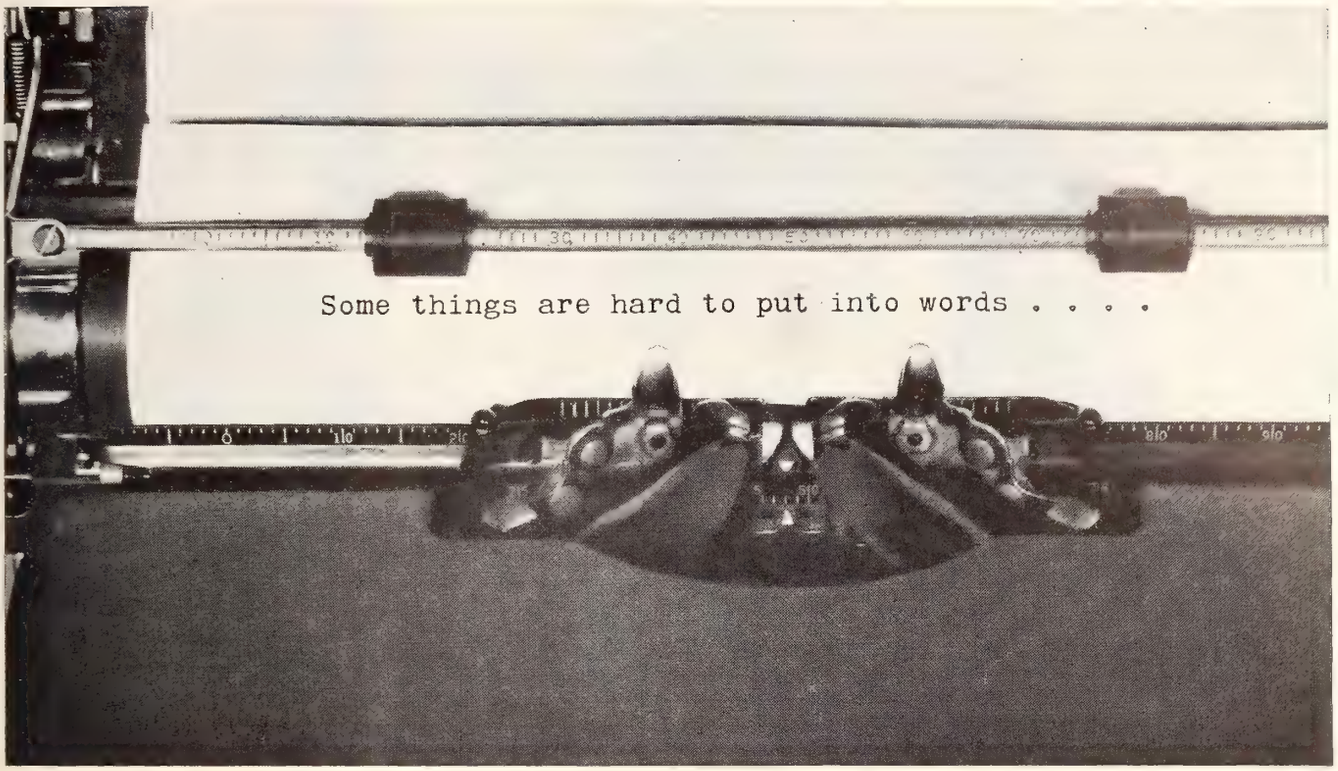
More than nine out of ten sets are used every evening, Monday through Friday, a slight increase over the 1952 figure of 86%. Average evening use is down slightly, with sets tuned in 4¼ hours, compared with 4½ hours a year ago.

This year, 73% of the people in TV homes watch TV in the evening, up from 70% last year. For the five evenings, Monday through Friday, total viewing time for all members of the family has risen a half-hour, from 11½ hours in 1952 to 12 hours this year. During the 4¼ hours the set is on during the average evening, individual members of the family come and go, with the average individual viewing time about 3¼ hours. Mother watches TV the most, followed by teen-agers, younger children and father, in that order. But, reports C & W, when dad does watch TV, the man of the house watches for a longer time than other members of the family.

Average evening time, when watching, is 3.64 hours for father, 3.56 hours for mother, 3.08 hours for teen-agers, 2.28 hours for younger children (more likely to be sent to bed earlier).

In contrast to the pretty well stabilized evening viewing situation, daytime viewing is still growing. Morning viewing in all TV homes rose from 1% in 1952 to 8% this year, with afternoon viewing apparently leveled off at 14%.

Morning radio listening increased again this year, as last. An average weekday morning finds 42% of women listening to radio—an increase of 27% over last year's morning listeners. Afternoon radio listening declined slightly and evening stayed about even with that of 1952.



Like, for instance, describing what it takes for really effective representation of outstanding television stations.

Foremost, such representation must be *exclusively* TV—with *all* the effort, *all* the interest devoted uncompromisingly to that medium. But quality television representation demands, too, a type of aggressive selling built upon long, sound experience in all advertising, and combined with deep insight of station operation.

Anyone who knows advertising, and also appreciates the gigantic impact of the television medium, realizes that TV is far too important to be merely one of two . . . or even three . . . masters served by a single representative.

Stations of the caliber that have selected Harrington, Righter & Parsons, Inc., demand quality representation devoted exclusively to television. Ask any one of them how wise this choice has proven to be.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

WBS Western Business Reported on the Rise

UPSWING in the amount of new business and number of renewals by radio stations in the West for World Broadcasting System sales and program service was reported last week by James Weathers, western division sales manager of World Broadcasting System Inc.



Mr. Weathers

He listed among new subscribers stations located in Honolulu and Seattle and in San Francisco, San Fernando, Crescent City and Atlas, Calif. Renewals were said to include stations in Pasadena, Salinas and Eureka, Calif., and Grant's Pass, Ore.

Mr. Weathers, who recently was named World's western division sales manager, has been with the company since 1951. Before joining World, he was sales manager of WNEX Macon, Ga. A native of Alabama, Mr. Weathers began his radio career in 1938 and served various stations as announcer, news director, program director and sales manager.

During World War II, he was in the U. S. Air Force, receiving the Legion of Merit for his part in establishing the Armed Forces Radio Service in the Panama Canal Zone.

Lovejoy, Watterston Die; Both Ascap Auditors

TWO ASCAP auditors, Thomas J. Lovejoy and Charles D. Watterston, died in the early days of September. Both are well known in broadcasting circles as they were engaged in visiting radio and TV stations throughout the country for periodic audits in connection with the percentage-of-gross payments made by stations to ASCAP for the right to use its music on the air.

Mr. Lovejoy, 52, who had been with ASCAP for more than 10 years, died Sept. 1 in St. Joseph's Hospital, Mankato, Minn., following a cerebral hemorrhage. Funeral was held Sept. 8 in Hartford. He leaves his wife and a son.

Mr. Watterston, 45, with ASCAP for about four years, died in Miami. Funeral was held Sept. 11 in Port Washington, N. Y. He is survived by a wife and two daughters.

Designers Guild Formed

COSTUME Designers' Guild has been formed in Hollywood, composed of members drawn primarily from the motion picture industry, and intended as a professional rather than a labor organization, according to George F. Wasson Jr., the group's attorney.

Newly elected officers are Leah Rhodes (free lance), president; Howard Shoup (free lance), vice president; William Travilla (20th Century-Fox), treasurer, and Yvonne Wood (free lance), secretary.



WINNING lyrics in the KMO Tacoma, Wash., segment of the RCA Thesaurus' "So You Want to Write a Song" contest are looked over by (l to r) Orchestra Leader Sammy Kaye; Robert Sour, BMI assistant vice president; A. B. Sambrook, manager of Thesaurus, and (at the piano) Bugs Bower, who composed music for the contest. The Tacoma winner was Miss Maurine Dodd. The contest is a feature of Thesaurus' *Sammy Kaye Show.*

'Do-It-Yourself' Demand

ASSERTING that more than 90% of the 500 stations carrying its 13-week series of five-minute "do-it-yourself" home improvement radio shows had sold the series locally, *Home Craftsman Magazine,* New York, has announced that a new 13-week series is now available on a one-station-per-city basis.

Spokesmen say the series is available without charge and that a sample package containing audition disc, merchandising tips, format for the entire series, and sample scripts will be supplied upon request. They said the only advertising on the series is "an offhand suggestion at the end of some shows" to "pick up a copy of *Home Craftsman.*"

Cochran Joins RCA Thesaurus

WALLACE COCHRAN, formerly with Capitol Records and Transcriptions, has been named southeastern sales representative for RCA's Thesaurus, TV films and syndicated programs, succeeding Henry Gillespie, who has joined Screen Gems as southeastern sales manager.

'Farm and Home' Favorites

RCA VICTOR issued a record album of "Favorites of the National Farm and Home Hour" coincident with the 25th anniversary of the NBC agricultural program. The selections are those most often requested by listeners. The program celebrated its 25th anniversary with a special hour-long broadcast Sept. 12 [B•T, Aug. 17]. Guests included Brig. Gen. David Sarnoff, RCA-NBC board chairman and Frank Mullen, president of Vitapix Corp. and former NBC executive vice president, among others.

To continue paying high rental for a transcription library year after year is just a heck of a lot of money down the overhead drain. Take a tip from smart, cost-conscious station operators!

Buy the STANDARD OWN-YOUR-OWN Transcription Library. You'll save thousands of dollars. And the library is *yours for keeps.* You'll get . . . 5,000 all-time favorite musical selections by the most popular performers in radio . . . plus 600 useful program and commercial aids. Start cutting music costs immediately with STANDARD. Write for price information, today.



Stop paying through the nose!

BUY and OWN-YOUR-OWN LIBRARY from
STANDARD RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Illinois

SOUND EFFECTS, TOO!

The most complete, most useful service in the business. Write for catalog today.

WTAR

TV • AM • FM
NORFOLK
VIRGINIA

proudly announce their affiliation with

CBS

RADIO AND
TELEVISION
NETWORKS

effective September the nineteenth

This combination of Norfolk's *dominant stations* . . . WTAR and WTAR-TV . . . with the Nation's most listened to networks assures our advertisers greater sales results in America's Miracle Market.

FCC APPROVES PLOUGH BUY OF WJJD; 13 STATION TRANSFERS GRANTED

Formal transfer of WJJD, sold by Marshall Field interests for $900,000 to Plough Broadcasting Co., is set for today (Monday). Present station staff will be retained under direction of Harold R. Krelstein, president of WMPS Inc.

SALE OF WJJD Chicago by the Marshall Field interests for $900,000 to Plough Broadcasting Co. was approved by FCC last week. Plough Broadcasting is a new subsidiary of Plough Inc., drug manufacturer and parent firm of WMPS Memphis [B•T, Aug. 10].

In other actions, the Commission also granted transfers involving KXOB Stockton, Calif., KWBC Fort Worth, Tex.; WNNC Newton, N. C.; KRPL Moscow, Idaho; WTIX New Orleans; WCLI Corning, N. Y.; KNEM Nevada, Mo.; WPEO Peoria, Ill.; WTOB-AM-TV Winston-Salem, N. C.; WFGM Fitchburg, Mass.; KULA Honolulu; WISO Ponce, P. R., and WMLS Sylacauga, Ala.

WJJD, established in 1934, is a limited time station operating directional with 50 kw on 1160 kc, the Class I-A clear channel of KSL Salt Lake City. An independent outlet, WJJD during the past five years has averaged an annual net profit in excess of $250,000 before federal taxes.

Transfer Today

Formal transfer of WJJD will occur today (Monday) in Chicago with Marshall Field Jr. and Carl J. Weitzel representing Field Enterprises Inc. Plough will be represented by Abe Plough, president of Plough Inc.; Harold R. Krelstein, president of WMPS Inc.; Harry B. Solmson, vice president, and Charles A. Harrelson, secretary-treasurer, both of Plough Inc.

Mr. Krelstein promptly will assume active direction of WJJD and said last week he intends to retain the present WJJD staff.

KWBC Fort Worth was granted assignment of license from Worth Broadcasting Co. for $150,000 to Associated Broadcasters Inc., partly owned by Joe W. Evans, southwest manager of Free & Peters, station representative.

KXOB Stockton was authorized to transfer ownership from Clem J. Randeau for $207,000 to Joseph E. Gamble, operator of KCMJ Palm Springs, Calif., and brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland, Ore., KJR-AM-TV Seattle and KLZ-AM-TV Denver.

Pacific Frontier Broadcasting Co., licensee of KULA Honolulu, was granted relinquishment of control by American Broadcasting Stations Inc., 56.67% owner, through sale of part of its stock to William B. Quarton, E. P. Franklin and Stanley G. Breyer for $45,000. American Broadcasting, now 41.11% owner of KULA, is operator of WMT-AM-TV Cedar Rapids, Iowa, and permittee for vhf Ch. 4 at Honolulu.

Mr. Quarton, vice president and general manager of WMT-AM-TV, acquires 5% holding in KULA while Mr. Franklin, general manager and 10% owner of KJBS San Francisco, acquires 7.5% interest. KJBS is one-third owner of KULA. Mr. Breyer, KJBS commercial manager, takes 2.5% share in KULA.

The other transfers:

WNNC Newton, N. C.—Granted assignment of license from Newton-Conover Bcstg. Co. for $45,000, John C. Greene Jr. and R. H. Whitesides d/b as Southern Radiocasting Co.

KRPL Moscow, Idaho—Granted assignment of license from Interstate Radio Inc. to Roy Anderson tr/as Latah County Broadcasters for $47,250.

WTIX New Orleans—Granted assignment of license from Royal Bcstg. Corp. for $25,000 to Mid-Continent Bcstg. Co., headed by Robert H. Storz.

WCLI-AM-FM Corning, N. Y.—Granted assignment of license from Elmira-Corning Bcstg. Corp. to Radio Corning Inc., including G. M. Jenkins, G. P. Droelle Jr. and associates. Consideration $35,000.

KNEM Nevada, Mo.—Granted assignment of license from Cecil W. Roberts for $30,000 to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM.

WPEO Peoria, Ill.—Granted transfer of control of WPEO Inc., licensee, from TV Radio Peoria Inc. for $55,000 to Errett G. Zendt, Frederick C. Vicic, Richard A. Herm, W. Dale Livingston, David L. Livingston and John R. Livingston.

WTOB-AM-TV Winston-Salem, N. C.—Granted relinquishment of positive control of Winston-Salem Bcstg. Co., AM licensee and TV permittee, by James W. Coan, John G. Johnson, Robert V. Brawley and Archibald Craige, through calling of stock options held by present stockholders and others. The Coan group, formerly 100% owners, now holds total of 44%. Other 56% is now owned by Jonas S. Rice, Earl F. Slick, Thomas B. Rice and Albert L. Butler Jr. Winston-Salem Bcstg. also holds 50% of WCIG-TV Durham.

WFGM Fitchburg, Mass.—Granted relinquishment of positive control of licensee, Wachusett Bcstg. Corp., by Ansel E. Gridley through sale for $15,200 of stock to Francis D. Edes and associates.

WISO Ponce, P. R.—Granted relinquishment of control of South Puerto Rico Bcstg. Corp. by Jose R. Freyre Montero and Luis E. Freyre Montero through issuance of new stock to Manuel Pirallo and associates. Consideration $3,500.

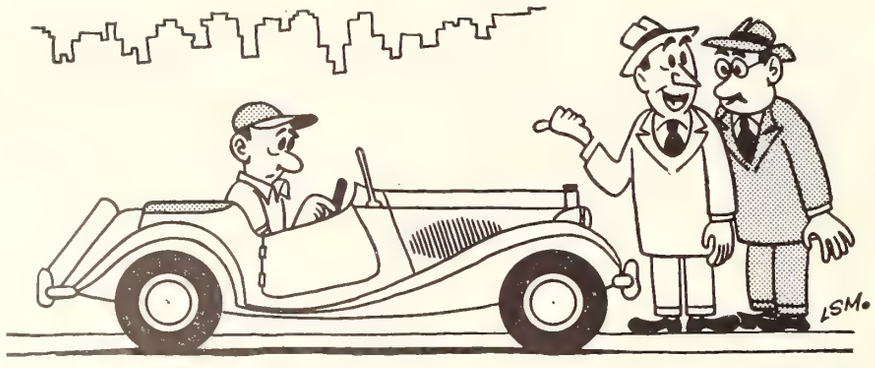
WMLS Sylacauga, Ala.—Granted transfer of control of Marble City Bcstg. Co. from Edward J. Smith and Richard L. Scroggins to Curtis O. Liles for $12,500.

To Use Mexican Clears

ADDITIONAL high power standard stations in the U. S. territories—to operate on Mexican Class I-A clear channels—appeared eventually possible last week as the FCC announced a notice of proposed rule making to permit the use of 730, 800, 900, 1050, 1220 and 1570 kc by fulltime, 50 kw Class II stations in Alaska, Hawaii, Puerto Rico and the Virgin Islands. Under the 1941 "gentlemen's agreement" between the U. S. and Mexico continuing the effect of the original North American Regional Broadcasting Agreement, the U. S. agreed to assign only 1 kw daytime station on these channels within the continental U. S. The territories were not covered, an FCC spokesman explained last week. Mexico is not party to the 1950 NARBA which is awaiting ratification by the U. S. Senate.

Two Hearings Set

TWO more comparative TV hearings were ordered by FCC last week to commence in Washington Oct. 9. The cases involve uhf Ch. 42 for Topeka, Kan., and uhf Ch. 40 for Binghamton, N. Y. Topeka applicants are Alf M. Landon (WREN) and R. F. Schoonover. Binghamton contestants are Southern Tier Radio Services Inc. (WINR), Ottaway Stations Inc. and Binghamton Broadcasters Co. (WKOP). Comr. Robert T. Bartley dissented because of FCC's failure to adjust to the new priority list [B•T, Aug. 31, 24].



"He wants WBNS but keeps getting the B.B.C."

Car radios are important in Central Ohio. They add that big "extra audience" to WBNS, the station that already has more listeners than all local stations combined! WBNS carries *all* 20 top-rated programs — both day and night . . . a perfect vehicle for your selling messages.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

"Top Spot" IN SPORTS



- **GREEN BAY PACKERS**
  'Pro' Football, with WEMP's Earl Gillespie feeding 35 stations in four states
- **MILWAUKEE BRAVES**
  Big League Baseball
- **MARQUETTE UNIVERSITY**
  Varsity Football
- **WISCONSIN UNIVERSITY**
  Varsity Basketball
- **MILWAUKEE HAWKS**
  'Pro' Basketball

MILWAUKEE-Tops In The Nation-WEMP-Tops In Milwaukee

People everywhere are calling Milwaukee America's "hottest" sports town. And in Milwaukee, people call WEMP the "Sports Station."

The reason? It's simple. Milwaukee has known for years that if it's a *major* sport, it'll be on WEMP play-by-play with the inimitable Earl Gillespie, WEMP Sports Director, at the mike.

Advertisers, too, like Miller Brewing Co. and Allis-Chalmers, demand WEMP and the fresh vigorous Gillespie style. These sports broadcasts added to smart round-the-clock music, news and public interest programs make WEMP the top spot* for your Milwaukee radio dollar. Get details from Headley-Reed or contact WEMP today.

* On WEMP you can get up to twice the audience per dollar of any Milwaukee network station. (Based on latest available Milwaukee Pulse survey and SR & DS rates).

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS . . .

WEMP

AM-FM 24 HRS. • MUSIC • NEWS • SPORTS
1340 K. C. • MILWAUKEE



Is Your Light Under a Bushel?

Do your special features, those advantages you have over your competitors, get the attention they deserve with national advertisers . . . or is your light, like the proverbial candle, hidden from the view of your prospects?

Each station has these advantages . . . but first, they must be found . . . then aggressively promoted and sold.

Twenty-one years of experience has developed in the Raymer Company a program of individualized service which allots every one of our stations the necessary time and effort to uncover these special features. A high ratio of manpower per station represented permits Raymer men to present these competitive selling factors consistently and effectively to the buyers of national advertising.

If you have advantages which are not being developed properly, perhaps we may be able to bring them to light. Let us show you how Raymer "Personalized Representation" has been successful for our stations . . . and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

FCC GRANTS DENVER CH. 4 TO KOA

Metropolitan TV Co. wins CP on condition NBC 'interest' is removed. Initial decisions are issued for Superior, Wis., and Erie, Pa.

FINAL decision to grant vhf Ch. 4 at Denver to KOA there was issued by FCC last week as Commission hearing examiners also issued initial decisions recommending grants for vhf Ch. 6 at Superior, Wis., and uhf Ch. 35 at Erie, Pa. FCC issued no non-hearing TV grants.

In the KOA case, the Commission approved the Ch. 4 grant to Metropolitan TV Co. upon condition of removal of the interest which NBC holds in the station because of the $1.25 million loan NBC made to Hope Productions Inc., 50% owner. KOA already has tendered transfer applications to accomplish this change.

The Commission majority's final ruling, which in effect upholds the hearing examiner's initial decision [B•T, June 22], dismissed the competitive application of KMYR Denver since KMYR no longer wished to prosecute its bid. After the initial ruling, KMYR agreed not to file exceptions and KOA offered to reimburse KMYR's expenses in the amount of $125,000 [B•T, Aug. 3].

Comr. Frieda B. Hennock dissented in the final action, attacking not only the condition of allowing corporate alteration of KOA so as to remove NBC's interest, but also the reimbursement of KMYR.

The Commission gave special consideration to the final KOA decision. FCC at one point stayed the effective date on which the initial ruling would have become final automatically in order to allow further study of the case [B•T, July 27].

Don Searle, executive vice president of KOA, announced late last week that KOA-TV should be on the air "by Christmas" using RCA equipment throughout. Network affiliation will be with NBC, he said, with Edward Petry & Co. as national representative.

Hearing Examiner Herbert Sharfman issued an initial decision to grant vhf Ch. 6 at Superior, Wis., to Ridson Inc. following dismissal of the competitive application of Lakehead Telecasters Inc., former operator of WREX Duluth, now deleted. Most of the Lakehead stockholders have acquired part ownership in Ridson, licensee of WDSM Superior. The proposed Ch. 6 Superior outlet would have effective radiated power of 100 kw with antenna height 791 ft. above average terrain.

At Erie, Pa., Examiner Annie Neal Huntting recommended a grant of uhf Ch. 35 to Great Lakes TV Co., which includes principals in WERC Erie. The ruling was made possible by the withdrawal of a competitive application by Civic TV Inc., whose stockholders include principals in WDOK Cleveland [B•T, Aug. 24].

Hennock Dissent

In her dissent in the KOA case, Comr. Hennock stated in part:

There are three objections to the grant that merit serious consideration.

1. In the first place, what Metropolitan seems to have done here is to submit two alternative proposals, one with the note outstanding and the other contemplating payment "if the FCC at any time indicates" that the existing arrangement results in control of Metropolitan by NBC. It is clear that acceptance and consideration by the Commission of such alternative proposals would be disruptive of orderly hearing procedure.

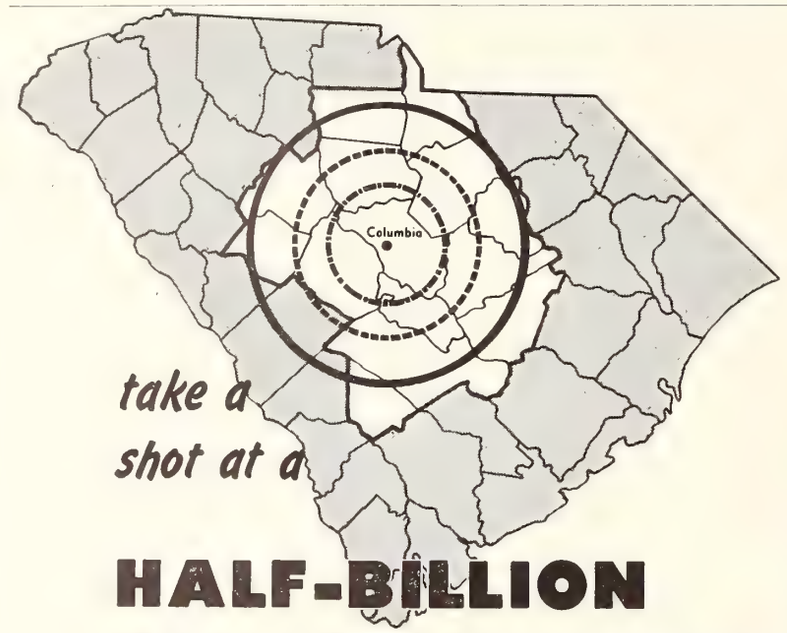
2. During the course of the hearing, stockholders of Metropolitan testified that if the Commission should rule that the arrangement set forth in the various agreements did involve control of Metropolitan by NBC, then they themselves—whose freedom from liability was explicitly and clearly provided for in the documents before the Commission—would personally pay off the $1,250,000 and discharge Production's note. Metropolitan had to resort to this oral assurance by testimony at the hearing, and not to anything in its application or supporting documents, to establish that NBC might be removed from control. Thus Metropolitan's qualifications underwent a radical change *during the course of the hearing;* in effect, its application was then and there amended by that testimony, in complete defiance of our Rules and practice, and without even following the procedure required for such amendment.

3. Finally, this case involves what appears to be, in effect, a change of applicants. The identity of a corporation for licensing purposes before the Commission does not consist only of the corporate name. The Commission has always sought to identify a corporate licensee or applicant in terms of its controlling interest. In a very real sense, the relinquishment of control by NBC is a change in the applicant's identity. Thus it appears that this case involves a substitution of one applicant for another—a substitution actually required by the terms of the grant to be effected after the grant has been made.

In addition to these objections, the reimbursement contract between Metropolitan and KMYR raises serious questions . . .

The pending KOA transfer bids would result in dissolution of Hope Productions Inc., 50% owner, with KOA stock being taken over by Bob Hope, 85%, owner of the firm bearing his name, and his associates. The NBC note would be paid immediately. After reorganization, the Hope group would own 45% of KOA-AM-TV; the Denver group, headed by Mayor Quigg Newton, also 45%, and Mr. Searle, 10%. The Denver group also would elect four of seven directors.

"Reimbursement" agreements like the one before us here are unwholesome, especially when, as is the case here, they make payment of the "expenses" contingent on the Commission's granting a permit to the payor. The probability of being able to negotiate for "reimbursement of expense" tends to encourage the filing of frivolous or "strike" applications. The interest of the public, in having a grant awarded to the applicant best qualified to serve the public, is obviously not furthered by allowing either party to a hearing to pay any money to the other party in return for the latter's promise not to prosecute his application.



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HALF-BILLION DOLLAR MARKET

over Columbia, South Carolina's most powerful station—

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — *three times the national average.*

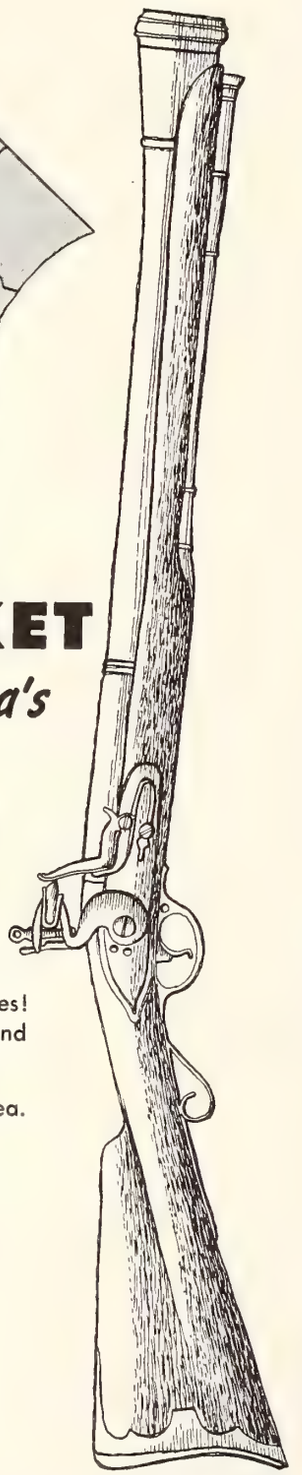
COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: CBS-TV — DUMONT (WNOK, WNOK-TV) (1230 kc. Channel 67)

PALMETTO RADIO CORPORATION

Studios: 1811 Main Street • COLUMBIA, S.C.



Early 18th Century Blunderbuss

Sure Hits With Big Mo!

"Kids Kwiz"

Simple yet interesting, "Kids Kwiz" is a children's show that the kids really watch . . . and carefully. Prizes for right answers, fun and entertainment galore! Conducted very much like quiz programs for the older folks, "Kids Kwiz" is a natural for getting to the lollipop set.

"Penny Wise Show"

A complete homemaking and cooking show Monday through Friday. Conducted by a well-known home economist, the "Penny Wise Show combines the best attributes of the ordinary cooking show with interesting homemaking suggestions that keep the format flexible and the content varied. A participating show for advertisers concerned with the "in the home" market.

Sure-fire entertainment results in sure-fire sales! And, Big Mo has the hits . . . a variety of the best in entertainment for everyone! With ABC and CBS network shows and entertaining local programs, KSTM-TV can make your product a sure-fire hit in the St. Louis market, too!

"U-Bildit Show"

Interested not only in selling repair methods but in selling building products for the average homeowner as well? The "U-Bildit Show," conducted by an expert, is a do-it-yourself program on building items that can be simply and effectively constructed with ordinary tools in an ordinary workshop. This show will sell anything from tacks to tools.



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

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AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

STORER'S CH. 10 BID AT MIAMI OPPOSED

MIAMI BEACH vhf Ch. 10 TV applicant WKAT petitioned FCC last week to dismiss the newly refiled competitive bid of Storer Broadcasting Co. on the ground that the Storer application violates the Commission's multiple ownership rule.

Storer's newest Miami Ch. 10 application said the firm would dispose of one of its five existing TV stations to meet the requirement of the rule [B•T, Sept. 7]. Other competitors for Ch. 10 at Miami include WFEC Miami, L. B. Wilson Co. (WCKY Cincinnati) and North Dade Video Inc., comprising 10 local businessmen headed by contractor Angus Graham.

When Storer purchased its fifth TV station, WBRC-TV Birmingham, it gave up its earlier Miami Ch. 10 application as well as a bid for vhf Ch. 9 at Wheeling, W. Va., the channel subsequently granted to WSTV-TV Steubenville, Ohio. Just before the WBRC-TV acquisition, FCC had ordered Storer to choose between its Miami and Wheeling bids because of the multiple ownership rule.

WKAT's petition contended it is apparent that the Commission considered dismissals of the Storer bids at Miami and Wheeling "as tantamount to dismissals with prejudice under Rule 1.363 since it undoubtedly would not have entertained the application for consent to transfer control of WBRC-TV, tendered simultaneously with the requests for dismissal, had it had reason to believe that Storer would thereafter file anew in Miami, Wheeling-Steubenville or elsewhere."

The WKAT pleading argued that "the contemptuous and cavalier way in which Storer seeks to distort the Commission's processes in the remote hope that it can withdraw from some lesser market for Miami is repugnant to the letter and spirit of Commission rules and policies. If this Miami application is accepted for filing, what assurance does the Commission have that Storer will not subsequently refile for the Wheeling-Steubenville area or some other market where his whim and caprice might lead him to believe an opportunity existed to strengthen and enlarge his already considerable radio and television empire?"

Storer's TV stations include WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, KEYL (TV) San Antonio and WBRC-TV Birmingham. The firm also owns companion radio operations in the same markets, as well as WGBS Miami and WWVA Wheeling.

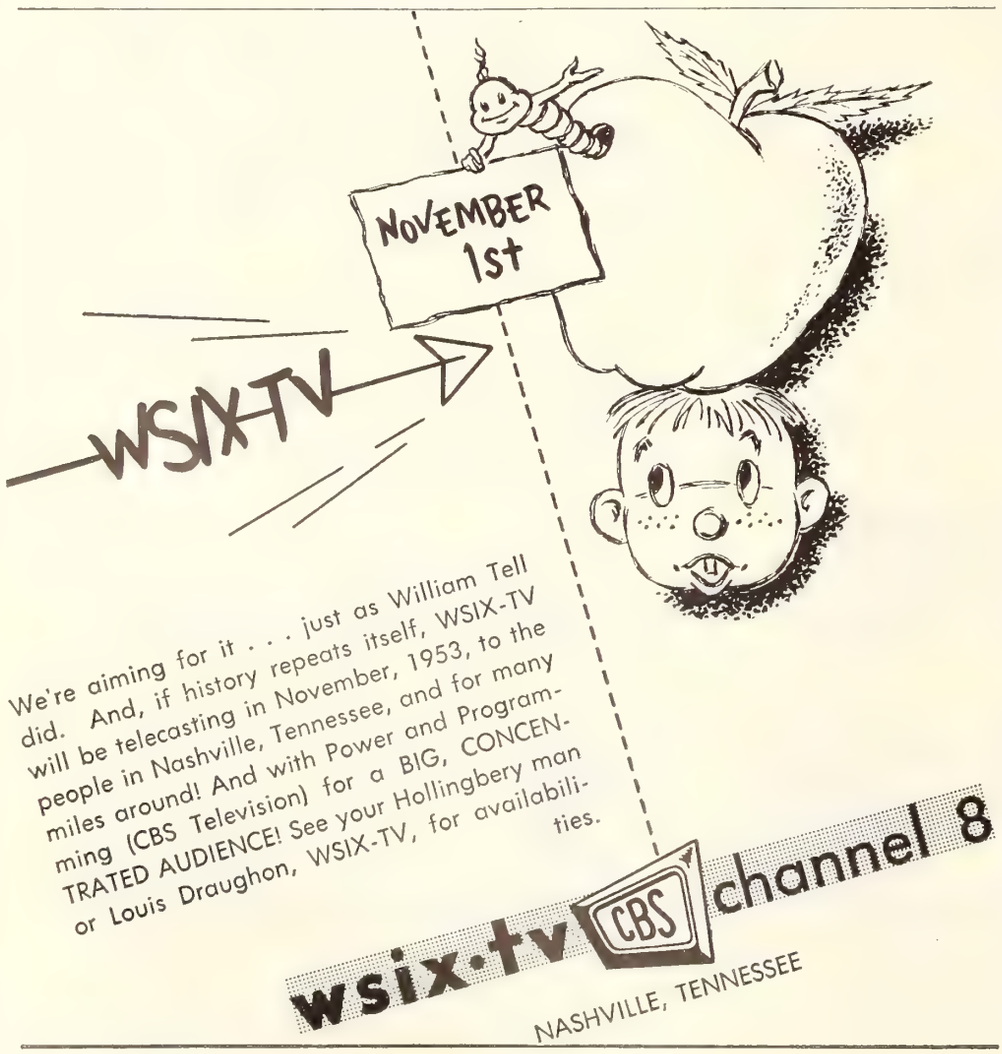
Storer Says He'll Fight Bid to Deny Miami Hearing

GEORGE B. STORER, president, Storer Broadcasting Co., said Thursday in New York that he will resist wholeheartedly WKAT's attempt to deny a hearing for his bid for a TV station in Miami. "Our free enterprise system seeks to guarantee fair competition," he declared. "We are registering with the FCC our vigorous objection to WKAT's action. As evidence of our determination to bring to greater Miami and south Florida the best in TV service, we have offered formally to dispose of one of our successful TV stations in another city as a condition to serving Florida viewers. This desire is in line with our previous substantial capital and payroll investments in Miami and our current progress in relocating our national headquarters there."

Pointing out that the offer to dispose of one of its five TV stations, if necessary, is based on the company's consistent record of compliance with "every FCC rule and regulation—written or implied," Mr. Storer said, "however, Storer stations have their roots planted deeply in the communities they serve; hence, we sincerely hope the ownership of our present five TV stations does not mitigate again our Miami application."

Mr. Storer said he took particular exception to that part of the WKAT petition which questions his company's concern for the public welfare of the communities served by its seven radio and five TV stations. He stated that only a few months ago the Storer TV stations in Birmingham (WBRC-TV) and San Antonio (KEYL) turned over thousands of dollars worth of equipment to educational interests to help them get started in TV. "These are not isolated cases," he declared.

Even if his best efforts in behalf of his Miami TV application should fail, Mr. Storer said he will not leave that city.



HEARING OCT. 8 ON FTC PROPOSALS

THE FEDERAL Trade Commission last week announced it would hold a hearing Oct. 8 on "Proposed Trade Practice Rules for the Radio and Television Industry," which would revise such rules promulgated by the FTC in 1939.

The hearing is set for 10 a.m. EST in Room 332 of the FTC building in Washington, with interested persons and groups invited to present views, information, suggestions or objections concerning the proposed rules.

FTC said the revision proceeding was instituted pursuant to industry applications and sessions of a general trade practice conference held in Washington June 21 and Sept. 26-28, 1951, and June 18, 1952.

The proposal sets forth 30 rules (listed as Group I) which would restrict or prohibit certain practices in the sale, manufacture or distribution in commerce of industry products—radios, TV sets, combinations and parts or accessories—that the FTC considers unfair or deceptive under Section 5 of the Federal Trade Commission Act, as amended.

Scharfeld Criticizes Commission Practices

CRITICAL analysis of recent FCC practices and procedures was submitted to the American Bar Assn. at its Boston meeting last month by Arthur W. Scharfeld, vice chairman of the Committee on Communications, Administrative Law Section.

Mr. Scharfeld, a member of the Washington law firm of Scharfeld, Jones & Baron, raised questions regarding the Commission's procedures on (1) mergers and dropouts filed on Tuesdays permitting Wednesday Commission approval of merged applicant or remaining applicant, (2) maintaining sole applicant in hearing status when competitor withdraws application, (3) 30-day advertising proposal, (4) pre-hearing conferences which give examiners too much power, (5) extent to which written testimony is being substituted for oral testimony, (6) varying FCC interpretations of Sec. 309 (c) of the Communications Act (protest provision) and (7) increasing use of depositions.

Basis of Mr. Scharfeld's criticism is that the Commission in its urge to speed up TV processing is giving due process and public interest short shrift.



WREC
IS THE
LEADER

Whether it's Hooper, Pulse or Standard Audit & Measurement Survey, in the Memphis Market they ALL give the *biggest* slice to WREC-600. Advertisers on WREC get the "better half" of *both* the rural and metropolitan listeners in this $2 billion market with a single schedule. Consult your Katz man today about choice fall and winter availabilities. You'll be pleasantly surprised at the cost, 10% LESS, per thousand listeners, than in 1946!

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

6TH UHF URGES PAY-SEE APPROVAL

A SIXTH uhf permittee Wednesday asked FCC to institute rule making proceedings toward adopting subscription TV on a commercial basis.

Permittee was WOCN (TV) Atlantic City on uhf Ch. 52 which was granted a CP last January. Licensee is Matta Enterprises, a partnership of William G. Matta and G. C. Matta, who each own one-third interest in WLOA Braddock, Pa.

WOCN said it fully subscribes to the position of the initial four uhf grantees who last month petitioned the FCC for early action on Zenith Radio Corp.'s petition for commercial authorization of pay-see television. WOCN said, however, it did not take a position on any particular box-office TV system.

WOCN also underscored the problem of the uhf station obtaining network affiliation which, the station said "seriously" impairs the station's opportunity to compete with existing TV network affiliated stations.

Under present circumstances, WOCN said, the availability or non-availability of network affiliation often represent a "life and death factor" in the station's economic ability to exist and operate.

WOCN predicted an eventuality of "nothing less than a national tragedy" if neither network affiliation nor some alternative means is provided for the uhf station to obtain attractive programming and economic support.

Other uhf grantees which petitioned the FCC for subscription TV are WDHN (TV) New Brunswick, N. J., WELI-TV New Haven, WIP-TV Philadelphia, WACH (TV) Newport News, Va., and Stamford-Norwalk Television Corp., Stamford, Conn. The stations plan a meeting on their position this Thursday in Philadelphia [B•T, Sept. 7]. WACH joined the original four petitioners only a few weeks ago [B•T, Aug. 31].

FCC Tax Certificate Granted WBKB (TV) Sale

AMERICAN Broadcasting-Paramount Theatres has received a tax certificate covering the sale by subsidiary Balaban & Katz of WBKB (TV) Chicago (now WBBM-TV) for $6 million to CBS, FCC acknowledged last week. The certificate, once denied upon an earlier request, was issued by the Commission concurrent with its grant of a similar tax certificate to Storer Broadcasting Co. on the $350,000 sale of WMMN Fairmont, W. Va., to Peoples Broadcasting Corp. [CLOSED CIRCUIT, Sept. 7].

The tax certificates affirm that the station sales were necessary and appropriate to meet the requirements of the Commission's multiple ownership and duopoly rules. This enables the sellers to negotiate with the Internal Revenue Bureau for certain tax privileges where the money obtained is reinvested in other related ventures.

In its Paramount case decision approving merger of ABC and United Paramount Theatres, FCC required AB-PT to give up WBKB (TV) on Ch. 2 (now WBBM-TV) since it already owned WENR-TV Ch. 7 (now WBKB). Storer was required to give up WMMN since it acquired KABC San Antonio for $700,000 and had its limit of seven AM stations.

Hyde at UNESCO

FCC Chairman Rosel H. Hyde is to participate this Thursday in the national conference of the U. S. National Commission for UNESCO, titled "America's Stake in International Cooperation," at Minneapolis. Chairman Hyde will head a work group on "Television USA—A New Tool for International Understanding." Other participants include Ralph Hardy, NARTB vice president; Richard Hull, director of Iowa State College's WOI-AM-FM-TV Ames; Mrs. A. Scott Bullitt, operator of KING-AM-TV Seattle, and Ralph Steetle, executive director of Joint Committee on Educational Television. Conference runs Sept. 15-17 at U. of Minnesota.

CALDWELL RETURNS CP FOR KCNA-TV

AFTER "careful survey" of the local economic situation, fiction writer Erskine Caldwell turned in the construction permit for KCNA-TV Tucson, Ariz., last week for deletion by FCC.

Earlier, FCC had sent the vhf Ch. 9 station a McFarland letter advising that its request for additional time to construct could not be approved without a hearing [B•T, Aug. 17].

Mr. Caldwell is president and 51% owner of Catalina Broadcasting Co., licensee of KCNA and permittee of KCNA-TV. He assumed control in a transfer approved by FCC only several weeks earlier [B•T, July 6].

Tucson has one other TV outlet, KVOA-TV on vhf Ch. 4. KVOA-TV plans Sept. 27 commencement.

Besides deleting KCNA-TV's permit, the Commission also has approved deletion of WLEC-TV Sandusky, Ohio, uhf Ch. 42 outlet, which gave up its permit because of the unavailability of network programs and program-economic factors [B•T, Aug. 24]. Post-thaw dropouts now total 13 with the deletions of WLEC-TV and KCNA-TV.

Phenix City, Ala., Protests FCC TV Grant at Columbus

THE City of Phenix City, Ala., last week petitioned the FCC to set aside its grant of vhf Ch. 4 at Columbus, Ga., to Columbus Broadcasting Co., a firm representing a merger between J. W. Woodruff's WRBL Columbus and the *Ledger* and *Enquirer* there.

Phenix City asked FCC to set the grant aside on its own motion by Sept. 16. The grant was made last month [B•T, Aug. 31] contingent upon the *Ledger-Enquirer* giving up its WGBA-AM-FM Columbus after a merger of the newspaper interests and the WRBL ownership. Phenix City and Columbus are adjacent cities.

In the Phenix City petition, submitted by its Washington, D. C., counsel, Leo Resnick, former FCC hearing examiner, qualifications of the grantee were questioned. FCC had made the grant despite protests by Phenix City officials and Alabama state Rep. J. W. Brassell of Russell County, Ala.

The petition charged the grant would give R. W. Page Co., which owns the two newspapers and 51% of the grantee, control over both the city's newspapers, its most powerful radio station and its only TV station.

PORTER TAKES OATH FOR DEFENSE POST

WILLIAM A. PORTER, Washington radi attorney, was sworn in as assistant director c the Office of Defense Mobilization in charg of telecommunications last Tuesday by ODM Director Arthur S. Flemming. Among thos attending the cere mony in Mr. Flem ming's office wer Rosel H. Hyde, FC chairman; Fred W Albertson, Washing ton attorney an president of the Fed eral Communica tions Bar Assn., an Mr. Porter's wife.



Mr. Porter

Mr. Porter, who i a member of th Washington law firn of Bingham, Collins Porter & Kistler was named to the telecommunications post ir the Executive Office of the President last month [B•T, Aug. 24]. He will have the responsibility of setting policy on the allocations of radio spectrum to government use. The position has been vacant since last June when the post of telecommunications advisor to the President was abolished. This had been filled by Haraden Pratt, IT&T executive.

Hofheinz Asks Court to Stay FCC Action in KSOX Case

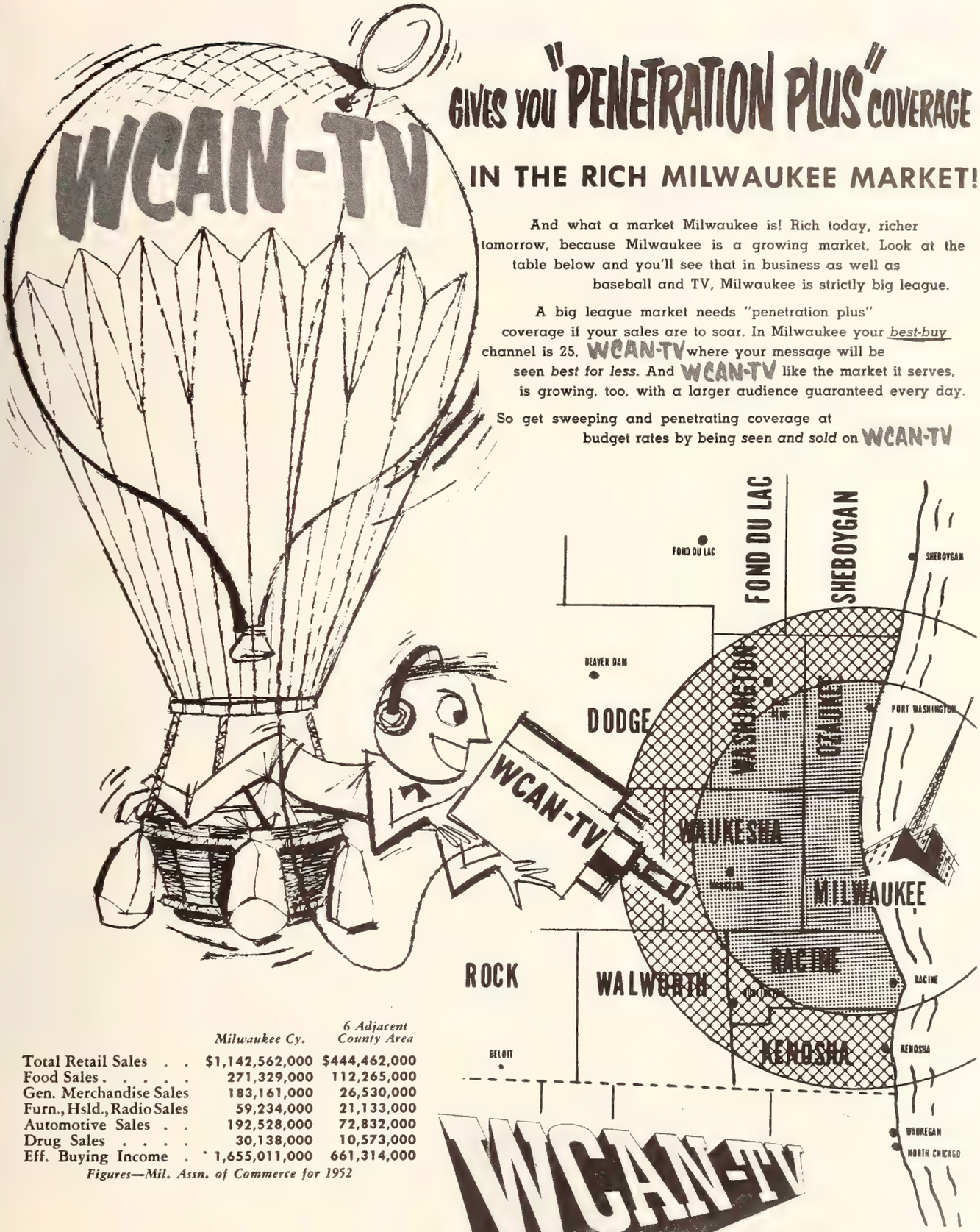
ROY HOFHEINZ petitioned the U. S. Court of Appeals last Thursday for a stay order against FCC's action placing KSOX Harlingen, Tex., back on directional operation daytime on 1530 kc [B•T, Aug. 17]. Meanwhile, FCC postponed for 10 days the effectiveness of the order until the court can act.

Although the Commission had denied an interference protest by WCKY Cincinnati in the KSOX case, FCC acted on its own to withdraw program test authority to the Harlingen station pending settlement of the daytime skywave proceeding. The daytime skywave case was concurrently severed from the long-pending clear channel case so that a separate decision could be rendered.

Mr. Hofheinz, now mayor of Houston, has sold KSOX to KGBS Harlingen for $225,000, the transfer being approved by the Commission the same week it acted on the daytime directional operation of KSOX. Harbenito Broadcasting Co., KGBS licensee, proposed to give up KGBS on 1240 kc with 250 w full time and switch the KGBS call to its newly acquired KSOX. Harbenito last week petitioned FCC to reconsider its action on the KSOX daytime directional operation.

AM Grant for St. Augustine

NEW AM station at St. Augustine, Fla., was granted by FCC last week to St. Augustine Broadcasting Co. on 1420 kc with 1 kw daytime.



GIVES YOU "PENETRATION PLUS" COVERAGE

IN THE RICH MILWAUKEE MARKET!

And what a market Milwaukee is! Rich today, richer tomorrow, because Milwaukee is a growing market. Look at the table below and you'll see that in business as well as baseball and TV, Milwaukee is strictly big league.

A big league market needs "penetration plus" coverage if your sales are to soar. In Milwaukee your *best-buy* channel is 25, WCAN-TV where your message will be seen *best for less.* And WCAN-TV like the market it serves, is growing, too, with a larger audience guaranteed every day.

So get sweeping and penetrating coverage at budget rates by being *seen and sold* on WCAN-TV

	Milwaukee Cy.	*6 Adjacent County Area*
Total Retail Sales . .	$1,142,562,000	$444,462,000
Food Sales	271,329,000	112,265,000
Gen. Merchandise Sales	183,161,000	26,530,000
Furn., Hsld., Radio Sales	59,234,000	21,133,000
Automotive Sales . .	192,528,000	72,832,000
Drug Sales	30,138,000	10,573,000
Eff. Buying Income .	1,655,011,000	661,314,000

Figures—Mil. Assn. of Commerce for 1952

WCAN-TV

CBS TELEVISION

Primary Affiliate

channel 25 Milwaukee

represented nationally by O. L. Taylor and Co.
Alex Rosenman, New York Business Mgr.

Sen. McCarthy Reported Planning Weekly TV Show

SEN. JOSEPH R. McCARTHY (R-Wis.) reportedly plans to appear regularly on television beginning next January, coincident with the reconvening of Congress. No details are given.

Story to this effect appeared in *The New York Times*, which asserted that the Senator will be on a weekly 15-minute "privately sponsored 'commentary' in which he will feature attacks on the Democrats."

CONELRAD FACES FIRST FULL TEST

FIRST nation-wide Conelrad test will be held Wednesday morning with more than 1,200 radio stations taking part.

Conelrad, a system which permits standard (AM) radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations, went into effect May 15. The broadcasting industry has provided $2 million of its own funds to provide facilities for the system. (Detailed Conelrad data was printed in FOR THE RECORD B•T, May 4, 1953).

Cooperating in the test this week are the Federal Civil Defense Administration, the FCC and the Air Force. Officials pointed out last week that the Wednesday test will be of radio facilities. To aid in reporting on the system's effectiveness, the Air Force plans to send B-29 bombers in the air. Test hours will be 1:30 to 4:30 a.m. local time.

According to the Conelrad plan, most radio stations and all FM and TV outlets go off the air (this will not happen, of course, during the test) while citizens receive messages only at the 640 and 1240 kc frequencies.

Effectiveness of the reports to the citizen will not be cited in this test, it was explained. The sampling is on the technical, or station end only.

Stations will be grouped into "clusters." An automatic device will switch the broadcast at intervals from one transmitter to another within a cluster.

Where clusters are not used, stations will be part of the so-called "on and off" group, the station being on the air up to 30 seconds, then off for a few minutes.

All stations have been supplied with script kits from civil defense officials. Most stations, it is expected, will air music and news when not broadcasting explanations of the test signals. Broadcasts on the two authorized frequencies will be continuous but for the listener they may vary in intensity depending on his distance from the transmitter in the cluster.

Hyde Answers WBMD

FCC CHAIRMAN Rosel H. Hyde has informed WBMD Baltimore that the Commission will examine carefully the feasibility of providing daytime stations with a more uniform operating schedule during consideration of the daytime skywave case, just recently severed from the clear channel proceeding for separate action [B•T, Aug. 17]. WBMD, assigned 1 kw day on 750 kc, suggested that FCC allow uniform year-round programming from 6 a.m. to 7 p.m. "or some compromise thereof" [B•T, Sept. 7].

MILWAUKEE, BUFFALO, QUINCY WIN TV COMMENCEMENT HONORS FOR WEEK

WCAN-TV begins as Milwaukee's second station—the third, WOKY-TV, is set for test tomorrow. WBES-TV Buffalo plans its commercial start today. WGEM-TV Quincy began interim programming Sept. 4. Wednesday is target date for KOAT-TV Albuquerque.

MILWAUKEE got its second TV last week when WCAN-TV began transmitting on uhf Ch. 25 over the Labor Day weekend. City is due to get its third TV station, and second uhf outlet, this week when WOKY-TV begins test transmissions tomorrow (Tuesday), with commercial programming scheduled to begin Sept. 27.

Buffalo TV set owners now are getting a third signal—from uhf WBES-TV on Ch. 59, which began operating Sept. 5, with commercial operation scheduled to commence today (Monday).

And, in Quincy, Ill., WGEM-TV put a vhf Ch. 10 signal on the air Sept. 4.

Albuquerque's KOAT-TV is due to begin operating Sept. 15 with its vhf Ch. 7 signal powered by 25 kw ERP.

Beginning test pattern operations last week were KCMO-TV Kansas City, on vhf Ch. 5, and WMAZ-TV Macon, Ga., on vhf Ch. 13. Both are due to begin commercial operation Sept. 27.

New TV stations which began last week or are due this week are as follows:

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co.

WBES-TV Buffalo, uhf Ch. 59, represented by the Bolling Co.

WGEM-TV Quincy, Ill., vhf Ch. 10 (ABC-TV, NBC-TV).

KOAT-TV Albuquerque, N. M., vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co.

More than 100,000 of the 440,000 TV owners in Milwaukee have converted to the high band channel, WCAN-TV reported.

Station, the sole CBS outlet in Milwaukee, planned to carry the first program of the new CBS-TV sports feature, *Peak of Sports*, with Red Barber, set for last Saturday. The sports announcer, in Milwaukee to cover the Milwaukee Braves-Brooklyn Dodgers baseball game that afternoon, will originate the initial program from the WCAN-TV studios.

Most powerful uhf station in Western New York is claim of WBES-TV. Station, radiating 21.4 kw, said that reception has been reported within 50-mile radius of Buffalo, and as far away as Toronto, Ont. Radio-Television Service Assn. of Western New York has reported that conversions to uhf are running 1,500 per day, said Roger Baker, general manager of station.

In the near future, WGEM-TV Quincy, Ill. —which began interim vhf Ch. 10 operation Sept. 4 [B•T, Sept. 7]—will begin regular commercial programming 5-11 p.m., the station reported last week. Since two Fridays ago, WGEM-TV has been broadcasting two hours a night, from 7 to 9 p.m.

Milwaukee gets its third TV signal—and second uhf station—Sept. 15 when WOKY-TV plans to begin test patterns on uhf Ch. 19. On Sept. 27, station will commence regular commercial programming. It is affiliated with both ABC and DuMont.

Transmitter for KFIA (TV) Anchorage, Alaska, was shipped out of Long Beach, Calif., Sept. 6, and Oct. 15 is target date for Alaska's first TV, the station reported last week. Due to arrive in Anchorage are James G. Duncan, general manager and chief engineer, and Wilbur R. Williams, operations supervisor for Kiggins & Rollins, licensee of the Anchorage station and also of KFIF (TV) Fairbanks, due for operation next spring. Both stations have CBS and ABC affiliation. New rate card indicates station will operate from 5-10 p.m., will charge $150 for Class A one hour rate, with $30 for minute spot. Phil Howarth is sales manager, and Arthur Moore & Son is northwestern sales representative.

WICS (TV) Springfield, Ill. was due to begin test patterns late last week. It plans commercial operation on uhf Ch. 20 about Oct. 1, with four networks and local programming.

Philo T. Farnsworth, pioneer TV scientist, threw the switch at the Aug. 30 opening of WPMT (TV) Portland, Me. Also present were Gov. Burton M. Cross, Rep. Robert Hale (R-Me.), and Portland City Manager Roy Owsley. Picking up network offerings from Boston-New York radio relay, station is affiliated with all four networks. Station claimed 20 hours of commercial networking already are ordered. It operates seven hours a day, with test pattern, and then programs from 5 p.m. to midnight. The local Chamber of Commerce estimates that 10,000 of Portland's 12,000 TV receivers have converted with reception reported as far as Sanford, Me., 40 miles from the transmitter, WPMT said.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KVOA-TV Tucson, vhf Ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KERO-TV Bakersfield, vhf Ch. 10 (CBS, NBC), represented by Avery-Knodel, Sept. 26.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABC-TV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hol-

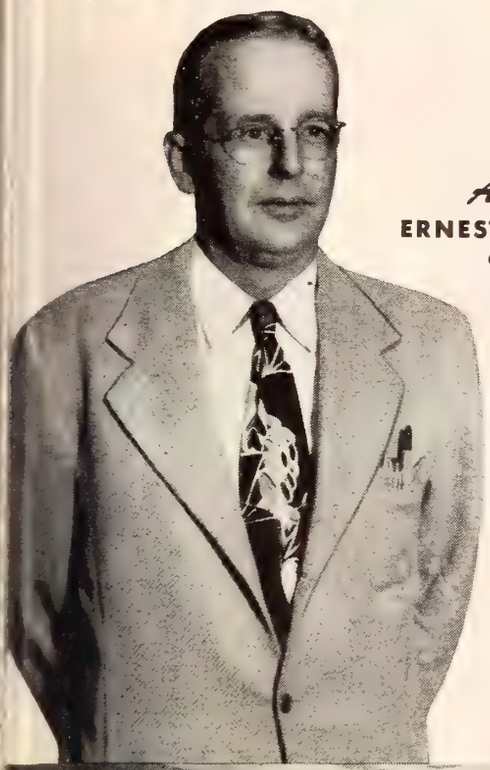
Don't Sell It Short

THERE's nothing wrong with uhf that won't be corrected readily, Dr. W. R. G. Baker, vice president of General Electric Co. and chairman of National Television System Committee, said Tuesday in a Washington interview (see color comments page 35).

As to receivers, he said, "It's not all in the sets. Some of it is in transmitters and in antenna locations, and some in tuner design, but there's nothing fundamentally wrong. In a new field, not everything works right at first.

"We must recognize the laws of physics in inherently limiting what uhf will do. It will do just as good a job of propagation as vhf, within those limits. However, uhf is being asked to do more than the animal was ever meant to do. Even so, it will do a good job."

"SAY 'Service' AND YOU'VE SAID WHY WE DEPEND ON G-E TUBES!"



According to
ERNEST VORDERMARK
Chief Engineer
WMBR-TV
Jacksonville
Florida

"FIRST OFF, we get G-E tubes fast when we need them. I don't have to emphasize how important that is—time off the air is money-out-of-pocket for any station. G-E tube distribution here in Jacksonville goes all-out to speed deliveries to WMBR.

"Next, there's no red tape on tube replacements and adjustments. We get the kind of cooperation that eliminates delays and promotes good feeling between the supplier and ourselves.

"Third, G-E tubes are long-lived, and quality doesn't vary. Our rectifier types average 15,000 hours . . . how about that! We have a spare GL-5593 phasitron that's still waiting to be used, because the General Electric tube with which we went on the air in 1949 keeps doing its job.

"Put us down as satisfied, all along the line!"

* * *

The same fast and friendly service, the same dependable, long-lived tube product, are available to *you.* Dial your local G-E tube distributor . . . today! *Tube Dept., General Electric Company, Schenectady 5, N. Y.*



● Murals in WMBR's handsome reception room show busy Jacksonville, center of the station's TV coverage. The city's viewers are loyal to the local music, dancing, and other talent which WMBR-TV features prominently. Popular network programs also are carried—and the audience has a front seat at all north-Florida events through mobile-camera pickup. This full-course banquet of television fare is served up smoothly by transmission that owes much of its dependability to General Electric tubes, according to Chief Engineer Vordermark.



1878 75 1953 YEARS OF ELECTRICAL PROGRESS
Diamond Anniversary

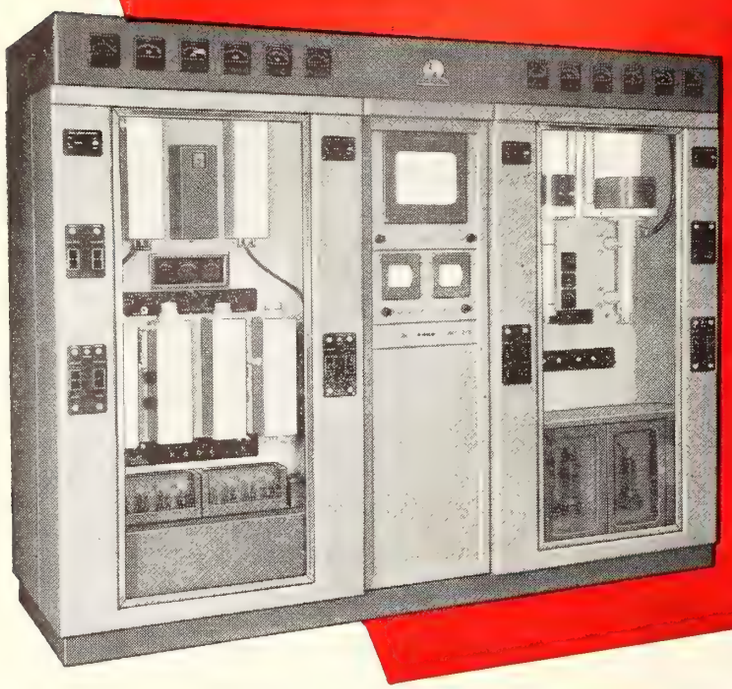
You can put your confidence in—

GENERAL ELECTRIC

191-103

for performance ABOVE and BEYOND

the usual standards . . .



the GPL Continental

UHF-TV

TRANSMITTER

■ Precision-built by the makers of the world's most powerful transmitting equipment—for the Voice of America—the GPL-Continental TV Transmitter offers quality and construction superior to accepted standards of today.

Exclusive "Frequilock" feature provides aural-visual frequency control of 4.5 mc ± 500 cycles or better, even as high as 890 mc. No more intercarrier buzz! In addition to the console unit there is ample rack space for picture and waveform monitors. Transmitter controls may also be operated from the rack. With simplified power and control circuits, manual controls are minimized.

It is designed for compactness and maximum accessibility. In addition, it is housed in unit-construction, frameless type cabinet in which cabinet members serve not only as equipment mounting panels, but also as an efficient duct system through which cooling air is circulated.

This 1 KW transmitter is arranged for ready expansion to greater output, or the exciter only may be operated as a small community station with 250 watts output.

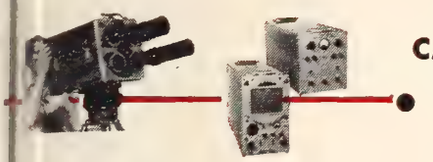
Write for full details on the GPL-Continental PA-714 1 KW Transmitter

"THE INDUSTRY'S LEADING LINE IN QUALITY, IN DESIGN"

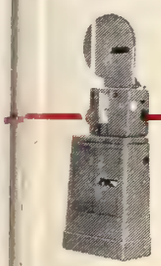
Check these features of the *Continental* 1 KW UHF Transmitter

- Maximum accessibility
- Simplified power and control circuits.
- Completely air-cooled.
- Space-conserving cabinet design — Transview styling.
- May be operated without console — plenty of rack space (63") in centrally located panel on transmitter for picture and waveform monitors.
- Single output tube operation for each power amplifier.
- Built-in VSWR metering — continuous power measurement.
- Exciter is a 250-watt transmitter for all UHF channels.
- Complete flexibility for future power increase.
- Features Continental's new "Frequilock"—new development in frequency control provides aural-visual frequency control of 4.5 mc ± 500 cycles or better, even as high as 890 mc. No more intercarrier Buzz.
- Delivery of immediate orders in December, 1953.

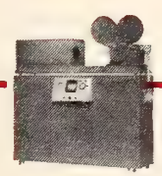
GPL MEETS EVERY STATION REQUIREMENT WITH EQUIPMENT OF SUPERIOR QUALITY AND UTILITY



CAMERA CHAINS – Extremely compact, readily portable, built for combined studio and field use. Choice of major networks for their top live programs. Exclusive remote control features provide pan, tilt, iris and lens change from 1000 feet away.



PA-100-A TV PROJECTOR –A truly professional 16 mm projector to meet the continuous-service, minimum maintenance requirements of economical film telecasting. Ruggedly built, it provides crisp, bright pictures as well as high fidelity sound. Sound frequency response flat to 7000 cycles. Sound flutter kept at less than 0.25%. Adjustable tone controls compensate for poor sound films.



VIDEO RECORDERS –A complete high-quality TV recording System which produces standard 16 mm 24 frames per second film. Images are reproduced in negative or positive on emulsion 7373 or 7302 or equivalent. Finest picture resolution, high quality recorded sound.

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AND WFDF–FLINT SELLS THAT GOOD MARKET!

Flint, Michigan, the home of Buick and the site of the principal Chevrolet and Fisher Body Plants, the AC Spark Plug and Ternstedt Divisions, is the largest General Motors plant city in the world. Flint is a BIG market (287,000 population) and its a RICH market ($325,184,000 retail sales in 1952).* Because of Flint's expanding industrial might (2 new plants in production this year, 1 scheduled for next year) it will continue to be a Good Market.

To sell YOUR product to this rich growing market, buy WFDF, FLINT'S FIRST STATION. To make your sales grow, BUY WFDF, FIRST IN FLINT.

Sales Management "Survey of Buying Power" 1953

FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

lingbery Co., Sept. 11 (share time with KS TV Salinas) (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Fall.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV DuMont), represented by George P. Holl bery Co., Sept. 11 (share time with KMBY Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-T represented by The Katz Agency, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. (NBC-TV), represented by Joseph Hers McGillvra Inc., Sept. 20.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC and DuMont), represented by the Willian Rambeau Co., Sept. 15 (test pattern sta Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (C TV), represented by George P. Hollingbery September.

WPFA (TV) Pensacola, uhf Ch. 15, re sented by Adam Young TV Inc., Sept. 27.

WIRK-TV West Palm Beach, uhf Ch. Sept. 13.

WMAZ-TV Macon, uhf Ch. 13 (CBS, Mont), represented by the Katz Agency Sept. 27. (Began testing Sept. 13.)

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represen by Edward Petry & Co. (TV Div.), Sept. 1

WICS (TV) Springfield, uhf Ch. 20, re sented by Adam Young TV Inc., Oct. 1.

IOWA

WMT-TV Cedar Rapids, vhf Ch. 2 (CE represented by The Katz Agency, Sept. 2

KQTV (TV) Fort Dodge, uhf Ch. 21, re sented by John E. Pearson TV Inc., Oct.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC- and DuMont), represented by O. L. Taylor September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25 (C ABC, DuMont), represented by Adam You TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, C TV and DuMont), represented by H-R Tele sion, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. (DuMont), Sept. 28 (test pattern started A 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, rep sented by Headley-Reed TV Inc., Sept. 15.

WILS-TV Lansing, uhf Ch. 54 (DuMor represented by O. L. Taylor Co., Sept. 20.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-T CBS-TV and DuMont), represented by Headl Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represent by Weed-TV, Sept. 10 (granted STA Aug. test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-T represented by The Katz Agency, Sept. (Began testing Sept. 9.)

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS- and DuMont), represented by Headley-Re TV Inc., Sept. 27.

KSTM-TV St. Louis, uhf Ch. 36 (ABC-T represented by H-R Television, Sept. 27 (gra ed STA Aug. 25).

NEVADA

KZTV (TV) Reno, vhf Ch. 12, represented Pearson, Sept. 27.

NEW MEXICO

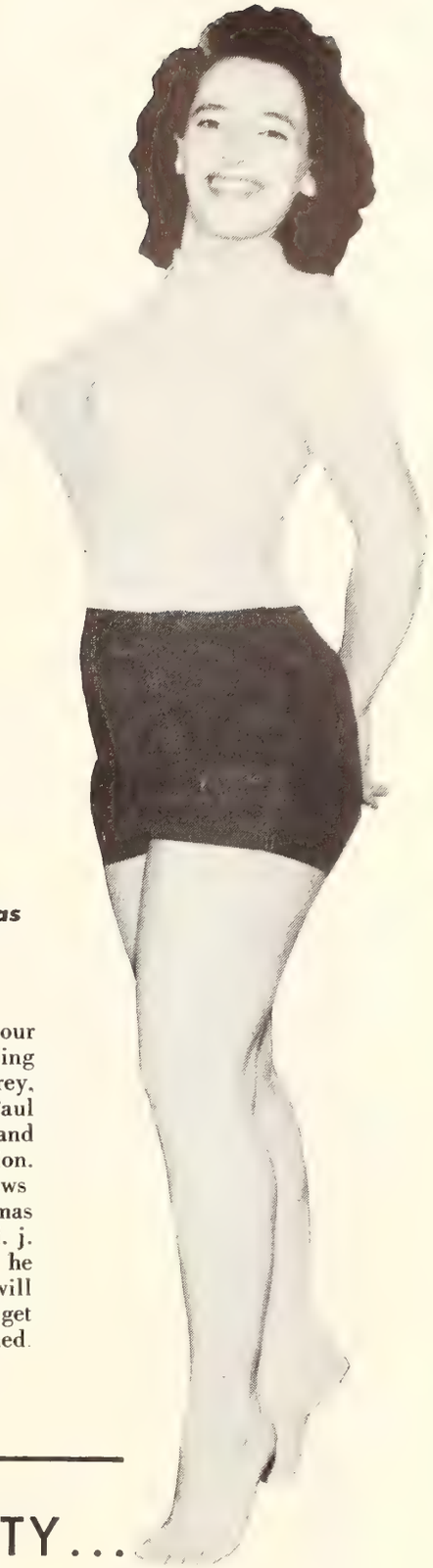
KGGM-TV Albuquerque, vhf Ch. 13 (CB TV), represented by Weed TV, Sept. 27 (gra ed STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV represented by George P. Hollingbery C Sept. 15.

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (AB TV), Oct. 30.

MISS A. P. OF '53
HAS 2 TERRIFIC ITEMS
FOR YOU!



No. 1 —

Hillbilly Scrapbook

Top mail-order item last season and now bigger than ever with a sensational new free bonus offer!

The SCRAPBOOK OF HILLBILLY AND WESTERN STARS should be featured on every hillbilly show. It has already been proven as a top seller and your hillbilly and western program listeners will be eager to buy now, more than ever. We are now giving with each hillbilly scrapbook, in addition to your free d. j. insert, a souvenir copy of HOEDOWN, the new hillbilly and western monthly magazine. This tremendous hillbilly package gives your listeners stories and pictures of over 300 stars with 2 terriffic special features that sells it FAST! It means big profits for all your hillbilly and western shows.

No. 2 —

Pop Scrapbook

Sure to be the top seller for Xmas season . . . already 200 stations scheduling it for sales!

The POP SCRAPBOOK is brand new and your station can be among the first to start selling it. Featuring 275 pop stars such as Godfrey, Como, Patti Page, Eddie Fisher, Les Paul and Mary Ford, Kay Starr, Johnnie Ray and Joni James insures fast sales for your station. With a promotion tie-in on your pop shows the POP SCRAPBOOK will be your big Xmas dollar item. It's a natural for your pop d. j. to talk about as he spins the records . . . he gets his picture and bio included, and will be proud to tell his listeners how they can get a copy of this very attractive, well-designed star-studded scrapbook. *It's sensational!*

VALUABLE STATION PUBLICITY...

With every Scrapbook goes FREE picture and story of your d. j.!

If your station has hillbilly or pop record shows, or both — you can't afford not to feature these fast-selling dollar sellers.

Write, Wire or call us or our agency TODAY for sample copies.

ARTIST PUBLICATIONS, INC.
124 Government Place
CINCINNATI 2, OHIO

Agency: O'NEIL, LARSON & McMAHON
230 N. Michigan Avenue
CHICAGO, ILLINOIS

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Oct. 15.

WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.

WUTV (TV) Youngstown, uhf Ch. 21, September.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 15 (granted STA).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).

WROL-TV Knoxville, vhf Ch. 6, represented by Avery-Knodel Inc., Oct. 1.

WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KNUZ-TV Houston, uhf Ch. 39 (DuMont), represented by Forjoe TV Inc., Sept. 24.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 20 (granted STA).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 1.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern started Aug. 15) (granted STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 15-Oct. 1.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49 (ABC), represented by Weed TV, Sept. 20.

WTAP (TV) Parkersburg, uhf Ch. 15, Sept. 21.

WISCONSIN

WOKY-TV Milwaukee, uhf Ch. 19 (ABC, DuMont), represented by H-R Television, Sept. 27 (test pattern Sept. 15).

Thomas Heads Herald Corp., Aspirant for Omaha Ch. 7

EUGENE S. THOMAS has been appointed general manager of the Herald Corp., applicant for vhf Ch. 7 in Omaha, and joins that organization today (Monday), it was announced last week.



Mr. Thomas

Mr. Thomas since January 1952 has been vice president in charge of television for George P. Hollingbery Co., station representative firm. The Herald Corp. is a subsidiary of World Publishing Co., publishers of the Omaha *World-Herald*.

Widely experienced in television, Mr. Thomas was the first general manager of and was in charge of building WOIC (TV) Washington, now WTOP-TV, CBS-TV affiliate. He has been manager of TV operations for WOR-TV New York and sales manager for WOR.

Biggar, Fredericks Buy WLBK De Kalb for $55,000

SALE of WLKB De Kalb, Ill., from De Kalb Radio Studios Inc. for $55,000 to a group headed by George C. Biggar and Arnold M. Fredericks was announced last week. It is subject to FCC approval.



Mr. Biggar

Mr. Biggar, for five years director of the *WLS National Barn Dance* and in radio for 30 years, will head WLBK as president and general manager.

Mr. Fredericks, banker and investment counselor at Wheaton, Ill., will be the new secretary-treasurer of WLBK. Assigned 500 w daytime on 1360 kc, WLBK was established in 1947.

TEMPORARY HALT CALLED AT WOR-TV

INVOLVED in a strike by engineers and te nicians since Aug. 18, WOR-TV New Yo announced Thursday that the station wo cease operations temporarily at "the close telecasting Sunday (yesterday) in order to ordinate plans" for moving its transmitter a studio facilities to the Empire State Bl [CLOSED CIRCUIT, Sept. 7].

The television station, along with WOR-A New York has been struck by engineers a technicians of Local 1212, Internatio Brotherhood of Electrical Workers (AFL) i dispute centering around the method of w assignments. Management of the stations contended that the union proposals constit "featherbedding" in that they would restr rotation of workers on various assignments a require the stations to employ more technici than deemed necessary.

WOR-TV, which currently occupies stud at 67th St. between Columbus Ave. and Bro way and transmits from North Bergen, N. has been maintaining operations with sup visory personnel, as has been WOR. The lat station is not involved in the shutdown a will continue broadcasting. A WOR-TV spok man said that approximately 45 regular en neering employes will be affected by the s pension of operations at the 67th St. stu plant.

In announcing the plan to shut down, Thom F. O'Neil, president of General Teleradio In which owns WOR-TV, said:

"While the strike of engineering emplo has not impaired our radio or television ope tion beyond forcing the relinquishment of t Dodgers baseball games, this is a good opp tunity to plan the physical transition of WO TV from our North Bergen transmitting s and our 67th Street studios to a consolidat new operation in the Empire State Bldg." (T Dodger home games currently are carried o Du Mont's WABD [TV] New York).

Though no date was specified for resumpti of telecasting operations by WOR-TV, M O'Neil said that "plans were well advanced f a new concept in local telecasting service wh the station resumes from its own facilities." H added that present plans are to resume ope tions at the station about a month after t strike ends.

ABC and KMPC Sever Exploratory Sale Talks

EXPLORATORY sale talks between ABC e ecutives and the owners of KMPC Los Angel [B•T, July 6] have been abandoned, Robert Reynolds, vice president and general manag of KMPC, announced last week.

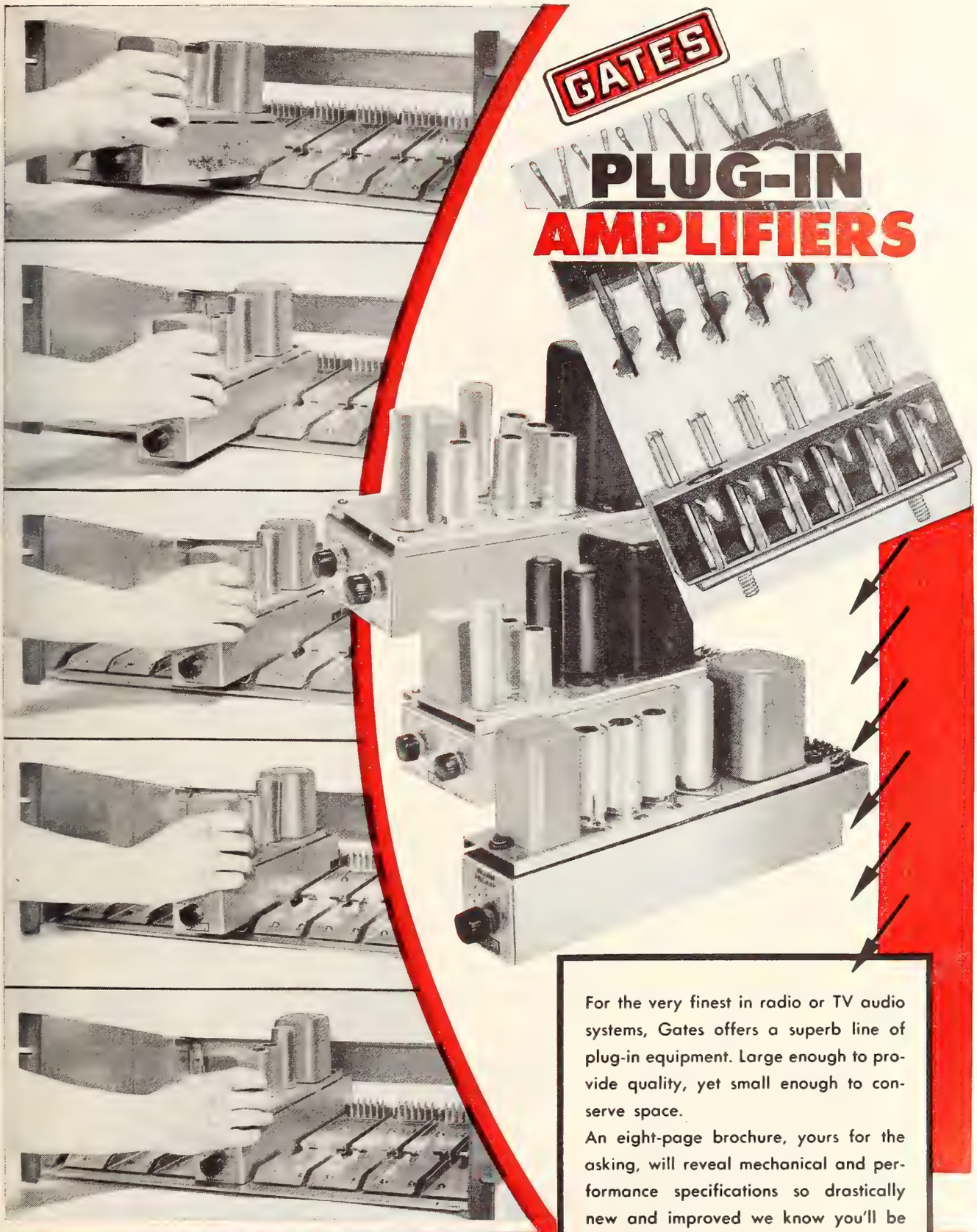
The negotiations, Mr. Reynolds said, we at the request of ABC. The station, he said, definitely not on the market.

Gates Ships Remote Control Equipment to 11 AM Outlets

GATES Radio Co. last week announced it h shipped remote control equipment to 11 radi outlets.

The units shipped, all within a week, went t WCRA Effingham, Ill.; KASI Ames, Iow KSIJ Gladewater, Tex.; WRON Roncevert W. Va.; WPAZ Pottstown, Pa.; WLVN Lyn Mass.; WGAP Maryville, Tenn.; WCVS Spring field, Ill.; WCLM Lancaster, S. C.; WTN Tallahassee, Fla., and Vacationland Broadcas ing Co., Crestview, Fla.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM



GATES

PLUG-IN AMPLIFIERS

For the very finest in radio or TV audio systems, Gates offers a superb line of plug-in equipment. Large enough to provide quality, yet small enough to conserve space.

An eight-page brochure, yours for the asking, will reveal mechanical and performance specifications so drastically new and improved we know you'll be interested. Write or wire any Gates office listed below.

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

• 2700 Polk Avenue, Houston, Texas • Warner Bldg., Washington, D. C. • 51 East 42nd Street, New York City • 13th & Spring Streets, Atlanta, Ga.

7501 Sunset Blvd., Los Angeles 46, Calif. International Div., 13 E. 40th St., New York City Canadian Marconi Co., Montreal, Quebec

New NBS TV Theory

DON'T put your TV or FM tower on top of the highest mountain. Put it down on the plain—but make sure there's a "knife-edge" mountain ridge nearby.

That theory, which if proved may overturn accepted practices in vhf broadcast engineering, was submitted by the National Bureau of Standards last week.

High mountain top ridges may actually become aids for reducing both transmission loss and tropospheric fading, instead of being a disadvantage, the NBS report stated.

NBS reported a considerable increase in signal strength received should result when a large knife-edge obstacle is located at the midpoint of the vhf transmission path. According to the theory the signal is built up by a four-way combination of reflection, diffraction and atmospheric refraction. Height of the obstruction must be greater than the elevation of the common horizon, NBS said.

WBAP-TV Orders Gear For Boost to 100 kw

WBAP-TV Fort Worth officials said last week the Ch. 5 station has ordered from RCA Victor a new super-power TV transmitter capable of both color and black-and-white transmission, in anticipation of FCC approval of its request for a boost to maximum 100 kw effective radiated power.

A 1,113-ft. tower will be erected to place a six-bay antenna 1,749 feet above sea level near WBAP-TV's present antenna site, spokesmen said. They said signals will go out over 30 counties surrounding Fort Worth.

A brick and steel transmitter building with 4,000 square feet of floor space will be built at the tower base for installation of the transmitter next winter, officials said, adding that the Air Space Committee in Washington has approved the tower. Congressman Wingate Lucas, who long has opposed erection of flight-hazard structures between Fort Worth and Dallas, has hailed the Air Space group's approval of the tower, which is outside city limits and out of air traffic zones, WBAP-TV officials said.

HEART ATTACK FATAL TO W. B. McGILL

The sudden death of 'Mac' McGill, prominent figure in radio-TV and electronics shocked the broadcasting world last week. Cause of death was coronary occlusion.

FINAL tribute to William Byron McGill, 54, advertising manager of Westinghouse Radio Stations Inc., was paid Wednesday as leaders of the electronics world participated in funeral services held at Atlantic City.

Sudden death of Mr. McGill the evening of Sept. 6 shocked broadcasting and manufacturing circles since there had been no indication of ill health. Death was due to coronary occlusion.

Mrs. McGill found him dead in their Atlantic City apartment just before sundown. She had not been in the same room at the time. Within minutes the Atlantic City rescue squad, adjoining the apartment building, was applying oxygen but without avail.

Mr. McGill's final week had been entirely normal, with the first four days spent at WRS' Washington headquarters. He had been active as usual, and quite according to pattern he was happiest with several phone calls stacked up and a desk loaded with work. Among projects he was working on was a promotion program for dedication of a new 50 kw transmitter at WOWO Fort Wayne, scheduled late in the year.

He spent Friday, Sept. 4, at KWY Philadelphia on company business, driving in mid-afternoon to his Atlantic City apartment.

Services were held at 2 p.m. Wednesday at Jeffers & Keats funeral parlor, Atlantic City, with internment at Laurel Memorial Park, Pomona, N. J.

For a decade Mr. McGill had maintained his principal residence in the Atlantic City area, with an apartment in Philadelphia when WRS headquarters were in that city, and one at 1235 13th St., Washington, D. C., after headquarters were transferred to the nation's capital.

"Mac" McGill was known throughout the industry for his artistic works, his hobbies, his promotional skill and an easy-going personality that had won him vast numbers of friends.

His widow, Mrs. Lois Miller McGill, is known to many broadcasters. She is official organist at Convention Hall, Atlantic City, and played for the 1947 NAB convention held in



Mr. McGill

that auditorium. Surviving besides Mrs. McGill is his mother, Mrs. Laura Jane McGill, and a brother Edward, both of Masontown, Pa., near Pittsburgh.

William Byron McGill was born Oct. 9, 1898, at Masontown. He completed his schooling at the School of Fine Arts, Carnegie Tech. From school he went to the classified advertising department of the *Pittsburgh Post*. His *Post* career was slightly interrupted by induction into the Army Nov. 11, 1918—a one-hour tour of duty that ended when the screaching of sirens announced that an armistice had been signed with Germany.

From 1920 to 1926 he served in the theatrical art and advertising studio of George S. Sherman, Pittsburgh, leaving to establish Franklin Press, a business venture that was, most of all, an artistic success since it included a day spent with Fred Goudy, noted type designer, at his Village Type Foundry in Marlborough, N. Y.

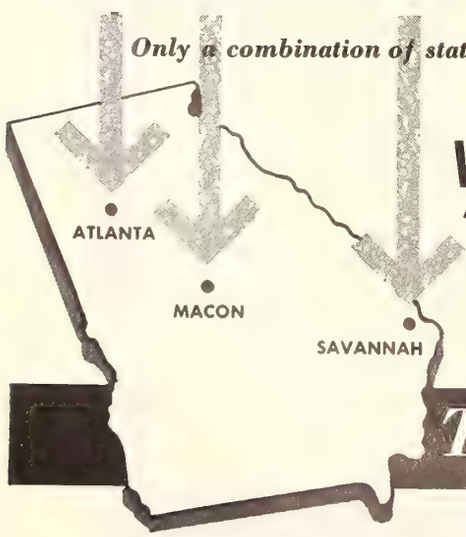
He formed Neon Signal Devices Inc. in 1928 to market traffic signs, a venture that was highly successful until 1932 when the national depression cut both traffic and highway marking to a minimum. Returning to design and mechanical displays, he worked for U. S. Steel, Armstrong Cork, Pittsburgh Plate Glass and many other leading industrial firms. In this activity KDKA Pittsburgh, pioneer Westinghouse station, went to him for special promotions and later induced him to join the organization in the sales promotion office.

At KDKA he quickly attracted attention in broadcasting circles with his unusual and artistic promotional campaigns. On the side he indulged in a half-dozen or more hobbies including art works that decorate many Pittsburgh offices.

In 1939 he married Lois Miller, a leading Pittsburgh musician. He had met her at KDKA where she gave musical performances for a number of years.

The McGills moved to Philadelphia in 1943 with his promotion to the post of WRS advertising manager. They quickly became enamored of the area around Atlantic City and joined in a long-range home-building project some miles west of the resort. Recently Mr. McGill ruefully recalled that the house he had erected with his own hands over a seven-year period had been razed in two days by a wrecking crew

Only a combination of stations can cover Georgia's major markets.



WAGA ATLANTA — 5000 w, 590 kc, CBS Radio

WMAZ MACON — 10,000 w, 940 kc, CBS Radio

WTOC SAVANNAH — 5000 w, 1290 kc, CBS Radio

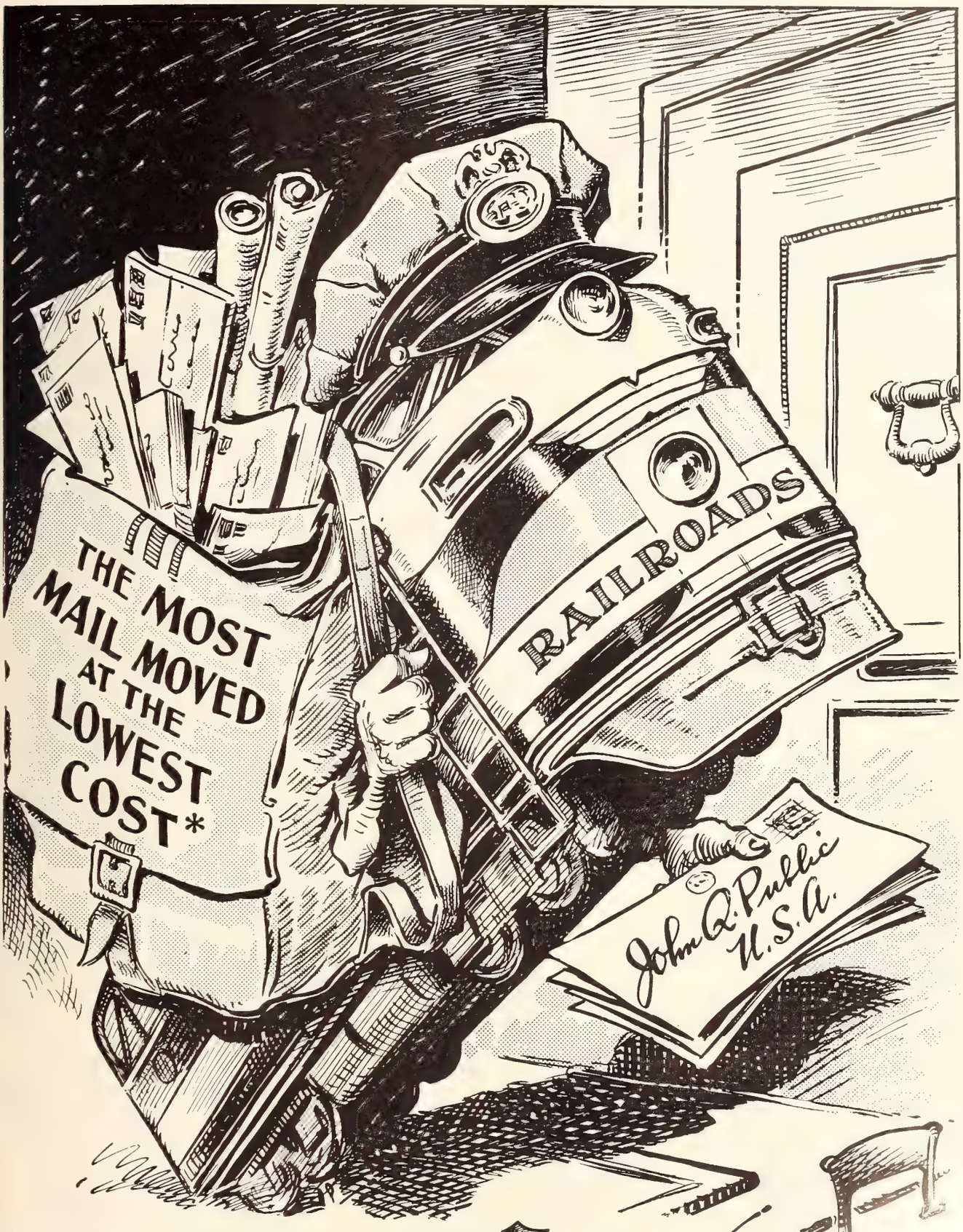
The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

U.S. MAILMAN NO. 1



* *In 1952, railroads moved 86.5 per cent of all domestic non-local mail, and for doing so were paid an average of only about 12 cents per ton per mile.*

for the
ASSOCIATION OF AMERICAN RAILROADS

from a super-highway project that was routed through the lot.

Among his hobbies were astronomy and collecting. He had a garage full of assorted antique radio receivers and electronic gear. In a number of garages around various cities he kept his fleet of seven assorted automobiles, including a favorite Rolls Royce whose every chug brought a smile to his countenance. Traveling frequently around the Westinghouse eastern stations, he had a convenient car handy if he used public transport and wanted to get somewhere else in a hurry—and he always was in a sort of calm rush.

One of his proud achievements was origination of the first National Radio Week in 1945, timed to open with the 25th anniversary celebration of Westinghouse KDKA. He designed a silver figure depicting electronic progress as a Radio Week symbol. Besides originating the week, he did a heavy share of the promotion and detail involved in the project—a chore he was saddled with for many years.

For years he was active in Radio Mfrs. Assn. (now RETMA) affairs and served on its advertising committees.

With all these hobbies Mr. McGill found the 24-hour day much too short for his work and play, which actually were interlocking phases of his life. Struck by an idea, he would work the clock around without the intrusion of sleep. When he became interested in astronomy he started building and selling telescopes. Once he obtained a famed shot of the top of KYW's tower by holding a camera against the eyepiece of a telescope aimed at the point.

His work and his artistic creations offer partial recognition to the mostly-unsung though prominent role he took in the development of broadcasting and electronics.

WBKB (TV) Plans Boost To 114 kw ERP This Week

COSTS of WBKB (TV) Chicago's increase in effective radiated power from 28.3 to 114 kw, scheduled to go into effect next Friday, were estimated at about $500,000 last week by ABC Central Division.

The AB-PT o & o outlet was to have made the change during its *Courtesy Hour* between 10-11 p.m. as the first step toward eventual maximum power of 316 kw by the fall of 1954. The station hopes to extend coverage into the Fox River Valley area.

The station plans numerous announcements this week to remind viewers of the power boost. William P. Kusack, chief engineer, will explain details.

WBKB already has added 8¾ hours of live programming to its weekly schedule, it was said.

WANTED

TELEVISION ENGINEERS

Work in one of America's pioneer television stations and enjoy excellent climate too! Average temperature 72° in summer, 62° in winter. Union scale, good working conditions, company-paid insurance for employee and family. Send full background, experience, late picture first letter. Charles Abel, Chief Engineer, KFMB-TV, San Diego, California.

He Mixed His Paint With a Microphone

BACK in 1945, as broadcasters were preparing to celebrate the 25th anniversary of commercial radio, William Bryon McGill holed up in a studio at Atlantic City whenever he had an odd hour. There he produced a series of four murals depicting broadcasting from its gleam-in-the-eye stage right through to television.

These murals, a feature of radio's 25th anniversary and the first National Radio Week, have been on exhibition in the reception room of BROADCASTING • TELECASTING headquarters in the National Press Bldg., Washington, and have been seen by thousands of broadcasters.

A brochure presenting the four murals in full color was published by this magazine in 1945. With it appeared the following character sketch written by Robert K. Richards, now administrative vice president of NARTB and at that time editorial director of BROADCASTING, predecessor to the present B•T. It depicts in Mr. Richard's deft style the true "Mac" McGill as he appeared to his friends and fellow broadcasters.

"William Byron McGill, who painted the BROADCASTING murals, practices his genius in not one, but several professions.

"He is advertising manager of Westinghouse Radio Stations Inc. He has been, in his 47 years, a typographer, a newspaper advertising salesman, a theatrical designer, an inventor, a radio station promotion director, an astronomer, and an artist.

"The four murals he has executed for BROADCASTING were painted from conception to completion, in 61 days. They were done by Mr. McGill in his spare time between July 15 and Sept. 15. Meanwhile, he found it possible to perform his regular vocational duties; to become so ensnarled in committee activities for National Radio Week that his hand, as much as any other, guided the planning; to pursue his regular hobby of photography, and otherwise to find outlet for his atomic enthusiasm.

"In these wall paintings, Mr. McGill has funneled through a brush his major impressions of the radio art. Broadcasting, to him, is not only his bread and butter; it has been the ferment of his endeavor for many years. He has here, through the medium of the oldest art, portrayed the past and the promise of the newest.

"The mural paintings were developed in final form after 12 preliminary sketches. The figures and patterns were roughed in by the artist in Philadelphia. He moved these outlines to his studio on the Central Pier at Atlantic City. There, using only three colors to attain a dramatic sepia effect, he brought color and form to his canvas. Each monumental portrayal is four feet six inches in depth, and they measure variously in length: six, eight, nine and 12 feet.

"His attention to the job at hand was startling—and strictly McGill. At one time, as his task was nearing completion, a score of guests milled about the McGill studios, cocktails in hand, watching the Miss America beauty contest in progress on the Atlantic City boardwalk below. He continued stoically with his brush and pallette.

"During the five years that Mr. McGill spent as promotion director of KDKA Pittsburgh, he made frequent pilgrimages among the listeners. He visited them with traveling bond-selling shows; he was there for remote special events.

"In those days, he feels, was nurtured his philosophy about broadcasting. He didn't find it in the studios, neither did he sense it among station operators nor in his own advertising pursuits. He discovered it among the listeners—in their regard for those who had become their friends through a word or a song that defied space. He has long wanted to capture on canvas the montage impression of that intimacy which radio lends to the communion of men.

"Mac, they call him. His eyes twinkle. He will spend as much time with a leg-pulling caricature of a pal as he will with a portrait in oil. His office is a litter of stacked manuscript, of advertising layouts, of books and chewed pencils. Things shouldn't be filed, they should be piled, he maintains. Putting things in a file consigns them to oblivion.

"He is made of coiled springs, but not in the lean, hungry sense. He is chubby and his chest sits down with him. But one notes his alertness—for a ringing 'phone, for the 'hello' of a visitor, but most particularly for the clear, clean twanging of an idea. When that happens, he practically reverberates.

"Broadcasting. Painting. Can a man have three loves? Doubtless he can. Mrs. McGill, who finds the courage and the stamina to live in the presence of such an electronic cloudburst, is herself an artist. She was a KDKA staff musician when she married Mac. More recently she played the organ and led community sings on the famous Heinz Pier at Atlantic City. That pier was destroyed in a hurricane a year ago.

" 'My wife?' asks Mac. 'She is an organist without a pier!' "

It's $1,075 Per Spot On WCBS-TV's Rate Card

A GENERAL boost in CBS-owned WCBS-TV New York's rates—including one that reportedly makes the station the only one in the U. S. with a $1,000-plus charge for a spot announcement—was announced last week by Craig Lawrence, station manager.

Effective tomorrow (Tuesday), but with the customary six-months protection on current contracts, the increases apply to virtually all of the station's rates except participations in morning programs, authorities said.

Basic Class A hour rate goes from $4,500 to $4,800—same as that of NBC-owned WNBT (TV) New York—while Class A, Group 1 one-minute film announcements and 20-second station breaks increase from $975 to $1,075. (By comparison, WCBS-TV's rate card No. 1 in 1947 showed no rate for spot announcements other than the facilities charge.)

In a letter sent to advertisers and agencies regarding the new rate card—No. 13—General Sales Manager George R. Dunham noted that TV set circulation in the New York area has increased almost a quarter-million since rate card No. 12 went into effect in April, with TV families as of Sept. 1 estimated at 4,038,000. WCBS-TV's nighttime share of this audience, he said, has gone up 40%.

Under the new card, WCBS-TV's basic Class B hour rate advances from $2,700 to $3,000; Class C from $1,750 to $2,000, and Class D from $850 to $1,000.

OUR RECIPE WITH 6,000 NAMES



Bette Miller and Johnny Williams on KDUB's "Recipe Roundup"

KDUB-TV, LUBBOCK, TEXAS began it's afternoon cooking show with $2,000 in prizes for a name. An enthusiastic audience responded with over 6,000 suggestions! Now it's branded "Recipe Roundup" — a light, neighborly show — solid with the ladies. The strictly live and local flavor, daily prizes for recipes used on camera, and useful content team to make it a Monday through Friday natural. 3 TO 3:45 P.M.

W. D. "DUB" ROGERS, president
MIKE SHAPIRO, Asst. Mgr., Director of sales

YOUR AVERY-KNODEL MAN HAS THE DETAILS

EFFECTIVE POWER
35,000 watts visual
17,500 watts aural

affiliated: Paramount CBS DuMont

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

KSL-TV Starts $100,000 Power Boost Program

KSL-TV Salt Lake City has embarked on a $100,000 construction program that includes an increase of power from 18 kw to 30 kw, according to Ivor Sharp, executive vice president of Radio Service Corp., licensee.

The power boost was approved by the FCC Aug. 14.

Main cost is the new transmitter to replace present equipment atop the 9,425-ft. Coon Peak, Mr. Sharp said. A new tower next summer will add 100 ft. to the tower currently being heightened by 50 ft., he said.

Nearly completed is an aerial tramway to the transmitter site. The enclosed cable car, rising 4,700 ft. up the west side of the mountain, will travel the three miles from the valley floor to the top of the mountain. At one point, the car will be suspended 600 ft. from the ground, at the middle of a 4,200 ft. span. KSL-TV said increased signal coverage, particularly in fringe areas, will result from the power increase.

New KSTP-TV Rate Card

NEW rate card No. 11 for KSTP-TV Minneapolis-St. Paul establishes Class AA time from 7-10 p.m. Mon.-Sat. and 6-10 p.m. Sunday, with rates at $1,100 per hour. Class A rates are $900. Class B rates are reduced from $675 to $600 and Class C rates from $450 to $400. Class D rates are increased from $225 to $300. Class A rates are from 6:30-7 p.m. Mon.-Sat., 10-10:30 p.m. daily and 5-6 p.m. Sunday. Class B rates are 6-6:30 p.m. Mon.-Sat., 10:30-11 p.m. daily and 1-5 p.m. Sunday.

KTBC-TV Plans Rate Increase

BASE rate, Class A time, will be increased from $250 to $300 per hour at KTBC-TV Austin, Tex., effective Oct. 1, according to J. C. Kellam, station's general manager. Station's power recently has been raised to 100 kw.

Peterson Elected V. P. To Head TV at Hollingbery

JOHN I. PETERSON has been elected vice president in charge of television for George P. Hollingbery Co., radio and TV station representatives, effective today (Monday).



Mr. Peterson

The announcement last week said Mr. Peterson replaces Eugene S. Thomas, who is joining the *Omaha World-Herald* as general manager of the company's radio and television interests. (see story page 72).

Mr. Peterson was an account executive with the New York office of the Hollingbery company before his election. He was radio and television director of Barnes Chase Adv. Agency, San Diego, Calif., before he joined the station representative firm.

He also has served with WBBM Chicago; WIS Columbia, S. C., and KOY Phoenix.

TOP NBC-TV EXECUTIVES SHUFFLED BY GEN. SARNOFF

New reorganization of the TV network signals speeding of preparations for color. Top reassignment affects Messrs. Weaver, Herbert and Barry. Changes also indicate active leadership by Gen. Sarnoff of NBC-TV.

BRIG. GEN. DAVID SARNOFF reorganized NBC-TV's top-level executive structure last week to speed preparations for commercial colorcasting and in so doing left no doubt that he is active head of NBC's TV network as well as board chairman of RCA and NBC and acting president of NBC.

He assigned Sylvester L. (Pat) Weaver, vice chairman of the NBC board, who has developed the network's colorcasting plans, to take charge of TV network programs. He designated John K. Herbert, who had been vice president in charge of the TV network, to be vice president in charge of TV network sales. And he gave Charles C. (Bud) Barry, who has been vice president in charge of TV programs, the new assignment of vice president for program sales.



Mr. Weaver



Mr. Herbert

A study of the reporting channels set up in the new organization plan, meanwhile, indicated that several of NBC's service departments, which under the radio-TV network divorcement plan heretofore have reported to William H. Fineshriber Jr., vice president in charge of the radio network, have been taken from Mr. Fineshriber's jurisdiction and placed variously under Mr. Herbert, Mr. Weaver and Joseph V. Heffernan, who has been financial vice president but now becomes vice president for finance and services, reporting directly to Gen. Sarnoff.

Messrs. Weaver and Herbert as well as Mr. Heffernan—and also John K. West, vice president for the NBC Pacific Division—all will report to Gen. Sarnoff as board chairman, the announcement said.

Robert W. Sarnoff, vice president in charge of NBC's Film Division, was given additional responsibilities as executive assistant to Mr. Weaver, to coordnate activities of the departments under Mr. Weaver.

David C. Adams, who has been vice president for administration, was named administrative vice president, reporting to Mr. Heffernan.

Gen. Sarnoff's announcement, making no reference to Mr. Herbert's former responsibilities as vice president in charge of the TV network, and making no new assignment of that title, was regarded as further evidence that the general—as he promised TV affiliates at their meeting in late May—is actively running the network. There is now no TV counterpart of Mr. Fineshriber, vice president in charge of the radio network.

Gen. Sarnoff explained:

"In view of the general expectation that compatible color television will be authorized in the near future on a commercial basis, it is essential that steps be taken to integrate color with our present black-and-white service as soon as authority is granted by the FCC.

"Plans for color telecasting have been developed and completed by Mr. Weaver, to whom I assigned this special task some time ago. These plans are comprehensive and far-reaching for our network, our affiliates and our clients.

"The continued growth of our television network, and the expansion our operations will assume with the advent of color, make it necessary that the program and sales activities of the NBC Television Network be headed by executives who will be free to devote their full time and attention to their respective duties. Accordingly I have made the following assignments, effective immediately:"

Gen. Sarnoff then listed the new lineup, with the appointments and jurisdictions effective immediately, and said "all other (those not mentioned in the announcement) divisions and departments and the organization channels through which they report, remain as at present."

Departments whose organization channels are affected include several service departments, which have not been divided into separate radio and TV units. These are station relations, research, engineering, production and publicity. Heretofore these have reported to Mr. Fineshriber through Mr. Adams. In the new setup, research and publicity report to Mr. Herbert; station relations and engineering to Mr. Heffernan, and production to Mr. Weaver.

The TV units for programs, public affairs and program business affairs, which formerly reported to Mr. Barry as TV programs vice president, report in the new lineup to Mr. Weaver.



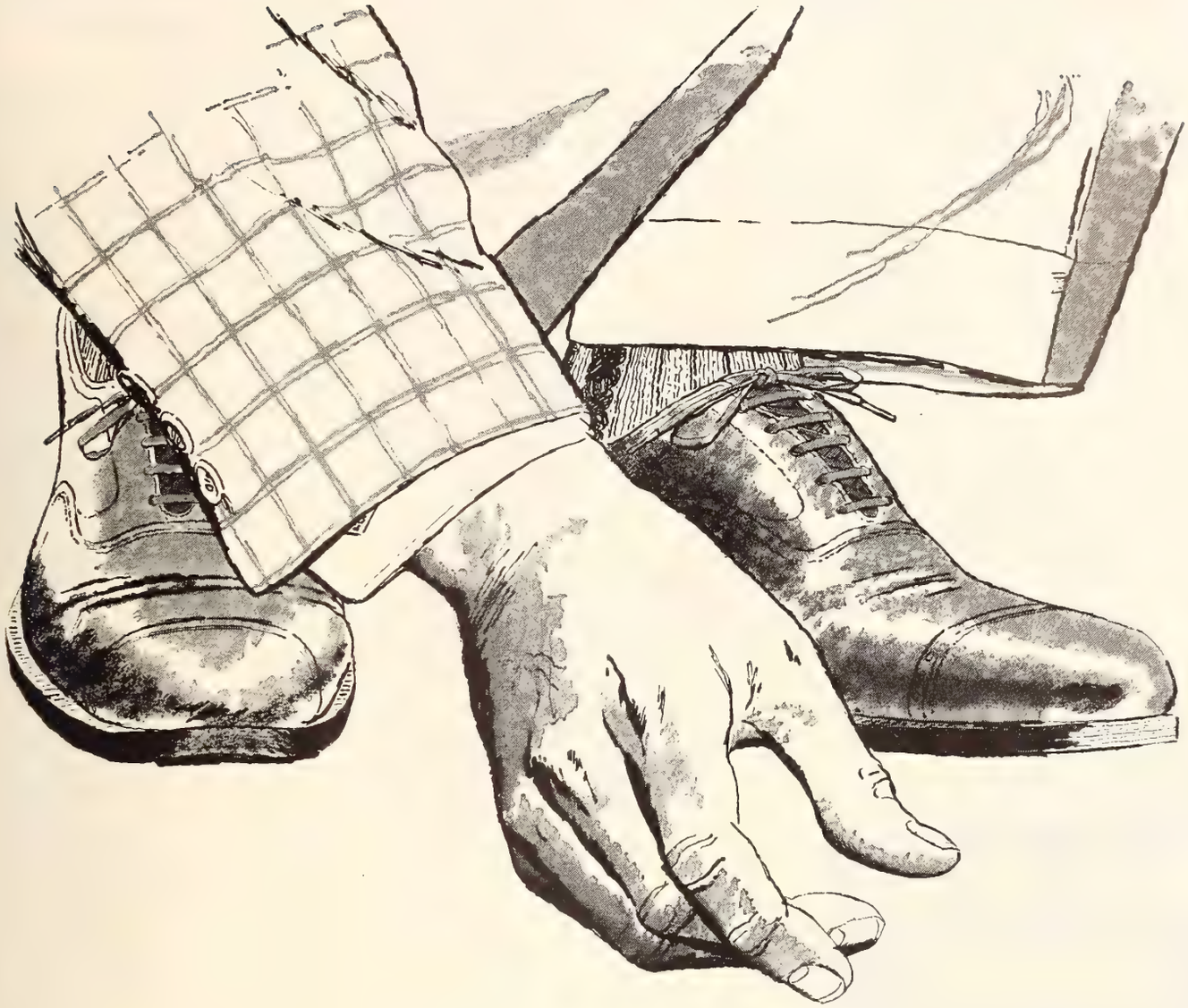
Mr. West



Mr. Heffernan

Advertising and promotion department, originally announced as slated for separation into different radio and TV units, was not mentioned in the announcement and it was understood that separation in this case may be getting reconsideration, though it also was believed that the department will be split.

Integrated services department, vice presi-





How important is a penny?

At some time or another when you've bought gasoline you have probably wondered how much less a gallon would cost if our profit were taken out of the price.

Actually if the Union Oil Company made no profit on any of its products, the price of "76" or "7600" gasoline would be reduced by a little more than one penny per gallon.

With this "penny-plus" we have to meet today's inflated cost of finding and developing new oil reserves. With it we also have to pay the additional amounts necessary to replace worn-out equipment such as pipe lines, refineries and trucks.

Furthermore, out of this fraction more than a penny, we have to pay the 40,362 owners of the Union Oil Company. For without profit there would be no incentive for these men and women to put up their money to buy the tools so vital in increasing the productivity of our 8,756 employees.

So, as you can see, a penny is *mighty* important to us. As a symbol of the small profit we make per gallon of product sold it is far overshadowed by the 8¾¢* tax per gallon the Federal and State governments collect from both of us.

*Computed on basis of gasoline sold in California.

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

Manufacturers of Royal Triton,
the amazing purple motor oil

dent and general attorney, and controller, all of whom formerly reported to Mr. Heffernan, now report to Mr. Adams, who reports to Mr. Heffernan. The treasurer will report direct to Mr. Heffernan, as in the past.

The new structure as outlined by Gen. Sarnoff shows:

Messrs. Weaver, Herbert, Heffernan, and West report to Gen. Sarnoff; Mr. Weaver, vice chairman of the board, is in charge of television network programs; Robert W. Sarnoff, vice president in charge of Film Division, is serving also as executive assistant to Mr. Weaver to coordinate activities of departments reporting to Mr. Weaver. Heads of these are unchanged: Thomas A. McAvity, national program director; Frederic W. Wile Jr., vice president for production; Davidson Taylor, director of public affairs, and Gustaf B. Margraf, vice president for program business affairs.

Reporting to Messrs Herbert & Heffernan:

To Mr. Herbert—Mr. Barry, who becomes vice president for TV program sales, and George Frey, who continues as vice president and director of TV sales. Also reporting to Mr. Herbert are Hugh M. Beville Jr., who continues as director of research and planning, and Sidney H. Eiges, who continues as vice president for press and publicity.

To Mr. Heffernan—Mr. Adams, administrative vice president, as do also the following who continue in their current positions: O. B. Hanson, vice president and chief engineer; Harry Bannister, vice president for station relations, and Joseph A. McDonald, treasurer.

Reporting to Mr. Adams will be the following, whose positions were not changed: William S. Hedges, vice president for integrated services; Thomas E. Ervin, vice president and general attorney, and Charles Cresswell, controller.

The radio network's organizational structure was not mentioned, and officials said they knew of no changes contemplated there. Top radio network officials include:

Mr. Fineshriber as vice president in charge; Ted Cott, operating vice president of the radio network; Fred Horton, director of radio network sales; John P. Cleary, director of radio network programs, and Merrill Mueller, radio news and feature executive.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

DuMont Slates Briefing For Fall Football Plans

SESSIONS have been scheduled by DuMont TV Network in New York this week to set up plans for what DuMont calls the "most comprehensive" schedule of football telecasts ever aired—49 games slated to be seen in a total of 108 cities.

To be held Tuesday and Wednesday in the DuMont Telecentre, the meetings are for representatives of sponsors and agencies, announcers, directors, network executives, engineers, cameramen and any others identified with the football schedule, which consists of National Football League (professional) contests (in which all of the league's 12 teams will be seen) plus the championship playoff on Dec. 27 and the East-West Shrine game on Jan. 2.

It has been estimated that football's gross income from the telecasts will approximate $500,000.

Westinghouse Electric Corp. is sponsoring 19 games nationally—10 on Sundays and 9 on Saturday nights—in the span between Oct. 3 and Dec. 13. Westinghouse also will share sponsorship of 5 other games in two markets, and will sponsor a series of games between West Coast teams in 13 cities. Five other series will be presented regionally in 35 cities, with sponsors including Atlantic Refining Co., Miller Brewing Co., Brewing Corp. of America, William S. Scull Co., Chester Ford Dealers Assn. and Pittsburgh Zone Chevrolet Dealers.

Miller Brewing Co. also has signed to sponsor the Dec. 27 pro championship game nationally and, according to DuMont, has asked that the contest be placed in every TV city.

NBC-TV SCHEDULE NEAR SELL-OUT

Only one 10-minute segment remains unsold as NBC-TV moves into the fall season.

ANTICIPATED sell-out for NBC-TV's fall nighttime schedule [B•T, June 1] was rung up last week, save for a single 10-minute period.

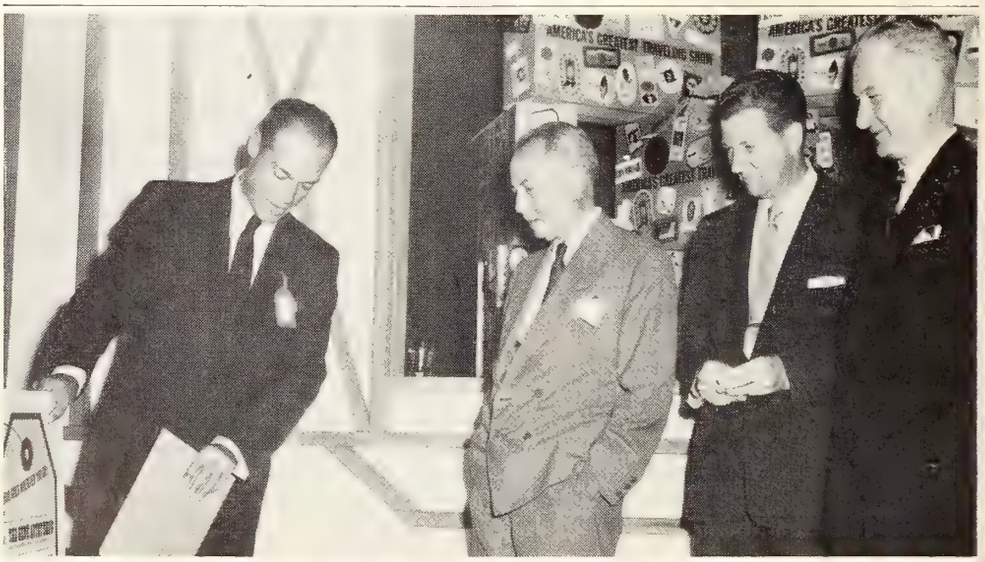
And spokesmen said an order was expected within a few days for that last 10 minutes—a segment on the last hour of *Your Show of Shows*.

Latest sales included signing of Armour & Co. and RCA Victor to alternate the first half-hour of *Show of Shows* (Sat., 9-10:30 p.m.); Pontiac Dealers to sponsor Dave Garroway in the Friday 8-8:30 p.m. segment (see auto business story page 37); R. J. Reynolds Tobacco Co., for the Sunday 10:30-11 p.m. period for *Man Against Crime*, and Consolidated Royal Chemical Corp. for Monday 7:30-45 p.m. for *Arthur Murray Dance Party*.

RCA Victor's *Dennis Day Show* will move from the Friday 8-8:30 p.m. period bought by Pontiac Dealers and will go into the Monday 9-9:30 p.m. segment. In connection with its alternate-week sponsorship of the opening half-hour of *Show of Shows*, RCA Victor is scheduling a closed circuit telecast within a few days to explain its plans to RCA Victor distributors in 40 cities.

John K. Herbert, NBC vice president in charge of TV network sales, who announced the near-sellout status, also disclosed that Dave Garroway, to be sponsored by Pontiac Dealers on Friday nights, had been signed by NBC to a new contract extending his services to 1960.

Signing of Armour & Co. marks that company's first use of evening network TV, spokesman said. The Armour-RCA Victor purchase is for the full 39-week period, through Foote, Cone & Belding and J. Walter Thompson Co., respectively. RCA Victor's signing for the Monday night time for Dennis Day and the contracts of the Pontiac Dealers, Reynolds Tobacco, and Consolidated Royal Chemical were for 52 weeks. Agency for Pontiac is MacManus, John & Adams, Detroit; for Reynolds, Wm. Esty Co., New York, and for Consolidated Royal Chemical, Dancer-Fitzgerald-Sample, Chicago.



GRAPHIC explanation is made at CBS Radio's program promotion clinic in New York fortnight ago by Charles Oppenheim (l), administrative manager, sales promotion and advertising for the network, to Paul Hahn, president, American Tobacco Co.; W. Eldon Hazard, CBS Radio sales manager, and Ben Duffy, president, BBDO.

Proposed M-G-M, NBC Talent Plan Stumbles

Enthusiasm for plan which would allow the studio's stars to appear on TV—and to plug M-G-M pictures at the same time—has cooled.

SNAGS having developed, M-G-M and NBC may drop their negotiations for the movie studio's stars to appear on NBC-TV's *Colgate Comedy Hour*.

Enthusiasm displayed at start of negotiations some weeks ago [B•T, Aug. 24] reportedly has cooled. Although future conferences are scheduled, it is understood that network and sponsor executives will not concede to demands made by M-G-M. Counter proposals of Edward Little, board chairman of Colgate-Palmolive-Peet Co., reportedly are unacceptable to the film company.

One reported cause of the impasse, not admitted by either side, was that NBC-TV affiliates played a major role in the suspension of talks, since appearance of movie stars on TV shows would give free plugs to movies being shown locally, thus cutting off revenue TV stations might receive from time purchased to promote movies.

While M-G-M is making up its mind, producer Sam Fuller has lined up name talent for several of the *Comedy Hour* shows who will promote other major film studio releases. And should a deal finally materialize, from the line-up announced, M-G-M could get no showing on the *Comedy Hour* until sometime in November or even later.

Kicking off the fall schedule Oct. 4 are Martin & Lewis, who as usual are expected to plug one of their upcoming Paramount pictures. Burt Lancaster will be guest star and incidentally promote his independently produced films. Jimmy Durante, Oct. 11 will have star John Wayne as guest.

With Warner Brothers readying release of "The Eddie Cantor Story," it is anticipated Eddie Cantor will promote that film Oct. 18. Donald O'Connor heads the Oct. 25 show, with a movie personality added. Abbot & Costello, Nov. 1, are certain to talk about their Universal-International film releases.

Meanwhile, a two-day meeting to coordinate all elements of *Colgate Comedy Hour* is scheduled to get under way in Hollywood today (Monday).

Besides top NBC-TV and Colgate New York executives, attending will be the production staff, writers and backstage crew along with television heads of the Ted Bates Co., Sherman & Marquette, and William Esty & Co.

John M. Ward Dies; Was Mutual Executive

FUNERAL services were held last Thursday for John Mackenzie Ward, 47, former MBS midwest sales manager and radio industry veteran, who died Tuesday in Hinsdale, Ill., after a prolonged illness.

A native of Guthrie Center, Iowa, he joined Trans-American Broadcasting Co. in 1937 and three years later became Chicago representative for WMCA New York. In 1941 Mr. Ward joined the Blue Network's central division sales staff. From 1943 to 1948 he was associated with CBS Radio Sales and Adam J. Young Jr., national station representative firm, in Chicago. He joined Mutual's midwest division as a salesman in April 1948.

His wife and three children survive.



New RCA-6181 power tetrode used in RCA 1-Kw UHF television transmitter type TTU-1B.

New UHF Stations



with the RCA-6181

UHF TELEVISION is now a reality! And the RCA-6181 power tetrode is playing a vital role in new station operations.

Many features have been incorporated in this new tube which provide important operating advantages. The use of forced-air cooling permits substantial operating economies: ceramic bushings are used between terminals to reduce power loss. The coaxial-electrode structure of the 6181 is designed especially for use with high-power circuits of the coaxial-cylinder cavity type; its indirectly heated, low-temperature, coated cathode assures long serviceability.

Specify RCA when you need tubes for replacement.

KEEP IN TOUCH WITH YOUR LOCAL RCA TUBE DISTRIBUTOR FOR THE LATEST TUBE DEVELOPMENTS.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

Notre Dame Games Filmed

FILMS of Notre Dame's 1953 football games will be presented on ABC-TV on Sunday nights, about 24 hours after the game's end, starting Sept. 27 and continuing through Dec. 6. Telecasts will be available for sale on a local cooperative basis. The telecasts, scheduled at 7:45-9 p.m. Sunday, will include slow-motion repeats of top moments of play in the game covered. Notre Dame's schedule, starting Sept. 26, includes Oklahoma, Purdue, Pittsburgh, Georgia Tech, Navy, Pennsylvania, North Carolina, Iowa and Southern Methodist. Participants in the Nov. 29 telecast are yet to be announced. California-Pennsylvania is scheduled for showing Oct. 11.

GRAYBAR REALIGNS BRANCH PERSONNEL

A SERIES of appointments and transfers involving managerial personnel was announced last week by the Graybar Electric Co., New York.

In the eastern district, N. F. Clark has been named operating manager at Buffalo from a similar post at Syracuse, replacing the late A. Kreitzer. A. C. Goodwin, who has been operating manager at West Hartford for the past two years, succeeds Mr. Clark at Syracuse. D. J. Grady Jr. advances from office salesman at West Hartford to replace Mr. Goodwin.

In the central district, J. M. Ferguson, a salesman at Davenport since 1948, has been appointed manager of the branch there. R. J. Nelson, head office salesman at Chicago since 1951, becomes operating manager of the Davenport branch.

Announcement also was made of the appointment of E. L. Harrelson as operating manager in Shreveport; H. L. Warman in El Paso; H. J. Crouch in Oklahoma City; J. L. Flowers in Allentown, Pa., and W. R. Malmo as acting operating manager in Denver.

In a move aimed at strengthening appliance promotion, Graybar announced that John J. O'Keefe has been appointed manager of appliance promotion at Richmond and E. B. Flaherty to the same post in Detroit.

WDAY

(FARGO, N. D.)

IS ONE OF THE NATION'S MOST POPULAR STATIONS!



An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this: WDAY is a 17-to-1 favorite over the *next* station—is a 3½-to-1 favorite over *all other stations combined!*

NBC • 5000 WATTS
970 KILOCYCLES

FREE & PETERS, INC.
Exclusive National Representatives

Transistor Future Big, NBS Report Indicates

GREATER development of transistors and the art of solid state electronics is seen in a technical report issued last week by the National Bureau of Standards Current research in the conductivity and the Hall effect of such metal compounds as indium antimony and aluminum antimony indicate that these combinations may have equal or greater utility than the germanium and silicon semiconductors presently in large demand.

NBS said that "from the long-range viewpoint it should be realized that practical solid state electronic devices no longer need be restricted to silicon and germanium, The existence of a wide variety of compounds whose properties are virtually unexplored, but which give every indication of being useful, forecasts a latitude in design that was not before possible."

RCA Victor Holds TV Course

RCA VICTOR Division's Engineering Products Dept. has announced the 17th in a series of TV technical training courses for Sept. 14-18 at the Benjamin Franklin Hotel, Philadelphia. Featured will be demonstrations and instruction in latest uhf and vhf equipment including the new 25- and 50-kw transmitters, specialized antennas, newly designed TV audio, control and program switching equipment and new camera equipment, it was announced.

Stored TV Sets Destroyed

AN EARLY morning fire of undetermined origin completely destroyed $800,000 to $1 million in finished and stored TV sets and guided missile production facilities at Pacific Mercury TV Mfg. Corp.'s warehouse in Van Nuys, Calif., last Wednesday.

Heads FTL TV Division

WALTER H. HAWK, technical services manager of Federal Telecommunication Labs, Nutley, N. J., an IT&T division, has been appointed manager of FTL's television operation. He will be in charge of the production and development of the company's complete line of vhf and uhf television broadcasting and studio equipment.

RCA Pays 87½ Cents

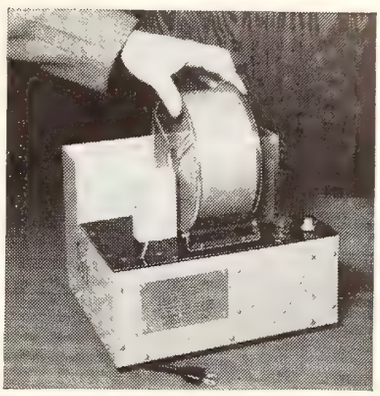
RCA directors declared a dividend of 87½ cents per share on outstanding shares of $3.50 cumulative first preferred stock for the third quarter, payable Oct. 1 to holders of Sept. 14, Brig. Gen. David Sarnoff, RCA board chairman, announced Wednesday.

NOW 24 hour TAPE RECORDING ..NON-STOP!

Records Every Word—TIMED TO THE MINUTE



Model D-24
Dual Channel



Erase the 24-hour tape in just 20 seconds — simply by rotating the reel in the SoundScriber Tape Demagnetizer!

NEW SoundScriber 24-hour Tape Recorder INVALUABLE for Recording Radio–TV Programs

Continuous, uninterrupted, unattended magnetic tape recording for a full 24-hour day—with the time printed on the tape to indicate the exact minute of recording—that's the story of this new SoundScriber 24-Hour Tape Recorder, already proved in hundreds of military installations.

This new SoundScriber development is versatile, trouble-free, requires no attention during operation. It records a single channel, or dual channels simultaneously, from microphones, incoming lines, or a combination of both. Built-in speaker or accessory headphones allow instant "listening-in" while recording or playing back.

The 24-hour reel of tape, only seven inches in diameter, makes a complete, economical, permanent automatically timed record of a full day's communications . . . or is easily erased for repeated re-use. Longer recording periods, almost unlimited in time, can be attained through simple modifications.

SoundScriber's unique mechanical design operates at approximately 1/60 the speed of conventional tape recorders —assures longer life and minimum service attention.

Contained in a sturdy aluminum carrying case, the SoundScriber 24-Hour Recorder operates from standard electrical outlets. The chassis is easily removed for mounting in conventional 19" rack.

The 24-Hour Recorder meets JAN specifications. It is now available for immediate delivery to commercial and other users.

Designed and produced
by the manufacturers of

Sound Scriber
DICTATING EQUIPMENT
TRADEMARK

MAIL COUPON TODAY FOR FURTHER INFORMATION

The SoundScriber Corporation BT-9
New Haven 4, Conn., USA

I want to know more about your 24-Hour Tape Recorder. Please send further data and sample of tape.

Name_____

Address_____ City_____

Kind of Business or Operation_____

AGENCY ADS ON RADIO

RADIO advertising of an agency's services is a new switch at KYW Philadelphia. W. S. Roberts Inc. advertising agency is buying spot announcements there calling attention to the imaginative commercials for their clients and the results obtained in terms of sales. The agency's commercials, spotted weekly on the early-morning *Jack Pyle* program for 13 weeks, point out specific announcements placed on the same show in order to make maximum use of tie-in identification.

NBC FOOTBALL BOOK

HANDSOME newsbook of stories, pictures and mats on the NCAA college football games and their telecasts on NBC-TV this fall are being distributed by NBC-TV to all stations carrying the contests plus newspaper sports editors and TV publications in the markets to receive the telecasts. Kit contains stories on the series and the individual games; biographies of Tom Gallery, NBC's director of sports; Lindsey Nelson, his assistant; Bill Garden, producer of the NCAA series, and Mel Allen, play-by-play commentator; photos and mats of the college team stars.

INVITATIONS FROM CRAWFORD

HAND-ADDRESSED notes, on duplicated sheets of Joan Crawford's personal stationery, have been sent to 16,000 salesgirls, beautician store buyers and others inviting them to wat Miss Crawford's Sept. 19 video debut on CB TV Revlon *Mirror Theatre*. Promotion is b ing handled by William H. Weintraub & C N. Y., agency servicing Revlon Products Co An additional 600 notes were sent to TV edito inviting them to watch the premiere film in t new series.

CAKE-NAMING CONTEST

KRAFT FOODS Co., Chicago, will use its rad and TV network shows during September a October for a cake-naming contest designed promote the firm's salad and cooking oil. T competition will be two-fold, with prizes to awarded in consumer and institutional cat gories. The main commercials on the *Kra Television Theatre* (NBC-TV) and *The Gre Gildersleeve* (NBC Radio) will be devoted the contests, along with newspapers and suppl ments. Person supplying the best name for th Kraft Oil "mystery cake" will win a 1954 Fo Victoria automobile. First prize in the instit tional competition for chefs and bakers will \$1,000. Needham, Louis & Brorby Inc., Ch cago, is the agency handling the account.

CHURCH RADIO-TV GROUP

THE RELIGIOUS Radio-Television Comm sion of the Pioneer Valley, Mass., has be formed for the purpose of better religious pr gramming by the Councils of Churches in th area and the Episcopal Diocese of Weste Massachusetts. With its director, the Re Joseph E. Porter, who has had several yea experience as an announcer and program dire tor with radio stations in the South (WRJ Richmond, WDVR and WHHT Durham, N.C

Radio's GROWING

$230,144,000 worth of radios were sold in the United States last year!*

There are 4,753,600 homes in WGN's listening area—more than any other Chicago station—bar none.**

To reach the greatest number of people with your advertising messages—it's WGN in the nation's second largest market.

* *Electrical Merchandising*
** *Nielsen Coverage Service*

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Fairly Busy

WRFW Eau Claire, Wis., completed a three-week period of rapid-fire programming and promotion in connection with fairs around on the state. According to Jack Kelly, WRFW manager, station originated nine hours from Augusta at the Wisconsin Fair, July 17-18, giving away gift baskets from station sponsors, free recipes and houshold ideas. Another nine hours were broadcast from the Colfax, Wisconsin Free Fair, July 22-25, with programming and promotion along the same line. WRFW next moved into the Northern Wisconsin District Fair at Chippewa Falls. Highlight here, according to Mr. Kelly, was when his wife, Elly Kelly, distributed an estimated 7,000 recipe and homemaking booklets.



Mr. Kelly

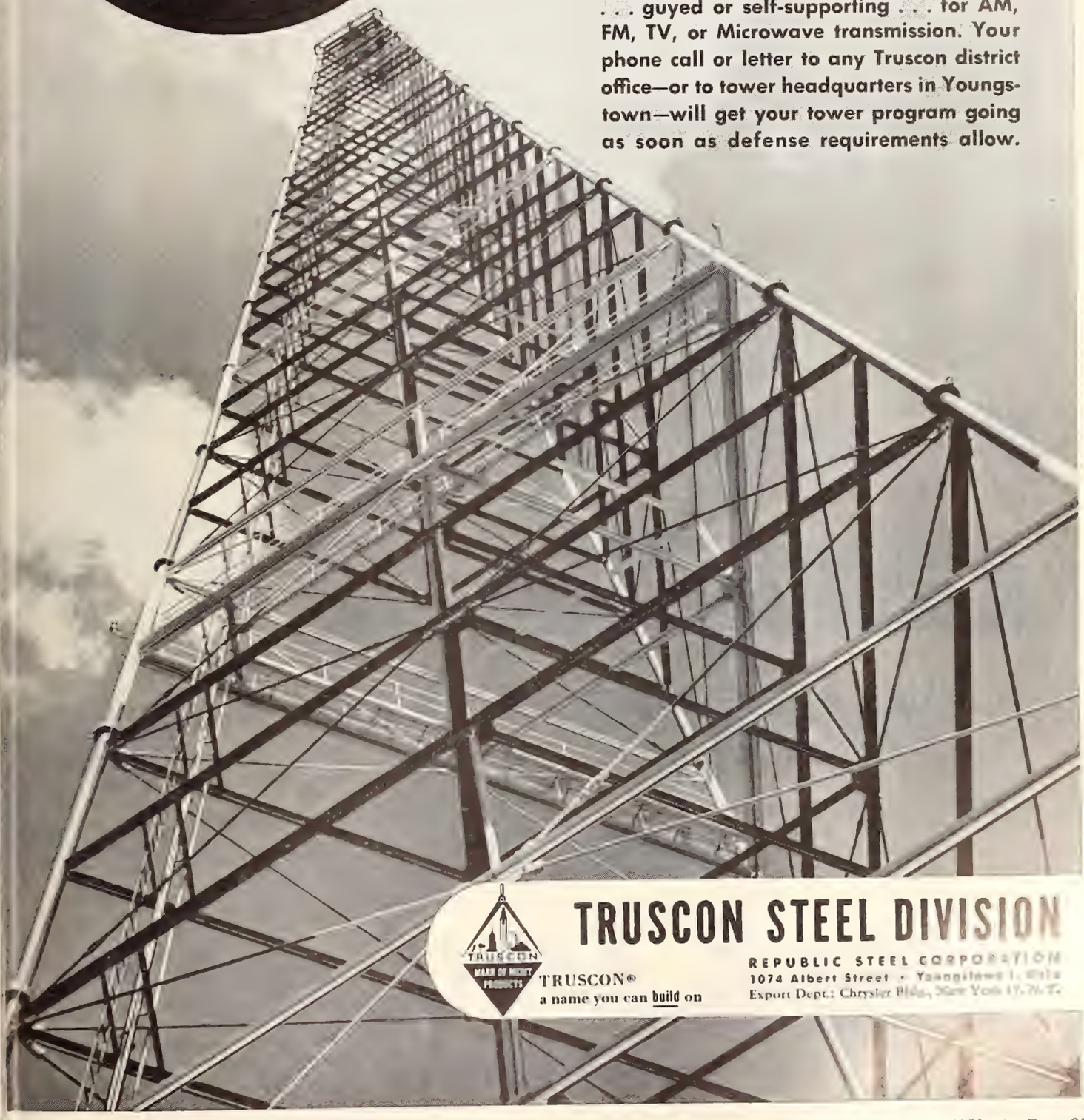
TRUSCON STEEL TOWERS

FOR AM • FM • TV MICROWAVE

year 'round reliability for 'round-the-clock programing

When your towers are by Truscon, there's less chance of your log reading "off the air" during storm seasons. Truscon-designed and engineered radio towers stand strong and tall under all kinds of weather conditions—and in all kinds of topography.

Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . for AM, FM, TV, or Microwave transmission. Your phone call or letter to any Truscon district office—or to tower headquarters in Youngstown—will get your tower program going as soon as defense requirements allow.



TRUSCON STEEL DIVISION

REPUBLIC STEEL CORPORATION
1074 Albert Street • Youngstown 1, Ohio
Export Dept.: Chrysler Bldg., New York 17, N. Y.

TRUSCON®
a name you can build on

the commission hopes to provide the best in religious programs for radio and TV audiences. Rev. Porter will be dealing with 14 radio and TV stations in the Pioneer Valley.

HIGHWAY GROUND-BREAKING

PART of the Centralia, Ill., centennial celebration was the ground-breaking ceremony for a $1 million highway underpass to be constructed beneath four railroads. News Director Jack K. Holt, WCNT-AM-FM there, covered the occasion, with Illinois Governor William G. Stratton doing the ground-breaking. The station aired the Governor's address and interview as well as the actual earth-turning sounds.

PUBLIC SHOE SHINING

A CASUAL remark and a bet proved radio to be better than expected. Alan Dary, star of the *Alan Dary Show*, WORL Boston, recently made the casual remark while gabbing between records that since it was vacation season there probably weren't many people listening to their radios. Jay Richards, who engineers and appears on the show, bet that Mr. Dary couldn't get 250 pieces of mail the next day from people who were listening. The next day over 1,000 letters and cards were sent to the station from every state in New England and Canada as well, reports Mr. Dary. For losing, Mr. Richards was forced to shine Mr. Dary's shoes at noon on Boston's financial State St. the following day. The shoe shining episode was attended by almost 1,000 people, according to Mr. Dary.

Merchandising Mark

NBC Merchandising Dept. reported last week that Johnson & Johnson was the network's 100th client to request merchandising service since the department was organized in January 1952. Commented NBC's merchandising director, Fred N. Dodge: "This is a milestone in network merchandising and is another step in the recognition of the value of merchandising in the broadcasting field. . . . The files of our department bulge with evidence that network merchandising has helped move additional millions of dollars of goods from retail outlets all over the country."

SCHOOL SAFETY CAMPAIGN

"BACK-TO-SCHOOL" safety campaign is being conducted by WKNB-TV Hartford, Conn., over its daily western Tex Pavel's *Bar-30 Theatre*. Kicking off the safety theme was a parade Sept. 12 consisting of representatives of major civic and youth groups, as well as a large contingent of Hartford's young cowboys and cowgirls on horseback. Riders of the best decorated bicycles were awarded prizes in addition to invitations to appear on the *Bar-30 Theatre*. During this week all Hartford Cour grammar school students are invited to subr the "Best Rules for Safety on Two Wheels' Tex Pavel. The winning child will receive bicycle, and his school will be awarded a cc sole TV set. Awards will be prsented on special *Bar-30* telecast Sept. 25.

STEVENSON SPEECH

ADLAI STEVENSON will report the resu and conclusions derived from his five-mor world tour over CBS Radio tomorrow (Tu day), 9:30-10 p.m. CDT. The 1952 Democra candidate for president will report to a natic wide audience for the first time since his retu to the States in late August. The broadcast w eminate from the Chicago Civic Opera Hou Al Rudd is producer.

PREPARATION FOR SCHOOL

WGAY Silver Spring, Md., presented a progr designed especially for children entering sch for the first time. Mrs. Louise M. Yuill, me ber of the Prince Georges County School Boa appeared on the Sept. 11 *Story Time* progr with an explanation of what the youngst might expect on their first day of school. H words of advice were aimed to overcome c tain basic fears of children just beginning th organized education. Yesterday (Sunday) t station aired a program featuring addresses



people are RICHER in Roanoke

People in the rich Roanoke area have a per family income 20% above the national average . . . 34% above the Virginia state average.

During the year, here's how this buying power lifted sales:

$798,206,000 spent in retail stores
$180,541,000 spent for food
$151,766,000 spent in automobiles
$ 23,667,000 spent in drugs

Yes, People in Roanoke have dollars to spend, and the best way to get *your* share is with the *complete* radio and television coverage of the Shenandoah Stations . . . WSLS—AM—FM and *now* TV.

All figures from Sales Management Survey of Buying Power, 1953

WSLS ROANOKE, VIRGINIA • AM • FM and now TV
NBC • 610 K.C. NBC • CBS • CHANNEL 10
OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR AVERY-KNODEL MAN TODAY



BEST news tip of the month was worth ten dollars to NBC Cleveland staffer Bernie Nedwich (l), who gets the check from WTAM-WNBK news director Edward Wallace. Mr. Nedwich won the monthly competition with films of an airplane crash near there.

Dr. Forbes Norris and William S. Schmidt, superintendents of schools in Montgomery County and Prince Georges County, respectively.

KITE LETTER-OPENER

THE KITE San Antonio "gadget of the month" is a plastic letter-opener. On it are pictured a kite and the words: "Opens a World of Good Music! Half past 9 on any radio."

NEW YEAR PROGRAM

MAYOR VINCENT IMPELLITTERI and N. Y. City Council President Rudolph Halley, the borough presidents of Manhattan, Brooklyn, Bronx and Queens, delivered Jewish New Year (Rosh Hashonah) greetings on the *Abe Lyman Show* over WLIB New York, last week. The station is also broadcasting Jewish High Holy Day services directly from a temple for the benefit of shut-ins.

POWER BOOST PROMOTION

IN AN effort to promote its increase to maximum power telecasting, WFIL-TV Philadelphia has added a new feature to its daily programming, in the form of Major Max Power dressed in a futuristic space uniform. The station reports that viewers in 53 counties throughout Pennsylvania, New Jersey, Delaware and Maryland have written in acclaiming the power increase. Letters have come from such distant points as New York City and Washington, according to the station.

NAVY AIR RESERVE SERVES

SERIES of three documentary programs on the Navy Air Reserve is being telecast by WBBM-TV Chicago under the title of *Sunday Punch*. Programs are designed to give a complete picture of the reserve, its history and purposes, and closeups of men who have seen action in Korea and World War II. Narrator and interviewer is Jim Conway, member of the reserve, with telecasts originating from the Glenview Naval station, Glenview, Ill. Series

WANT A CLOSE-UP ON YOUR CLIENT'S PRODUCT OR SERVICE?



MAKING A SURVEY?

We'll bet you a median to a norm that you can get it done faster, better, more economically through Western Union's Market Opinion and Survey Service. It's flexible, it can be tailored to your job. Here's why it's so efficient:

Western Union has offices in 2,200 cities all over the country, staffed with people who serve their communities, know the people, enjoy their confidence. The survey facilities of the entire Western Union organization are behind them, to speed their findings and give you the results—often *overnight!*

Years of experience lie behind Western Union's Market Opinion and Survey Service. It has proved effective for advertising agencies and their clients from coast to coast. It is ready to go to work for you at a moment's notice—on a local, regional or nationwide scale. For complete details, just call your local Western Union office.

WESTERN UNION

got under way Sept. 12 and will be resumed Sept. 26 and Oct. 10, with planes and other equipment never before seen on television, according to the station.

ADULT EDUCATION SERIES

A SERIES of lectures and discussions on various phases of adult education will be broadcast over New York City-owned WNYC every Wednesday at 9:30-9:55 p.m., starting this week and continuing through June of next year. The programs will be offered in cooperation with the Extension Division of the City College of New York's School of General Studies.

UNIT TO COVER 5,000 MILES

WNBK (TV) Cleveland's new remote unit will cover nearly 5,000 miles of highway on its first assignment. The converted 41-passenger bus is assigned five pick-ups for the General Motors fall football schedule, covering Nebraska, Illinois, Minnesota, Kansas and Indiana. The unit, equipped to handle six cameras, is constructed entirely of aluminum in the interior to keep it light as possible. To maintain constant contact with Cleveland NBC headquarters, a mobile telephone has been installed.

HOLY DAY TELEGRAM

A SIMULATED telegram has been sent out by WABD (TV) New York inviting viewers to a presentation of a drama of the Jewish New Year holidays, "The Call of the Shofar," Sept. 16, 7:30 p.m. The "Rosh Hashonah-gram" expressing wishes for a Happy New Year, has pictured around its border various symbols of the Jewish High Holidays. The program will be sponsored by Maxwell House Coffee.



ALASKA-BOUND is CKLW Windsor's Eddie Chase, who sets forth for a five-week guest appearance tour with the good wishes of Detroit Mayor Albert E. Cobo (l) and CKLW President J. E. Campeau. The *Make Believe Ballroom* creator will send back tapes for programs during the trip.

TEEN-AGERS' SHOW

BARRY KAYE, disc jockey on WJAS Pittsburgh, recently broadcast his *Teen Canteen* program from the teen department of Rosenbaum's department store in an effort to create traffic for Rosenbaum's. The result: 3,500 teen-agers, th station reports. Because of its initial succes the broadcast will continue each Friday fror the store. Moreover, due to Mr. Kaye's pop ularity, those wishing to attend his daily sho (except Fridays) must now write for ticket 125 of which are allotted each day. Ticket for September and October have been give away already, and the station now is fillin requests to see November broadcasts.

'STORY TIME' RETURNS

A TINY, pink rubber baby reminding listener that *Willette's Story Time* returns to the air ove WROX Clarksdale, Miss., Mondays and Thurs days, 7:30 p.m., Sept. 14, has been sent out b the station. The program is sponsored b Clarksdale Laundry. The above informatio plus the fact that there are 17,145 childre under 14 years of age in Coahoma County ar provided by a tag attached to the baby.

TV DISPLAY TURNTABLE

JOSEPH HEROLD, station manager of KBT (TV) Denver, realized a personal triumph whe the switch was pushed putting into operatio the first automatic display turntable of its typ in the TV industry, the station reports. Th mechanism is capable of rotating the heavies of automobiles for dramatic on-the-air effect and is so controlled that the entire table ca make quarter, half and full turns and can b reversed as well. Mr. Herold first conceive the idea of a turntable for television when th present studio building, formerly an automo bile distributor's garage, was purchased. Th

SIGN UP NOW!

Get quick SPONSOR SALES

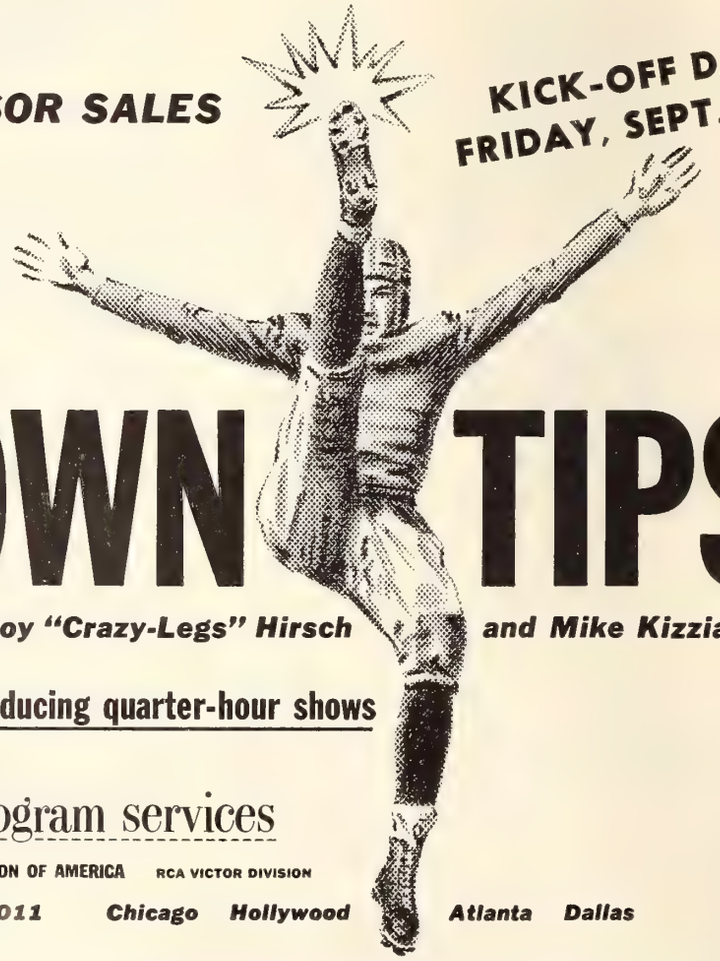
KICK-OFF DATE FRIDAY, SEPT. 11!

Get huge fall sports program audiences

Get

TOUCHDOWN TIPS

starring Elroy "Crazy-Legs" Hirsch and Mike Kizziah



Grab this powerful package of 15 sales-producing quarter-hour shows

Phone, wire, write today for full details

RCA recorded program services

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y., JUdson 2-5011 Chicago Hollywood Atlanta Dallas



Carl Rosen, President of Puritan Dress Company, tells how . . .

He leads the world's biggest dress parade!

"Fashions are perishable," says Carl Rosen, head of the world's largest women's dress house. "The season is short — *speed* is the essence.

"First we test new styles in key markets to see how they click. New dresses reach the stores on time — via Air Express.

"Then we release the best styles, timed to go on sale when our 2-page ads appear in Sunday papers all over the country. Those dresses reach every part of the nation overnight — via Air Express. Finally, our efforts pay off in a flood of reorders!

"And again we turn to Air Express, to replace stocks as fast as they sell out. This dependable speed is the lifeblood of our business. It is absolutely essential to us.

"Yet the majority of our Air Express shipments go at *lower rates* than any other commercial air service.

"Buyers and salesmen know they can depend on us. We depend on Air Express!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

plan blossomed when Mr. Herold saw the hydraulic lift used for automobile greasing, and there and then decided to convert the mechanism into a turntable.

DENVER'S 'BRIGHT DESTINY'

THE DENVER of tomorrow was forecast by KOA there in an hour-long documentary program titled *Bright Destiny*. The broadcast, three months in the making, presented a view of metropolitan Denver as it will be in the years just ahead, with predictions coming from government, civic and business leaders interested in the city's future. Appearing on the program were: President Eisenhower, Governor Dan Thornton, Denver's Mayor Quigg Newton, Bob Hope and others. Denver's construction boom, interest in the city as evidenced by the oil industry, tourist interest and the ever-increasing agriculture and cattle industry were among the topics covered by the program.

ALLIED RADIO CATALOG

ALLIED RADIO, Chicago, is offering free its 268-page 1954 catalog of electronic supplies for radio and television stations [B•T, Sept. 7].



GALLERY of staff members of WKY-AM-TV Oklahoma City draws the attention of Clair McAdams of the station's central filing department. The picture display is designed to help staffers become better acquainted. All pictures were taken by WKY photographer Johnny Shannon.

Firm states that purchasing of electronic sup plies and equipment can be simplified throug Allied—"the reliable one-supply-source for *a* your electronic needs." Catalog may be ob tained by writing to the company at 100 N Western Ave., Chicago 80, Ill.

SIDEWALK SUPERINTENDENTS

KTTS-TV Springfield, Mo., issued honorar membership cards for those belonging to KTTS TV S.S.S. (Sidewalk Superintendents' Society) which permitted members to indulge in th

Football

FURTHER coverage of the 1953 football season [B•T, Aug. 17, et. seq.], includes plans for the following broadcasts, as reported last week:

KTBC Austin, Tex.—Selected Southwestern Conference games for Humble Oil Co.

WBAL Baltimore and WRC Washington —Navy schedule for Gulf Oil Corp. and dealers in two areas.

WBIG Greensboro, N. C. (and regional Duke Network)—Duke U. schedule for Chesterfield cigarettes.

WEMP-AM-FM Milwaukee — Marquette U. schedule for Allis Chalmers Mfg. Co.

WHIM Providence—Brown U. and Rhode Island U. schedules.

WJJL Niagara Falls, N. Y.—Cleveland Browns pro schedule for Certo Bros. Distributing Co.

WNAB Bridgeport, Conn.—U. of Bridgeport schedule for Creel Dodge & Plymouth Motors of Bridgeport.

WORD and WDXY (FM) Spartanburg, S. C.—Schedule of Wofford College, nine games of U. of South Carolina, seven games of Clemson College and other outstanding southeastern games for the Spartanburg Coca-Cola Bottling Co., Cudd and Coan Insurance Co. and Greenewald's Inc. Also eight games of Spartanburg High School on WDXY for Willard Oil Co.

WTAM Cleveland—Ohio State U. schedule for Bankers Life and Casualty Co. (on alternating basis).

WTNJ Trenton, N. J.—U. of Pennsylvania schedule.



knows his Service-Ad helps sell time

Arthur B. Church, President KMBC-KFRM, Kansas City, says:

"We have been a consistent user of SRDS space since the very inception of your valuable publication. Some years ago I personally checked with a considerable number of buyers of radio time who, without exception, confirmed our belief in their constant utilization of SRDS."

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2 It helps *unknown* prospects to decide to call in your representatives.
3 It goes to agency-client conferences.
4 It remains instantly accessible to the SRDS user who is working nights or weekends.
5 It provides liftable material for inclusion in media proposals.
6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.
7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.
8 It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRO on "BRUSH CREEK FOLLIES" with HIRAM HIGSBY on KMBC-KFRM

Yes, indeed, there's standing room only for sponsors on "Brush Creek Follies"!

The Midwest's oldest and most successful barn dance program is now offering available time on a participating basis!

Now in its fifteenth successful season, this sparkling program plays every Saturday night to a large, enthusiastic audience from the stage of TV Playhouse in downtown Kansas City, and MOST important, outrates all competing programs by a very comfortable margin according to the most recent listener surveys (Pulse Inc., January, February 1953).

What's more, the greatest ad salesman of them all, Hiram Higsby, will take your product or service to the huge Heart of America audience!

There may be a few more sports for a wise advertiser to stand on one of the hardest-hitting, fastest-selling vehicles in the Kansas City Trade Area — Brush Creek Follies. Better write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once.

KMBC of Kansas City
KFRM for Rural Kansas
••• 6th oldest CBS Affiliate •••

SRDS

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales & Service Offices: New York • Chicago • Los Angeles

Loyal FM Fans

WOHS-FM Shelby, N. C., aired the season's American Legion baseball games of the nearby Cherryville, N. C., Legion baseball team with sponsorship by merchants in Cherryville, population of which is only 3,500, according to Robert M. Wallace, WOHS-FM president. When Cherryville's team won the state championship and a four-state playoff was held in Cherryville, the merchants sponsored the whole playoff on the station. Cherryville won this series and the team went to an area playoff in Sumter, S. C., with merchants still sponsoring the games. When Cherryville won the Sumter playoff and went to Miami, Fla., to represent the southeastern U. S. in the Legion Little World Series, the merchants and industrialists in Cherryville agreed to finance the high line costs and other expenses. WFIG Sumter, S. C., WEWO Laurinburg, N. C., and WGNC-AM-FM Gastonia, N. C., also were permitted to pick up the broadcasts, Mr. Wallace said.

privileges of observing, criticizing, condemning, offering suggestions, hindering, hampering or actually taking part in the erection of the station's TV tower. An accompanying letter explains that members must bring their own tools, lunches and chairs but that the station will furnish ice water. Membership was invalidated Sept. 6, however, because that was when construction was scheduled to be completed and the tower in operation, the letter stated.

CFPL MEETING

CFPL-TV London, Ont., on Sept. 9 held an informative meeting with 250 local manufacturers, distributors and television set dealers, outlining plans for the October inauguration of CFPL-TV. Technical details on CFPL-TV reception were discussed with dealers, in view of the increased demand for sets since London has been in an outside fringe area until now for Cleveland and Detroit stations.

It's True—Honest

THIS is one that might have tested the late Robert L. Ripley's gullibility—but WAPL Appleton, Wis., swears it really happened. The station recently started a "Lucky Buck" contest in which listeners are invited to watch their dollar bills for cash prizes. Big daily prize: $100 for a pre-selected bill circulated in the area. Stanley Constantine, WAPL salesman, was chosen to drop the Lucky Buck on a Monday. On the following Saturday, while shopping at another store, he squinted in amazement as N15701570 (picked after the station's frequency) turned up. The odds against Mr. Constantine picking up the bill—based on Appleton's 100,000 population and the nation's 160 million—are really so astronomical it would take an Einstein to compute them, according to Fred W. Sample, WAPL manager.

in cities..



in villages..



on farms..



WBZ-TV is the New England station they watch most!

When you study Dr. Forest L. Whan's report of TV viewing in the Boston Trade and Distribution area, you can't miss the overwhelming preference for WBZ-TV. Of urban TV families, 28.0% named WBZ-TV as the station they watched most (compared to 13.8% for the next best station). Among village TV families, preference for WBZ-TV is 34.3% (compared to 13.9%). And on farms, the WBZ-TV figure rises to 34.9% (compared to 13.9%).

If you haven't a copy of the Whan report, write for one now. It will help you select the programs, the times and the station that will make your New England television budget most effective. Write to WBZ-TV or NBC Spot Sales.

WBZ-TV · Boston · Channel 4

WESTINGHOUSE RADIO STATIONS Inc

WBZ · WBZA · KYW · KDKA · WOWO · KEX · WBZ-TV · WPTZ

National Representatives, Free & Peters, except for TV;
for WBZ-TV and WPTZ, NBC Spot Sales

►MORE THAN 120 radio stations throughout the country will schedule special programs tomorrow (Tuesday) to salute the 77th birthday of conductor Bruno Walter. CBS Radio was to honor Dr. Walter with a broadcast from Salzburg yesterday (Sunday) when the conductor was to lead the Vienna Philharmonic Orchestra in the *World Music Festivals* program series (2:30-4 p.m. EDT).

* * *

►ROGER WAYNE, music director of WHLI Hempstead, L. I., observed his 28th anniversary in radio last month. He started as a pianist and accompanist in New York in 1925, served as program director, production director and musical director at WLIB and WMCA in New York and other stations before joining WHLI in 1947.

* * *

► WMAQ Chicago's *400 Hour* (sponsored by Chicago & North Western Railway System) aired its 5,000th consecutive broadcast Sept. 2. Broadcast originated from the sponsor's headquarters in the Chicago North Western station, with listeners invited to attend. All WMAQ early morning programs were aired from a special studio and broadcast over a public address system that morning, and visitors were served coffee in cups marked "5,000." Pat Gallicchio was m.c., having succeeded the late Norman Ross on the program last June.



PRESENTATION of a cake and camera marked the 19th anniversary of the *Morris B. Sachs Amateur Hour* with a special simulcast on WENR and WBKB (TV) Chicago. Present at anniversary ceremonies were (l to r): Bob Murphy, m. c. of the program; Morris B. Sachs, sponsor and owner of Sachs clothing stores in Chicago, and Sterling "Red" Quinlan, general manager of WENR and WBKB. Ceremonies were held Aug. 23.

* * *

► NBC's *News of the World* radio show (Mon.-Fri., 7:30-7:45 p.m. and 11:15-11:30 p.m EDT) started its 15th year on the air Aug. 24 The sponsor since March 24, 1941, has been Miles Labs. (Alka-Seltzer), Elkhart, Ind.

* * *

► MARIAN YOUNG celebrated her 12th anniversary as *Martha Deane* on WOR New York last month. One hundred women who have appeared on her listener-panels were guests.

* * *

► KWKW Pasadena celebrated 11 years of broadcasting with a day-long birthday party Sept. 11, highlighted by special afternoon and evening broadcasts.

* * *

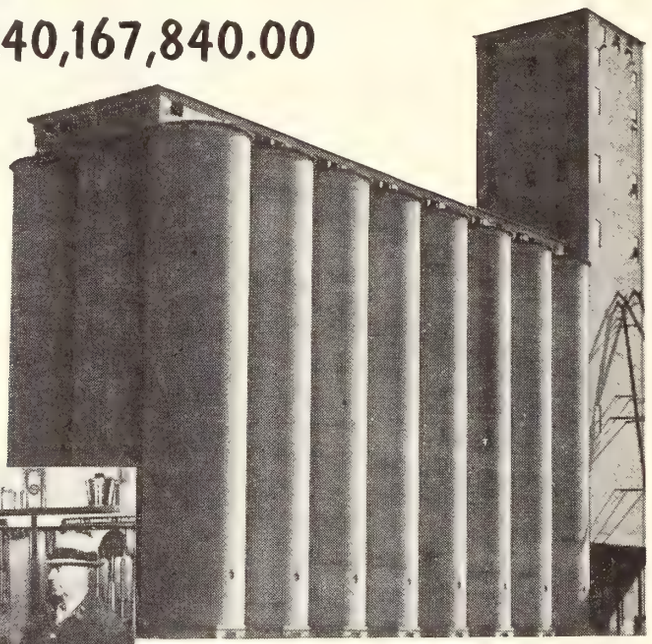


EARLY guests sign in with hosts at KMTV (TV) Omaha's open house celebrating its fourth anniversary. Signing guest book is Edward Petry, president, Edward Petry & Co., KMTV national representatives. Others (l to r): Edward May, KMTV president; Fritz Snyder, CBS-TV director of stations relations, and Owen Saddler, KMTV vice president-general manager. KMTV has remodeled and expanded facilities.



KANSAS FARMERS ARE SELLING THEIR WHEAT...

...WORTH $240,167,840.00



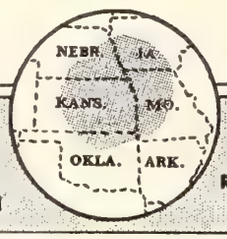


..AND BUYING WIBW ADVERTISED MERCHANDISE

WIBW

Serving and Selling "THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

►TO MARK 10th anniversary of the Assn. of Canadian Radio and Television Artists, the first annual dinner and ball is planned at Toronto on Sept. 25. Annual awards of merit given to artists by various segments of the broadcasting industry for significant achievement will be presented at this anniversary event.

* * *

►WJBS Deland, Fla., marked five years of broadcasting Sept. 3. The event was observed with a week of special programs and promotions. The NBC affiliate is owned by Stetson U. and managed by Dr. C. L. Menser, director of radio for the school.

* * *



MAJORITY stockholder Mrs. A. Scott Bullitt and Executive Vice President Henry B. Owen observe the fourth anniversary of the founding of King Broadcasting Co., licensee of KING-AM-FM-TV Seattle. Company purchased KEVR Seattle Aug. 20, 1949, and shortly thereafter changed call letters. Celebration took place during the week-long, KING-sponsored institute on uses of TV in public service and education.

* * *

► FOURTH anniversary for WOW-TV Omaha was celebrated Aug. 29. The station says it began eight-hours-daily operation in 1949 with an area audience of 500 sets, and now broadcasts 17-hours-daily to an audience of 200,000 sets.

* * *



25-YEAR veterans of Crosley Broadcasting Corp. are engineers George B. Cook (l) and David Conlon, who recently completed a quarter century with WLW Cincinnati.

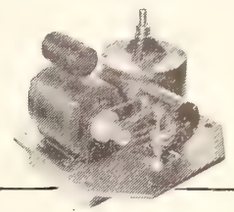
NOW...ANY Station can have

EXACT TIMING

OF TRANSCRIBED **AM-FM** PROGRAM MATERIAL
OR LIP-SYNCHRONOUS SOUND FOR **TV** FILM...

Available in Fairchild 530 Transcription Turntable or as kit for converting existing equipment... new drive is SYNCHRONOUS at ALL THREE SPEEDS.





3-SPEED DRIVE, synchronous at 33⅓, 45 or 78 rpm, is integral part of 530 Turntable (left), or available as conversion kit. Turntable available with or without cabinet.

No other transcription table matches the Fairchild 530—and in kit form its exclusive new drive permits converting existing equipment to the *finest modern 3-speed.* With this change you prevent program material overlapping commercials at station breaks, achieve synchronized sound, insure quick starts, eliminate rumble, noise and vibration.

COMPLETE *High Fidelity*
PLAYBACK SYSTEM

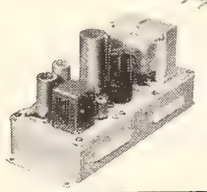
For superb professional sound reproduction use Fairchild components: Fairchild 3-way Turret Head Arm with Fairchild Moving Coil Cartridges for lateral and vertical recordings • 205 six-position Passive Equalizer for all records and transcriptions • For line-level output use the Fairchild 650 Preamplifier with high signal-to-noise, and 60 db gain.



3-WAY TURRET HEAD ARM



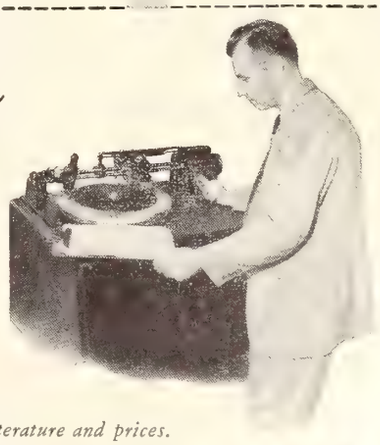
SERIES 215 CARTRIDGES



SELF-POWERED PREAMPLIFIER

Studio... Console... Portable
DISC RECORDERS

Use Fairchild Direct-drive Synchronous Recorders for absolute timing, faithful duplication of original sound on AM, FM, TV. Pitch continuously variable from 80 to over 500 lines per inch on model 523 shown. Now — make microgroove records with your present Fairchild 539 Recorder. Ask about special microgroove Adapter Kits.

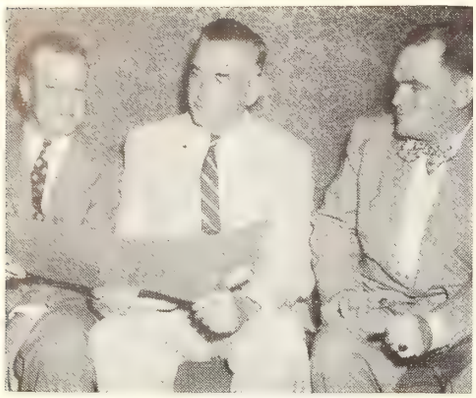


Write for illustrated literature and prices.

FAIRCHILD RECORDING EQUIPMENT CO.

154th St. & 7th Ave., Whitestone, N. Y.

VISIT US AT THE AUDIO FAIR, HOTEL NEW YORKER, OCT. 14-17



CITATION from the U. S. Treasury is presented to Franklin Snyder (l), WXEL (TV) Cleveland, by Loring Gelback, state chairman, U. S. Savings Bonds Program. At right is WXEL news director Bob Rowley. Presentation marked WXEL's service to the community and nation through bonds efforts.

NAFBRAT Names Hall

PRESIDENT Joyce C. Hall of Hallmark Greeting Card Co., sponsor of the *Hallmark Hall of Fame* on CBS Radio and NBC-TV, has been named recipient of the first annual Dr. Lee De Forest Award, established by the National Assn. for Better Radio and Television to honor: "The person most consistently responsible for the highest educational and moral standards in radio and television programs." Selection of Mr. Hall for the annual award was announced at a Los Angeles luncheon held by NAFBRAT.

RTNDA Awards Entries' Deadline Tomorrow

DEADLINE for entries in the awards contest of the Radio-Television News Directors Assn. is midnight tomorrow (Tuesday).

Radio and TV stations should send entries to the Radio-Television News Directors Assn., Medill School of Journalism, Northwestern U., Evanston, Ill.

The competition has three divisions, outstanding radio news operation, outstanding television news operation, and special events. A trophy will be given to the winner in each class. The trophies are donated by Northwestern U.'s Medill School of Journalism.

Previous winners of RTNDA awards are:

For outstanding radio news operation—WHO Des Moines, 1951, 1952; WOW Omaha, 1950, and WHAS Louisville, 1949.

For outstanding television news—WBAP-TV, 1949; WHAS-TV, 1950; WBAP-TV, 1951, and WTVJ Miami, Fla., 1952.

Special events—WTIC Hartford, Conn., and WBAP-TV, 1952.

Tom Eaton, WTIC Hartford, Conn., news director and RTNDA president, announced judges for the contest. They will be: Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING; E. R. Vadeboncoeur, president-general manager of WSYR-AM-TV Syracuse, and Erle Smith, veteran radio newsman and former news director of KMBC Kansas City, Mo.

Winners will be announced Oct. 26-28 at the RTNDA convention at the Sheraton Park Hotel in Washington, D. C.



MICHAEL, the Academy of Radio & Television Arts and Sciences' equivalent to Hollywood's "Oscar," goes to the Goodyear Tire & Rubber Co. for its *Goodyear Television Playhouse*, named best dramatic program on TV for 1953. Bob Eastright (l), Young & Rubicam, presents the award to Kenneth C. Zonsius, Goodyear advertising director.



WTVJ (TV) Miami wins a certificate of merit from the Jewish War Veterans. Lee Ruwitch (r), station's vice president-general manager, receives the award from Louis Phillips, national executive committeeman of the veterans organization.



PAUL NAKEL (l), WJMO Cleveland station manager, accepts on behalf of Richard Eaton, president of the Friendly Broadcasting Co., the citation of honor awarded to WJMO by Donald G. Stratton, area manager of the U. S. Treasury Dept., Saving Bonds Division.



CBC REPORTS RISE IN RADIO REVENUE

Commercial radio dollars to the Canadian Broadcasting Corp. increase $57,282 for the fiscal year ending last March 31. In its first seven months of operation, TV brought $518,380.

CANADA

COMMERCIAL revenue of AM broadcasting was up $57,282 to $2,513,714 in the fiscal year ending March 31, 1953, the Canadian Broadcasting Corp. reported early this month in its annual statement to the Canadian Parliament. Commercial revenue from TV broadcasting in the first seven months of operation was $518,380.

Losses in radio listener license fee revenue and heavy expenditures in TV operations, brought the surplus of the CBC AM and TV operations before depreciation to $1,055,336 as against $3,322,000 the previous fiscal year. Net surplus, after depreciation, amounted to $376,000.

Total income on AM broadcasting, including the $6,250,000 statutory grant from the government, was down to $14,773,856 from the previous year's $14,813,500. Radio expenditures increased from $10,674,415 to $11,389,-133.

TV Income

Television income totaled $585,496 and expenditures were $2,914,882, of which $1,854,-589 was for programming. Capital outlay on TV, financed largely through government loans, totalled $1,875,934, and was spent mostly on completing studios and production centers at Toronto and Montreal, where telecasting began Sept. 6, 1952. Operating loss on TV of $2,563,-118 was offset by an operating surplus of $2,939,478 in AM for the fiscal year 1952-53.

Canadian TV Sales Drop Reported for Month of July

CANADA

SALES OF TV receivers in Canada during July dropped to the lowest of the year, with only 9,332 sets sold during the month, to bring the total for the first seven months of the year to 134,472 sets valued at $56,136,631. More than half of the sales this year have been made in the province of Ontario, with the Toronto-Hamilton-Niagara area accounting for nearly 60,000 sets. Nearly 39,000 TV receivers were sold in the Montreal area in the period, about 10,300 sets in the Ottawa area, about 9,000 sets in the Windsor area (opposite Detroit), and nearly 10,000 sets in the Vancouver-Victoria area, according to figures of the Radio-Television Mfrs. Assn. of Canada.

Advertisement



From where I sit
by Joe Marsh

PTA Gets Stung by a "Bee"

The local PTA is feeling sheepish today. Seems they complained the youngsters weren't learning enough. Said they couldn't even spell. So the kids challenged them to a spelling bee.

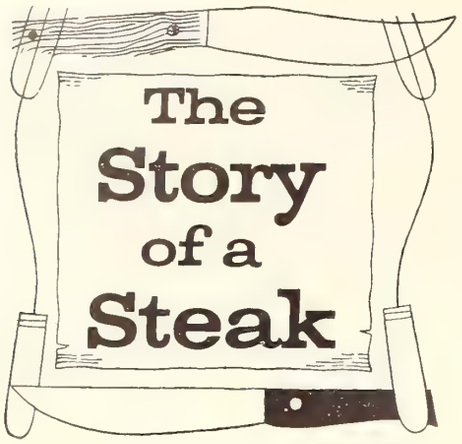
"I was captain of the PTA'ers," "Doc" Brown told me. "Both teams made the first round just fine. But on the second round Speedy Taylor went down on 'efficiency.' Then his boy Chip, who happened to be next on the school team, rattled it right off. From then on it was murder!"

So now "Doc" says that the whole PTA is thinking of signing up for night school!

From where I sit, it always pays to look and think before you leap to conclusions. Take those folks who would deny me a temperate glass of beer without a moment's thought. They wouldn't want me to interfere with their personal preferences for, say, a glass of buttermilk. It's a good idea to think twice before you "spell out" rules for your neighbor.

Joe Marsh

Copyright, 1953, United States Brewers Foundation



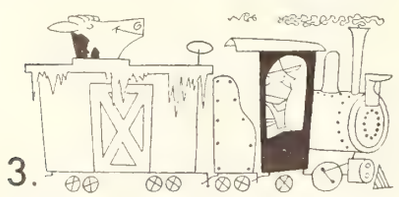
Before you have a steak (whether it's porterhouse or chopped), a cow has to have a calf. This is the story of one particular calf.



1. This calf was born on a Texas ranch. Several acres of grazing land are required to support each cow and calf.



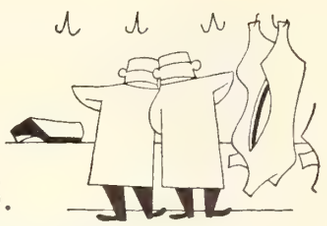
2. As a yearling, the calf was sold to an Iowa farmer for "finishing" in feed lot. Proper feeding of corn and protein supplements adds many extra pounds and a lot of extra eating quality to our beef.



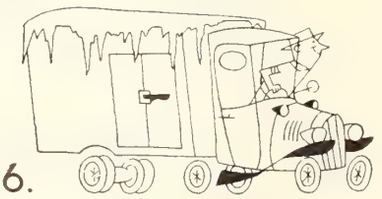
3. After several months in the feed lot, our calf, now a full-grown steer, was sent by rail or truck to the stockyards and consigned to a marketing firm for sale.



4. Buyers for several local and out-of-town meat packing companies put in bids based on the going consumer price of beef. This steer was one of a carload bought by an Ohio meat packing company.



5. At the packing plant, the "beef crew" turned beef on the hoof into meat for the store. Beef was inspected, chilled and graded, prepared for shipment.



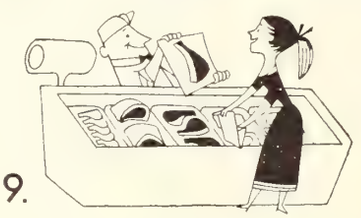
6. Under refrigeration, the quarters of beef were shipped to New York's wholesale meat district—1500 miles from Texas, where the calf was born.



7. Owner of a Brooklyn meat market, after comparing prices and quality, selected a quarter of our steer.



8. In the store, the quarter of beef was turned into steaks, roasts, stew and hamburger; was displayed for customer's selection competing with other meats.



9. Yesterday, a housewife looked over everything in the counter, compared values, decided on steak, porterhouse or chopped, depending on what she wanted to spend.

P.S.—A steak is the easiest thing in the world to cook—just a few minutes for each side under the broiler. But, as you can see, getting the steak ready for the broiler takes a lot more time and a lot more planning.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago
Members throughout the U. S.

CAB Adds TV to Title; Has Nine TV Independents

None of the TV independents are yet on the air. First stations open in western Canada later this year. Gerry Gaetz of CJCA re-elected president of Western Broadcasters.

CANADA

AT A SPECIAL meeting Aug. 31, Canadian Assn. of Broadcasters voted to change its name to the Canadian Assn. of Radio and Television Broadcasters. This placed into effect a resolution made at the meeting last March at Montreal which fits into legal requirements of the Canadian government. There now are nine independent TV stations members of the CARTB; none is as yet on the air.

The session was held in conjunction with the annual meeting of the Western Assn. of Broadcasters, Aug. 31-Sept. 2 at Jasper, with attendance of about 150 broadcasters and station personnel.

New Directors

Gerry Gaetz, CJCA Edmonton, was re-elected president. The following directors were elected: John Craig, CKX Brandon; Syd Boyling, CHAB Moose Jaw; F. H. Elphicke, CKWX Vancouver, and president of CARTB, and William Rea Jr., CKNW New Westminster. The 1954 annual meeting will be held at Banff early in September.

The WAB meeting heard reports from Pat Freeman, sales director of CARTB, Toronto; Frank Makepeace, chief engineer, CFRN Edmonton; Harold Moon, assistant general manager BMI Canada Ltd., Toronto; F. H. Elphicke, CKWX Vancouver, and T. J. Allard, CARTB Ottawa.

The convention dealt with TV problems. First stations open in western Canada later this year.

First TV Daytimer to Start

CANADA

FIRST DAYTIME Canadian commercial TV show on a regular schedule will start on CBLT (TV) Toronto Oct. 13, and probably will be extended to the CBC-TV network. *Matinee Party*, a women's program, begins as a once-a-week, one hour show from the Eaton Auditorium which has a studio audience of 1,300. It will be picked up as a mobile TV operation. Sponsorship is planned on a quarter-hour participating basis, and extension of the program to more than once a week is planned. S. W. Caldwell Ltd., Toronto, is handling the program.

Canada Merit Awards

CANADA

CANADIAN annual awards of Merit for 1954 are to be presented Sept. 25 by the Assn. of Canadian Radio & Television Artists (ACRTA) and the Canadian Council of Authors & Artists, at the 10th anniversary banquet of ACRTA in Toronto. The awards are being established as an annual affair to arouse public interest in the creative work and achievements of the people of Canadian radio and television.

TV AIDS SPORTS, ADMIRAL AVERS

Case histories of television's contribution to healthy incomes of Canadian sports promoters is cited by the firm.

ADMIRAL Corp.—both in the U. S. and internationally—is rapidly developing into an ardent advocate of the viewpoint that television does not adversely affect attendance at sports events—even across the border.

Latest word comes from Canadian Admiral Corp. Ltd., Port Credit, Ont., which notes that "first in the U. S. and now in CANADA Canada sports promoters have resisted overtures made by television networks and prospective sponsors offering to televise their various contests."

Canadian Admiral cites "intermediate" steps whereby sports events are blacked out in the home city but telecast in other cities hooked up to networks. But, the firm claims, actual experience shows that "televising a popular, successful major sports event hasn't hurt gate receipts and in many cases attendance has been higher with TV."

In fact, most promoters now are happy to sell TV rights and the SRO sign is out for sponsors. "Sports telecasts are now generally believed to be good advertising for the sport concerned," Canadian Admiral reports.

As a first case history, it cited the observation of Seymour Mintz, Admiral vice president in charge of advertising, on attendance at the recent all-star professional-college football classic in Chicago. Mr. Mintz had claimed that "a first class sports event will attract paying customers in the face of full television and radio coverage, whereas a mediocre event will not enjoy high attendance even with TV blacked out."

Statistical Proof

Canadian Admiral cites other instances:

Last fall Canadian Admiral Corp. sponsored telecasts of six Alouettes' home football games and six away games on film. In 1951 Alouettes had only won three games in the season and in 1952 they lost every game until they were eliminated. In spite of their being a losing team both seasons, the attendance for the 1952 season was approximately 96,000 compared with a little over 106,000 in 1951. The loss in gate receipts in '52 over '51 was about $18,400 after taxes. However, selling the television rights enabled the club to pick up $10,000 for six home games and another $2,500 for the away games. So their net loss was only $5,900 which enabled them to save a substantial sum to help build up a contending team for this year.

Canadian Admiral also bought the TV rights for all telecasts of Montreal Royals home games in the Quebec Senior Hockey League. Only two of the seven teams in the league—Quebec and Shawinigan Falls—had a slight drop in attendance compared to the 1951-52 season and they were both outside the Montreal TV viewing area of CBFT. Montreal drew 208,928 compared to 197,717 in '51-52 and Valleyfield, close enough to get TV from Montreal, totaled 55,286 for the season compared to 50,411 the year before Canadian TV made its debut.

In Detroit, the Detroit Red Wings have had their National Hockey League games televised for the past five years. Despite this fact, attendances have steadily increased—1950-51 drew 410,661; 1951-52, 418,578 (up 2%), and 1952-53 totaled 430,834 (up 3%). The latest figures show the Red Wings playing to 98% full houses with an estimated 81.1% ratio of TV receivers to households in the Detroit TV area (this ratio has doubled in the last three years). The Red Wings are not only happy about TV, but would also like to see more of their games telecast than is presently planned.

What's the answer?

Canadian Admiral Corp. Ltd. sees sports

IDECO ... the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower "package." Here's how you can put the entire responsibility for your tower in one set of capable hands:



Ideco Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.



Ideco Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.



Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.



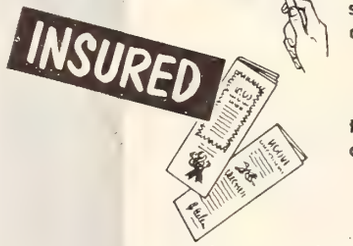
Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a "true" structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.



Ideco installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

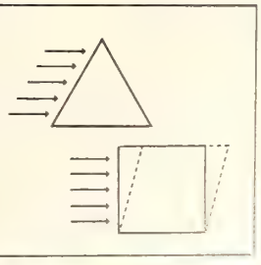


Ideco engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.



Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.



Tall or short... for TV, Microwave, AM, FM... Ideco Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dep't T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

telecasts as a "healthy adjunct" to the overall athletic scene and Canadian promoters following the lead of the U. S. by climbing aboard the TV bandwagon. Admiral also is backing up what it preaches: it has siphoned the largest share of its budget into telecasting outstanding Canadian sports events. Other manufacturers are following suit, too.

Canadian Entries Few Among Summer Programs

FEW CANADIAN network shows were aired this summer, according to July national ratings reported by Elliott-Haynes Ltd., Toronto. Leading the four English-language evening network shows was the *Great Gildersleeve* which rated 10, followed by *The Tylers* 9.2 (Canadian), *Arthur Godfrey's Talent Scouts* 8.4, and *Roy Rogers* 6.2. Nationally transcribed evening programs, *Denny Vaughan Show* 11 (Canadian), and *Eddie Fisher Show* 6.8, were the only two such shows on the national rating report.

CANADA

Under daytime there were 12 national network shows and two transcribed programs, with the leading five: *Ma Perkins* 12.2, *Pepper Young's Family* 11, *Life Can Be Beautiful* 10.1, *Road of Life* 10, and *Aunt Lucy* 9.9.

There were but three French-language evening network shows in July. Their ratings: *Le Survenant* 16.1, *Jouez Double* 12.3, and *La Pause Qui Rafraichit* 10.5. Of 11 French-language daytime network shows, the leading five in July were *Rue Principale* 21.9, *Jeunesse Doree* 20.1, *Francine Louvain* 19.1, *Tante Lucie* 14.5, and *Grande Soeur* 13.1.

FUNDS MARK NEAR FOR CHI. CH. 11

TOTAL of $800,000 of the $1,100,000 needed to build and operate a station for two years has been raised by the Chicago Educational Television Assn. for Ch. 11 in that city.

Dr. John T. Rettaliata, president of the Illinois Institute of Technology and board member of the association, cited this figure in an address before a suburban Chicago teachers' conference Sept. 4. He told the teachers he expects Ch. 11 to get on the air within a year.

More Potent

Dr. Rettaliata spoke of the "endless" possibilities of television as an educational medium. He described it as "much more potent than radio or films for teaching because it offers the attractions of sight, sound, immediacy and home viewing."

Florida State Ad Courses

FALL program of advertising instruction for undergraduates in the Southeast has been announced by Florida State U. Program for 1953-54 offers these courses in advertising: Principles of advertising, advertising problems from actual business cases, layout, copywriting, newspaper, radio and television advertising, retail advertising and sales promotion, advertising media and advertising production and research. Dr. Royal H. Ray, head of FSU's advertising department, said increased educational services are being offered for business organizations.

Methodists Consider TV

METHODIST Church radio and film commission considered expansion of TV programming to nationwide scale at a meeting held on the U. of Southern California campus, Los Angeles. Commission consultants included Frank Ryhlick, copy chief, Geoffrey Wade Advertising Agency; Robert Anderson, assistant program manager, KECA-TV; and Betty Tourbeville, director, KLAC-TV, all Hollywood.

Pittsburgh TV Workshop Shov

THE results of a six-week educational T workshop at the U. of Pittsburgh were teleca on WDTV (TV) there when workshop gra uates produced and the station presented special "open house" program.

The program included talks by Leland Ha ard, board chairman of WQED (TV), the city educational TV permittee, and Dr. Alfre Beattie, head of WQED's Citizens' Committe Workshop members manned cameras and othe equipment for the show.

WRU TV Courses Resume

WESTERN RESERVE U. begins its third yea of college credit courses on TV this fall ove WEWS (TV) Cleveland. Two courses—"Appre ciation of the Theatre" and "General Psycho ogy"—will be offered on alternate days fo three one-half hour periods from 9:30-10 a.m The theatre course will be broadcast to a Wes ern Reserve classroom at the same time goes to WEWS listeners.

Columbia's L. A. Branch

COLUMBIA College of Chicago has announce plans to open a Los Angeles division Sept. 28 offering full time, evening and specialize short courses in TV and radio broadcasting advertising, education, speech and drama. Lo Angeles quarters will be located at 2328 W 7th St.

Journalism Course Planned

TWO-YEAR instructional program in news mass communications, public relations and af filiated fields is being launched jointly by Sigm Delta Chi, professional journalism fraternity and Washington State College, Pullman, Wash Courses will be offered at the WSC center i Spokane. Sigma Delta Chi members will ai in the program, which will be guided by colleg staff members.

WKAT Staff Studies

TELEVISION seminar for the staff of WKAT Miami Beach has been completed at the U. o Miami. The station is applicant for vhf Ch 10 there. Leading the 34-member studen group from the station was A. Frank Katzen tine, WKAT president-owner. Dr. Sydney W Head, chairman of the university's radio-TV film department, was in charge of the course.

NEW
GREATER
POWER
NOW 125,000 WATTS
To Better Serve the Fabulous Puget Sound Area
CBS KTNT-TV CHANNEL 11
Affiliated with CBS and Du-Mont Television Networks. Transmitter strategically located at Tacoma, Washington in middle Puget Sound.
SEND FOR THE COMPLETE STORY. Represented nationally by WEED TELEVISION: represented in Pacific Northwest by ART MOORE & SON, Seattle and Portland.

OADCASTING
ELECASTING

TV FILM features

A section of
September 14, 1953
ROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.



48 episodes

"Badge 714"

. . . starring JACK WEBB

Latch on to this one fast!

You get 48 top-drawer episodes profit-proved by their network run as "DRAGNET."

And you get the punch of NBC Film Division's promotion behind "BADGE 714". . . and your product.

This is a "natural" for local sponsorship at a local price.

For details write, call or wire us immediately.

NBC FILM DIVISION

NEW YORK, CHICAGO, LOS ANGELES

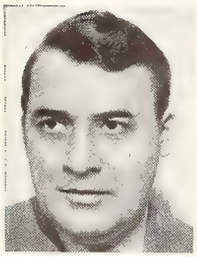
Serving All Sponsors...Serving All Stations

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

IDEAL ANTENNA LOCATION AND DESIGN GIVE WEEU-TV "EXCELLENT COVERAGE"

New Reading, Pa., Station Concentrates On Primary Market—Plans Expansion!



Thomas E. Martin
Executive Vice President
Hawley Broadcasting Co.

WEEU-TV, channel 33, is Reading, Pennsylvania's newest UHF television outlet. Commercial operation began April 15 using a G-E 100-watt UHF transmitter and five-bay helical antenna on an interim basis to achieve 1400 watts effective radiated power.

Ingenious Location Of Antenna Site

Thomas E. Martin, Executive Vice President of Hawley Broadcasting Co., station owners, firmly believed from the outset that in order to gain success WEEU-TV must concentrate on the primary market area—engineering-wise—and program-wise. With this in mind, his technical operations director, David J. Miller, Jr., instituted a novel and very effective means of determining signal strength on population concentrations from several pre-selected antenna sites. Miller used a topographical map to produce a plaster relief map of the area. Beams from a lighted flashlight bulb held on various hilltops simulated TV signals and clearly indicated Mount Penn as the best antenna location for market coverage.

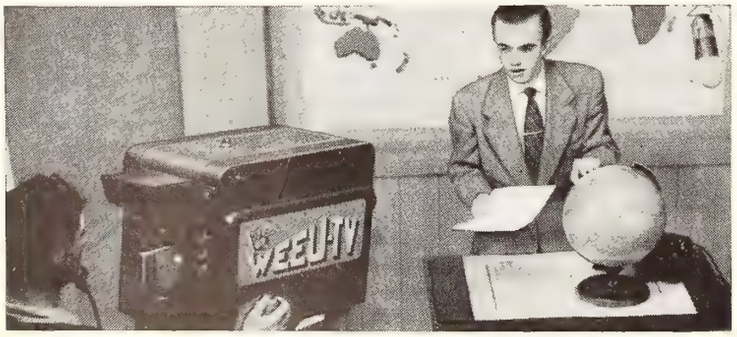
"Solving the antenna location was half of WEEU-TV's coverage problem—the other half was antenna design. G-E's high-gain helical antenna, tilted electrically for full close-in coverage, more than satisfied WEEU-TV's requirements."

Full Power Operation This Summer

Martin plans to radically improve the present 10 mile signal radius when full power operation starts this summer with the addition of a General Electric 12,000-watt amplifier. He estimates there are 15,000 receivers in Berks County capable of receiving UHF.



WEEU-TV's 43-foot antenna was mounted on a 365-foot guyed tower atop Mt. Penn, directly overlooking Reading from the east.



Jack Gounder, news editor and special events director, programs twice daily.

Good Local Programming Answer To Multiple VHF Set Conversions

A large number of VHF sets existed in the WEEU-TV area long before this new station opened. The problem of how to get set owners to adapt for UHF reception was naturally a serious handicap to success.

Station officials met the challenge with an extremely diversified format of local shows and set up their programs operating with a variety of the latest G-E studio and film equipment. News, educational themes, musical features and religion all play an important role in their well balanced schedule. In addition, WEEU-TV already is programming more than twelve hours weekly of both NBC and ABC network programs. All but three shows are sponsored!

WEEU-TV Signal Strength Overrides Normal Trouble Spots

Signal strength measurements of WEEU-TV's interim power signal have been taken at a number of known "trouble" spots in Berks County. Results have been termed "excellent" by both station officials and General Electric Company field engineers. General Manager Martin said the station has received calls from viewers as distant as North Philadelphia, 50 miles away.

"From all accurate engineering statistics and checks, our signal now covers Reading and most of Berks County", said Martin. He also pointed out that the forthcoming increase in power will substantially broaden the station's coverage.

WEEU-TV's consultant, who played a vital role in establishing the new station, was Michael R. Hanna, General Manager of WHCU, Cornell University's commercial radio outlet at Ithaca, New York.

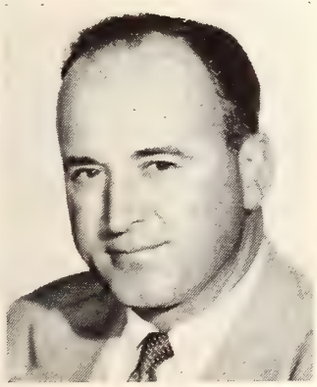


An interim General Electric 100-watt transmitter powers the WEEU-TV signal to Reading and Berks County.

GENERAL ELECTRIC

features

- A roundup of wardrobe sources to make the well-dressed film show. Page 102.
- How to make film commercials that local sponsors can afford. Page 108.
- Covering the world in TV news film. Page 109.
- Film shows can meet network program competition. Page 114.
- A plea for realistic thinking about TV film costs. Page 120.



film maker

John W. Loveton

BY-PASSING live television, radio producer John Woodrow Loveton is now up to his proverbial ears in filmed TV under the banner of John W. Loveton Radio and Television Productions, Hollywood.

His point of departure was advertising. From a childhood which started in Rhinelander, Wis., in 1912, he went on to a scholarship at Lake Forest College, Ill. Graduating in 1935 with a drama major, he and Bill Dwinnell (now St. Louis field representative for A. C. Nielsen) started eastward in an antique Hupmobile with no license plates.

Armed with a "To Whom It May Concern" letter bestowing the local sheriff's blessing on the licenseless auto and a letter from John Orr Young, a fellow alumnus who had gone on to become half of Young & Rubicam, they started what ended up a 1400-mile trek.

The story of their fantastic journey, consisting of a night in jail, numerous meetings with state policemen and 30 flat tires while crossing Pennsylvania, landed them on the front page of the *N. Y. Herald Tribune*.

Mr. Young's letter coupled with such an auspicious arrival opened agency doors. Mr. Loveton joined Benton & Bowles as an office boy. The next year found him in publicity, on the road beating the drum for *Come On, Let's Sing* (Colgate).

In 1937 he joined Ruthrauff & Ryan, directing or supervising such Penn Tobacco shows as *Aunt Jenny, Good Will Hour, Court of Missing Heirs* and *The Shadow*.

He moved over to Lord & Thomas (now Foote, Cone & Belding) in 1942 to head the creative department and take charge of American Tobacco shows, *Your Hit Parade, Your All-Time Hit Parade* and *College of Musical Knowledge*. In 1943 Mr. Loveton formed his own agency.

The next year he joined Geyer, Cornell & Newell as co-head of radio. When the agency split, he joined Lennen & Mitchell as director of *Mr. and Mrs. North*.

Branching out as an independent packager in 1946, he acquired rights to the "North" stories. The radio version is starting its seventh year on CBS for Colgate-Palmolive-Peet, and the video version, co-produced with Federal Telefilms, was sponsored on CBS by Colgate during the 1952-53 season. When filming resumes shortly for a new sponsor, Mr. Loveton will handle the production reins alone.

In the meantime *Topper* starts Oct. 9 on CBS-TV for R. J. Reynolds Tobacco (Camels), and producer Loveton adheres to his schedule of turning out two half-hour films weekly for a three-week period and resting the fourth. With only two "Topper" stories, the series is built around the late Thorne Smith characters in newly contrived situations.

Not interested in wholesale business, Mr. Loveton believes in doing a limited number of shows and doing them better than average. A staunch advocate of filmed TV, he has set his sights on good motion picture production while trying to get five times the amount of film per dollar that the motion picture producer gets.

With competition getting tougher all the time, name talent, a good idea and a great script are needed to sell today's sponsor, according to Mr. Loveton. While this may be a field for young people, there is no time to experiment. Too many experienced people are available.

Golf—in the low 80's—is Mr. Loveton's chief hobby, outside of business. He and the former Lake Forest coed Virginia Farmer were married in 1938. They have two children, Richard, 14, who is learning the business in his father's production offices this summer, and Laurie Jean-Jeffris, 9.



The Well Dressed TV Show

By Dave Glickman

CLOTHES may not make a TV film series, but they do play an important part in determining the degree of success it may attain.

That they are an important consideration is recognized by every video production company. The ways of meeting the wardrobe problem are many.

Some companies buy clothing outright and write it off. Others rent garments or outfits on a daily or weekly basis, depending upon length of time needed for a filming or the type of production involved. Still others have deals whereby they get clothing and accessories at wholesale price or at no cost at all in return for a credit line at the "crawl" or tag end of a 15 minute or half-hour TV film.

These latter arrangements pertain particularly to the modern wardrobe of a feminine star or an equally well known leading lady. There are a variety of deals. You'll frequently see clothing from Ohrbach's Inc. on TV filmed shows in return for which the Los Angeles department store gets screen credit. When no longer needed the garments are returned to the store.

Saks Fifth Avenue and I. Magnin & Co. are starting to enter the competition for that credit tag too. Hats by Rex Inc., noted Beverly Hills designer, is another in the same group.

Everything from a squirrel muff to a full length ermine coat can be secured from Al Teitelbaum or Abe I. Lipsey, both prominent Beverly Hills furriers. There are shoe manufacturers and distributors of exclusive accessories who are delighted to cooperate with top talent and TV film producers to get their name on the TV screen.

The poor male, be he star or leading man, gets few special concessions. He usually has to buy or rent his own wardrobe. On rare occasions, a credit deal is worked out in return for the garments he wears in a TV film. Sometimes too he is fortunate in striking a good buy with a substantial cash discount. In return he may autograph a photo which is prominently displayed in the store for benefit of other customers.

Most established actors have an extensive wardrobe to choose from, having built it up over a period of time. Should he ruin his clothing while working in a TV film, he is compensated for it.

When necessary he can call upon Dedricks Tux Shops or some other equally well stocked Hollywood rental firm to supply a complete dress outfit. These include Acme Tuxedo Rental Shop, Accurate Tuxedo Rentals, Mickey Meyers Tuxedo Rentals, Tuxedo Center, Gerson Abrams and Olive Hatch, all in the Hollywood area.

For $9.75 per day, the actor can rent a single-breasted (double-breasted costs $2.00 less) tuxedo with accessories. These include the cummerbund, shirt, collar, tie, studs and cuff links.

Top Hat by the Day

At cost of $10.75 a day, he can rent formal tails, cutaway or boardwalk, with accessories throw in as part of the deal. A hat to go with any outfit, is an additional charge. Rental prices decrease with length of time the garments and accessories are held by the individual.

Few TV film production companies design and make their own costumes. Most are rented.

A wardrobe girl and a wardrobe man are required according to union rules. Each is paid a minimum of $26.18 per day. Usually each is needed for two days additional to the time spent in actual production. This is to pick up garments or outfits at the costumers and to return them following the shooting. For special productions, it is sometimes necessary to hire tailors, seamstresses and extra wardrobe help a a manager to supervise the department.

Motion picture studios have built l large wardrobe departments over the yea TV producers are working in that directio but the venture is costly and the proce slow. It is much simpler to rent outsid

Screen Gems Inc. borrows from its pare Columbia Pictures Corp. Interstate Telev sion Corp. and Hollywood Television Servic Inc., subsidiaries of Allied Artists (former Monogram) and Republic Pictures Corp respectively, can do likewise. Independe TV producers on the Hal Roach Studios l are permitted to draw upon what stoc wardrobe is available there, in return for rental fee.

Like the movie studios TV film produce rent costumes from Western Costume C or from other firms in the Hollywood are

The largest single company of its kin in the United States, utilizing more tha 100,000 square feet of space, with a staff o about 150, Western has every conceivabl type of outfit, according to Brandon H Howe, president.

Nobody knows how many garment Western actually has in stock because n inventory has ever been made, he said. I has been estimated roughly that more tha a million garments jam racks in the thre large buildings. If a garment isn't in stock it can be fashioned in jig time.

Having one of the finest libraries of cos tume information in the world, Western ca reproduce clothing worn in any land durin any period, from Adam and Eve's fig leave down to the present mode of fashion, in cluding fantasy wardrobes, Mr. Howe em phasizes.

Western has all the accessories to go with these costumes too. There are store rooms and store rooms of hand props that go to complete period wardrobes.

The firm has its own cobbler shop and



an reproduce any type of footwear imaginble. Head-gear for any period can also be ashioned. That goes for the manufacture f shirts, belts, army medals, and decorations, jewelry of every style and period, and ther small hand props to complete a costume.

Providing it isn't being used by another ilm producer, an exact replica of the Hungarian St. Stefan's crown or the Russian rown of the Romanoffs can also be rented at nominal cost. Every article of clothing and ach hand prop is historically correct.

Max Berman & Sons, is another important Hollywood supplier of period fashions and costumes for TV. If it isn't in stock, they too manufacture the garment. This firm makes the entire wardrobe used in *Ramar of the Jungle,* adventure series filmed and syndicated by Arrow Productions.

After the wardrobe budget has been set for each group of 13 films in this TV series, David Berman, general manager, takes over the costuming.

Mr. Berman started supplying costumes for TV shows approximately 21 years ago in London where the firm also operates.

Stars and other talent appearing in the CBS-TV *Schlitz Playhouse of Stars,* being filmed by Meridian Pictures for Joseph Schlitz Brewing Co., supply their own wardrobe. When on occasion an elaborate gown is required for a film, Meridian may supply it, but with understanding that the star involved buys the garment at half price upon completion of the picture.

Modern accesssories such as leather flight jackets for an aviation film, or farmerette-type gingham dresses which a star wouldn't ordinarily have as part of her regular or stock wardrobe, are bought by the production company. After use, these garments are stored by Meridian to become part of its planned stockpile wardrobe.

Some top stars, after signing contracts with a TV film production company have refused to use their own wardrobe unless paid between $100 and $150 per day for wear, tear and makeup stains.

Meridian Pictures has had this experience in filming *Schlitz Playhouse of Stars.* Similar demands have been made on Screen Gems Inc. in filming NBC-TV *Ford Theatre,* and Don Sharpe Enterprises, producing CBS-TV *Four Star Playhouse.*

When the first group of *Schlitz Playhouse of Stars* was being produced by Edward Lewis Productions, a deal was made with Don Loper, noted fashion designer, to supply gowns for Irene Dunne, hostess and m.c. on the series, on a rental basis of $200 each. After being used in the film series, she bought some of them at a reduced price.

The designer later cancelled the rental arrangement on grounds that makeup stains and wear made the garments unsaleable. He got free plugs on that group of films. The Schlitz policy now is not to give "outside" screen credit.

Joan Davis, star of NBC-TV *I Married Joan,* produced by Joan Davis Enterprises, and sponsored by General Electric, has a tie-in with Ohrbach's Inc. for her wardrobe, with the department store getting screen credit. When the wardrobe girl, Maiza Beuchel, gets an order for a dress to be worn on the show which Ohrbach's can't supply, it is then purchased elsewhere. All such purchases are kept in wardrobe for future use.

Except for judicial robes, Jim Bachus, who portrays Judge Stevens in *I Married Joan,* provides his own clothes, a policy maintained for other cast members. How-





Women stars get a better break in outfitting than men. Modern costumes usually are provided for women; men have to supply their own. At left Ann Sheridan, aided by wardrobe woman Ernestine Wood, checks dresses she will wear in CBS-TV *Schlitz Playhouse of Stars* Oct. 21. At right, Jim Backus, male lead in NBC-TV *I Married Joan,* is shown with costumes (his own) he wears in series.

ever, when costumes and dated styles are needed for *I Married Joan,* they are usually rented from Western Costume.

Suits worn by Ozzie Nelson on ABC-TV *Adventures of Ozzie & Harriet,* produced by Stage 5 Productions, and sponsored alternating weeks by Hotpoint Inc. and The Lambert Co., come from Sy Devore's, Hollywood costume tailors. They are priced from $175 to $200 each. It is an outright buy. Mr. Devore is tailor for many of Hollywood's top radio, TV and film stars.

Harriet Nelson, his wife and co-star, usually wears medium priced suits or dresses in the film series and buys them from Gene Burton's Carousel. The Nelsons are sort of upper middle-class suburbia in the series, and like the average housewife, she too keeps her eyes open for a bargain with the saved garment repeated several times in other filmed episodes.

Clothing for Ricky and David, the Nelson's two boys, is bought at Hollywood Broadway (department store), or any other shop that meets their needs. They have ideas of their own as far as clothing goes and are allowed to express them in their choice. Inasmuch as it's a domestic comedy, little or no costume is done on this particular show.

What Wisbar Does

Frank Wisbar Productions, filming NBC-TV *Fireside Theatre* for Procter & Gamble Co., has talked about building up a wardrobe department, but was stopped by the budget problem. Talent gets an allowance to cover articles of clothing not already in their wardrobe, and thus buy what is needed, keeping the garments or outfits upon conclusion of the shooting.

Slois Janssen designs all clothing worn by Ann Southern in *Private Secretary,* filmed by Jack Chertok Productions and sponsored by American Tobacco Co. on NBC-TV for the summer run with shift to CBS-TV starting Sept. 20.

The production company pays for the fabrics, designs and their execution. They keep the gowns in wardrobe often changing them for later films. Hats worn by Miss Southern in several sequences are designed by Rex Inc., with credit tag given in the films.

Don Porter, featured with her in the series, supplies his own wardrobe, as do other members of the cast.

For NBC-TV *Cavalcade of America,* sponsored by duPont, various local films are called upon by Jack Chertok Productions to supply the needed costume or period clothing. The wardrobe man and woman assigned to this program follow through in rounding up the necessary garments inasmuch as they frequently are rented from several sources.

Stars and other cast members provide their own wardrobes on CBS-TV *Four Star Playhouse,* sponsored by Singer Sewing Machine and produced by Don Sharpe Enterprises.

Wardrobe man Bob Harris, however, frequently gets garments for the various actresses from Ohrbach's with the usual screen credit given for clothing borrowed.

Merle Oberon, star of the half hour *Love at Sea* in this series, to be released in fall, has 12 gown changes, all her own. Dick Powell had a midnight blue tuxedo made expressly for his *Four Star Playhouse* appearances.

Clothing for Julie Bishop in *My Hero,* until recently sponsored by Philip Morris & Co. on NBC-TV and being released in the fall through syndication, is almost exclusively from Ohrbach's for screen credit. Other talent, however, including star Robert Cummings, provide their own wardrobe in this series. The exceptions are character and costume clothing which is rented. This series is also packaged and filmed by Don Sharpe Enterprises.

John Loveton is another TV producer with a tie-up with Ohrbach's. They supply wardrobe for Barbara Britton, star of *Mr. and Mrs. North,* now winding up 52 weeks on CBS-TV for Colgate-Palmolive-Peet Inc.

Police uniforms seen on NBC-TV *Dragnet,* sponsored by Liggett & Meyers Tobacco Co., are borrowed by Mark VII Productions from the Los Angeles Police Department. Star Jack Webb, feature actor Ben Alexander and other members of the cast supply their own wardrobes.

Because it is a continuing series, with much of the talent under term contract, Dougfair Corp., producing *Terry and the Pirates,* considers it more economical to buy the basic wardrobe. Articles of clothing needed for additional extras are rented from various companies. Sponsor of *Terry and the Pirates* is Canada Dry on 65 TV stations.

The buckskin frontier costumes worn by Guy Madison and Andy Devine in *Wild Bill Hickok,* filmed by William F. Broidy Productions and sponsored by Kellogg Co. on 63 TV stations, are designed and made especially for those stars.

Because of wear and tear and any other emergencies, six identical costumes are always made for each star. Wardrobe m Tommy Thompson, on location, sees to that there are three identical costumes e available at all times, in the event one torn or ruined.

The 10 gallon hats they wear are bou by the dozen. They wear out quickly d ing a shooting. An average of four h each is used by the stars during each sessi session.

A few of the players in *Wild Bill Hick* have their own Western outfits, but mos they are supplied by the production co pany. For bit players and extras, the c tumes are rented from Western.

For the opening and closing shots in t new NBC-TV *Letter to Loretta,* now production for Procter & Gamble Co. Lewislor Enterprises, star Loretta You wears gowns designed by Marusia, not couturier. Screen credit is given her a the gowns returned. Miss Young dra from her own extensive personal wardro for the clothes used in portraying the varie of roles in the new series.

What Dahl Does

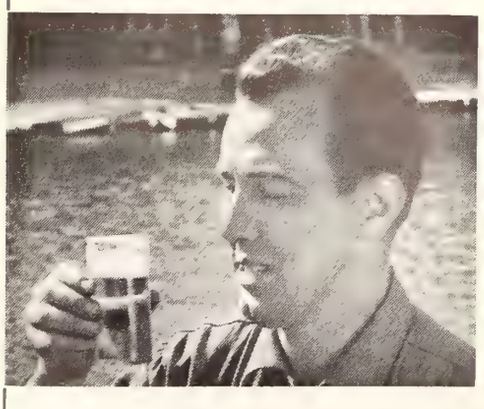
Pepsi-Cola, in its forthcoming ABC-T *Pepsi-Cola Theatre* with cooperation Saks Fifth Avenue, New York City, is brin ing its product out of the ball park in high society via Arlene Dahl and her ult mate in fashion design.

The wardrobe worn by Miss Dahl, hostes m.c., in the first eight programs of the ne TV series, is valued at more than half million dollars. She makes but three a pearances in each film, handling introduc tory, middle and end commercials, as Iren Dunne did in the first group of *Schlitz Pla house of Stars.* Although Revue Produc tions is shooting the *Pepsi-Cola Playhous* series, commercials with Miss Dahl are b ing produced by United World Films, sub sidiary of Universal-International Picture

Under a special arrangement, Wayn Clark, fashion coordinator assigned to th project by Ettinger Co., Hollywood pub licist for Miss Dahl, personally brought th initial wardrobe to the West Coast fro New York and is responsible for its retur to Saks Fifth Avenue upon completion o the shooting.

Not only does Saks get screen credit, bu Miss Dahl gives each designer similar treat ment as she appears in his creation. Mink dog collars, cuffs and earrings are among the high fashion accessories.

Jane Nigh, who portrays "Lorelei" in CBS *Big Town,* sponsored by Lever Bros.



SARRA rings delightful changes on a strong-selling theme in a series of 1-minute TV commercials for Champagne Velvet Gold Label Beer. In home, tavern, picnic and sports settings, expertly cast "folks" are shown enjoying their evening beer. Ingenious "time" devices mark off the hours between 5 and 7 P.M. to symbolize the message: "After work before supper . . . a beer that tastes better when your taste is keenest." Deft product identification climaxes each closing. Produced by SARRA for Terre Haute Brewing Company, Inc., through Weiss and Geller, Inc.

SARRA INC.

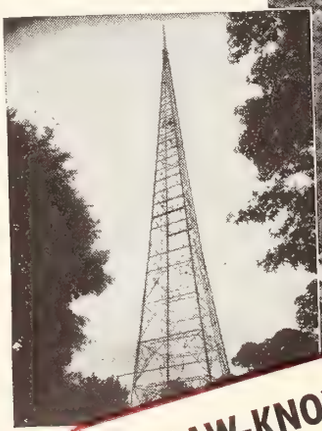
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Sally Mansfield, feminine lead in *Rocky Jones, Space Ranger,* which Roland Reed Productions has started to film at Hal Roach Studios, is outfitted for the part by David Berman, manager of Max Berman & Sons, costumers.

and produced by Gross-Krasne Inc., gets her wardrobe (primarily suits) from Kanmark, Los Angeles manufacturer of women's clothes. For a credit line on the screen, she is personally allowed to keep the garments. Gross-Krasne, however, is building up a wardrobe of modern dress. Pat McVey provides his own wardrobe as Steve Wilson. Other cast members are required to furnish their own wardrobes.

Gross-Krasne rented the period wardrobe needed when the firm produced four CBS-TV *Lux Video Theatre* films for Lever Bros. Modern scripts had a clothes budget of from $300 to $400. The stars, Laraine Day and Ann Sheridan, studied script requirements and bought their own wardrobes. Money came out of the budget allotment.

Gale Storm, star of CBS-TV *My Little Margie,* co-produced by Hal Roach Jr. and Roland Reed, with Scott Paper Co. the new sponsor, orders her TV clothes from Junior House, Milwaukee manufacturer. The dresses retail from $19 to $35 each.

She keeps what she wants for personal wardrobe at no cost. Junior House gets a credit line and in turn also utilizes Miss Storm's photographs in fashion magazines and other advertisements, thus exploiting the TV series too.

Charles Farrell, portraying her father in the series, has a fantastic personal wardrobe and provides his own for the series.

Character outfits for *My Little Margie* are rented.

There is no wardrobe tie-in on NBC-TV *Life of Riley,* sponsored by Gulf Oil. Hal Roach Studios, under contract to film the network package, supplies the simple frocks that Marjorie Reynolds wears as "Mrs. Riley." They are kept in wardrobe after purchase for future use, as is clothing worn by Lugene Sanders, who plays her 18-year-old daughter. Star Bill Bendix and "Junior Riley" Wesley Morgan provide their own wardrobes, except for costumes needed for special sequences.

Inasmuch as it will be a series, and the cast pretty permanent, space type costumes for *Rocky Jones, Space Ranger* have been bought and paid for by Roland Reed Productions. Actors provide their own clothes for CBS-TV *Racket Squad,* produced by Hal Roach Jr. and Carroll Case.

Desilu Productions has a merchandising tie-up with 32 New York manufacturers for its own line of clothes for CBS-TV *I Love Lucy* sponsored by Philip Morris & Co.

The garments and accessories made especially for Lucille Ball and Desi Arnaz are popularized first in the film series for later general manufacture and sale to the public. Other clothing in the series is either bought or made in the Desilu costume department, frequently from Miss Ball's own designs.

William Frawley and Vivian Vance, portraying Fred and Ethel Mertz, supply their own wardrobes, but are given a clothes allowance to take care of necessary expenditures. Miss Vance on occasion borrows small items from the wardrobe department, but tries to retain her own individuality apart from that of Lucy.

Among the 32 manufacturers tied in with the series are Dorothy Hubbs Inc., (lower medium priced dresses); Dunmar Ltd. (smoking jackets); Webber Blouses Inc. (blouses); Sea Island sport shirts, and Gingham Girl aprons.

Clothing for co-stars Bill Williams and Don Diamond, as well as other permanent cast members of *Kid Carson,* sponsored by Coca Cola on 45 TV stations, is made to order by Revue Productions. The co-stars each have about four changes of wardrobe in a film. Greta Isgrigg, wardrobe supervisor and stylist, keeps a reserve of materials to duplicate costumes for about three or four years to come. Bit players and extra costumes are rented from Western.

Clothing for Rod Cameron, star of the syndicated *City Detective,* is also made to order, and he is reimbursed by Revue Productions. Garments he ordinarily wouldn't have in his extensive wardrobe are rented.

Use Own Wardrobes

In other Revue-produced shows such as ABC-TV *Pride of the Family* (Bristol-Myers and Armour & Co.); ABC-TV *Pepsi-Cola Theatre* and *Chevron Theatre,* sponsored by Standard Oil Co. of Calif., on 10 Western TV stations, talent use their own wardrobes. Period or character clothing is rented as needed.

Although Ray Millard, star of CBS-TV *Meet Mr. McNutley* (General Electric), like other name talent, supplies his own wardrobe, clothing for trick or stunt scenes is provided. Miss Isgrigg buys three or four of the same outfits for him and his double.

CBS-TV *Revlon Mirror Theatre* (Revlon Products Corp.), also using name talent, follows this same pattern.

Revue Productions adheres to the policy of what you need you get, and plans its own wardrobe stock in the very near future.

Sovereign Productions has Joe Dimmitt assigned as wardrobe manager. He is responsible wardrobe-wise for all TV filmed shows, including CBS-TV *General Electric Theatre* (GE) NBC-TV *Cavalcade of America* (duPont) and *Your Jeweler's Showcase* on 26 TV stations for Hamilton Watch Co.

Gracie Allen in the McCadden Corp.-produced CBS-TV *Burns & Allen Show* (Carnation Milk Co. and B. F. Goodrich Co.), wears garments made to order by Marjorie Michaels, Los Angeles designer and wholesaler. The suits and dresses retail between



Conservatively attired Ozzie Nelson and wife Harriet, who dress just like the average married couple they portray on ABC-TV's *Adventures of Ozzie and Harriet* walk before the exterior set on Stage Five at Hollywood's General Service studios.

$39.95 and $55 each. George Burns' TV suits come from Tavelman's Inc., Los Angeles tailor who also makes clothing for several other video and movie stars. Accessories come from his personal wardrobe.

Decision as to color and fabric is by Miss Allen. She never wears black or white in the TV series, and is careful also not to select fabrics with a high gloss such as satin.

Merchandising tie-in calls for photographs of Miss Allen to be distributed to stores carrying the Marjorie Michaels' line. Shoes she buys personally from Saks Fifth Avenue. They are the most expensive item in her wardrobe. She wears only pearl jewelry, believing it photographs best.

Wardrobes for *Death Valley Days,* produced by Flying A Enterprises and sponsored on 63 TV stations by Pacific Coast Borax are rented from Western Costume Co.

Screen credit deal has also been worked out with Macintosh Studio Clothes, Hollywood custom tailors, to supply suits and other garments for Joe Kirkwood Jr., star of the *Joe Palooka* series being filmed by Joe Palooka Productions for distribution by Guild Films Inc.

An extensive study has been made by Richard Macintosh, head of the firm, as to what fabrics, weights and colors are best suited for television. The firm's TV clientelle includes such other well known personalities as Ralph Edwards, Dennis Day, Walter O'Keefe, Edgar Bergen and Charlie McCarthy.

Indicative of the growth and development of TV film is the recent forming in Hollywood of the Costume Designers Guild. It is an independent professional organization, rather than a labor union, though it could ultimately be the latter. As most of the motion picture costume designers operate on a free lance basis, they are now also available for TV, and anticipating the day when they will have a hand in video film wardrobes.



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'NO'-BUDGET FILM COMMERCIALS

By Carl Pehlman*

IN ORDER to assist our advertisers in making the best possible presentation of their commercial messages, KKTV (TV) Colorado Springs is equipped to produce low-cost film commercials. This service was instituted because of a definite need in our market on the part of some advertisers to present more personal, localized messages to the viewers.

Despite the fact that prepared film commercials are available to dealers for most nationally advertised products, there are times when these films fail to tell the specific story desired by the local account. Also, dealers and merchants are very frequently more interested in selling services or products for which there are no prepared commercial films available. When the possibility of using a professionally produced film commercial has been eliminated, the account is left with only three choices: Live studio presentation, station announcement over opaques or transparencies and, finally, special production of a film to meet the client's individual needs.

Professionally produced film commercials certainly are not cheap: The four-figure cost of 20 and 60 second spots is far beyond the means of one-store dealers and merchants. What, then, is the solution when our sales department finds, upon thorough analysis of a client's requirements, that the only practical way to present the message is through the use of film? Our answer is to offer our film production services to the client at a cost that generally would not greatly exceed normal art work and photography charges for opaque and transparency commercials. As compared with live presentation, the extra charges for a few live camera spots would pay for the film commercial.

It is reasonably simple to determine the type of merchandise best adapted to selling by means of film. For instance, a far better selling job can be accomplished on a power lawn mower by showing the mower in action than showing it inanimate as it would be on a photograph or even live in the studio. In the case of used cars, it is obviously more impressive to show them in use, particularly in road tests, rather than showing a still picture. This same reasoning can be effectively applied to countless other articles of merchandise. For the advertiser who prefers to sell services, film offers the best means of demonstration by showing, on location, an actual job being done by the advertiser.

When it has been determined that a locally produced film commercial is the answer to the best possible selling job for a specific client, the next step is to determine exactly what must go into the film. The obvious purpose of a motion picture is to show something in motion; a film scene which shows no motion is valueless since the same job could be done with a still photograph. Therefore, each scene must be planned to include some bit of impressive motion to attract the viewer's attention. There would be, however, no objection to short closeup clips in which there is no motion providing the scene has a direct and important bearing on the film commercial as a whole. When it is necessary to photograph a scene or an object which involves no movement, motion can be imparted to the scene by the use of a zoom lens or camera dollying. Zooming or dollying, in most cases, should be done slowly.

Car Dealer's Film

To demonstrate the preceding paragraph, I will describe a film job we did recently for a dealer in used cars. This particular dealer uses film almost exclusively for his television commercials. Whenever he has a particularly desirable selection of used cars on his lot, he selects a few of the better automobiles for showing on TV via film.

For example, one of the cars on this job was a late model Packard. We selected a suitable location in a city park, where there was no distracting background, and set up our camera. The car was driven into the scene and stopped in the center of the picture on cue from the cameraman. The driver then left the car and walked out of the picture. The next scene was to show the attractive, gleaming grillwork of the Packard. For this shot, the camera was placed to the left and far enough in front of the car to get a pleasing angle shot on the 20mm setting of our zoom lens; the grille was then brought closeup by zooming slowly to the 60mm position. This same technique was repeated to point out the beauty of rear-end styling of tail lights and curved rear window. The finished result was a commercial that had motion in every scene and showed the car to the best advantage.

On the same job, we employed a simple camera trick that provided a very effective bit of footage. The object was to show how easy it would be for the viewer to own a better car by making use of our advertiser's liberal terms. The stage was set by placing an old, battered Chevrolet in the scene. After a few seconds, the talent was cued to walk into the picture, stop and wave his hand at the car. At this point the camera was stopped, the talent "froze" with his hand in the waving position and the old Chevrolet was replaced with a shiny late model Chevrolet in the same position. The camera was rolled again and the finished film showed a bit of magic as our actor, by the simple waving of his hand, caused a newer car to appear in place of the old model.

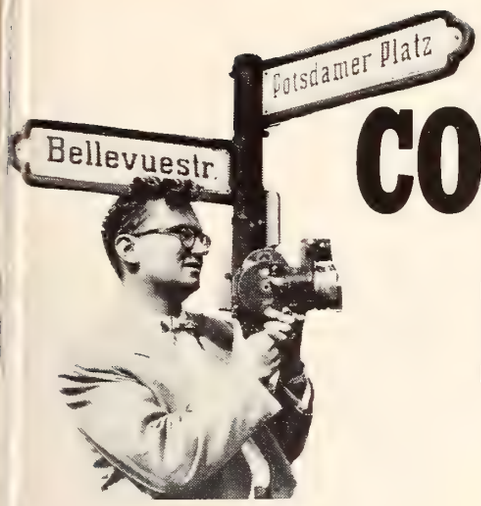
In other used car commercials, we have filmed cars on the road or climbing hills, both from inside the vehicles and from outside at suitable camera locations.

These commercials, needless to say, are silent film designed for live audio. An interesting sidelight is the fact that the Packard commercial, for instance, can be used every time the dealer has a Packard of that specific model on the lot.

The used car filming job, partially described above, included six different automobiles. Total time spent on location was about three hours. How much did it cost the advertiser? Our basic charge is $30 for furnishing all photographic equipment, including lighting, when necessary, and to include

(Continued on Page 110)

*THE FILM DIRECTOR OF A COLORADO STATION EXPLAINS HOW TO SHOOT INEXPENSIVE SPOTS FOR LOCAL CLIENTS



COVERING THE WORLD IN TV NEWS FILM

By Bruce Robertson

ONE day last month a British military plane circled the earthquake-ridden isle of Zante in the Ionian Sea off the western coast of Greece. As it came in for a landing, and NBC-TV News Film cameraman-correspondent Pat Murrin was gathering up his cameras and gear, the officer in charge told him the plane would stay only 20 minutes, "so shoot your pictures in a hurry, lad."

No dawdler—he had been in London the day before, just back from an assignment in Germany, had wangled a seat on a U. S. Navy plane for an overnight flight to the Greek mainland and then talked his way on board the English flying boat—Mr. Murrin still felt that 20 minutes was too little time for him and his camera to record a proper picture of the Zante devastation.

So he stayed, the only film cameraman in an area still classified as "very dangerous." After a day of shooting, a new problem arose. How was he to get himself and his spectacular—and exclusive—shots off the island? This time it was the Marines to the rescue, a detachment of U. S. Leathernecks using their walkie-talkie to call in a small U. S. Navy craft which took Mr. Murrin aboard and ferried him across to the mainland of Greece, depositing him near a U. S. naval base. Here he picked up a Navy plane headed for Germany and en route persuaded the pilot to send a radio message to NBC Correspondent Robert McCormick in Frankfurt, where the plane had to stop to refuel.

Meeting in Frankfurt

As requested, Mr. McCormick met him at the Frankfurt airfield with tags, film packaging and customs clearance papers. From the Navy plane, Mr. Murrin's Zante films were rushed by jeep across the field to a TWA commercial airliner, warmed up and waiting to carry the films to NBC in New York. Mr. Murrin had left London late Friday; his films reached the NBC film studios Monday morning.

Exciting and exceptional, yes, but incidents such as this are by no means unique in the experience of the more than 200 cameramen-correspondents who cover the globe for NBC News Film. Some are full-time staffers; the majority work on a special assignment basis, called on whenever news that would interest U. S. viewers occurs in their areas of operation. Most of the staff men are located in the U. S.—eight in New York, three each in Washington, Chicago and Hollywood, one in Cleveland, one in Dallas and one in San Francisco. Len Allen, TV assignment editor, from NBC's New York studios directs the activities of his far-flung corps of cameramen-reporters.

NBC also has representation through stringers [special assignment men] or affiliate stations with local newsreel setups in 97 other U. S. cities, covering every section of the country.

Abroad there are two staff cameramen as well as several stringers in the British Isles, and NBC has access to the footage of BBC to supplement its own coverage. Another two staffers operate in the Japanese-Korean area. One of these men is now being sent on an indefinite assignment to Indo China. In Germany there is a staff organization that includes three fulltime cameramen and stringers; this organization runs exclusively for NBC. And in 40 other countries, from Alaska to Venezuela, NBC has individual stringers.

In addition, NBC News Film has arrangements with existing newsreel organizations in 11 countries: Austria—Austrian News Reel; Belgium—Belgavox; Hong Kong—Elephant Radio; Denmark—Politikens Film Journal; France—Pathe Journal; India—All India Radio; Italy—both RAI (Italian TV Network) and INCOM; Netherlands—Polygoon; Spain—NO-DO, Spanish Newsreel; Switzerland—Cine-Journal Suisse; Yugoslavia—Yugoslav Information Center.

Payment for films is on the standard newsreel basis of $1 a foot of 35mm film (or $2.50 a foot of 16mm) for all film used. This applies to individual stringers as well as to the newsreel companies with minimum fees (averaging about $50 but in some cases far exceeding that figure) guaranteed where a story has been ordered or approved by NBC, whether it is used or not. Sometimes it is not. As Mr. Allen says, "A story can be very hot on Monday and just as cold on Tuesday."

In addition, NBC pays out-of-pocket costs incurred by the cameramen in getting the films. Also, NBC replaces the films sent in by its newsreel correspondents with a like amount of raw stock, sent periodically in 1,000-foot reels.

Flowing into NBC at the rate of 50,000 feet or more per week, the news films are processed, printed and edited—sometimes en route, as with the Coronation films which were prepared for airing inside the plane that brought them across the Atlantic; frequently with great speed, as with Coronation still pictures that NBC had on the air within

(Continued on Page 110)



Koreans protest against signing of truce agreement in Seoul, while NBC-TV news cameraman Yung Su Kwon records the historic news development in the capital of the war-torn country on film for NBC viewers.

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B•T

TV NEWS FILM COVERS THE WORLD

(Continued from Page 109)

three to five minutes after they were snapped. After being broadcast, the films go to the NBC-TV Film Library, where more than 15 million feet of film are stored in 22 vaults, with reels classified into 2,200 main subjects and no less than 14,750 individual topics.

Viewers see the results of the NBC news film operations on such network shows as *Camel News Caravan* each weekday evening and *Today* each weekday morning. In addition, they appear on news programs telecast by the more than 50 TV station subscribers to NBC's TV Daily News Service and Weekend Review.

The daily service comprises about 10 minutes of film, divided into story sections so that stations can easily insert local news and commercials or delete unwanted portions. A script goes with each DNS film shipment, with timing carefully and precisely marked, so that if desired the station can put it on the air immediately upon receipt.

Scale of Charges

The Weekend Review is a quarter-hour program comprising the top news film reports of the week. As is true of most film programming, NBC's news film service is sold to stations, which need not be affiliates of the NBC-TV network, on a sliding scale, based on the number of sets which can receive the station's transmissions.

Air time for a typical news item on a news telecast runs from one to two minutes, or from 90 to 180 feet of finished 35mm film, Mr. Allen said, although he noted that there are many exceptions to this rule of thumb. Program format is a factor, with *Camel News Caravan* generally using more footage than *Today*, for instance.

Despite its present magnitude, NBC's news film operation is only eight years old. It began as Tele Newsreel on Aug. 5, 1945, with two cameramen and was renamed NBC Television Newsreel on Sept. 2 of that year.

This was at the time of V-J Day which marked the end of World War II and the new TV service was inaugurated in part to supply a substitute to the weekly TV program of war news film which for more than a year previously had been furnished by cameramen of the armed forces. Sy Aonet was the first NBC-TV news cameraman, joining the staff following his discharge from the Army Signal Corps.

From that small beginning, NBC's news film operation expanded with television and like American TV itself, got its real impetus when an advertiser (R. J. Reynolds Tobacco Co.) began sponsorship of a daily news telecast for which NBC agreed to provide the material.

Today, NBC-TV News Film functions as part of the network's public affairs department under the supervision of Davidson Taylor, director of public affairs, and William R. McAndrew, manager of news and special events. Joe Meyers, who manages NBC's central news desk, and Bill Garden, manager of special projects, are also concerned with this operation, among other duties.

Len Allen, however, is the man directly responsible for keeping the news film sources —staff and string cameramen-correspondents and foreign newsreel companies—working smoothly to produce the film footage from which the final products, TV news programs evolve. It is he who sees that the right story gets the right emphasis, who builds background footage for possible use in emergency news coverage, who attempts to satisfy a seemingly insatiable demand for more and still more TV news features and documentaries.

Preceding the Coronation, when internetwork rivalry hit a new intensity that called for each news crew's utmost secrecy about its plans, NBC developed a code which still is proving useful. Recently, Frank Bourgholtzer, Paris correspondent, who was in Rabat, French Morocco, to cover the imminent ouster of the Sultan, avoided censorship problems by notifying the New York NBC news desk that an "arrow" was heading for London with some "astral," which was correctly interpreted as word that an Air Force jet was carrying (unofficially) a batch of hot rush film from Rabat to London.

Romney Wheeler, NBC London office manager, was alerted, and he sent another NBC newsman, Ed Neuman, to as close as possible to the field where the jet was to land, some three hours by car from London. Mr. Neuman flew up in an English rainstorm, got the film, flew back and was met by Mr. Wheeler with the usual mailing tags, custom clearances, etc., getting the film onto the fastest Pan American flight to New York. The Moroccan crisis pictures reached NBC's New York film labs less than 22 hours after they were taken in Rabat.

'NO'-BUDGET FILM COMMERCIALS

(Continued from Page 108)

the first hour of actual shooting. After the first hour, we have an hourly rate charge of $10. Film stock is charged for at the rate of 10 cents per foot, including processing.

Our standard charge for special editing is $10 per hour regardless of whether we shoot the film or if it is furnished from another source. We used 350 feet of film on the used car job and spent about two hours editing the processed film to the client's specifications. Therefore, the cost to the advertiser was $105. There was sufficient usable footage for six commercials of 30 to 60 seconds duration, the length depending on how much a particular car was plugged. The cost of each spot was about $17.50.

Naturally, the same basis of computing cost per spot could not be applied to every advertiser. The used car dealer's spots were extremely inexpensive because the job itself

ROMANCE OF JULIA DALTON
LIVE SHOW AVAILABLE
FOR LOCAL OR NATIONAL BINGO GIVE-AWAY
Film Series available for national or regional sponsorship. First time on the air.
For information please write
DALTON FILM COMPANY
813 Daniel Bldg., 3rd and Boston Ave.
Tulsa 3, Oklahoma



Super Salesman

makes 1000 calls for only 73 cents!

✓ CHECK BILL STULLA'S SALES PERSONALITY:

Just $100 puts him to work for you! Highest rated mid-afternoon show in L.A. open for spots! 20,000 letters per month average mail pull since 1951! Renewed year after year by sponsors like Yuban, Frank and Joseph, Wonder Bread and Sego Milk!

✓ CHECK HIS SHOW PERSONALITY:

138,000 daily viewers join Bill and his musical gang for songs, games and PARLOR PARTY FUN Monday thru Friday, 2:30-3:30 P.M.

BILL STULLA IS ANOTHER KNBH *SHOWMAN-SALESMAN.*

For details consult KNBH, Hollywood, or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD **KNBH** *Channel* **4**

was simple. It was merely a matter of shooting the same type of object over and over again, each time in a slightly different way.

Another client's requirements may not be accomplished so easily. The same amount of time could easily be expended and yet only a third as much film used if, for instance, it were necessary to shoot interiors and change lighting for every scene. Also, in some cases, frequent re-shooting of a scene may be necessary before the desired effect is obtained. However, by careful scene planning, constant use of exposure meter and constant check on focus for each scene, exposed footage can be kept to a minimum. It is possible—and we have done it—to keep the unusable footage as low as 10%.

Most of our commercials are silent since single-system sound is not practical for good selling commercials and double-system defeats the purpose of "no"-budget commercials because of the extra expense involved. We are equipped, however, to post-record narration for any of our film productions for reprinting with the picture film. Generally speaking, this service is not required for our advertisers since voice over silent film does the job adequately.

There have been a few cases where the single-system sound camera was used for the presentation of a personal message from the advertiser. Also, in one instance, a complete 60-second sound commercial was made with the single-system camera showing a storm window demonstration. This accomplished the desired purpose of acquainting the viewers with the man who would actually call on prospective customers, and showing him in action.

KKTV is equipped to process small quantities of 16mm film by reversal. Our capacity would be about 100 feet per hour. We do our own processing on local news films where speed is an important factor; also when it is desirable to find out immediately how a certain shot registers on film so that it can be re-shot at once if an error was made. This is particularly applicable to title and art work cards when close shooting sometimes causes a problem in centering. When the time element is not important, our processing is done by a laboratory in Denver which will give us same day service.

Our equipment includes a 16mm Bolex with sound sprockets and a full complement of lenses from 17mm to 102mm plus a Pan-Cinor 20mm-60mm Zoom lens; also, an Auricon single-system sound recording camera with turret front and portable power supply for operating from an automobile battery. In addition, we have the usual assortment of necessary accessories such as filters, exposure meter, portable floods and tripods.

For those stations interested in setting up their own film production department, here are our recommendations for minimum basic requirements, including approximate costs:

CAMERA:

Any semi-professional *spool-loading* 16mm camera with sprockets to accommodate single-perforated film. In this category, Bolex, Bell & Howell, Pathe, and Cine-Special are the most preferred. Magazine cameras are not recommended because of inaccuracy of framing. Cost of the camera, without lenses, would range from $300 to $400—except the Cine-Special, which costs around $800.

LENSES:

The most essential lens requirement is the standard 25mm (or 1"), in focusing mount. It should be of a speed not slower than F1.9. A good F1.9 lens would cost about $75; a faster lens, such as F1.5, would be around $125. The next most important lens requirement is a 17mm wide angle, focusing mount preferred, speed not slower than F2.5. Care should be exercised in the purchase of a wide-angle lens since many of them on the market today produce pictures with blurred edges when used at wide openings. Wide-angle lenses should be tried before purchasing. Cost of a good F2.5 lens will be about $65. Telephoto lenses would not be required for commercial production. Acquisition of one or more would depend on overall filming needs. Although it should not be considered as an essential to basic requirements, the Pan-Cinor Zoom lens is highly recommended if the budget can bear it. The proper and conservative use of a zoom type lens can add a superbly professional touch to any film commercial. Cost of this lens is currently about $450. (Note: The Pan-Cinor is made expressly for Bolex cameras but can be adapted to other cameras by slight modifications of mountings.)

TRIPOD:

A good, sturdy tripod is without a doubt the most important single item of equipment needed for producing good quality films. There are many excellent tripods on the market and the choice of one will depend largely upon the cameraman. Important points to remember when selecting a tripod are (a) be sure the tripod can support the weight of the camera without "jiggling," (b) check the panhead for smoothness of operation both in panning and tilting—and be sure there is no "jiggle" when those operations are being performed. The center-pole elevator type is particularly recommended because of the ease in setting up for operation. Good tripods can be purchased from $45 up.

ACCESSORIES:

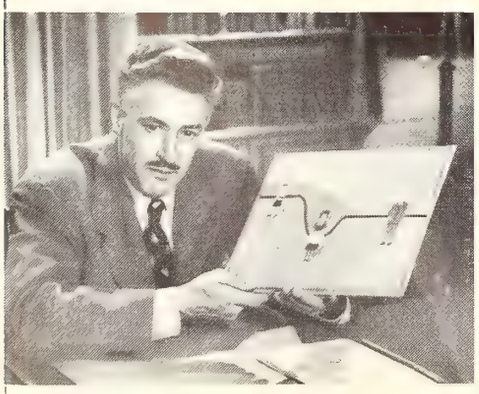
Exposure Meter: Any of the well-known makes are recommended.

Lighting: Most essential to "on location" jobs are the inexpensive clamp-on sockets for use with reflector-floods and spots. The four-socket "movie-bar" comes in handy occasionally, but usually puts too much light in one small area because of its lack of flexibility.

Filters: Outside filming (on black and white film) should never be attempted without the use of the common K-2 yellow filter to darken the sky areas. Red and orange filters may be used once in a while, but never as frequently as the yellow filter.

With regard to processing facilities, whether or not processing will be done by the station depends partially on a matter of choice and partially on the availability of commercial processing facilities. If a station is so far removed from a commercial laboratory that the rapid service usually desired is impossible, it is recommended that the station install its own system.

Most 16 mm. film is processed by reversal, the system whereby the final positive picture is on the same film used to take the picture originally. There is no great mystery in connection with reversal processing nor is a great amount of special equipment necessary. Anyone familiar with darkroom work who can follow instructions and tell time can process motion picture film by reversal. There are a number of processing outfits available on the market for processing up to



SARRA proves how exciting a nutrition story can be in this new series of TV commercials for the American Dairy Association. Dr. Herrell De Graff, outstanding food authority and Professor of Food Economics at Cornell, gives the weight of his expert knowledge to the message: "Drink one - two - three glasses of milk a day." Stop motion shows the glasses mysteriously filling up. Human interest scenes dramatize milk's value in low calory diets . . . in baby feeding . . . and for all ages. Produced by SARRA for American Dairy Association, through Campbell-Mithun, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

00 feet of film. Mainly, they fall into four ategories:

1. Drum and trough—messy, inconven- nt to handle in darkroom and not 100% ependable.

2. Rewind tank—sometimes satisfactory, ut very time-consuming and particularly usceptible to bleach stains on film.

3. Reel and trays, such as Steineman reel –satisfactory but somewhat tricky to load.

4. Rack and deep tanks—most satisfac- ory, although equipment takes up more pace. Advantages are that each processing olution has its own tank (five in all, includ- ng wash tank) virtually eliminating con- amination; solutions are mixed in much arger quantities, therefore, exhaustion rate s much slower; film on rack receives even listribution of chemicals because of com- plete immersion; 100 feet of rapid reversal film can be processed and dried in less than an hour.

There is, of course, a fifth system. That s, automatic machine processing. This will not be considered because the cost of such a machine would not be in line with the minimum requirements of a small operation. Cost of setting up processing facilities by one of the four other systems mentioned would range from $500 down, depending on whether equipment was purchased from a manufacturer or built locally to meet needs. Only stainless steel or acid-resistant plastics should be considered in building any type of processing equipment. Ideas for processing systems can be obtained from photo magazines and catalogs.

In listing minimum requirements for a local film production department, we have not included a sound camera. The acquisition of such a camera would be a matter of choice and would depend on the budget allowed for setting up the film production department. Needless to say, a sound recording camera can be very valuable to a TV station, especially with regard to local news coverage. However, it is definitely not needed for the production of local film commercials. A semi-professional silent camera can do many jobs but a sound camera is very limited in its uses and cannot adequately double as a silent camera and give you the flexibility that a silent camera would.

The sound camera is limited to one speed, must have electricity to operate it, is bulky to handle and requires a much heavier tripod than lighter-weight silent cameras. The single-system sound 100- and 200-foot cameras are not adaptable to trick photography of any kind, having no reverse or single frame action. Sound cameras do the job for which they were intended very well indeed, but don't expect them to do the work intended for more versatile cameras.

In closing, it must be stated that the establishment of film production facilities at KKTV does not put us in competition with professional producers. Our film services are for the exclusive use of our clients who would not be able to afford the services of professional producers in the first place. Our film production facilities are necessarily a small scale operation. However, we feel that we are in a position to offer certain advertisers a valuable and needed service by producing film commercials at costs so low they can almost be called "no"-budget films!

TESTING...

IN THE NATION'S NO. 1 TEST MARKET

ON THE NATION'S NO. 1 TEST MARKET STATION

National advertisers throughout the country have tested the sales potential of their products and services by using the top commercial facilities of WBNS-TV . . . COLUMBUS, OHIO.

As the Nation's No. 1 Test Market Station, reaching over 306,950 homes, WBNS-TV is recognized as the focal point of Mid-West sales.

Information on sales results, both local and national is available on request.

wbns-tv COLUMBUS, OHIO CHANNEL 10

CENTRAL OHIO'S MOST HONORED STATION

CBS-TV NETWORK ● Affiliated with Columbus Dispatch and WBNS-AM ● General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

By John Osbon

FILM SHOWS CAN MEET NETWORK COMPETITION

Despite heavy opposition from high-budget network shows, WGN-TV Chicago keeps its audience and advertisers happy by skillful programming of film.

THERE's an old wheeze in a relatively new industry that when old movies die, they just pass on to the limbo of television, thus to harass long-suffering set owners as re-runs from the vaults of film-minded TV stations.

This chestnut may have evolved as a stock gag in the repertoire of most comedians, themselves long rescued from pre-movie or vaudevillian days, but some telecasters have long ago pulled that one out of the fire.

It may be argued that "first-run" on TV does not mean much nowadays, when speaking of full-length motion pictures, and that companies have been mushrooming over the land, producing film especially for the video art.

Whatever the observation, WGN-TV, the *Chicago Tribune* outlet, claims to have set a pattern which apparently has not only satisfied viewers but advertisers as well. Its TV film operation—comprising full-length movies and special packages—is acknowledged to be one of the best anywhere and certainly one well worth envy in the Midwest.

WGN-TV stakes a clear-cut claim, at least, to having the largest collection of films of any station in the country, and airing more full-length features in one year than all major Hollywood studios produce in five.

What makes the *Tribune* TV outlet's film operation so unique is that it is just as much a selling organization as a buying group, and affords prospective clients complete screening facilities for all type of film products. That is to say that advertisers and agencies have come to look upon WGN-TV as a clearinghouse for all that is available in film.

As a result, the *Tribune* outlet today enjoys a prestige on film that would of itself, reject that old wheeze about old movies and tired re-runs.

Bulwark of this successful film operation is a nightly (except Saturday) 10 p.m. strip devoted to full-length motion pictures purchased on an exclusive basis for budget-minded Chicago advertisers. As a result of careful planning and groundwork, WGN-TV has put out the SRO sign for advertisers who want to climb aboard a highly-rated nighttime TV segment.

Quantity To Quality

Originally, the *Tribune's* TV property set out to corner the film market, with little regard for selectivity. But, about two years ago, a new policy was enunciated. WGN-TV set out to convince local advertisers they could obtain the best feature films on a "first-run" basis. That philosphy has been strictly adhered to, not alone with full-length movies but with special TV package shows as well.

Explaining the film pattern, Ted Weber, sales manager of WGN-TV, told B•T:

"One of the reasons for our success in film is that we watch the quality of t film—we maintain a separate engineeri department for film shading." Mr. Web also cites local American Research Bure and TelePulse ratings for comparative pr grams, as showing the growing importan of film programs.

Mr. Weber traces the history of the 1 p.m. film pattern to Aug. 28, 1949, wh WGN-TV first sold Jim Moran, Courtesy Motors, on a film program at 9: p.m.—the first on a regular series basi It proved a grand success for Mr. Mora and the pattern has been disturbed litt since.

Present sponsors in an average week, addition to Courtesy, are Community Buil ers, Mages, Foremann Motors, Hirs Clothiers, and National Credit Clothes. (Th is the third year for Hirsch and fourth f National.)

The 10 p.m. strip has compiled an e viable record ratingswise for WGN-TV, ou pulling the fare of other TV stations f quarter hours, on the basis of August 195 TelePulse data.

But even in May 1952, WGN-TV w racking up impressive ratings, with five the seven top-rated feature film programs i Chicago. The highest was the *Evans Motio Picture Academy* (then on Monday ev nings in the 10 p.m. strip) with 20.6 p average quarter hour. Others were: *Cou tesy Theatre* (Sundays), 17.3; *Lewis Theat of Romance* (Tuesdays), 17.1; *Hirsch R quest Performance* (Wednesdays), 15. *Community Theatre* (Fridays), 15.0.

When these figures came out, Mr. Web threw out his chest with enviable pride.

"The unusual success of film features i commercial programming has been an e tremely important factor in the WGN-T local sales pictures," he asserted. "Schedu ing has followed a definite policy directe toward developing a regular listening patter for feature films. . . . We find that man of the feature film programs gain audienc ratings higher than the average live and hig budget network production. . . . Many spon sors have followed the pattern in televisio throughout the nation. Such program achieve high viewer ratings and generall represent the best 'buys' in television."

Through these "theatre" programs, M Weber claimed, WGN-TV has introduce to the Chicago TV audience more first-ru movie features than any other station. Th station still is expanding its film policy, wit ratings holding up just as solidly.

(Sample August 1953 ratings: Weekday



An aura of oriental magic introduces each of a series of 1-minute TV spots made by SARRA for La Choy American-cooked Chinese foods. To the clang of Chinese gongs swirling mists dissolve to reveal this girl with a La Choy package. Appetite-appeal and "how to" live action shots show how easy it is to prepare a delicious, money-saving La Choy meal. Expert photography and lightness of touch, combined with hard sell, give the effectiveness you expect of SARRA commercials. Produced for Beatrice Foods Company, through Foote, Cone and Belding.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

average of 12.4 against 12.2 for another station, at 10 p.m.; 12.1 against 6.9 at 10:30, and 11.4 against 6.2 for 10:45; Sunday average of 17.2 compared to 13.6 at 10 p.m. and 18.0 against 9.6 at 10:15. Accumulated rating: in the high 80s.)

Mr. Weber cites the case histories of a number of clients—both on the 10 p.m. strip and on other segments—who have reaped rich rewards from film shows on WGN-TV. (One of WGN-TV's policies is that it never cuts a full-length motion picture, but plays it to its conclusion, Mr. Weber noted.)

Among other successful sponsors: Aaron Heating Co. (oil burners), which has grown from an annual $20,000 to a $1 million business in three years, largely because of a Sunday film: Chrysler dealers, and Libby Furniture, which recently called on Andy Frain's ushers one Sunday to handle crowds following a Saturday evening, post-wrestling film.

Riding herd on WGN-TV's aggressive film department is Elizabeth Bain, station's film director, who buys huge quantities of all films that go to make up about 38% of WGN-TV's program schedule during the baseball season and perhaps 50% after the season. (As of June, WGN-TV broke down its program schedule into 28.7% studio, 24.3% remote and 9% network.) Films are bought exclusively for each market for periods ranging from 18 months to two years.

More Film in Future

"Feature film programming has paid rich dividends for the majority of advertisers," Miss Bain said. "The continued success of feature film programming is almost entirely dependent upon fresh sources of products. Fortunately the prospects are getting steadily brighter. For the independent station, the feature film strip is a necessity. It has proved itself to be the financial backbone of weekly programming and has maintained a rating structure which has been stable and consistent. . . . It has been successfully demonstrated that film will hold its own against network shows—but only if it is superior film programming."

As an example of film holding its own, Miss Bain also cites the 10 p.m. strip as a commercial success pointed up by regular renewals and a waiting list for any cancellations.

With respect to local film meeting network competition, especially live shows, Miss Bain says:

"Independent stations have found film programming to be a financially sound answer to the problem of competing with high-budget network productions, but have learned the hard way that throwing film on the air is not sufficient in itself. Programming film requires imagination and showmanship."

Miss Bain notes that, while the average release date of feature film has moved steadily forward (from 1930 to 1940, with some of 1950 vintage), its importance actually is decreasing. "Large blocks of clients are entirely limited by budgetary monetary considerations, but the minority will pay top prices for quality pictures regardless of release dates.

WGN-TV ordered two iconoscope film



magnecorder

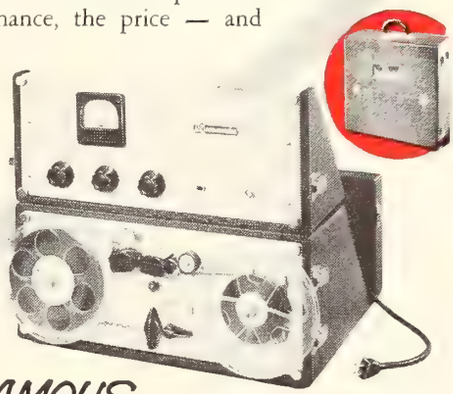
THE PROFESSIONAL TAPE RECORDER

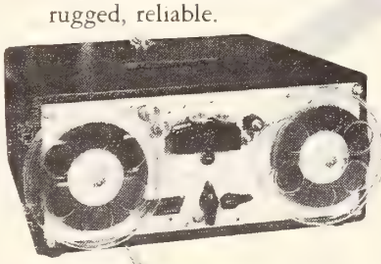
Precision engineered for unexcelled realistic brilliance and high fidelity, Magnecorders are preferred by radio engineers 3-to-1. Frequency response flat from 50-15,000 cps, ± 2 db. Compare the Magnecorder — the product, the performance, the price — and you'll see why it's the world-wide choice.

the NEW magnecord Voyager

one-case Portable Tape Recorder

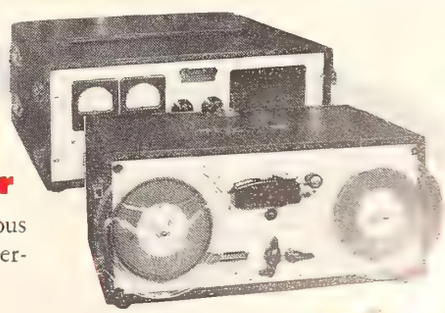
Lightens all remote work. A portable recorder and amplifier in a single case! Lightweight, rugged, reliable.





the FAMOUS PT 63 magnecorder

— long accepted as the standard professional tape recorder; 3 heads for simultaneous record and playback



3rd dimensional sound Binaural magnecorder

Unbelievable realism! Two simultaneous recordings on one tape give sound a perspective and a "third dimension."

For demonstration, see your Classified Telephone Directory under "Recorders" or write

Magnecord, INC.

Dept. B-9, 225 West Ohio Street • Chicago 10, Ill.

cameras from General Electric for telecasting of motion pictures in June 1947. The order included two 35mm syncro-lite projectors, one 16mm projector and one special projector for station identification and other announcements. New equipment has been added the past six years.

As one of the first stations to buy film libraries, WGN-TV has been negotiating for motion pictures in bulk since August 1949. One of the package purchases was a series of films from WPIX (TV) New York, released in new 35mm prints for high fidelity in broadcasting. (Among them: "A Star is Born," Pygmalion.")

Some of the early movies, "firsts" on any Chicago station, were released by Eagle Lions Films in March 1950 in a package of 22 films spread out over four commercial program segments. Still others followed.

The *Tribune* outlet obtained exclusive Chicago TV rights to others produced by Eagle Lions (including 11 full-length features and eight westerns) in January 1951. In October WGN-TV acquired first-run rights in the Chicagoland area to 174 Republic Pictures Corp. movies—that studio's first film releases to television. By that time, WGN-TV was well on its way to securing one of the outstanding film libraries in TV and one of the greatest lists of film availabilities in the Chicago market through exclusive first-run contracts.

Recent Vintages

Many of the movies were initially shown to theatre audiences as late as 1949 and included several "name" productions, among them celebrated films of foreign import (viz., "Bicycle Thief" and "Paisan"). Motion Pictures for Television Inc. also supplied WGN-TV with hundreds of films.

Similar contracts were signed this year with Atlantic Television, Unity Television Corp., and Tele-Pictures Inc., covering full-length feature films and half-hour dramatic productions. In the batch were a series of top-rated films for Courtesy Motors for showing this fall.

WGN-TV also has been diligent in obtaining numerous film properties prepared especially for television, including *Boston Blackie, Times Square Playhouse, Old American Barn Dance, Badge 714* and the *Ethel Barrymore Theatre.*

Films For TV Too

While WGN-TV has continued to set the pace on early showings of full-length feature films, it has taken an equal interest in films-for-TV productions.

WGN-TV's film may actually be said to be two-pronged in that regard, and clients have received the benefits accordingly, with the growth of film packages especially for TV. And the station has solidified its claim as a selling and buying organization.

In furtherance of this policy, WGN-TV last July announced plans for a "Fall Film Prevue," a running festival of excerpts from new shows not yet seen in Chicago. It invited more than 100 producers and distributors of film packages to send in samples of their wares for the special showing.

The announced purpose of the prevue was to "show clients and agency representatives the wide range and type of features that are available for sponsorship" this coming fall.

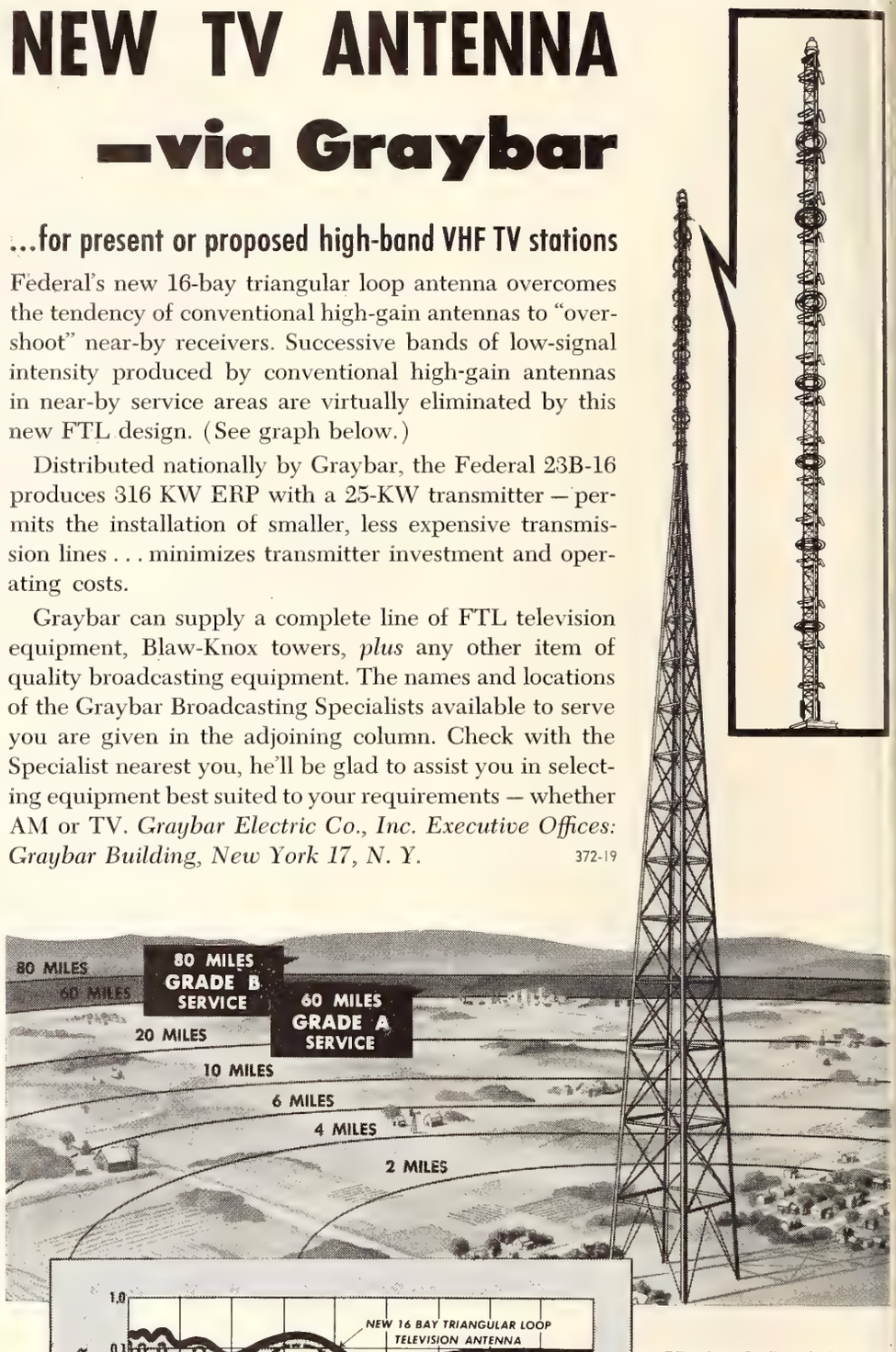
A revolutionary NEW TV ANTENNA —via Graybar

...for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25-KW transmitter — permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, *plus* any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. *Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.* 372-19



Effective Radiated Power — 316KW
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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . .

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IN OVER ONE HUNDRED PRINCIPAL CITIES

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via GraybaR

HOW ONE STATION EATS UP FILM

►WGN-TV telecasts more than 1,500 full length movies a year, or more than all the major Hollywood studios produce in *five* years.

►About 113,000 feet of film (both features and films made for TV) are run each week on the air.

►About 60,000 feet are screened each week but not telecast.

►The film screened and telecast by the station in one year would reach from New York to Hollywood.

►The WGN-TV film department receives and ships out nearly 5,000 films a year.

►The station has 30 fully sponsored film shows (both features and TV films) each week.

WGN-TV had done the same thing last year and it came off with success.

Admittedly, the TV station was following a long-established philosophy of the *Chicago Tribune:* Good promotion pays for itself a thousand times over. And while the prevue was designed to provide a clearing house for fall availabilities, it did nothing to detract from WGN-TV's already established reputation for public service—not to mention the prospect for direct sales as a result.

The prevue was held July 29, with producers and distributors supplying a total of 87 film programs, 64 of which offered first-run rights in the Chicago market. A selected list of 28 were shown during afternoon and evening screenings, and a supplementary list of packages was provided, with private screenings offered to interested clients. A total of 142 agency and client representatives attended the prevue. Serving as hosts were Frank P. Schreiber, manager of WGN Inc., and Mr. Weber and Miss Bain, as well as the WGN-TV sales staff.

Mr. Weber expressed gratification with the turnout, which he said exceeded all expectations. He stated:

"Everyone in attendance was surprised to find the wide scope of high quality programs that are available to them. Within 24 hours after the prevue we had received many compliments on the prevue itself, and several follow-up inquiries." He added his belief that there would be wiser buying and better quality of programming in fall schedules locally as a result of the showing.

The films ranged the whole field of entertainment, dipping into drama, mystery, romance, sports news, quiz and panel programs. They were of 5-, 15- and 30-minute duration. (Samples: *Movietone Quiz, Hans Christian Andersen, Ethel Barrymore Theatre, Look Photo Quiz, Frankie Laine Show.)*

Clients were invited to private screenings of any films in which they were interested until Aug. 5 and to contact the WGN-TV film department for any additional information.

WGN-TV salesmen also sit in on regular prevue showings of films that seem like good commercial prospects. Once a client screens a property and buys the time, the product is the baby of the film department. This operation is a complex one involving more

(Continued on page 120)



In this projection room WGN-TV shows private screenings for clients and its own staff. Here station staffers are previewing some of the 113,000 feet of film telecast each week.

COMPARATIVE NETWORK TV SHOWSHEET

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SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F	*Adventure* L		Revere Meet the Press L
6:15				
6:30	Film Festival	Electric Companies Alt. Wks. Prudential Ins. Co. You Are There		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	*Quiz Kids* F	*Georgetown U. Forum*	P&G Winchell-Mahoney L
7:15				
7:30	Straw Hat Theatre — F-S	American Tobacco Private Secretary L	*Washington Exclusive*	Reynolds Mr. Peepers L
7:45				
8:00		Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15	*Film*			
8:30				
8:45	Walter Winchell			
9:00		General Electric Fred Waring Show L	Clorets Chlorophyll Gum Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	Orchid Award			
9:30	*Film*	Bristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Mogen David Wine Co. Dollar A Second	P&G Letter to Loretta F
10:15	*Film*			
10:30		Jules Montenier What's My Line L		
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15			*Marge & Jeff*	
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	*Dolly Mack Show*	Carnation Burns & Allen (alt.) L Goodrich	Bauer & Black 20 Questions	Block Drug Co. Speidel Corp. (Alt. Wks.) Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L	*The Big Issue*	Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris Racket Squad F		Serutan Juvenile Jury L
9:15				
9:30	*Film*	Gen. Foods Instant Maxwell Coffee L Red Buttons Show	Co-op Feature Boxing with Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00				
10:15		Westinghouse Studio One L		
10:30				Co-op Who Said That L
10:45			*Ringside Interviews*	
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15			*Marge & Jeff*	
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Co-op Eddy Arnold L
7:45		Jane Froman		Camel News Caravan L
8:00		Wrigley Gene Autry Show F	Hazel Bishop (alt. wks.) Toni Co., Blind Date Jan Murray	Buick, Berle Show (2 of 3 weeks) (8-9)
8:15				
8:30		Red Skelton	*The Music Show*	Gen. Fds. Hope Show (3d week) (8-9)
8:45				
9:00		Carter Prod. Anyone Can Win (alt. wks.) Schick, Inc. This Is Show Business	Welch's Wine The Dotty Mack Show	P&G Fireside Theatre F
9:15				
9:30	*Film*	Electric Auto-Lite Suspense L	*Where Was I*	Armstrong Circle Theatre 9/1 L
9:45				
10:00		Block Drug Danger L		
10:15				P Lorillard Judge for Yourself L
10:30				
10:45	Bendix Swanson (alt. wks.) The Name's The Same L	Alcoa Youth Views the News		Mutual of Omaha, Bob Considine
11:00		*News & Sports* Tu&Th		*Meet the Veep* L
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Better Living Theater Film			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Gerald Johnson*			
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri Ding Dong School L
10:00		Arthur Godfrey See footnote for time (See Footnote)		
10:15				
10:30		Wheel of Fortune F 10-11 a.m. S		*Glamour Girl* L
10:45				
11:00		Tu&Th The Baird Show		*Hawkins Falls* L
11:15		I'll Buy that Fri. Only		*The Bennetts* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		*Three Steps To Heaven* L
11:45				*Follow Your Heart* L
12:00 N		Gen. Mills Bride & Gr'm MWF Toni Co. for Tu&Th L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15	*Junior Crossroads*			
2:30	*Tootsie Hippodrome*			
2:45	*Smilin Ed McConnell*			
3:00	*Film*			
3:15				
3:30	Ralston-Purina Space Patrol F			
3:45			*Tom Corbett Space Cadet*	
4:00	Sky King	Gen. Foods Post Cereal Div. Rod Brown, Rocket Ranger	Int'l Shoe Co. (Alt.) Tom Corbett Space Cadet	
4:15				
4:30				
4:45		National Dairy The Big Top L		
5:00				
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

FOR SEPTEMBER 1953

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
Coca Cola Eddie Fisher / Camel News Caravan L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm / GE Jane Froman	Capt. Video / Marge & Jeff	Co-op Eddy Arnold L / Camel News Caravan L
GE I Married Joan F	*Film*	Gen. Elec. Meet Mr. McNutley		DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F	*Doorway to Danger*	Singer Swng. 4 Star Plhs. Weekly	Associated Tide Water Oil Broadway to Hollywood	Borden T-Men in Action F
Krafts Foods Television Theatre L	*Quick as a Flash*	Lever Lux Video Theatre L	DuMont Labs What's the Story	Chesterfield Dragnet F
	Summer Fair F	Lever Rinso Big Town F	*Author Meets the Critics*	Ford Theatre F
Hazel Bishop This Is Your Life L	*Local*	Philip Morris Alt. Wks. with Remington Rand Pentagon U.S.A.	*Big Idea*	U.S. Tobacco Martin Kane
	Film	Carter Prod. City Hospital (alt. wks.) Toni, Inc. Place the Face (alt. wks.)		
		News & Sports Tu&Th 11-11:15		

FRIDAY

ABC	CBS	DuMONT	NBC
		Capt. Video / Marge & Jeff	
General Mills Stu Erwin F	GM-Oldsmobile News / Chesterfield Perry Como		Coca Cola Eddie Fisher / Camel News Caravan L
The Summer Theatre F	Gen. Foods Baker's Food Prod. Mama L		RCA The Goldbergs L
	R. J. Reynolds Man Against Crime	*Guide Right*	Gulf Life of Riley 9/18 F
Film	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	Simoniz & Amer. C&C Big Story L & F
Half Hour Theatre F	General Foods Sanka Footlights Theatre		Campbell Soundstage L
	Colgate Mr. & Mrs. North	P. Lorillard Chance of Lifetime	Gillette Fights 9/11 L
		Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F
	Longines Chronoscope		

SATURDAY

ABC	CBS	DuMONT	NBC
	Saturday Evening News		
	Commerical Solvents Red Barber		
	Stork Club		Mr. Wizzard F
Music at the Meadowbrook	Sylvania Beat The Clock L		Sunbeam Ethel & Albert L
	Schick Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill & Lady Esther Bonino L
Feature Playhouse F	P. Lorillard Two for the Money		Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Evening Fights L	Int'l Silver Alt. Wks. Simmons My Favorite Husband		Your Show of Shows L and All Star Revue (1 out of 4) L
Fight Talk	Chrysler Medallion Theatre	Co-op Wrestling from Chicago	
Local	Revlon Prods. Revlon Mirror Theatre		Lucky Strike & Crosley Your Hit Parade L
		11:05 Boyle-Midway Sports Showcase	
		11:20 ** Wrestling Resumes	

6:00 PM
6:15
6:30
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10:00
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10:45
11:00
11:15 PM

SUNDAY

DuMONT	NBC
	Religious Hour Frontiers of Faith L
	American Inventory L
	Amer. Forum of the Air L
	TBA
	Excursion L
	Kukla, Fran & Ollie L
	Youth Wants To Know L
	Quaker Oats Zoo Parade L
	TBA
	TBA

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	Campbell Soup Double or Nothing M-W-F		
	I'll Buy That Tu& Th 2-2:30 Sponsored by Seeman Bros. Tu& Th 2-2:15 Only		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm	Paul Dixon Show VCA and River Brand Rice Mills, Partial Sponsors	Kate Smith Hour 9/21 L
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.		
	Bob Crosby Sponsored by Amer. Dairy Asso. Tu&Th 3:45-4 only		P&G Welcome Travelers 9/21 L
	Action in the Afternoon 4-4:30 p.m.		P&G On Your Account 9/21 L
			Atom Squad L
			Gabby Hayes**
			Howdy Doody*

SATURDAY

ABC	CBS	DuMONT	NBC
Warmup Time Game of the Week			
			Oldsmobile Pre-Football Show L
	Horse Racing		
			Gen. Motors NCAA Football Game (To Conclusion) L
			At Conclusion: Your Pontiac Scoreboard L

Explanation: Programs in italics, sustaining; Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-10:15 M.-Th. Knomark Mutual of Omaha alt. days.

10:15-10:30 International Cellucotton alt. days with Snow Crop Mon.-Thurs.

10:30-45 M. & W. Star-Kist Tuna—Frigidaire, Tu. & Th.

10:45-11 p.m. Lever Tu. & Th. Toni Co.

11-11:15 Pillsbury M-Thu.

11:15-11:30 Liggett & Myers M. & W. Godfrey Time M. & W. 10-11:30 Tu. & Thu. 10-11:15

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Mon. 1:30-45 Masland Mon. 1:45-2 p.m. Hoover Co.; Tu. 1:30-45 p.m. Cat's Paw Rubber; Wed 1:45-2 Best Foods; Thu 1:30 1:45 Swift & Co.; Thu. 1:45-2:00 p.m. Norge Div. Borg-Warner; Fri. 1:30-1:45 Converted Rice

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; Hour Party

DUMONT—11:30 a.m.-noon, Sat.—Alt. with "Song Hits of the World"

BROADCASTING
The News-weekly of Radio and Television
TELECASTING
September 14, 1953

(Continued from Page 117)

than a passing acquaintance with traffic routines, programming, buying, selling, editing, sales analysis, promotion and legal aspects.

WGN-TV doesn't charge a service fee for screening any half-hour film in a series —and clients can buy the package direct or from the station—but it does levy a charge on one-time showings (such as full-length feature films).

Actually, the WGN-TV film department is a tightly-knit little group composed of two projectionists and four clerical workers, plus Miss Bain. And of course they work closely with a half-dozen or more members of the sales staff. (WGN-TV's highly-vaunted newsreel staff is still another story of the *Chicago Tribune* television operation.)

The WGN-TV film department gets a lot of questions in any one week, as Miss Bain recently told a session of the American Women in Radio & Television. A typical week will include these inquiries:

"What's the best price Chicago will pay for 26 first-run English features? Would it pay to have 13 German-made pictures dubbed in English? What's the rating history of *Boston Blackie?* Would you advise me to buy these films and what are they worth? How is music clearance set up for films? What clauses in the contract do you want deleted or restated? I'm from Munich, Germany—what can you tell me about film in five minutes? *And—When* are you going to run 'Gone With the Wind'?"

film must cost money

THE operator of a small radio station turned operator of a small television station is in for trouble if he tries to estimate his TV programming budget on the basis of what radio programming has cost.

TV programming will cost 10 times as much, according to Gerald King, president of United Television Programs Inc. and Standard Radio Transcription Services Inc.

Commenting on the story dealing with Edward P. Hurt's suspending operations of KFXD-TV Nampa, Idaho [B•T, Aug. 24] Mr. King said Mr. Hurt attempted the impossible even in hoping that two men could run a TV station. To broadcast a ball game, for example, only two or three men and a portable amplifier are necessary. To telecast the same game, a staff of 14 and $100,000 in equipment must be available, said Mr. King.

Thus, the broadcaster must change his way of thinking to be a successful telecaster. He must get some video "facts of life" very clearly in mind.

"The broadcasters of America," Mr. King said, "have operated for the past 30 years under a peculiar system, whereby the major part of their programming—if they like—is available for nothing.

"I refer to the free and unrestricted use of phonograph records. This situation is peculiar, because the United States stands alone in the world with a Copyright Act which is different from that of every other large country. In Britain, for example, the BBC has to pay a very large sum each year to the British record companies for broadcasting their records. In America, the broadcaster gets his programming material in exchange for advertising the records. It so happens that the record companies and broadcasters are happy with this arrangement.

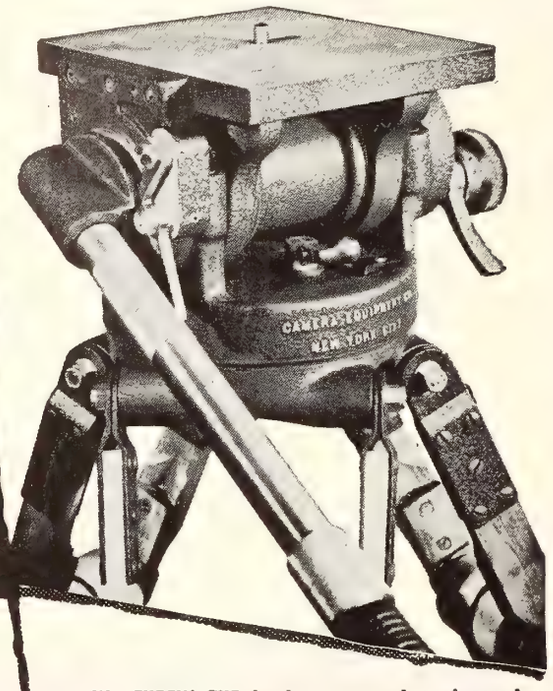
"However, when the broadcaster plunges into this somewhat confused sea of television, a new set of rules applies."

Apart from news and the live programs which appeal to the local advertisers, such as kitchen, amateur and other local level type shows, the telecaster is going to have to turn to film.

"I get the impression," the UTP president continued, "that Mr. Hurt's reason for discontinuing operations was due to the fact that he couldn't get sufficient film for programming—which, of course, is not true. There is plenty of film for programming, but what Mr. Hurt means is that he is unable to get film for nothing.

"There is some free material on film, but, like the phonograph record, it carries with

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



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PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

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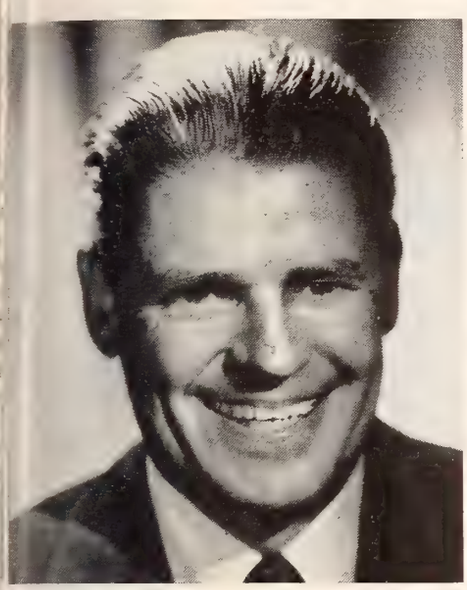
MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

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IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

a plug for the organization which furnishes the film for telecasting, such as product put out by airlines, steamship lines, medical associations, etc.

"The true programming material, which builds up an audience, is not free. The producer or owner of the film rightfully feels that neither does he have an interest in the operation of the TV station, nor an interest in whether the telecaster makes or loses money. His gamble is sinking a substantial amount of money into the production of film, hoping to realize a fair return for his labor and financial risk. This applies both to films made especially for TV and



MR. KING

those features made available for telecasting.

"The film producer's profits will be realized in the future and when the big city monopoly markets are cleaned up, so there is some advertiser competition in those cities. If video stations collectively do not reward the producer of film with a return commensurate with his investment, there will be no film."

By way of illustration, Mr. King cites the case of *Big Town*, produced by Gross-Krasne for Lever Bros. and sponsored on CBS-TV in 90 markets. Filmed, the series is available for re-runs in the same markets and first-runs in the remaining markets as *Heart of the City*. Thus, Lever Bros. can make a better *Big Town* for everyone with a cost per thousand down to where the original investment is good merchandising. With film in all markets, the long range result is better films or a reduction in the cost of producing similar ones.

In addition to the high cost of film programming, the new telecaster does not understand physical costs and handling, Mr. King claimed. For instance, "A half-hour 16mm properly boxed costs $35. The physical cost of a half-hour transcription is less than $2. The transcription will play at least 200 times. The film, due to inept and inexperienced handlers at the station, sometimes is chewed up in 10 runs. These basic costs govern the price which video station operators must pay for films, or do as Mr. Hurt did—go off the air."

The new small community broadcaster-turned-telecaster must, Mr. King concludes, re-arrange his radio program thinking and realize he needs film for the majority of his video programs. This will take money, because the owner of a film offered for telecasting has no interest in selling that same film to the general public, as has the owner of a phonograph record.

The possible solution for small community TV stations struggling through the economic difficulties of programming is for them to become satellite outlets, Mr. King suggests. Thus, a TV station in a large market whose signal can't be received in a neighboring small community could allocate repeats of certain programs to the smaller station, which in turn would be compensated.

Though this might not appeal to the local advertiser, he believes that the national advertiser would welcome it. The latter would be in a better position to absorb the additional expense in return for the wider market coverage. Such a program, whereby the small stations would become satellites of the larger ones, would resultantly benefit both stations' management and interested advertisers.

The Finest Package of films Available For Television

TITLE	CAST
LONG VOYAGE HOME	John Wayne, Thomas Mitchell, Barry Fitzgerald
STAND IN	Humphrey Bogart, Joan Blondell
STAGECOACH	John Wayne, Claire Trevor, Thomas Mitchell
THE KANSAN	Richard Dix, Jane Wyatt, Albert Dekker
TRADE WINDS	Fredric March, Joan Bennett, Ralph Bellamy
SILVER QUEEN	George Brent, Bruce Cabot
SUNDOWN	Gene Tierney, George Sanders
SLIGHTLY HONORABLE	Broderick Crawford, Pat O'Brien, Edward Arnold
52nd STREET	Kenny Baker, Leo Carrillo, Zasu Pitts
ETERNALLY YOURS	Broderick Crawford, Loretta Young, David Niven
HOUSE ACROSS THE BAY	George Raft, Joan Bennett, Walter Pidgeon
TO BE OR NOT TO BE	Jack Benny, Carole Lombard
VOGUES	Joan Bennett, Warner Baxter, Mischa Auer
HISTORY IS MADE AT NIGHT	Charles Boyer, Jean Arthur
CRYSTAL BALL	Paulette Goddard, Ray Milland, William Bendix
YOUNG AND WILLING	Susan Hayward, William Holden
YOU ONLY LIVE ONCE	Henry Fonda, Sylvia Sidney
BLOCKADE	Henry Fonda, Madeleine Carroll
WOMAN OF THE TOWN	Claire Trevor, Henry Hull, Albert Dekker
I MARRIED A WITCH	Fredric March, Veronica Lake
FOREIGN CORRESPONDENT	Joel McCrea, Laraine Day, George Sanders
WINTER CARNIVAL	Ann Sheridan, Richard Carlson, Robert Armstrong
I MET MY LOVE AGAIN	Joan Bennett, Henry Fonda, Alan Marshall
AMERICAN EMPIRE	Richard Dix, Preston Foster
BUCKSKIN FRONTIER	Richard Dix, Jane Wyatt, Albert Dekker

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masterpiece productions, inc.

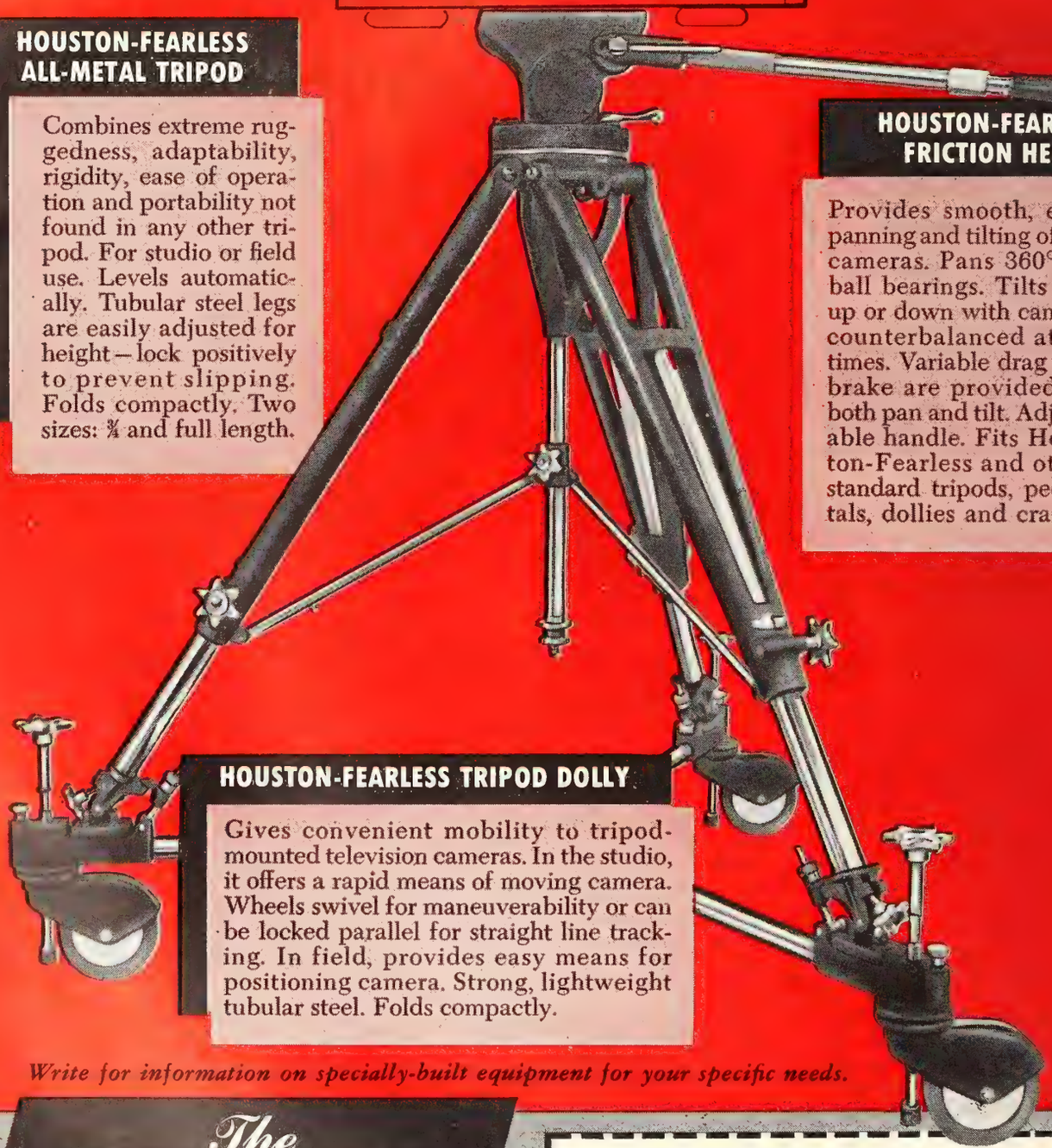
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Judson 2-4717

Television's Finest

PORTABLE CAMERA MOUNT

for Complete Mobility



HOUSTON-FEARLESS ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS FRICTION HEAD

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

The **HOUSTON FEARLESS** *Corporation*

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THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd., Los Angeles 64, Calif.
Please send catalogs on ☐ Friction Head ☐ Tripod ☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes ☐ Camera pedestals ☐ Film Processors ☐ Remote control parabola.
Name_____
Station or firm_____
Address_____
City_____ Zone____ State_____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

Advertisers

ustin S. Ingleheart, president, adds duties as hief executive officer of General Foods Corp., . Y.

Valter Meserole, Miller & Co. Adv. Agency, eattle, named merchandising manager of ainier Brewery, that city.

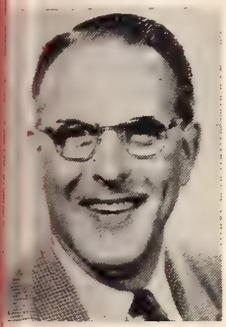
revor L. Jones appointed press-radio relations epresentative of B. F. Goodrich Rubber Co. of anada Ltd., at company's head office at Kitchener, Ont.

Agencies

. D. Geoffrey Garth, account executive at ee Ramsdell & Co., Phila., elected vice president.

erome L. Jones, account executive at Olian & ronner, Chicago, to Weiss & Geller Inc., same ity, as vice president.

. C. Grover and **Houston Levers** named vice residents of Miller & Co., Seattle. **H. J. (Jerry) Gorin** named agency's San Francisco representative.



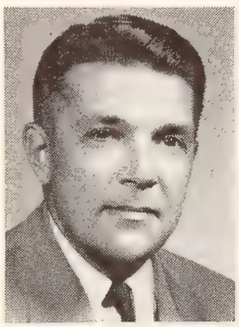
Mr. Grover



Mr. Levers

Milburn McCarty Jr., vice president of Douglas Leigh Inc., has resigned to form Milburn McCarty Assoc., advertising agency, effective Oct. 1.

R. V. Pollock, specialist in motion picture production for TV, named assistant vice president in charge of radio and TV creative staff, D. P. Brother & Co., N. Y. and Detroit.



Mr. Pollock

John H. Benson, The Caples Co., named production manager at Bozell & Jacobs Inc., Chicago. **Mrs. Ella Collins** to agency's copy staff.

George Kraus Jr., Young & Rubicam, to Paris & Peart, N. Y., as account executive.

Barbara Polowe, *The New York Times,* to Emil Mogul Co., N. Y., in public relations dept.

John A. Mullen, Cunningham & Walsh, N. Y., to copy writing staff of VanSant, Dugdale & Co., Baltimore.

Nan Fraser, timebuyer at McConnell, Eastman & Co. Ltd., Montreal, to J. J. Gibbons Ltd., Montreal, as media schedules director.

Arthur J. Hohmann, formerly with Commodity Appraisal Service, Chicago (specialists in independent market and economic research studies for large food manufacturers and distributors) to Erwin, Wasey & Co., Ltd., L. A., as assistant research director.

William H. Humphreys, sales representative for WGAR Cleveland, to radio-TV sales staff in Detroit office of The Katz Agency, advertising representation firm.

Betty D. Gwyer named director of media and production at Henry J. Kaufman & Assoc., Washington, D. C., and **Dorothy S. Johnson** named space buyer of agency.

Bernie Thomas, associate editor of *Automotive News,* to Dodge News Service of Grant Adv. Inc., Detroit, as assistant director of public relations.

Jerry Burns, Hecht Co. (department store), Washington, D. C., to layout staff of Kal, Ehrlich & Merrick, same city.

Stations

Hugh Ben LaRue, national account executive at WOR-TV New York, returns to KULA Honolulu as vice president in charge of sales and general sales manager for KULA-AM-TV.

Stephen W. Pozgay, sales representative for TV Transmitter Div., Allen B. DuMont Labs Inc., named manager of TV for WNAM-TV Neenah, Wis.

Jack L. Powell, commercial manager of KVEN Ventura, Calif., appointed general manager of KXOC Chico, Calif., succeeding **Don J. Quinn** who has been promoted to national sales manager of Linc Dellar Stations including KXOC and KXOA Sacramento.

Dick Kepler, production manager at KXLY-AM-TV Spokane, appointed manager of TV,

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19

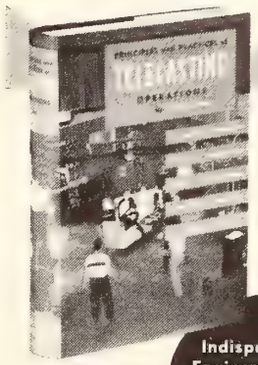


NEW! THE ONLY COMPLETE BOOK ON TELECASTING! covers every phase

"Principles & Practices of

TELECASTING OPERATIONS"

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600 PAGES OF PRACTICAL INFORMATION for everyone interested in TELECASTING

Indispensable to the Engineer, Production Man, Director, Technician, and to all Students of the Video-Audio Art

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Here, in one complete, easy-to-understand volume is the whole fascinating story of Telecasting operations. Whether you are a Chief Engineer, Production Director or Technical Director; if you are now working in or planning to work in TV, or if you are simply interested in Telecasting, this book is *meant* for you. Here is practical, useful information that makes you familiar with the equipment and techniques used in Telecasting, tells you *everything*—answers all your questions about TV production and transmission. If you work or are interested in Telecasting, you'll want this vast wealth of reliable information—you'll want this book in your library. Order your copy today!

600 Pages, 450 Illustrations
6" x 9"
Hard Covers $7.95

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Order from your electronic parts distributor or bookstore, or write direct to Howard W. Sams & Co., Inc. 2215 E. 46th St., Indianapolis 5, Ind.

My (check) (money order) for $..... enclosed. Send the following:.....copy(ies) of "Telecasting Operations" ($7.95 per copy).

Name.....

Address.....

City.....State.....

WEAU-TV Eau Claire, Wis. **Robert Nelson,** program director for WEAU, named manager for radio.

Thomas Kelland, assistant manager of KOOL Phoenix, Ariz., appointed station manager and **Jerry Burns,** formerly commercial manager for KDYL-TV Salt Lake City, named director of TV for KOOL-TV. **William Connelly,** former sales manager for KOOL, appointed director of sales for KOOL-AM-TV.

Allan Lewis, chief announcer and night supervisor of WGR Buffalo, N. Y., appointed commercial manager of WBES-TV that city.

David Engles, sales manager and agent for Chiodo Candy Craftsman, Oakland, named manager of sales and merchandising for KNBC San Francisco.

Hal Davis, general manager, KGAE Salem, Ore., to KVOE Santa Ana, Calif., as promotion and production manager and chief account executive.

J. Woodrow (Woody) Magnuson, WBEN-AM-TV also Buffalo, named program director of WBES-TV.

Keith Bretz, assistant program director, KRMG Tulsa, promoted to program director. **John Trotter,** manager of KHBG Okmulgee, Okla., to KRMG as night news editor.

Charles Morse, announcer at WBSR Pensacola, Fla., to local sales staff of WBBM Chicago.

Russell D. Grange, salesman for Harvest Freeze Co., Salt Lake City, to KDYL there as account executive.



IN LINE with the recent expansion of WSAZ-AM-TV Huntington, W. Va., the stations' staff has been increased. One promotion has been announced in the radio operation. Seated (l to r) are George R. Andrick who has been appointed local sales manager of WSAZ radio; Mrs. Ashton Light, audio engineer, and Ray Creamer, TV sales department. Standing (l to r) are Dean Sturm, TV announcer, and Sy Silver, radio announcer.

Walter Alling to KFBB Great Falls, Mont., as salesman. **Jerome Hanten,** KISD Sioux Falls, S. D., and **Byron Stephenson,** KGAE Salem, Ore., to station as announcers. **Maxine Brown, Joan Coder** and **Jean J. Lucas** to stati as bookkeeper, receptionist and copy writ respectively.

Dave Chapman, KOWH Omaha, Neb., KLMS Lincoln, Neb., news staff. **Ed Kil** KHAS Hastings, Neb., and **Harry Gerhe** KFGT Fremont, Neb., to KLMS announci staff.

Howard L. Hamrick, sports director, WRN Richmond, Va., named program director.

Jack Starr, program dept. of KDUB-TV Lu bock, Tex., named promotion manager. **R Trent,** chief announcer, promoted to progra manager.

Paul Murphy returns to duties as progra director of WONW Defiance, Ohio, after tv years of military service.

Helen Duvall appointed assistant general ma ager of WKBZ Muskegon, Mich.

Robert Regan, chief announcer and salesma at KCBQ San Diego, appointed progra director.

Jack Decker, copy chief at WXRA Buffal N. Y., named traffic manager and productio director at WVET Rochester, N. Y.

Milton Rich, executive editor of *The Adve tiser,* named director press relations, WCB New York.

Howard Anderson, film director of WFAA-T Dallas, named assistant program director.

John Steele, night news editor of KRMG Tuls to WFBR Baltimore as news editor. **Walt Tea** KVOO Tulsa writer, producer and personalit will handle *Morning in Maryland* program o WFBR.

Derrick Leighton, previously affiliated wi ABC, MBS and CBS, to Crosley Bcstg. Cor as TV producer-director.

Jack F. A. Flynn, assistant operations manage

New WJAS AM & FM

MONEY — THE SUNNY SIDE OF THE DIAL

NOW OFFERS

THREE for the MONEY

(The biggest talent "steal" in Pittsburgh's radio history)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as $9.72 per announcement.* THE TIME OF YOUR LIFE!!

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

WPIX (TV) New York, to station's sales staff.

Charles Morse, announcer at KBSR Pensacola, Fla., to local radio sales staff of WBBM Chicago. **Patrick Sammon,** freelance writer, to continuity staff of WBBM-TV Chicago.

J Cassady, WWPG Palm Beach, Fla., to TV announcing and production staff of WLOK-TV Lima, Ohio.

Marion McCook Moodey to KFXM San Bernardino as woman's director.

Alan N. Cormack, chief engineer at KCBS San Francisco, named broadcast chief of California State Civil Defense, Region 3.

Vince Ford, guest relations dept., NBC New York, to WSNY Schenectady, N. Y., as announcer.

Lloyd Gaynes, U. S. Air Force, returns to WTVJ (TV) Miami as producer-director.

Mary Lou Wylie named director of traffic and continuity, KTBC-TV Austin, Tex., replacing **Madeline Bell** who has resigned. **Mrs. Joyce Stewart,** *Corpus Christi Caller-Times,* to KTBC-TV as traffic assistant.

Mrs. Judy Wilkerson, who has worked on newspapers in Texas, to WOV New York as publicity assistant.

Joseph N. Curls, sales manager of WOV New York, father of girl, Jane Isabel, Sept. 1.

Networks

Frank Latourette, manager of news and special events, ABC Western Div., to Columbia Television Pacific Network as West Coast news manager for CBS-TV and news director for CTPN and KNXT (TV) Hollywood. He replaces **William Whitley,** who becomes CTPN director of public affairs.

Lud Gluskin, CBS Western Div., general music director, re-signed to seven-year contract for same duties with network.

Robert Pauley, account executive at WOR New York, to same position with sales department of NBC Radio.

Peter Clapper, writer and newscaster for KFEL Denver, to CBS Radio News in New York as writer on overnight staff, effective Sept. 15.

Seymour Berns, director on CBS-TV's *Meet Mille,* assigned to network's new *Red Skelton Show* in same capacity.

Art Gilmour, announcer on CBS Radio's *Dr. Christian,* completed narration assignment for Warner Bros. short feature film, "Black Marlin Fishing in New Zealand."

Manufacturers

A. M. Fisher, manager of Chicago district office with Westinghouse Electric Corp., appointed mid-America regional manager of firm, with headquarters in Chicago, succeeding late **Fred T. Whiting.**

James H. Moore, director of metallurgical research for National Research Corp., Cambridge, Mass., appointed general manager of Vacuum Metals Corp., subsidiary of National Research Corp.

W. O. Spink, assistant manager of Central District Radio Equipment Sales in Chicago, Sylvania Electric Products Inc., appointed assistant equipment sales manager of Electronics Product Sales Dept., N. Y.

Stanley Niciejewski appointed sales manager of Rectifier Div. of Sarkes Tarzian Inc., Bloomington, Ind. **Alfred Durso,** formerly sales engineer, promoted to assistant sales manager on distributor sales and **Fred Lucas,** previously with Federal Telephone & Radio Corp., named assistant sales manager of industrial sales.

Robert S. Windt, vice president of David Alber Assoc., N. Y., public relations firm, to CBS-Columbia Inc., set manufacturer, as publicity and promotion manager.

Donald L. Clark of TV sales section of General Electric radio and television dept., Syracuse, N. Y., appointed marketing research manager of dept.

J. Owen Smith, 74, RCA consultant and amateur radio pioneer and employe for 11 years of Press Wireless, one-time subsidiary of RCA, died Sept. 3.

Clients Own Disc Jockey

A MAN of many talents, one Blake Watts, is residing these days in Hickory, N. C., according to WIRC, radio outlet in that city. Early in 1953, Mr. Watts arrived in Hickory to manage B. C. Moore & Son, a department store. Once settled in his job, Mr. Watts negotiated with WIRC for a weekly disc program plugging Moore products. Mr. Watts announced that he intended to spin his own platters, insisting he could sell his own merchandise better than anyone else. There were misgivings around WIRC about this notion at least until after his first show. The station reports that Mr. Watts' disc jockey style has gained him a large personal following and achieved good results for the Moore store.

Program Services

Tommy Greenhow, radio producer and TV production supervisor, Frederic W. Ziv Corp., Hollywood, to Famous Artists Inc., Beverly Hills, as radio-TV director.

Trade Associations

A. A. Hoehling, Bell Telephone Laboratories, appointed public relations manager of National Assn. of Electrical Distributors, N. Y.

Marjorie Walker, promotion and program departments, ABC Hollywood, to Southern California Broadcasters Assn., that city, as assistant to managing director.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

MORE LOCAL ADVERTISERS USE WGAR!

More Than Ever Before

There's a reason why WGAR enjoys overwhelming acceptance by local advertisers—now more than 100! The reason—more sales per dollar spent!

PROMOTION attracts listeners; quality programming keeps listeners. WGAR has *both*.

Typical WGAR promotions include:



COLORFUL BILLBOARDS

Heralding "The Big Show Wherever You Go", they feature local WGAR personalities, plus CBS stars—help merchandise WGAR advertisers!



MOVIE TRAILERS

Outdoor and neighborhood theatres are starring WGAR personalities and shows; boosting listening.

SPECIAL EVENTS

Fifteen hundred listeners joined in WGAR's annual excursion train to Ohio State Fair (4th year) and County Fair displays and broadcasts.

WINDOW DISPLAYS

Remind Northern Ohioans of WGAR stars and activities—boosting programs and advertisers alike!

In Northern Ohio

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
50,000 watts
CBS

Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1/53.
Eureka, **KIEM-TV** (3) 2/11/53-9/27/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **KCCC-TV** (40), 7/16/53-10/1/53, Weed TV.
Salinas, **KICU (TV)** (28), 1/15/53-Fall '53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-Fall '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **John A. Vieter** (48), 6/17/53-Oct. '54.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/1/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/20/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.

Information in following order: Location, call lette channel, date granted, starting target date, netwo and representative.

Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed T
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Ass
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-10/1/53, Al Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-Nov. '53, CBS, H lingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-9/27/53, You
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early ' NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/13/53, We TV.

GEORGIA

Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknov
Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NE Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, K (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars N tional.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI (TV)** (9), 1/15/53-10/1/53, ABC, Hollingbe
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC H lingbery.
Meridian-Boise, **KBOI (TV)** (2), 5/14/53—12/1/53.
Pocatello, **KISJ (TV)** (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, H lingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollin bery.

ILLINOIS

Bloomington, **WBLN (TV)** (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollin bery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/5 Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Evere McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53 Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/15/53—Petry.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, ABC, CI H-R TV.
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—AB CBS, DuM, NBC, Adam Young.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT (TV)** (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Kat
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/5
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—10/15/5
Davenport, **KDIO (TV)** (36), 3/11/53—Unknown.
Des Moines, **Central Bcstg Co.** (13), 9/2/53—Unknow
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollin bery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson

THE LATEST WCKY STORY

WCKY

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WCKY

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV (41), 1/15/53—Unknown.**
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV) (40), 12/18/52—Unknown.**
Lake Charles, **KTAG (TV)** (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV (32), 4/2/53-1/1/54.**
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO (TV) (20), 2/26/53—Unknown.**

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV (*2), 7/16/53-10/1/54.**
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co. (72), 6/10/53—Unknown.**
New Bedford, **WNBH-TV (28), 7/11/52—Fall, Walker.**
North Adams, **WMGT (TV) (74), 2/18/53-10/15/53—Walker.**
Northampton, **WNOH (TV)** (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Fall '53, Headley-Reed.
Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV (42), 2/26/53—Unknown.**
Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTF (TV)** (28), 7/11/52-Unknown.
Flint, **WFDF-TV** (12), **Initial Decision 5/11-53.**
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM (TV) (35), 12/23/52—Unknown.**

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.**
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV (28), 3/11/53—Unknown.**
Gulfport, **WGCM-TV (56), 2/11/53—Unknown.**
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDX (TV)** (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Fall '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV (30), 2/5/53—Unknown.**
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV (7), 2/18/53-9/10/53—Weed TV.**
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV) (*9), 5/7/53—Unknown.**
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, **WIL-TV (42), 2/12/53—Late '53.**
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT (TV)** (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL (TV)** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV (TV)** (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV) (*19), 12/4/52—Unknown.**
Trenton, **WTTM (TV)** (41), 7/16/53—Unknown.

NEW MEXICO

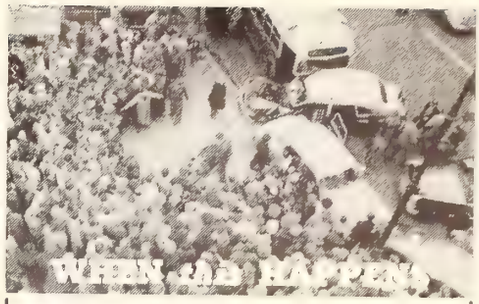
Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—9/15/53, ABC, Hollingbery.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Santa Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

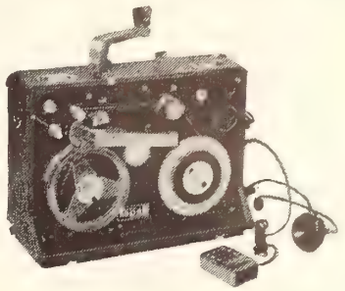
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, **WTVZ (TV) (*17), 7/24/52—Unknown.**
Binghamton, **WQTV (TV) (*46), 8/14/52—Unknown.**
Buffalo, **WTVF-TV (*23), 7/24/52—Unknown.**
Elmira, **WECT (TV)** (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV (TV) (*25), 8/14/52—Unknown.**
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV) (*21), 7/24/52—Unknown.**
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV) (*43), 9/18/52—Unknown.**
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.



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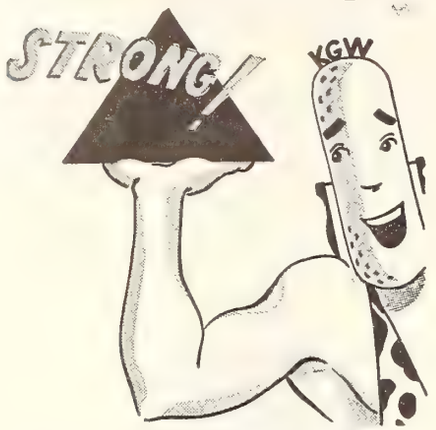
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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-10/1/53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, ABC, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, **KMIV** (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, Bolling.
Oklahoma City, **KTVQ** (TV) (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV** (TV) (9), 7/22/53—Early Spring, '54, CBS.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53-9/15/53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Oct. '53, Weed TV.
Lancaster, **WWLA** (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ** (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET** (TV) (16), 4/8/53—Unknown.
Providence, **Cherry & Webb Bcstg. Co.** (12), 9/2/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC** (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT** (TV) (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK** (TV) (26), 3/26/53—10/1/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, **KBMT** (TV) (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX** (TV) (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO** (TV) (20), 3/11/53—Unknown.
Galveston, **KTVR** (TV) (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-10/1/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/24/53, DuM, Forjoe.
Houston, **KTVP** (TV) (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE** (TV) (32), 2/5/53-9/20/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA** (TV) (35), 3/26/53—Unknown.
Sherman, **KSHM** (TV) (46), 3/4/53—Late Summer '53.
Sweetwater, **Texas Telecasting Inc.** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL** (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/1/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV** (TV) (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '. Walker.
Danville, **WBTM-TV** (24), 12/18/52—10/1/53, Hollingbe
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rabeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/15/53 to 10/1/. NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Coo
Newport News, **WACH** (TV) (33), 2/5/53—Summer '
Norfolk, **WTOV-TV** (27), 7/8/53—Oct. '53, ABC, Forj

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Init Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknow
Charleston, **WKNA-TV** (49), 3/4/53—9/20/53, AB Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP** (TV) (15), 2/11/53-9/21/53.
Wheeling, **WLTV** (TV) (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ** (TV) (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—11/15/53, Hollingbery.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/27/53, ABC, DuM, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clar
Superior, **Ridson Inc.** (6), Initial decision, 9/9/53.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA** (TV) (2), 7/30/53-10/15/53, ABC, CB
Anchorage, **KTVA** (TV) (11), 7/30/53—Unknown.
Fairbanks, **KFIF** (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-America

* Indicates noncommercial, educational station.

Note: Information provided by station executives, representatives, networks and sources considered reliabl

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ACTIONS OF FCC

Sept. 2 through Sept. 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†152
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through Sept. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,462	134	177	76
FM	579	546	52	7	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	164	264	428[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	828	337	653	511	1,165[2]
Educational	50		24	26	50[3]
Total	878	337	677	537	1,215[4]

[1] Thirteen CPs (3 vhf, 10 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 448 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New TV Stations . . .

ACTIONS BY FCC

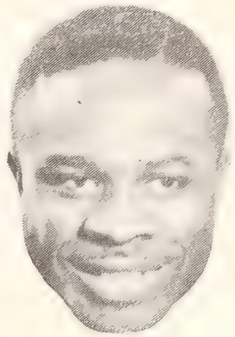
Des Moines, Iowa—Central Bcstg. Co. (WHO), granted vhf Ch. 13 (210-216 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 779 ft., above ground 780 ft. Estimated construction cost $676,120, first year operating cost $450,000, revenue $500,000. Post office address: 1002 Brady St., Davenport, Iowa. Studio location: 1100 Walnut St., Des Moines. Transmitter location: Mitchellville, Iowa. Geographic coordinates 41° 39′ 12″ N. Lat., 13° 20′ 56″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **B. J. Palmer** (8.5%), Vice President-Treasurer **D. D. Palmer** (57.8%), Executive Vice President **Ralph Evans** (1.5%), Vice President-Secretary **P. A. Loyet** (2.7%), **Mabel H. Palmer Trust** (7.6%), **B. J. Palmer Trust** (5%), **Mabel H. Palmer Trust** (5%). Grant was made possible by dismissal of competitive application of Independent Bcstg. Co. (KIOA) for $25,000 for expenses incurred in prosecution of its bid. Central proposes to form new TV firm with Independent having option to purchase 40% interest after disposing of KIOA. If FCC denies approval to the transfer of the permit to the merger firm, the agreement provides that WHO pays KIOA an additional $75,000. Granted Sept. 3.

Waterloo, Iowa — Black Hawk Bcstg. Co. (KWWL), granted vhf Ch. 7 (174-180 mc); ERP 50.1 kw visual, 25.1 kw aural; antenna height above average terrain 550 ft., above ground 587 ft. Estimated construction cost $259,384, first year operating cost $214,718, revenue $250,000. Post office address: Hotel Russell Lamson, Waterloo. Studio and transmitter location: Westfield Avenue, Waterloo. Geographic coordinates: 42° 30′ 14″ N. Lat., 92° 21′ 51″ W. Long. Transmitter GE, antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Ralph J. McElroy** (50%); Vice President **Donald M. Graham** (2%); Directors **Robert Buckmaster** (6%), **Vivian Johnson** (2%), **Robert Dunkelberg** (2%), and **C. K. Cropper** (3%), Treasurer **E. Harslund** (3%), and Secretary **Glen B. Beers** (1%). Grant was made possible by dismissal of competitive application of KXEL for $50,000 to cover cost of court litigation. KWWL purchases KXEL-FM's tower for $25,000; obtains three-year lease for $25,000 in KXEL building for transmitter space and takes over KXEL's TV equipment on hand and contracted for at cost. Part of the agreement involves dismissal of anti-trust suit and counter suit between KWWL and KXEL [B•T, July 13, Aug. 31, Sept. 7]. Granted Sept. 3.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO), granted vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 510 ft., above ground 457 ft. Estimated construction cost $1,012,991, first year operating cost $530,000, revenue $600,000. Post office address: 24 Mason Street, Providence 2, Rhode Island. Studio location: 24 Mason Street. Transmitter location: Neutaconkanut Hill near Highway 14, near Providence. Geographic coordinates 41° 48′ 12″ N. Lat., 71° 28′ 24″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer James C. McNary, Washington. Principals include President **William S. Cherry Jr.** (44.9%), Vice President **Anna Cherry Gross** (44.9%) and Treasurer **Charles W. Knowles** (10.2%). Grant was made possible by dismissal of competitive applications of Hope Bcstg. Co. and Greater Providence Bcstg. Co. Cherry & Webb plans new TV firm with options for 25% interest going to Hope and 20% going to Greater Providence. C. George Taylor and Robert T. Engles, former principals in Greater Providence, receive joint option to purchase 13% interest, 11% from Cherry & Webb and 2% from Hope. Granted Sept. 3.

APPLICATIONS

Springfield, Ill.—WMAY-TV Inc., vhf Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 716 ft., above ground 751 ft. Estimated construction cost $384,282, first year operating cost $510,424.52, revenue $567,294.48. Post office address 504 E. Monroe St. Studio and transmitter location U. S. Rt. 66. Geographic coordinates 39° 45′ 34″ N. Lat., 89° 37′ 04″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Gordon Sherman** (0.25%), president and 36.1% stockholder WMAY Springfield; First Vice President **Lee Ruwitch**



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City: Memphis, Tenn. Months: June-July '53

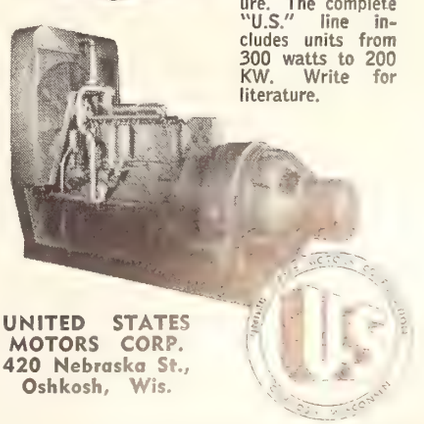
Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	22.1	17.5	16.9	15.3	13.6	9.2	7.0	3.4

(Note: WDIA's share Sat.: 26.7; Sun.: 21.2)

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(28.5%), vice president WTVJ (TV) Miami, Fla., president of Reela Films, Miami, producer of TV films; Second Vice President **Sy Binkin** (0.25%), treasurer and 24% stockholder WMAY; Third Vice President **Richard S. Cohen** (18%), restaurant owner; Treasurer **Melvin Feldman** (0.25%), treasurer and 25% stockholder WMAY; Secretary **Robert Weiner** (0.25%), secretary and 19.45% stockholder WMAY; Lincoln Bcstg. Co. (WMAY) (50%). Filed Sept. 4.

APPLICATIONS AMENDED

Savannah, Ga.—WJIV-TV Inc. (WJIV) amends application for new TV station on vhf Ch. 3 to change ERP to 28.94 kw visual and 17.36 kw aural. Filed Sept. 1.

Baton Rouge, La.—Southern TV Co. of Baton Rouge amends application for new TV station on vhf Ch. 2 to change ERP to 54.5 kw visual and 27.3 kw aural; change transmitter and studio location 18th and Fuqua Sts., Baton Rouge; antenna height above terrain to 517.8 ft. Filed Sept. 4.

Grand Forks, N. D.—Grand Forks Bcstg. Co. amends application for vhf Ch. 10 to change ERP to 11.51 kw visual and 5.76 kw aural. Filed Sept. 1.

APPLICATIONS DISMISSED

Oxford, Ohio—President and Trustees of Miami Univ. granted dismissal of bid for new noncommercial TV station on uhf Ch. 14 at request of applicant. Dismissed Aug. 28.

Houston, Tex.—South Texas TV Co. granted dismissal of bid for new TV station on vhf Ch. 13 at request of attorney. Dismissed Aug. 28.

Existing TV Stations . . .

ACTIONS BY FCC

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. granted STA to operate commercially on vhf Ch. 11 for the period ending March 2, 1954. Granted Aug. 28; announced Sept. 9.

WLBR-TV Lebanon, Pa.—Lebanon TV Corp. granted modification of CP for uhf Ch. 15 to change transmitter and studio location to on South Mt., approx. 5.7 miles SSE of Lebanon; ERP to 129 kw visual and 69.2 kw aural. Granted Sept. 1; announced Sept. 9.

KTTV (TV) Los Angeles, Calif.—KTTV Inc. granted CP for vhf Ch. 11 to change ERP to 134.5 kw visual and 70 kw aural; antenna height above average terrain 2,939 ft. Granted Sept. 3; announced Sept. 9.

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WOKY-TV Milwaukee, Wis. — Bartell Bcstrs. Inc. (WOKY) granted modification of CP for uhf Ch. 19 to change ERP to 18.2 kw visual and 9.77 kw aural; transmitter location to 5407 W. Martin Drive, Milwaukee; antenna height above average terrain 410 ft. Granted Sept. 4; announced Sept. 9.

WSM-TV Nashville, Tenn.—WSM Inc. granted CP to increase ERP to 100 kw visual and 50 kw aural; antenna height above average terrain 682 ft. Granted Sept. 4; announced Sept. 9.

CALL LETTERS ASSIGNED

KVIE (TV) San Jose, Calif.—John A. Vietor Jr., uhf Ch. 48.

WSTF (TV) Stamford, Conn.—Stamford-Norwalk TV Corp., uhf Ch. 27.

WCUI (TV) Champaign, Ill.—Champaign-Urbana TV Inc., uhf Ch. 21.

KCRI (TV) Cedar Rapids, Iowa—Cedar Rapids TV Co., vhf Ch. 9.

WVJS-TV Owensboro, Ky.—Owensboro On The Air Inc., uhf Ch. 14.

WGLM (TV) Lawrence, Mass.—General Bcstg. Co., uhf Ch. 72.

WTEV (TV) New Bedford, Mass.—E. Anthony & Sons, Inc., uhf Ch. 28. Changed from WNBH-TV.

KHOL-TV Kearney, Neb.—Bi-States Co., vhf Ch. 13. Changed from KHOL.

WMUR-TV Manchester, N. H.—The Radio Voice of N. H. Inc., vhf Ch. 9.

WCBF-TV Rochester, N. Y.—Star Bcstg. Co., uhf Ch. 15.

WMFD-TV Wilmington, N. C.—WMFD-TV Inc. (WMFD), vhf Ch. 6.

WSTV-TV Steubenville, Ohio — WSTV Inc. (WSTV), vhf Ch. 9.

WQCY (TV) Allentown, Pa.—Queen City TV Co., uhf Ch. 39.

KMSL (TV) Marshall, Tex.—Marshall TV Corp., uhf Ch. 16.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc., vhf Ch. 12.

WBEY (TV) Beckley, W. Va.—Appalachian TV Corp., uhf Ch. 21.

WMIL-TV Milwaukee, Wis.—Cream City Bcstg. Co., uhf Ch. 31.

ACTIONS BY FCC

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. granted modification of CP for share time on vhf Ch. 10 to change ERP to 316 kw visual and 158 kw aural; studio location to 509-511 Adams St., Phoenix; transmitter location to Mt. Suappoa, 7 miles S of Phoenix; antenna height above average terrain 1,642 ft. Granted Sept. 4; announced Sept. 9.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. granted modification of CP for share time on vhf Ch. 10 to change ERP to 316 kw visual and 158 kw aural; transmitter location to Mt. Suappoa, 7 miles S of Phoenix; studio location to 509-511 Adams St., Phoenix; antenna height above average terrain 1,642 ft. Granted Sept. 4; announced Sept. 9.

APPLICATIONS

KLZ-TV Denver, Colo.—Aladdin Radio & TV Inc. seeks modification of CP for vhf Ch. 7 to change ERP to 270 kw visual and 134 kw aural; antenna height above average terrain 1,013 ft. Filed Sept. 4.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. seeks modification of CP for vhf Ch. 13 to change ERP to 45.6 kw visual and 22.8 kw aural; antenna height above average terrain 707 ft. Filed Sept. 4.

WRAY-TV Princeton, Ind.—Southern Indiana Telecasting Inc. seeks modification of CP for uhf Ch. 52 to change ERP to 379.3 kw visual and 204.6 kw; antenna height above average terrain 473 ft. Filed Sept. 1.

KTUH (TV) Hutchinson, Kan.—Hutchinson TV Inc. seeks modification of CP for vhf Ch. 12 to change ERP to 240 kw visual and 120 kw aural; antenna height above terrain 803 ft. Filed Sept. 1.

WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp. seeks modification of CP for uhf Ch. 14 to change ERP to 14.55 kw visual and 7.85 kw aural; studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 812 ft. Filed Sept. 4.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co. granted modification of CP for vhf Ch. 13 to change studio location to RFD #1, Tustin, Mich. Granted Sept. 3; announced Sept. 9.

KOOK-TV Billings, Mont.—Montana Network seeks modification of CP for vhf Ch. 2 to change ERP to 10.5 kw visual and 10.1 kw aural; antenna height above average terrain 546 ft. Filed Sept. 1.

WAYS-TV Charlotte, N. C.—Inter-City Advertising Co. of Charlotte seeks modification of CP for uhf Ch. 36 to change ERP to 133 kw visual and 71.5 kw aural; change transmitter location to Oakdale Rd., NW of Charlotte; antenna height above average terrain 564 ft. Filed Sept. 1.

WCOS-TV Columbia, S. C.—Radio Columbia seeks modification of CP for uhf Ch. 25 to change ERP to 83.2 kw visual and 44.8 kw aural; antenna height above average terrain 649 ft. Filed Sept. 4.

New AM Stations . . .

ACTIONS BY FCC

Waverly, Ohio—Alice Hively, Donald Kinker and Warren Cooper d/b as Hi Kinco Bcstrs. granted 1380 kc, 1 kw daytime directional. Estimated construction cost $20,000, first year operating cost $30,000, revenue $36,000. Mrs. Hively holds notes of $10,000 each for ⅓ interest of other parties. Post office address 127 Grosvenor St., Athens, Ohio. Granted Sept. 3.

Thayer, Mo. — Roy Neathery (KWPM West Plains, Mo.) granted 1290 kc, 1 kw daytime. Post office address % KWPM West Plains, Mo. Granted Sept. 3.

Commerce, Tex.—Memorial Bcstg. Co. granted 1450 kc, 250 w unlimited. Estimated construct cost $14,400, first year operating cost $24,000, revenue $34,000. Memorial is solely owned by W. Mangum, Melissa, Tex., brick mason. Granted Sept. 3.

APPLICATIONS

Phoenix, Ariz.—James T. Ownby, 1400 kc, w unlimited. Estimated construction cost $9,3 first year operating cost $54,000, revenue $60,0 Mr. Ownby owns 16⅔% WOTA-AM-FM Anniston, Ala.; 16⅔% WVIM Vicksburg, Miss.; 16⅔ WJXN Jackson, Miss.; 40% WDOB Canton, Mi and 30% of Ole Miss Bcstg. Co., applicant new AM station in Oxford, Miss. Post office address P. O. Box 251, Jackson, Miss. Filed Aug.

Crestview, Fla.—C. S. Henderson and James Whitaker d/b as Crestview Bcstg. Co., 1490 250 w unlimited. Estimated construction c $9,020, first year operating cost $24,000, reven $30,000. Principals in partnership are **C. S. Henderson (75%)**, 75% owner Radio Electric C Crestview, radio and TV installations and repai and **James T. Whitaker** (25%), electronics tec nician and 25% owner of Radio Electric Co. P office address 501 S. Main St., Crestview. Fil Aug. 14.

Tallulah, La.—Evalena N. Woodell and Rob B. Lewis d/b as Tallulah Radio Bcstrs., 990 250 w daytime. Estimated construction cost $1 450, first year operating cost $37,250, reven $50,000. Principals in partnership are **Evale N. Woodell** (83⅓%), stockholder in KBWL Blackwell, Okla., and **Robert B. Lewis** (16⅔%), commercial manager KBWL. Post office address B 70, Blackwell, Okla. Filed Aug. 13.

Booneville, N. Y.—Black River Radio Inc., 1 kc, 1 kw daytime. Estimated construction c $15,400, first year operating cost $39,000, reven $46,800. Principals include **Livingston Lansi** (99%), broker, Treasurer **Harry Blagbrou** (0.5%), artists supplies, and Secretary **Edith Lansing** (0.5%). Post office address % Livingst Lansing, Booneville. Filed Aug. 25.

Statesville, N. C.—Harry A. Epperson Jr., 15 kc, 1 kw daytime. Estimated construction c $14,430, first year operating cost $46,000, reven $56,500. Mr. Epperson is engineer at WPAQ M Airy, N. C. Post office address Avarat, V Filed Aug. 26.

APPLICATIONS AMENDED

Lafayette, Ga.—J. A. Gallimore and Virgin F. Gallimore d/b as Radio Dixie amends applic tion for new AM station on 1540 kc, 10 kw da time to specify 1590 kc and 5 kw. Filed Sept.

Parkersburg, W. Va. — Clarence E. Frankl amends application for new AM station on 14 kc, 100 w unlimited to specify 1050 kc, 250 daytime. Filed Sept. 4.

Existing AM Stations . . .

ACTION BY FCC

WPXY Punxsutawney, Pa. — Jefferson Bcst Co. granted CP to change from 1290 kc, 500 daytime to 1300 kc, 1 kw daytime. Grante Sept. 3.

KPAS Banning, Calif.—Pass Bcstg. Co. grante request for extension of authority to remain silen for period of 60 days from Aug. 28. Grante Sept. 3; announced Sept. 9.

KOKO Warrensburg, Mo.—Clinton Bcstg. C granted modification of CP to change transmitte location to 0.29 mile N of junction of Hwys. 1 and 50 and studio location to 221 N. Holden St Warrensburg. Granted Aug. 31; announce Sept. 9.

WHED Washington, N. C.—Beaufort Bcstg. C granted extension of authority to remain silen for period of 90 days from Oct. 5. Granted Sep 3; announced Sept. 9.

KVAS Astoria, Ore.—KVAS Inc. granted re quest for authority to remain silent for a perio of 90 days in order to permit financial reorganiza tion. Granted Aug. 31; announced Sept. 9.

WTKM Hartford, Wis. — The Kettle-Morain Bcstg. Co. granted extension of authority to re main silent an additional 90 days from Sept. Granted Sept. 3; announced Sept. 9.

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CALL LETTERS ASSIGNED

WCLB Camilla, Ga.—Capel Bcstg. Co., 1540 kc, 250 w daytime.

KUAM Agana, Guam—Radio Guam, 610 kc, 1 kw unlimited.

WHCO Sparta, Ill.—Hirsch Communication Engineering Corp., 1230 kc, 250 w unlimited.

WGAW Gardner, Mass.—Gardner Bcstg. Co., 1490 kc, 250 w unlimited. Changed from WHOB.

WOHO Toledo, Ohio—The Midwestern Bcstg. Co., 1470 kc, 1 kw unlimited, directional.

KADO Anadarko, Okla.—Caddo Bcstg. Co., 1250 kc, 500 w daytime.

KCOV Corvallis, Ore. — Mid-Land Bcstg. Co., 1050 kc, 1 kw daytime.

WMTS Murfreesboro, Tenn. — Murfreesboro Bcstg. Co., 860 kc, 250 w daytime.

KVLB Cleveland, Tex.—Cleveland Bcstg. Co., 1410 kc, 50 w unlimited, directional.

KCCT Corpus Christi, Tex.—International Radio Co., 1150 kc, 1 kw daytime, directional.

KEDM Edmonds, Wash.—King's Inc., 630 kc, 1 kw daytime.

APPLICATIONS

KVRW Victorville, Calif.—Apple Valley Bcstg. Co. seeks modification of CP to change transmitter location to 400 ft. N.W. of Rincon Rd. and Seneca Rd.; change studio location to Apple Valley Inn, Hwy. 18 and Standing Rock Ave., Apple Valley, Calif. Filed Sept. 1.

KSYL Alexandria, La.—KSYL Inc. seeks modification of license to change studio location from 1710 Jackson St., Alexandria, to one block outside city limits on Hwy. 71, near Bolton Ave., Alexandria. Filed Sept. 4.



CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager, 250 watt Mutual affiliate in small, good market. Send full details to Box 727X, B•T.

Station manager wanted, strong on sales. 250 watt Mutual affiliate in good Kentucky market. Send full details to Box 728X, B•T.

General manager wanted. Unusual opportunity for sales manager with record in metropolitan market. Box 779X, B•T.

General manager wanted. Must have had previous experience as general manager in small community. Outstanding opportunity to change to metropolitan area. Box 780X, B•T.

Client station has opening for assistant manager-commercial manager of regional station. Good small market. Must be experienced in small markets. Excellent opportunity for right party. Write or wire Bob Baird, John E. Pearson Company, 825 Fidelity Union Life Building, Dallas, Texas.

Salesmen

Salesman wanted. Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 752X, B•T.

Salesman needed. Proven sales experience. Advise background, salary requirement. Guarantee against 15%. Box 759X, B•T.

Hawaii! Excellent opportunity radio and television sales for competent, experienced man. Excellent earning opportunities. Write full details first letter. Box 822X, B•T.

Experienced radio-minded local salesman. CBS outlet in excellent market. Must be dependable, sober. Liberal drawing account on 15 per cent commission. Excellent opportunity in good promotion-minded organization. Send complete information, first letter. Box 825X, B•T.

KABQ, Albuquerque offers a good salesman a real opportunity to build and grow with a popular and progressive station. Liberal guarantee and commission for an experienced salesman with a good record. Albuquerque—a city of gracious living—ranks high in the nation's business indexes. Ideal year-round climate highly recommended for those with respiratory ailments. Family man preferred. Experienced salesman airmail complete details, background, references and photo to Bert Arnold, KABQ, Albuquerque, New Mexico.

Immediate opening, salesmen. Guarantee $100. weekly against 15 per cent commission. Car necessary. Send photo, references. KCHJ, P. O. Box 262, Delano, Calif.

KOCA, Kilgore, Texas, fulltime independent, has immediate employment for salesman with announcing ability and sports knowledge. $65.00 salary plus 15% commission.

Young man. Here's an opportunity to join a leading independent in the rich eastern Pennsylvania market. Sales experience not necessary if you really want to get into this end of the business. Must have some radio background. Guarantee plus car allowance. Our staff knows of this ad. Write Manager, WCOJ, Coatesville, Pa.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Help Wanted—(Cont'd)

Straight staff announcer. If you want a good job with a good station in a good single-station market, you'll want to investigate this one. Operate control. No transmitter duties. 40 hour week. Pay average or better for size of market and station. Old, established 250 watt network affiliate midwest. No coast applicants. No beginners. Send resume, no tape. Box 733X, B•T.

$85.00 start for announcer-disc jockey in mid-south market. Definite TV future. Enclose full particulars with audition. Box 784X, B•T.

Experienced versatile announcer for general staff work in central Pennsylvania fulltimer. Good working conditions and salary. Send tape or disc, resume, photo and phone number to Box 797X, B•T.

Announcer-engineer. 1st ticket. Station 100 miles from New York. Box 810X, B•T.

Experienced announcer, salary open. Long established ABC affiliate. Rush tape and background to A. Van Alstyne, Manager, KATE, Albert Lea, Minn.

Dependable staff announcer. Send resume. KFRO, Longview, Texas.

Announcer-sports man. Immediate opening. Contact KHMO, Hannibal, Missouri.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Immediate opening for top level announcer capable of all phases announcing at midwest 1000 watt daytime station. Write, wire or phone for interview Stan Whitman, Manager, KNUJ, New Ulm, Minn.

Experienced announcer with mature selling type voice for 50,000 watt NBC station. 40 hour 5 day week at basic salary. If competent, opportunity for additional talent fees on affiliated TV station. Excellent living conditions. Rush tape, photo, details to KOB, Albuquerque, New Mexico.

Experienced announcer-copywriter. KTNM, Tucumcari, New Mexico. Start $70. week.

Announcer, salary commensurate with experience. All replies considered. KVRH, Salida, Colorado.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Announcer with some experience and good voice. Contact Manager, WCOJ, Coatesville, Pennsylvania, between 9 and 5.

Suburban New York City station wants announcer with proven record personality show in major market. Send tape, resume, salary requirements, photo to Program Director, WGSM, Huntington, New York.

Immediate opening. Announcer with experience. Permanent position. State background, salary requirements, first letter. WMLT, Dublin, Georgia.

Announcer wanted for morning trick. Rush full information to Al Kahn, Program Director, WPKE, Pikeville, Kentucky.

Experienced announcer, with or without first class ticket, wanted by outstanding small market, NBC fulltime affiliate in western North Carolina. Top pay, ideal working conditions. WPNF, Brevard, North Carolina.

New **TV Station** allows us to staff 3 announcer-control room operators on dominant CBS Regional Radio. Send full information and audition immediately to Ralph Lewis, Production Manager, WTAD, Quincy, Ill.

Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W B•T.

Combo engineer-announcer 250 watt network north Georgia. Box 781X, B•T.

Chief engineer. Must have best technical and personal references. Commensurate salary. Write Box 789X, B•T.

Technical director, for construction and operation of combined AM and TV (VHF) operation in middle west. Complete administrative charge of all engineering matters and personnel. Position with established AM station and pays well. Applicant must be qualified, experienced engineer with proven executive ability. Personal interview given qualified applicants. Send resume to Box 793X, B•T.

New VHF CP in rich midwest market needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chiefs. Present AM operation 5 kw directional, proposed TV 316 kw ERP. Box 828X, B•T.

1000 watt midwest daytimer has immediate opening for engineer with first phone ticket; no announcing. Write, wire or phone Stan Whitman General Manager, KNUJ, New Ulm, Minn.

Chief engineer one thousand watt directional AM and FM also transmitter engineer with first ticket Telephone Herb Nelson, KOKC, Keokuk, Iowa.

Wanted immediately two combination men. Wire or call Ed Bishop, KXIT, Dalhart, Texas.

Immediate opening for first class operator. No announcing. Experienced man preferred. $65 for 40 hours. WJPF, Herrin, Illinois.

First class licensed engineer and announcer at once. We pay $82.50 for 50 hours. WKNK, 5000 watt fulltime, Muskegon, Michigan.

First class transmitter engineer. AM and FM $67.50 for 45 hour week. Hours arranged for greatest convenience. Station WKRT, Cortland New York.

Engineering position open at WLEC, Sandusky Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

Engineering supervisor for Honolulu TV station. Give experience and salary expected. Care of Chief Engineer, WMT, Cedar Rapids, Iowa.

Production-Programming, Others

Program and production assistant for southeastern 50 kw. Starting at $65 weekly with opportunity. Send qualifications, references, photo and date available in first letter. Box 653X, B•T.

Newsman. 250 watt N. Y. indie emphasizing local news wants experienced or college trained man. Position requires some announcing. Give experience, education, references. Box 782X, B•T.

Wonderful earning opportunities for morning deejay. Smooth style preferred, but welcome any auditions. Send full details, experience, qualifications with audition to Box 823X, B•T.

Copywriter, experience not essential. WVOS, Liberty, N. Y.

Television

Managerial

Studio manager, rolled-shirt sleeves type, capable of producing, directing, coordinating operations. Target date October 1. State experience, references, financial requirements. WOKY-TV, 704 W. Wisconsin Ave., Milwaukee, Wis.

Salesmen

TV salesman. Must be experienced in TV sales and know small markets. Excellent opportunity for right man to head commercial department. Send complete details to Troy McDaniel, KGBS-TV, Harlingen, Texas.

Help Wanted—(Cont'd)

Announcers

Gals! Gals! Gals! Several needed with good voices, personalities, figures and looks for air work in one of Florida's fastest growing and most enjoyable cities. TV affiliation. Send audition, full particulars and photo first letter. Box 824X, B•T.

Experienced announcer. 40 hour week, eight hours overtime. Contact Hal Kennedy, Program Director, KCJB-TV, Minot, North Dakota.

Technical

Wanted one chief engineer and several engineers with first class license for television station in southern city of 50,000. Station affiliated with four networks. Address all replies to Box 790X, B•T.

Need experienced first phone men for new Texas VHF. Include experience. Salary requirements first letter. Box 796X, B•T.

A chance to move ahead in television. New VHF operation in one of midwest's richest areas needs cameramen, directors, announcers, film men, with experience. Unlimited opportunity. Box 829X, B•T.

Situations Wanted

Managerial

Experienced combo man. Good Announcer and salesman. Desires job as general manager. Family man. Box 799X, B•T.

General manager. Twenty years experience. Initiative ability, excellent references. Interested in radio or TV. Box 804X, B•T.

General and/or commercial manager. 17 years radio executive experience. Thoroughly familiar all phases. Strong sales background. Welcome investigation. Radio or TV. Box 807X, B•T.

Manager, small medium market. Built present successful station. 35, married, veteran, active civic affairs, top references. Thoroughly experienced all phases. Seeking more challenge with permanency. Presently midwest. Box 814X, B•T.

Salesmen

Manager-sales manager. Long experienced radio, success record. Mature, good sales, fine appearance, character. Prefer medium to small market. Box 750X, B•T.

Announcers

No salary necessary—talent fee only. Expert quiz master, emcee, disc jockey on radio and television. Box 705X, B•T.

Competent, versatile announcer. Married, excellent references. Any station California. Box 724X, B•T.

Three years experience. Relaxed DJ, news. Employed large market midsouth ABC affiliate. College graduate, 25, veteran. Prefer northeast city over 100,000. Box 787X, B•T.

Recent radio school graduate, veteran, college degrees. Melifluous voice, starting in the Autumn. Box 792X, B•T.

Veteran announcer, DJ, program director, assistant manager. Abilities almost unlimited, capable with ambition. Desire security with opportunity. Midwest or west. 31 years old, single, ex-musician. Good recommendations. Presently employed, desire change for many reasons. Brochure on request. Box 801X, B•T.

Announcer, pitchman, creative, dynamic personality. Air salesman extraordinary. Tops on commercials, ad-lib, DJ, variety. Opportunity paramount. Salary secondary. Great potential. Box 802X, B•T.

Announcer, beginner with promise. Light experience. Draft exempt. College graduate. Willing to start at bottom. Conscientious, ambitious, versatile, news, sports, DJ. Box 803X, B•T.

Excellent announcer, versatile, 3 years in metro and non-metro stations. Sober family man. Strong on news. Minimum $80.00. Box 805X, B•T.

DJ, authoritative news and selling commercials. One and a half years of experience. Deep, friendly voice. Operates board. Presently employed. Available immediately. Resume, tape, references. Box 812X, B•T.

Announcer-engineer. First phone license. 2½ years experience. News and commercials. Last 21 months ABC net station. Desires combo job with newscast. Disc and photo. Full details please. Box 818X, B•T.

Situations Wanted—(Cont'd)

14 years experience, all phases, announcer, MC, DJ, highly versatile, reliable, sober, authoritative news, prefer southwest. Box 820X, B•T.

Top calibre announcer desires permanent position where ability counts. Eight years solid radio announcing experience, three years television experience on camera. Box 826X, B•T.

Excellent announcer, family, wants permanent Illinois-Indiana location. 6 years radio. Interested TV. Box 831X, B•T.

2½ years experience. Good voice and excellent background desires position within five hundred miles of New York. Experience in both independent and network stations. Box 832X, B•T.

Announcer, vet, age 24, short on experience, but has had good professional training including sustaining shows. Good voice, excellent references. Experienced at editing news, knows music. Available any two days a week as relief man. Will guarantee to work at least one year without pay for any station willing to give me chance. Station must be within 250 miles radius of New York City. In person audition, upon request. Contact Larry Black, Editorial Research Library, New York Herald Tribune, New York City, New York.

All-round staff duties, strong on sports, play-by-play, personable DJ, control board, veteran, tape. Lenny Cane, 1444 43rd St., Brooklyn, New York. Gedney 6-0850.

Announcer, commercials, news, DJ, sports, board, write continuity, Limited experience. Veteran. Tape. Ronald Hart, 82-29 Kent Street, Jamaica, New York.

Announcer, single, draft exempt. For staff connection, limited experience, news, commercials, DJ. Handle control board play-by-play sports. Reliable 3rd class ticket. Resume, tape, references. Hal Greene, 709 Fairmont Place, Bronx 57, New York.

Announcer, young, versatile, limited experience, high potential, permanent station staff. News commercials, sports, DJ. Control board. Draft exempt. 3rd ticket. Travel, tape resume. Roy A. Williams, 15 Hackensack Ave., Ridgefield Park, New Jersey.

Technical

Engineer. Technical school graduate six years experience in transmitter, studio, recording and remotes operation and maintenance also complete station construction. Presently employed chief engineer. South Central U. S. section preferred. Box 775X, B•T.

First phone. One year AM experience. Desire technical with TV opportunity. Available immediately. Box 800X, B•T.

First class engineer, 8 years experience wants better position. Can announce and interested in South America. Box 813X, B•T.

Engineer, first phone. RCA graduate. Electronic experience. Seeking permanent position. Box 827X, B•T.

1st phone, 1st telegraph, amateur, some experience. Technical sales background. 31. Personable, single, distinctive voice. Desire to break into broadcasting. Will start low. Ferd Hartmann, 844 Devon St., Arlington, N. J.

Production-Programming, Others

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B•T.

Situations Wanted—(Cont'd)

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

Desire to move to larger station. Five years solid radio experience. College graduate. Currently working program director, chief announcer net affiliate. Good references. Box 777X, B•T.

Newsman. Three years writing and airing popular noontime commentary over eastern NBC affiliate. Newswriting and production for radio and television. Present position entails only part-time work in this capacity. Looking for full-time work radio and/or television news. Box 785X, B•T.

Attention new TV station owner. Helped put new station on air as continuity-traffic chief. Six years combined radio, television experience in continuity, traffic, production. Available in three or four weeks. Resume on request. Box 791X, B•T.

Experienced newsman. Seven years radio and TV. Available February, earlier if necessary, 25, family, AB in Journalism, history. Tape, photo, resume. Box 806X, B•T.

Can you use me? I've had network and local radio, TV, film production experience. Will relocate anywhere. Box 815X, B•T.

News director-program director. Solid radio-TV-newspaper background. Authoritative voice. Have traveled major world news centers. Top network references. Family health requires dry climate. Prefer Arizona, New Mexico, Colorado. Box 821X, B•T.

Experienced newsman, program director, seeks position. Small progressive station. Box 830X, B•T.

Television

Television executive. Nine years experience with major television company. Broadcasting, research, equipment sales. Seeking management or sales position with TV network or equipment manufacturer. Box 776X, B•T.

TV announcer-cameraman, booth announcer, KUHT, world's 1st educational TV station. Cameraman, WOR-TV, N. Y. C., chief cameraman, KVHT. College, S.R.T. graduate. Single, veteran, age 26, travel anywhere. $85.00 minimum. Write Bob Werbel, 4117 Anita, Houston, Texas.

Technical

Experienced newsman, program director, seeks Ohio, Indiana, Michigan. 1st phone, Xmtr. camera, switcher, remotes, recordings. Microwave relays. Presently employed not a floater. Box 798X, B•T.

Studio technician thoroughly trained at camera, audio, video, and remotes. Draft exempted. Will relocate. Resume on request. Box 816X, B•T.

Production-Programming, Others

Producer-director. Looking for TV station seeking imaginative young man. Have written, directed, produced, also expert photographer. Video films available, view my ability. Presently employed NYC station. Prefer midwest. Box 817X, B•T.

Profitable TV operation requires successful film management. For experienced guidance of your program, film and operations departments, write H. Wegbreit, 71 St. Marks Place, New York 3, New York.

(Continued on next page)

MR. AND MRS. TEAM
AVAILABLE OCTOBER
PACKING PUNCH AND SALES RESULTS

This successful Mr. and Mrs. team not only can sell their accounts off the air but will also produce a topnotch daily program for radio or TV. Personality plus sales ability adds up to profits for the station owner. Major metropolitan market only.

Box 795X, B•T

For Sale

Stations

Television station, UHF, located in one of the fastest growing areas in the country. Full information will be given upon showing of interest and financial responsibility. Write Box 751X, B•T.

West Coast: 500 W daytime. Indie. Exclusive. Only $8,000 down. Box 786X, B•T.

250 watter, approx. 2½ times. Earnings $135,000. Near New York. Box 811X, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Five 290 feet, new Johnny Andrews guyed towers. Guy wires and lights. Also, 250 transmitter taken out of service with power increase. Copper wire, coaxial cable and copper strap. For details write Station KGBS Harlingen, Texas.

200 foot Wincharger type 101 galvanized tower with lighting equipment and 250 watt tuning box available immediately. Radio Station WGGA, Gainesville, Georgia.

RCA 76-D Consolette (single VU-Six preamplifiers) used 3¼ years. $1,100.00 including wood operating desk. Radio Station KROC, Rochester, Minn.

3 kw Federal FM transmitter and monitor, $1,500.00. 250 watt GE FM transmitter and monitor, $1,000.00. Both excellent condition. WCBC, Anderson, Indiana.

Presto 6-N disc recorder with 1-D cutter. Like new condition. $450. W. Connor, 214 Vine Ave., Park Ridge, Ill.

Forced sale: Liquidated equipment of Radio Station WFDR, New York, in use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list to Gotham Recording Corp., 2 West 46th Street, New York 36, N. Y.

Ampex 400, portable dual track tape recorder, excellent condition. Certified by distributor. Wendell Little, 2320 N. Charles, Baltimore 18, Md. HO 7-6309.

Wanted to Buy

Stations

Successful commercial manager wants to buy all or part and manage 250-500 watt upper midwest daytimer. Box 734X, B•T.

Profitable local in Rocky Mountain, southwest, or Pacific Coast area. Principals only. Box 809X, B•T.

Equipment, etc.

Wanted: GE limiting amplifier in good condition. Box 783X, B•T.

Used Gray Telop II or other opaque projector needed immediately. Chief Engineer, KCEN-TV, Temple, Texas.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins November 9. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

TV JOBS IN FLORIDA

If you are interested in positions as directors, cameramen, announcers, writers, studio and transmitter technicians, film editor, news writers and photographers, set designers, artists and traffic managers; send complete background, salary and photograph in first letter to Box 819X, B•T.

Help Wanted—(Cont'd)

ONCE IN A LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $20,000. total and which can be worth twice that much in another year or two? I'm quitting immediately on doctors' orders. If you can finance a stock purchase of around $25,000 and have the desire and know-how to manage a midwest indie, contact Box 833X, B•T, but soon.

Technical

1st class engineer.* Chance to be promoted to chief engineer. We want an engineer with experience and one who wants to settle down. Station in central Illinois. *Box 764X, B•T.

Television

Technical

I need a . . .

CHIEF ENGINEER for TV in MAINE

Channel 13, Portland, Maine; hearing case, Write: 35 Howard St., Bangor, Maine

Murray Carpenter

Situations Wanted

Television

1. TV PROGRAM DIRECTOR
2. TV ANNOUNCER
3. TV DIRECTOR
4. TV PRODUCER

Experienced at 2, 3 and 4 ready to be NUMBER ONE for you. A good versatile man ready to work hard and apply years of TV experience for you. Expect good salary in return for topnotch results. Interested in investing but not a requisite. Full details await your reply. Box 788X, B•T.

Production-Programming, Others

Producer-director N. Y. Television Network, desires change. Available October 15, 1953. Arrangements can be made to conclude present status sooner. Eight years background in all TV components. Award winning TV drama-variety program credits. Married, child. All replies held strictly confidential. Box 794X, B.T.

For Sale

Equipment, etc.

STOP-MOTION TV FILMS at "SLIDE PRICES"

CTI

10-20 second silent shorts of highest quality as low as $22.50 . . $30.00 (art furnished). Scene-action Films . . Silent, "Sound-over", "Lip-sync".

LET US QUOTE ON YOUR STORY-BOARDS

CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

EXCEPTIONAL BUY!

1 Westinghouse 3 kw FM transmitter with tubes and spares.

500' of 1⅝" concentric line with spring hangers.

1 Andrew four-section Multi-V antenna.

1 Doolittle FD-11 frequency and Modulation Monitor.

ALL In Perfect Condition

Write Box 808X, B•T

270-ft. Truscon self supporting tower. Model H-30, UHF television, ready for shipment. WOKY, Milwaukee, Wisconsin.

Wanted to Buy

Stations

WANTED AM STATIONS

I represent several financially sound groups that are interested in purchasing AM stations in (1) mid-Atlantic states, (2) midwest (3) within 250 miles of New York City. Profitable 250 watts and larger properties desired. Box 778X, B.T.

Miscellaneous

NOTICE:

TO WHOM IT MAY CONCERN:

GERALD E. LIDDIARD has, by mutual consent with Waldo H. Hunt, dissolved partnership with Waldo H. Hunt in the firm of MARKET TV ASSOCIATES. THEREFORE, the undersigned does hereby publish this notice of disclaimer of further responsibility for any/all debts, bills, expenses, agreements/contracts made or assumed by Waldo H. Hunt as an individual representing Market TV Associates, or as partner in the firm of Market TV Associates, as of September 1, 1953, in the City and County of Los Angeles or elsewhere.

Gerald E. Liddiard (signed)
Date: September 2, 1953
at Los Angeles, California

New FM Stations . . .

ACTIONS BY FCC

Spokane, Wash. — Louis Wasmer (KREM) granted CP for new Class B FM station on Channel 225 (92.9 mc); ERP 6 kw; antenna height above average terrain 720 ft. Granted Sept. 3.

Existing FM Stations . . .

ACTIONS BY FCC

WMAS-FM Springfield, Mass. — WMAS Inc. granted CP to change ERP from 3.2 kw to 1.35 kw; antenna height above average terrain from 975 ft. to 175 ft. Granted Sept. 3.

WIMA-FM Lima, Ohio — Northwestern Ohio Bcstg. Co. granted CP to change ERP from 15 kw to 9.5 kw; antenna height above average terrain from 250 ft. to 190 ft. Granted Sept. 3.

WSTV-FM Steubenville, Ohio — WSTV Inc. granted CP to change ERP from 2 kw to 3.1 kw; antenna height above average terrain from 440 ft. to 880 ft. Granted Sept. 3.

WFIL-FM Philadelphia, Pa.—Triangle Publications Inc. granted modification of CP to change antenna height above average terrain from 590 ft. to 270 ft. Granted Sept. 3.

Ownership Changes . . .

ACTIONS BY FCC

WDBO-AM-FM Orlando, Fla.—Orlando Bcstg. Co. Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, granted voluntary transfer of control through sale of 390 shares of stock for $35,575.20. Principals include President **Harold P. Danforth** (18.4%), formerly 8%; Vice President **James E. Yarbrough** (18.4%), formerly 8%; **William C. McBride** (13.7%), formerly 3.3%; **Henry S. Jacobs** (11.7%), formerly 1.3%, and **John M. Pedrick** (13%), formerly 2.6%. Granted Sept. 3.

WION Ionia, Mich.—Kenneth Neubrecht and Monroe MacPherson d/b as Ionia Bcstg. Co. granted assignment of license to MacPherson through sale of 50% interest by Neubrecht for $1,500. MacPherson will now own 100%. Granted Sept. 3.

WMIT (FM) Clingman's Peak, N. C.—Mt. Mitchell Bcstrs. Inc. granted consent to W. Olin Nisbet Jr. to relinquish positive control through issuance of new stock to other stockholders. Granted Sept. 3.

APPLICATIONS

KULA Honolulu, Hawaii — Pacific Frontier Bcstg. Co. seeks voluntary relinquishment of control by WMT-AM-TV Cedar Rapids, Iowa, through sale of 15.56% interest for $45,000. WMT retains 41.11% interest. Principals are **William B. Quarton** (5.0%), vice president of WMT; **E. P. Franklin** (7.5%), 10% stockholder KJBS San Francisco, and **Stanley G. Breyer** (2.5%), commercial manager KJBS. KJBS has 33.33% interest in KULA. Filed Aug. 17.

KNEM Nevada, Mo.—Cecil W. Roberts seeks voluntary assignment of license to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM for $30,000. Principals in partnership are **John Blake** (52%), ½ owner *County Progress Magazine*, Brownwood, Tex.; **Galen O. Gilbert** (28%), ⅔ owner KSTV Stephenville, Tex., and **E. William George** (20%), commercial manager KUOA Siloam Springs, Ark. Filed Aug. 14.

KHOL (TV) Kearney, Neb.—Bi-States Co., a partnership, seeks voluntary assignment of CP to corporation of same name. No change in ownership. Filed Aug. 21.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. (KOAT) seeks voluntary assignment of CP to Alvarado TV Co. for $20,000. Principals are **Albuquerque Exhibitors Inc.** (33%), motion picture exhibitor; **Pearce C. Rodey** (3%), Albuquerque attorney, and **J. B. Stephenson** (2%), Albuquerque accountant. KOAT retains 60% interest. Filed Aug. 21.

WCKG (TV) New Orleans, La.—CKG TV Co. seeks voluntary transfer of control of permittee corporation from R. Zehtner et al to Lester Kamin, Billy B. Goldberg and Pat Coon through cancellation of prior agreement to purchase two-thirds interest. Principals, stockholders of WMRY New Orleans and KCIJ Shreveport, La. Filed Aug. 19.

WCUE Akron, Ohio—Akron Bcstg. Corp. granted voluntary acquisiion of control by Edwin Elliot through sale of 50% interest by Herberlich-Hall-Harter Co. to Elliot for $31,800. Elliot, Philadelphia manufacturer's representative, will now own 60% of licensee. Granted Sept. 3.

KGWA Enid, Okla.—Public Bcstg. Service Inc. seeks voluntary transfer of control to George B. Failing Supply Co. through sale by G. W. Athey and George Hutchinson of 150 shares each for $70,000 and cancellation of loans totaling $20,000. Mr. Failing will now own 100% interest. Filed Aug. 21.

Hearing Cases . . .

INITIAL DECISION

Erie, Pa.—New TV, uhf Ch. 35. Hearing examiner Annie Neal Huntting issued initial decision looking toward grant of application of Great Lakes TV Co. for new TV station on uhf Ch. 35. Action Sept. 8.

FINAL DECISION

Farrell, Pa.—New AM, 1470 kc. FCC announced its decision and order granting application of Sanford A. Schafitz for CP for new AM station on 1470 kc, 500 w daytime, and denied application of Greater New Castle Bcstg. Corp. for CP for new AM station on 1460 kc, 1 kw daytime in New Castle, Pa. Action Sept. 4.

OTHER ACTION

TV Allocation—FCC finalized rule-making and amended table of TV Channel assignments by adding Ch. 12 to Ardmore, Okla., adding Ch. 10 to Ada, Okla., substituting vhf Ch. 11 for vhf Ch. 10 at Fort Worth, Tex., substituting vhf Ch. 10 for vhf Ch. 11 at Waco, Tex., and substituting uhf Ch. 26 at Elk City, Okla., effective immediately. Changes are results of proposals by John F. Easley, Ardmore, and Eastern TV Corp., Ada. Action Sept. 3.

Routine Roundup . . .

September 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Benito Gaguine

Radio Wisconsin Inc.; Badger Television Co., Madison, Wis.—Ordered that hearing conference in this proceeding (Docket 8959; BPCT-410) (Docket 10641; BPCT-1472) designated for Sept. 11, be advanced to Oct. 2, 1953 (Action 8/28).

WALT Tampa, Fla., Tampa Bcstg. Co.—Ordered that proceeding re application to change frequency, power, hours of operation, etc. (Docket 9341; BP-6537) will reconvene Sept. 25, at Washington, D. C. (Action 8/27).

By Hearing Examiner William G. Butts

Azalea Bcstg. Co., Mobile, Ala.—On examiner's own motion, scheduled hearing in this proceeding (Docket 9964; BP-7830) for Oct. 12, 1953, in Washington, D. C. (Action 8/31).

Chief, Broadcast Bureau—Granted petition for extension of time from Sept. 8 to and including Sept. 14, 1953, for filing of proposed findings of fact and conclusions re application of Orange Belt Telecasters, San Bernardino, Calif. (Docket 10579; BPCT-1252) (Action 8/27).

Orange Belt Telecasters, San Bernardino, Calif.—Granted motion for record to be reopened in proceeding re TV application (Docket 10579; BPCT-1252) for sole purpose of receiving certain documents in evidence and record closed (Action 8/27).

By Hearing Examiner Elizabeth C. Smith

Westinghouse Radio Stations Inc.; Portland Television Inc.; North Pacific Television Inc.; Cascade Television Co., Portland, Ore.—Upon agreement of parties, ordered that record in proceeding re applications for CP's for new TV stations on Ch. 8 and transcript of oral argument held on July 7, 1953, in connection with this proceeding be corrected in various respects (Docket 9138; BPCT-494).

By Hearing Examiner Annie Neal Huntting

Great Lakes Television Co., Erie, Pa.—Granted petitions of Aug. 27 for leave to amend its TV application (1) to change cost of construction, credit, deferred payments, etc., and (2) to show execution of new agreement relating to future ownership of stock (Docket 10612; BPCT-1286).

By Hearing Examiner H. Gifford Irion

Gulf Coast Bcstg. Co.; Baptist General Convention of Texas, Corpus Christi, Tex.—In statement and order recited action and rulings taken at hearing conferences on Aug. 3, which will control subsequent course of hearing in this proceeding (Docket 10559; BPCT-723) (Docket 10560; BPCT-906) (Action 8/28).

Superior Television Inc.; KEYS-TV Inc.; K-SIX Television Inc., Corpus Christi, Tex.—On examiner's own motion and upon agreement of parties, continued from Aug. 27 to Sept. 9, 1953, further hearing conferences (Docket 10556; BPCT-1031 et al) (Action 8/26).

By Hearing Examiner Basil P. Cooper

Booth Radio & Television Stations Inc., Saginaw, Mich.—Granted petition for leave to amend its TV application re method of financing proposed (Docket 10635; BPCT-1229).

By Hearing Examiner James D. Cunningham

Colonial Television Inc., Montpelier, Vt.—By memorandum opinion and order denied petition for continuance of hearing in proceeding re application for TV CP on Ch. 3, from Sept. 11 to Oct. 26, 1953; on Commission's own motion, hearing was continued to Sept. 15, 1953 (Docket 10643; BPCT-1557).

By Hearing Examiner H. Gifford Irion

Baptist General Convention of Texas, Corpus Christi, Tex.—Granted petition for leave to amend its TV application to correct certain errors in program data and to add the names of members of its Radio Committee and report changes in applicant's officers (Docket 10560; BPCT-906).

Gulf Coast Bcstg. Co., Corpus Christi, Tex. — Granted petition for leave to amend its application with respect to its financial showing, its program structure and its technical equipment (Docket 10559; BPCT-723).

WKRG-TV Inc., Mobile, Ala.; The Mobile Television Corp., Mobile, Ala.—Upon agreement by parties to this proceeding, advanced date of further hearing from Sept. 11 to Sept. 8, 1953 (Docket 10457; BPCT-690) (Docket 10458; BPCT-990).

By Hearing Examiner Herbert Sharfman

Delaware Bcstg. Co., Wilmington, Del.—Granted petition for leave to amend its TV application by submission of certificate of amendment of its certificate of incorporation (Docket 10633; BPCT-1712).

Ridson Inc., Superior, Wis.—Granted motion for leave to amend its TV application by bringing it up to date (Docket 10291; BPCT-728).

By Hearing Examiner Elizabeth C. Smith

WIRL Television Co., Peoria, Ill.—Granted petition for leave to amend its TV application by addition of supplement to Exhibit 4A-1 thereof with regard to financing plans and addition of words "Executive Vice President" after name of Paul C. Brines (Docket 10542; BPCT-702).

September 2 Applications

ACCEPTED FOR FILING

Modification of CP

KECC Pittsburg, Calif., KECC Inc.—Mod. CP (BP-8599) as mod. and reinstated, which authorized changes in nighttime maximum expected operating values, for extension of completion date to 2/1/54 (BMP-6302).

KIKI Honolulu, KIKI Ltd.—Mod. CP (BP-8165) as mod., which authorized change in frequency, increase in power and installation of new trans., for extension of completion date to 3/1/54 (BMP-6301).

September 3 Decisions

BY COMMISSION EN BANC

Modification of CP

KVPI Ville Platte, La., Ville Platte Bcstg. Co.—Granted mod. CP specifying trans. site and ant. system (BMP-6250).

McFarland Letter

Ole Miss Bcstg. Co. (P. O. Box 786, Jackson, Miss.), Oxford, Miss.—Is being advised that its application (BP-8784) for new AM station to operate on 1230 kc, 100 w, unl., indicates necessity of hearing.

W. Gordon Allen (260 Hansen Ave., Salem, Ore.), Springfield, Ore.; KCOV Corvallis, Ore., Mid-Land Bcstg. Co.—Are being advised that applications of Allen (BP-8910) for CP for new AM station to operate on 1240 kc, 250 w, unl., and KCOV (BMP-6245) for mod. CP to change facilities from 1050 kc, 1 kw-D, to 1240 kc, 250 w, unl., indicates necessity of hearing (Comr. Hennock not participating).

WAIN Columbia, Ky., Tri-County Radio Bcstg. Corp.—Is being advised that its application (BP-8779) to change facilities from 1 kw-D to 500 w-N, 1 kw-LS, unl., operating on 1270 kc, indicates necessity of hearing.

Chick Capitol Bcstrs. Inc. (% Carrol F. Jackson, 122 W. Kingston St., Laurel, Miss.), **Rogers, Ark.; Ozarks Playground Bcstrs.** (% John V. Turner, Courthouse, Russellville, Ark.), **Neesho, Mo.; G. Don Thompson** (2001 East 17th Pl., Tulsa, Okla.), **Rogers, Ark.**—Are being advised that applications for new AM stations indicate necessity of hearing; Chick (BP-8552) seeks 1390 kc, 1 kw-D; Ozarks (BP-8880) seeks same frequency with 500 w-D; Thompson (BP-8923) asks 1370 kc, 1 kw-D.

Miscellaneous

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3:30 P.M.- 5:30 P.M.
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Modification of License

WJHP WJHP-FM Jacksonville, Fla., Jacksonville Journal Co.—Waived Sects. 3.30(a) and 3.205(b) of rules and granted mod. of licenses to change location of main studio to location outside city limits which is not trans. location (BML-1551 and BMLH-67).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KABQ Albuquerque, N. M.; KALG Alamagordo, N. M.; KCID Caldwell, Idaho; KELK Elko, Nev.; KELY Ely, Nev.; KFUN Las Vegas, Nev.; KFXD Nampa, Idaho; KGAK Gallup, N. M.; KGEM Boise, Idaho; KGGM Albuquerque, N. M.; KGOS Torrington, Wyo.; KGPH Flagstaff, Ariz.; KID Idaho Falls, Idaho; KJAM Vernal, Utah; KJRL Pocatello, Idaho; KLAS Las Vegas, Nev.; KLIX and Aux., Twin Falls, Idaho; KMUR Murray, Utah; KNAK Salt Lake City, Utah; KOAL Price, Utah; KOAT Albuquerque, N. M.; KOH Reno, Nev.; KOLD Yuma, Ariz.; KOPP Ogden, Utah; KORK Las Vegas, Nev.; KOWB Laramie, Wyo.; KPBM Carlsbad, N. M.; KPOW Powell, Wyo.; KRAL Rawlins, Wyo.; KRIZ Phoenix, Ariz.; KRLC Lewiston, Idaho; KRSH Los Alamos, N. M.; KRTN Raton, N. M.; KRXK and KRXK-FM Rexburg, Idaho; KSUB Cedar City, Utah; KSUN Bisbee, Ariz.; KSVC Richfield, Utah; KSVP Artesia, N. M.; KSWS Roswell, N. M.; KTFI Twin Falls, Idaho; KVNI Coeur d'Alene, Idaho; KVOC Casper, Wyo.; KVRS Rock Springs, Wyo.; KWEI Weiser, Idaho; KWJB Globe, Ariz.; KWOR Worland, Wyo.; KWRN Reno, Nev.; KENO-FM Las Vegas, Nev.; WABI Bangor, Me.; WRHC Jacksonville, Fla.; KTHT Houston, Tex.; KLPR Oklahoma City, Okla.; KATO Reno, Nev.

September 4 Applications

ACCEPTED FOR FILING

License to Cover CP

WRUM Rumford, Me., Rumford Publishing Co.—License to cover CP (BP-8382) as mod., which authorized new station (BL-5101).

KDEF Albuquerque, N. M., Frank Quinn—License to cover CP (BP-7759) as mod., which authorized new station (BL-5102).

KTRN Wichita Falls, Tex., Texona Bcstg. Co.—License to use composite trans. as auxiliary for daytime use, N.W. on U. S. Highways 70 and 287, The Marie Meyer Farm, 4.2 miles from center of Wichita Falls (present location of main trans.) to be operated on 1290 kc, power of 1 kw, employing directional ant. night (BL-5106).

Modification of CP

KFUO Clayton, Mo., The Lutheran Church-Mo. Synod—Mod. CP (BP-8592) which authorized mounting TV ant. on new AM ant.; make changes in ant. system and change trans. location (coordinates only) for extension of completion date (BMP-6300).

KMJ-TV Fresno, Calif., McClatchy Bcstg. Co.—Mod. CP (BPCT-449), as mod., which authorized new station, for extension of completion date from 9/29/53 to 1954 (BMPCT-1367).

WSUN-TV St. Petersburg, Fla., City of St. Petersburg, Fla.—Mod. CP (BPCT-665) as mod., which authorized new station, for extension of completion date to 3/13/54 (BMPCT-1369).

WKNX-TV Saginaw, Mich., Lake Huron Bcstg. Corp.—Mod. CP (BPCT-1200) as mod., which authorized new station, for extension of completion date to 12/2/53 (BMPCT-1373).

WCSC-TV Charleston, S. C., WCSC Inc.—Mod. CP (BPCT-808) as mod., which authorized new station, for extension of completion date to 1954 (BMPCT-1368).

Replacement of CP

WPAG-TV Ann Arbor, Mich., Washtenaw Bcstg. Co.—CP to replace expired CP (BPCT-1119) as mod., which authorized new station (BPCT-1765).

Remote Control

Following stations request to operate transmitters by remote control:

WAJF Decatur, Ala., J. B. Falt Jr. (BRC-163); KSYL Alexandria, La., KSYL Inc. (BRC-164); WLBR Lebanon, Pa., Lebanon Bcstg. Co. (BRC-161); WMAJ State College, Pa., Centre Bcstrs. Inc. (BRC-165); KWSC Pullman, Wash., State College of Wash. (BRC-162); KFBC Cheyenne, Wyo., Frontier Bcstg. Co. (BRC-160).

Renewal of License

Following stations request renewal of license:

WALA Mobile, Ala., Pape Bcstg. Co. (BR-770); KRUX Glendale, Ariz., Radio Ariz. Inc. (BR-1507); KTKT Tucson, Ariz., Thomas J. Wallace (BR-2762); KHSL Chico, Calif., Golden Empire Bcstg. Co. (BR-843); KNGS Hanford, Calif., Hanford Bcstg. Co. (BR-1967); KGFH Los Angeles, Ben S. McGlashan (BR-21); KFI Los Angeles, Calif., Earle C. Anthony Inc. (BR-13); KVCV Redding, Calif., Golden Empire Bcstg. Co. (BR-903); KROY Sacramento, Calif., KROY Inc. (BR-921); KRNO San Bernardino, Calif., Western Empire Bcstrs. Inc. (BR-1876); KCOY Santa Maria, Calif., News-Press Publishing Co. (BR-1504); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BR-2171); KGNO Dodge City, Kan., The Dodge City Bcstg. Co. (BR-787); KFJM Grand Forks, N. D., U. of N. D. (BR-657); KAUS Austin, Minn., Cedar Valley Bcstg. Co. (BR-2221); WRXO Roxboro, N. C., Roxboro Bcstg. Co. (BR-2286).

APPLICATION RETURNED

Renewal of License

KSIJ Gladewater, Tex., Gladewater Bcstg. Co.—Application for renewal of license returned (BR-2254).

September 8 Applications

ACCEPTED FOR FILING

Modification of CP

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. CP (BPCT-988) as mod., which authorized new station, for extension of completion date to 11/1/53 (BMPCT-1376).

KFUO-FM Clayton, Mo., The Luthern Church, Mo. Synod—Mod. CP (BPH-1810) which authorized changes in existing station, for extension of completion date (BMPH-4845).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BPH-1743) as mod., which authorized new station, for extension of completion date (BMPH-4846).

License to Cover CP

WHAS-TV Louisville, Ky., WHAS Inc.—License to cover CP (BPCT-817) which authorized changes in existing station (BLCT-152).

WRUS Russellville, Ky., South Ky. Bcstg. Co.—License to cover CP (BP-8333) as mod., which authorized new station (BL-5105).

WSEL (FM) Chicago, Ill., Chicago Skyway Bcstg. Co.—License to cover CP (BPH-1809) which authorized new station (BLH-915).

WFUL-FM Fulton, Ky., Ken-Ten Bcstg. Corp.—License to cover CP (BPH-1862) which authorized new station (BLH-914).

WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—License to cover CP (BPH-1799) as mod., which authorized changes in station. Amended to specify studio location as 65 Main St., Springfield, Mass. (BLH-910 amended).

WRRA (FM) Ithaca, N. Y., Northeast Radio Corp.—License to cover CP (BPH-1845) which authorized new station (BLH-916).

WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc.—License to cover CP (BPH-1800) which authorized changes in existing station (BLH-917).

Replacement of CP

WYSN (FM New Castle, Ind., New Castle-Henry Township Schools—CP to replace expired CP (BPED-206) which authorized new station (BPED-235).

Renewal of License

Following stations request renewal of license:

KBOX Modesto, Calif., Stanislaus County Bcstrs. Inc. (BR-2680); KMOD Modesto, Calif.,

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Negotiator
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Radio Modesto Inc. (BR-2483); KSMA Santa Maria, Calif., John I. Groom and James Hagerman (BR-1236); KXOB Sockton, Calif., KXOB Inc. (BR-1795); KNOB (FM) Long Beach, Calif., Cerritos Bcstg. Co. (BRH-630); KTEM-FM Temple, Tex., Bell Bcstg. Co. (BRH-186); WITJ (FM) Ithaca, N. Y., Ithaca College (BRED-52); KTTV (TV) Los Angeles, Calif., KTTV Inc. (BRCT-64); KFRE Fresno, Calif., Calif. Inland Bcstg. Co. (BR-934); KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp. (BR-2735); KWSD Mt. Shasta, Calif., Shasta Cascade Bcstg. Corp. (BR-1722); KFSD San Diego, Calif., Airfan Radio Corp. Ltd. (BR-39).

Remote Control

Following stations request to operate transmitter by remote control:

WRIO Rio Peidras, P. R., The Master Bcstg. Corp. (BRC-166); WAIM Anderson, S. C. (BRC-167); WCAC (FM) Anderson, S. C., Wilton E. Hall (BRCH-54); WLBR-FM Lebanon, Pa., Lebanon Bcstg. Co. (BRCH-53).

BY COMMISSION EN BANC

McFarland Letter

WFIG Sumter, S. C., Radio Station WFIG Inc.—Is being advised that application (BP-8792) to change AM operation from 1340 kc, 250 w, unl., to 1290 kc, 1 kw, DA-2, unl., involves engineering considerations which indicate necessity of hearing.

Renewal of License

The following stations were granted renewal of licenses on a regular basis:

KAVE Carlsbad, N. M.; KBIM Roswell, N. M.; KDYL and aux., Salt Lake City, Utah; KLER Lewiston, Idaho; KUTA and aux., Salt Lake City, Utah; KWAL Wallace, Idaho; KVSF and aux., Santa Fe, N. M.; KSL-FM Salt Lake City, Utah; KCKY Coolidge, Ariz.; KGFL Roswell, N. M.; KICA Clovis, N. M.; KOLO Reno, Nev.; KOOL Phoenix, Ariz.; KOVO Provo, Utah; KPHO and aux., Phoenix, Ariz.; KRAM Las Vegas, Nev.; KSEI and KSEI-FM Pocatello, Idaho; KSPT Sandpoint, Idaho; KTNM Tucumcari, N. M.; KTUC Tucson, Ariz.; KYMA Yuma, Ariz.; KALL Salt Lake City, Utah; KCHS Truth or Consequences, N. M.; KRPL Moscow, Idaho.

BY BROADCAST BUREAU

Action of September 8

Remote Control

WCAC Anderson, S. C., Wilton E. Hall—Granted authority to operate trans. by remote control.

Actions of September 4

Remote Control

The following stations were authorized to operate transmitters by remote control:

WAIM Anderson, S. C.; WRIO Rio Piedras, P. R.

Modification of CP

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Granted mod. CP for extension of completion date to 11/1/53.

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Granted mod. CP for extension of completion date to 11/1/53.

Actions of September 3

Remote Control

The following stations were authorized to operate transmitters by remote control:

WAJF Huntsville, Ala.; WMAJ State College, Pa.

Granted License

KLCN Blytheville, Ark., Harold L. Sudbury—Granted license covering change in frequency and increase in power; 910 kc, 5 kw-D (BL-5099).

KSON San Diego, Calif., KSON Bcstrs.—Granted license covering change in trans. location (BL-5092).

KWRT Boonville, Mo.—William R. Tedrick—Granted license for AM broadcast stations; 1370 kc, 1 kw-D (BL-5097).

KPHO Phoenix, Ariz., Meredith Engineering Co.—Granted license covering installation of new trans. (BL-5100).

Granted CP

WEBQ Harrisburg, Ill., Harrisburg Bcstg. Co.—Granted CP to install new trans. (BP-8981).

Actions of September 2

Remote Control

The following stations were authorized to operate transmitters by remote control:

WLBR Lebanon, Pa.; KFBC Cheyenne, Wyo.; KWSC Pullman, Wash.

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

WSUN-TV St. Petersburg, Fla., to 3/13/54; WXEL (TV) Cleveland, Ohio to 12/31/53; KGUL-TV Galveston, Tex., to 3/28/54; WKNX-TV Saginaw, Mich., to 12/2/53; KFUO-TV Clayton, Mo., to 7/4/54; KMJ-TV Fresno, Calif., to 3/29/54; WEOK-TV Poughkeepsie, N. Y., to 11/26/53; WCSC-TV Charleston, S. C., to 4/4/54; WGN-TV Chicago, Ill., to 3/27/54.

Action of September 1

Remote Control

WLBR-FM Lebanon, Pa., Lebanon Bcstg. Co.—Granted authority to operate trans. by remote control.

Actions of August 31

Remote Control

WVIM Jackson, Miss., Radio Mississippi Inc.—Granted authority to operate trans. by remote control.

KOGT Orange, Tex., Sabine Area Bcstg. Corp.—Granted license covering changes in the antenna parameters; condition (BL-5034).

Granted CP

KFBB Great Falls, Mont., Buttrey Broadcast Inc.—Granted CP to mount TV ant. on top of AM tower; change trans. location (redescription and change in coordinates only) (BP-8908).

WHMA Anniston, Ala., Anniston Bcstg. Co.—Granted CP for installation of new trans. (BP-8980).

WLOU Louisville, Ky., Robert W. Rounsaville—Granted CP to mount TV ant. on top of AM tower (increase in height); condition (BP-8954).

Modification of CP

KCMR McCamey, Tex., Sprayberry Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6135).

The following stations were granted mod. of CPs for extension of completion dates as shown:

WICC-TV Bridgeport, Conn., to 3/2/54; WEZB Homewood, Ala., to 10/1/53.

UPCOMING EVENTS

Sept. 14: Arkansas Broadcasters Assn. meeting, Little Rock.

Sept. 15-17: RETMA board meeting, Biltmore Hotel, New York.

Sept. 17: NBC Radio Affiliates meeting, Chicago.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention, Empress Hotel, Victoria, B. C.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23: Survey of advertising course, sponsored by AWRT, registration, Hotel Astor, New York.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: Dist. 16, Statler Hotel, Los Angeles.

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

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SUNSHINE RUBY.....(Vic.)
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Pushing Their Luck

SINCE the lifting of the television freeze 17 months ago, some 35 stations have been authorized through non-litigated settlements. These have been through merging of applicants, dropping out of competitive applicants, and the provision for split-time operation.

In some measure, the FCC has encouraged these moves. They result in establishment of new services in under-served areas. They also eliminate costly and time-consuming hearings. And they relieve pressure-points in the quest for TV facilities.

But the FCC now is taking a closer, harder look. There's no question about settlements that involve only the payment of "out-of-pocket" expense to the applicant who drops out. And the FCC is not averse to mergers where the parties have good records of performance in radio.

Where the trouble comes is in the payment of inordinate amounts, over and above expense incurred in preparing applications, or in cutting-in on stock ownership excessively to effectuate a dropout. Such deals, some Commissioners believe, would encourage the filing of "strike" applications by those looking ahead to the "pay-off."

There can be no real question that it's good business for the best qualified applicant to pay the expenses of his competitor to get an unopposed, quick grant. Some TV hearings have cost the applicants in excess of $100,000, and to date only a handful of hearing cases have been decided. Months, even years, could be lost in this litigation process.

The FCC, of course, will continue to appraise merger and drop-out cases on their individual merits. So far, there have been no denials. But we venture that if a case developed wherein the least-qualified applicant, by sheer force of his dollars, bought out the best qualified, the FCC would promptly inquire into the reasons. This, despite the acknowledged view of the FCC majority that it does not regard competitive business matters as its concern.

There will be other mergers and dropouts. In evolving them we hope that the dominant parties, who have every reason to believe they would win in hearing, will not strain the FCC's patience, nor push their luck too hard. They will invite FCC repercussions if they over-pay their weaker competition, either in money or in stock interest.

Honest Promotion

THE Better Business Bureau of St. Louis has been conducting a campaign to get television set distributors, dealers and servicemen to be honest in their advertising. The bureau believes that some ads for uhf equipment have been less frank.

Telecasters would be well advised to join any well-considered effort to maintain standards in the advertising of television receivers. It is quite natural that in the exuberance occasioned by a rapidly growing business and because of the general lack of experience in installing uhf sets, some dealers and servicemen are apt to make promises that cannot be entirely fulfilled. The objective should be to keep the promises within range of predictable performance.

The telecaster's stake in this problem is clear. To the extent that the public becomes disenchanted with the TV receiving apparatus in the home, to the same extent it is apt to become disenchanted with the advertising messages for other products which that apparatus delivers. The receiver is the only link which the public has with the station. If receiver performance does not measure up to advance advertising, the public is bound to associate a lack of honesty with everything connected with TV.

The first obligation of the new television station—whether uhf or vhf—is to be honest in its own promotion. A necessary corollary is to urge those selling and installing sets to be equally aboveboard.

Shortchanging Radio

A LETTER from Richard W. Sidenberg, research supervisor of the Rural Radio Network, in OPEN MIKE last issue suggested that radio was seriously shortchanging itself by clinging to an out-of-date method of measuring its circulation in terms of radio homes.

He proposed that radio be measured in terms of radio individuals, on the theory that the steady volume of radio set production and distribution can mean only that radio listening is becoming individual listening. True, there is much group listening to the family radio set. But, more and more, Johnny is listening to his private radio and Mother is listening to hers.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"We're not quite set up for three dimensional TV just yet. However, if you'd care to leave your card . . ."

Mr. Sidenberg has a point. Would it not give radio a powerful sales tool to have the full measurement of its strength? Among the advertising media, radio's ability to reach both the family unit and its individual members is unique. Can any newspaper claim to sell more than one copy per home in any but freak circumstances?

It is a regrettable fact that only recently has radio thought it necessary to size up the out-of-home audience, a vast body that has really been thrown in as a bonus to advertisers. It would seem logical that a further step toward refinement of measurements is indicated, that of finding out in detail how the individual listening is done within the home as well as without.

Obviously, gathering radio audience facts in terms of people instead of family or home units will require modifications of existing research technique—probably expensive modifications. The subject is worth serious exploration, however. Conceivably, better measuring could be done at cost increases that would be justified by the sales they would produce.

Way Out for Britain?

HAUNTED by the specter of an increasing deficit of the tax-supported and noncommercial British Broadcasting Corp., Parliament is being urged by the Conservative cabinet to let advertisers pay the bill for video.

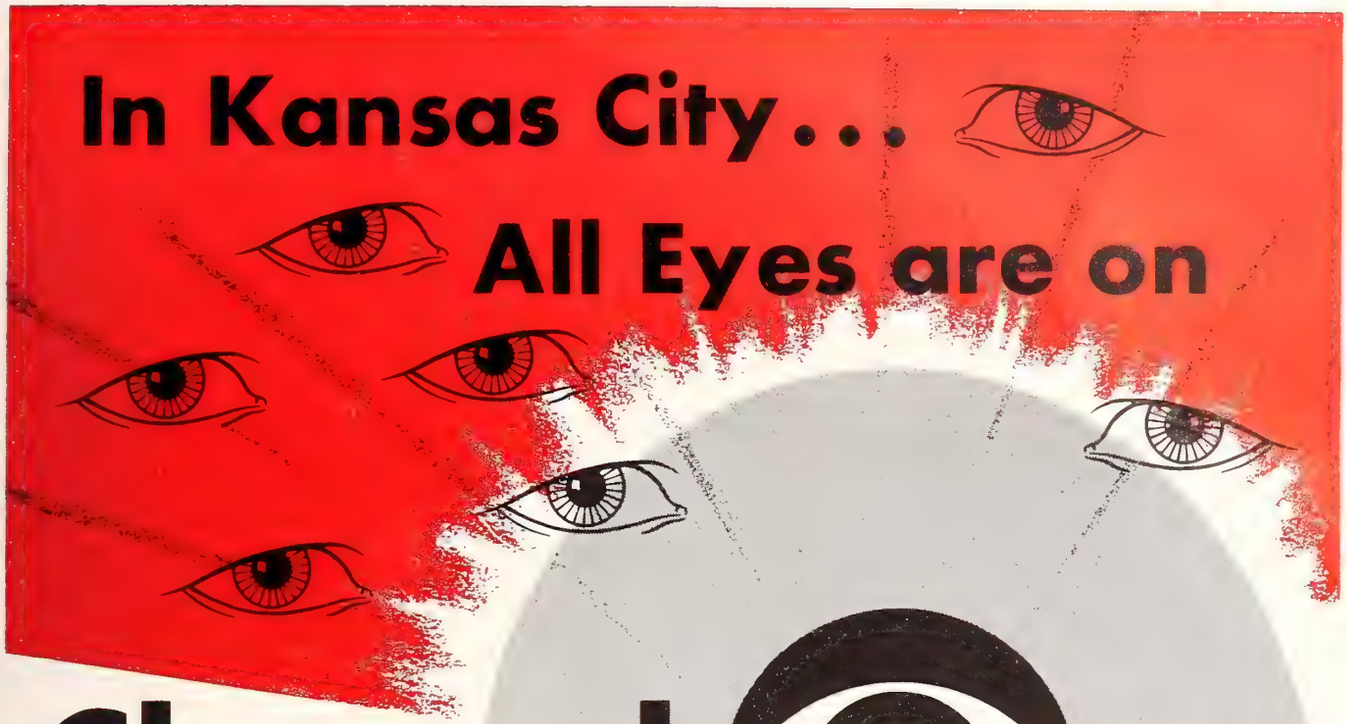
In advocating the new system, which would be separate from BBC, Earl De LaWarr, postmaster general and the proposed head of commercial television in Britain, explained that while sponsoring in the American sense would be outlawed, advertisers would be permitted to buy commercial messages between programs. One columnist compared these commercials to the slides that silent movies used to show between reels.

Debate on the "commercial" television plan was held over until the autumn session of Parliament when its proponents decided to redraft the original document.

Such a step would go a long way toward converting the British to commercial radio and television. More important, broadcasting on the American plan might, in turn, go a long way toward solving Britain's continuing financial problems.

Television would not only become self-supporting but would offer a powerful new medium that would help the British move their manufactured goods, the slow sales of which are an important stumbling block in their post-war financial structure.

In Kansas City... All Eyes are on



Channel 9

CBS TELEVISION for Kansas City

In Kansas City, all eyes are on Channel 9 and KMBC-TV—the eyes of the folks who watch, day and night, the 300,658 television sets in the area (K. C. Electric Association report, June 30, 1953). Advertisers, too, have their eye on KMBC-TV, newest member of the long reliable KMBC-KFRM Team, and newest source of television availabilities in Kansas City.

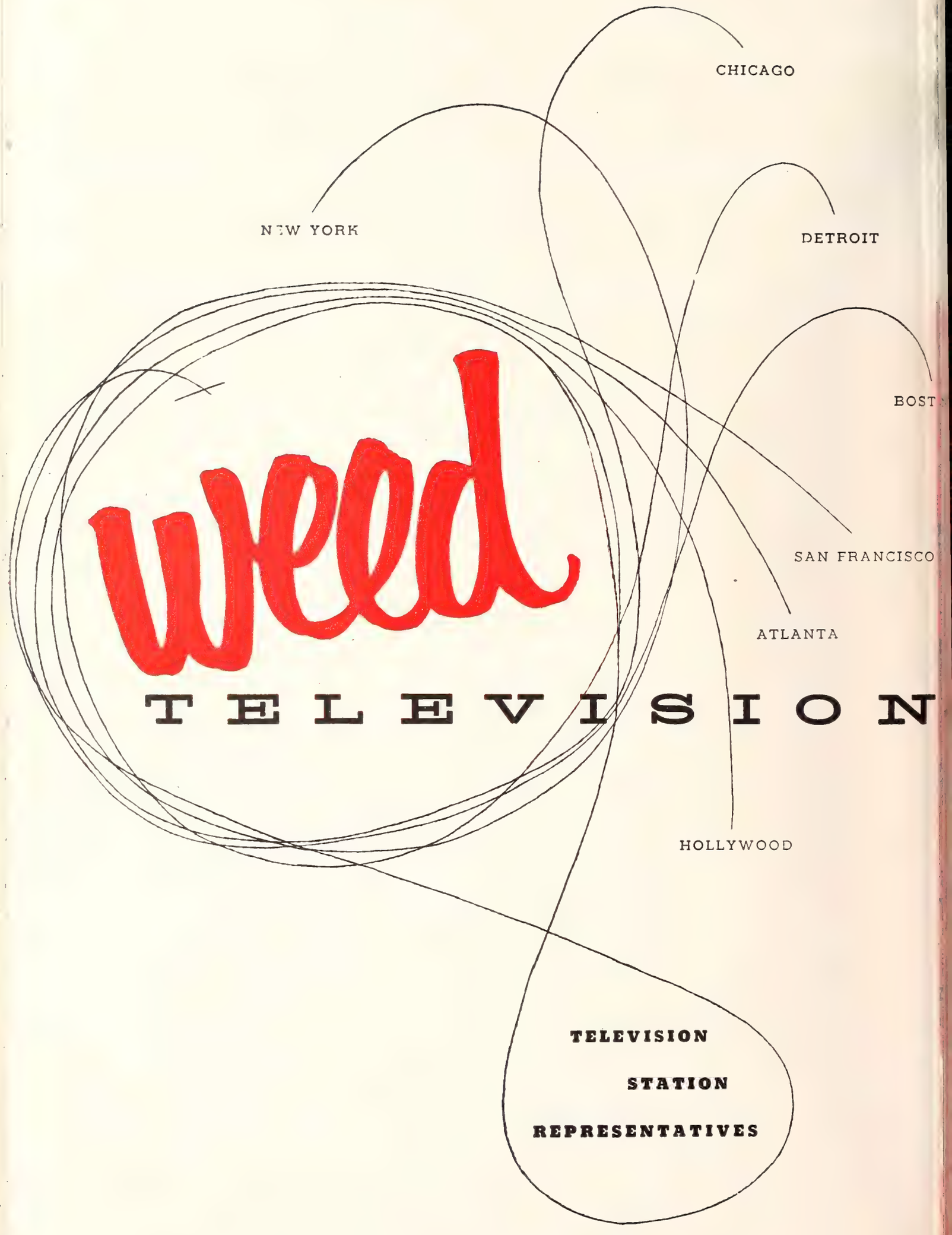
And most important—that now-famous CBS Television "eye," identified with the nation's top television network!

In Kansas City, take advantage of 32 years of radio (KMBC-KFRM), and 20 years of experimental television (W9XAL). Place your television schedule where the eyes of Kansas City will see it—KMBC-TV, Channel 9.

Represented Nationally by Free & Peters, Inc.

KMBC·TV

Basic Affiliate CBS Television Network - - - Sharing Time with WHB-TV


CHICAGO
NEW YORK
DETROIT
BOST
weed
SAN FRANCISCO
ATLANTA
TELEVISION
HOLLYWOOD
TELEVISION
STATION
REPRESENTATIVES

PTEMBER 21, 1953 35c PER COPY

BROADCASTING TELECASTING

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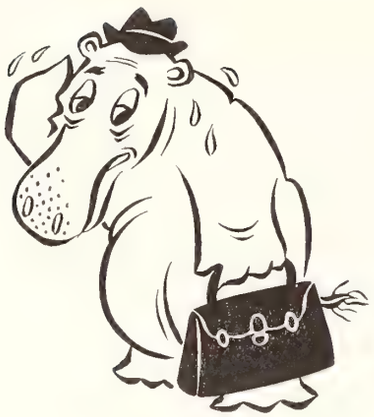
THE NEWSWEEKLY OF RADIO AND TV



KOTV • Channel 6 Tulsa, Oklahoma • Weather Always, Inc.
KFMB-TV • Channel 8 San Diego, California • Weather Always Broadcasting, Inc.
Exclusive National Representatives — EDWARD PETRY & CO.
NETWORK AFFILIATIONS — CBS • NBC • ABC

Fables of the leopard and the hippo

ON MAKING A GOOD PITCH



THE HIPPO: "Alas, exhausted after a real hard pitch, I've often got to stop and rest a while."



THE LEOPARD:
"Then reconsider, sir, the time and place and way you go about making the calls you ought to make."

THE MORAL:

Wily TV advertisers, too, know they can make sales . . . . but then not have fade away.

They use **Spot** TV. Season after season.

Because Spot TV's basic flexibility easily let's them **build** sales . . . **and** profitab resales. With just the length of commercial time they need. To catch prime prc pects' eyes during just the best selling times in every market they choose. Ar with each market's budget matched with sales potential.

To build sales continuously is just one additional reason why more than 9 o of every 10 national advertisers who use TV are **Spot** TV advertisers.

You can build your product's success, too, on Spot TV. And these are 18 ou standing stations on which you can do it carefully. With success.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WICU	Erie
KPRC-TV	Houston
KECA-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

We're RADIO and TELEVISION Technicians

... Not Mere Medium Men!



When you buy WBRE . . . you buy 29 years of continuous performance in radio and now T-V. Our technical knowledge, backed up by a trained staff of professionals in every phase of Radio and Television, gives you more than mere medium minded men to perform the selling job for your client's products. Our record of performance needs no imaginative claims, no false coverage figures, no theories. The proof of performance is here . . . we'll be glad to show it to you.



DAVID M. BALTIMORE

TV WBRE Ch. 28



LOUIS G. BALTIMORE

NBC Affiliate **Wilkes-Barre, Pa.** **AM-FM-UHF TV**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC · CBS · ABC · DuMont

Lancaster, Pa.

Steinman Station

Clair McCollough, President

actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster.

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL | AM TV FM

Represented by **MEEKER**

New York · Chicago · Los Angeles · San Francisco

closed circuit®

CBS-TV reportedly proposing to clients that, effective with time change Sept. 27, West Coast schedule of Sunday night shows be run at same clock hours as on East Coast, via "hot kinescopes" and coaxial cable. For example, Lincoln-Mercury's Ed Sullivan show, which last season was seen at 3 p.m. on West Coast by kinescope one week after original broadcast, would under new plan be seen at 8 p.m. local time on same day in both East and West.

★ ★ ★

"REVERSE compatibility" is term which may be added to TV lexicon. It means reception on color set of black-and-white telecasts, which is twist on "compatibility" meaning reception of colorcasts on black-and-white sets. There's belief FCC might ask for "reverse" showing at Oct. 15 color demonstrations in New York area.

★ ★ ★

FIRST definitive study on vhf versus uhf audiences, with same program on air from each (World Series, Sept. 30 to end of best four games out of seven), has been ordered by number of TV stations from American Research Bureau and, presumably, other research organizations. All studies will be confidential for eyes of ordering clients only, it was learned.

★ ★ ★

SALE of KIOA Des Moines by Ralph L. Atlass to group headed by Don Searle for $150,000 is in offing. Transaction would eliminated "duopoly" implicit in TV Ch. 13 grant to WHO Des Moines, in which Atlass group holds minority purchase option. Mr. Searle, general manager and minority owner of KOA Denver, also controls KMMJ Grand Island, Neb., and KXXX Colby, Kan. KIOA operates on 940 kc with 5 kw day, 1 kw night, and is MBS-affiliated. Blackburn - Hamilton is handling transaction.

★ ★ ★

INDICATIONS are FCC will compromise on its plan to eliminate annual financial statements from stations and networks and settle for annual simple profit and loss return. This would eliminate 90% of detail since practically all required figures could be taken from simple station records. Demand for some statistics, it's understood, has caused FCC to modify plan to eliminate returns.

★ ★ ★

TIME CHANGE Sept. 27 will bring some sweeping realignments in network TV schedules, notably in larger markets where new outlets have made appearance. Competition is largely between CBS and NBC. In some instances, stations have cancelled programs of one of networks on time change date rather than later on as proposed by networks. In other cases, stations have gone over heads of networks and dealt directly with advertisers on package shows owned by advertisers rather than permit highly rated programs to go to new outlets.

SPREAD of television arousing new interest among fulltime radio independents in obtaining relief from FCC minimum operating hours requirement, particularly at night when video's impact is heaviest.

★ ★ ★

BECAUSE many competitive television hearings are melting into mergers and dropouts, FCC may not build up to total of 24 examiner teams indicated as necessary earlier in view of TV logjam. There will be many hot contests involving big markets and big money but trend elsewhere is for "out-of-court" settlements.

★ ★ ★

DAYTIME television is expected to get bigger push than ever before with such giants as Procter & Gamble, General Foods, and General Mills all contemplating daytime strips on future plans boards.

★ ★ ★

NARTB definitely planning dramatic TV demonstration as first step in drive to beat down barriers to microphones and cameras at public events. Association will show top government-congressional group how TV cameras can operate with relatively dim room lighting. TV still gets blame for blazing newsreel lighting.

★ ★ ★

TWIST of TV fate in last week's new station grants (story page 48) results in Allen M. Woodall and Martin Theatres of Georgia having minority interests in Augusta, Ga., competitors while both have minor holdings in WDAK-TV Columbus, Ga. Mr. Woodall is 25% owner of new vhf Ch. 12 WRDW-TV Augusta while Martin Theatres has 22.5% option in new vhf Ch. 6 WJBF-TV there. FCC approved grants upon explanation competition wouldn't be hurt.

★ ★ ★

ANY NOTION that WPTR's 370 ft. antenna array was responsible for tragic American Airline's crash at Albany last Wednesday is dispelled even in responsible aviation circles. At informal session last Thursday in Washington of executives of Air Space Committee of CAA (which passes on antenna heights), it was agreed that ill-fated airliner was not flying prescribed course, presumably was on instruments and was having engine troubles. "It just got fouled up," was comment of one high government official.

★ ★ ★

SO broadcasters can have their point of view presented, NARTB may apply for associate membership on Washington Airspace Subcommittee, final military-civilian aviation court of appeals on hazards to air navigation. Need for high TV towers, with regional subcommittees sometimes not too sympathetic, makes Washington group all-important. Associate membership won't give broadcasters vote but will permit spokesman to rebut. Move would be in line with FCC Comr. George E. Sterling's recommendation [B•T, March 16] and might be speeded in light of last week's Albany air disaster.

IN THIS ISSUE

LEAD STORY

New plans for "rehabilitation" of radio are announced by Brig. Gen. Sarnoff at NBC Radio affiliates meeting. *Page 29.* (Text of Gen. Sarnoff's address is on pages 108-112.)

ADVERTISERS & AGENCIES

Five new business developments highlight active week for TV network sponsors. *Page 31.*

FILM

NBC Film Division reports tripled sales in past six months. *Page 32.*

Vitapix announces new wrestling series. *Page 32.*

TRADE ASSOCIATIONS

NARTB district meetings begin. New locked-doors sessions are introduced for discussion of touchy topics like double-billing and competitive sales practices. *Page 34.*

FACTS & FIGURES

Analysis of 1952 revenue shows radio stations in TV markets did 2.1% more business than in 1951, radio stations in non-TV markets increased business 10.6%. *Page 40.*

Telestatus weekly summary of TV stations on the air and television set distribution. *Page 43.*

Survey of estimated export advertising volume shows radio will get $10.8 million and TV $1.5 million in 1953. *Page 46.*

PROGRAM SERVICES

Broadcasters' Committee for Subscription TV is in the making after meeting called by four uhf grantees who petitioned FCC for quick approval of pay-as-you-see programming. *Page 46.*

GOVERNMENT

FCC issues seven TV grants, including first two for Augusta, Ga. *Page 48.*

Sylvania files formal petition for FCC approval of satellite TV stations to extend service to communities incapable of supporting stations of their own. *Page 50.*

Conelrad—radio's civil defense plan—gets its first national test. *Page 52.*

Manufacturers and FCC fix Oct. 15 as date for official New York demonstration of compatible color TV. *Page 54.*

STATIONS

Broadcasters protest International Boxing Club's edict against blow-by-blow accounts or re-creations of Marciano-LaStarza fight. *Page 58.*

Seven TV stations begin operations, highlighting B•T's weekly report of imminent TV station bows. *Page 64.*

NETWORKS

NBC splits advertising and promotion departments between radio and TV. *Page 68.*

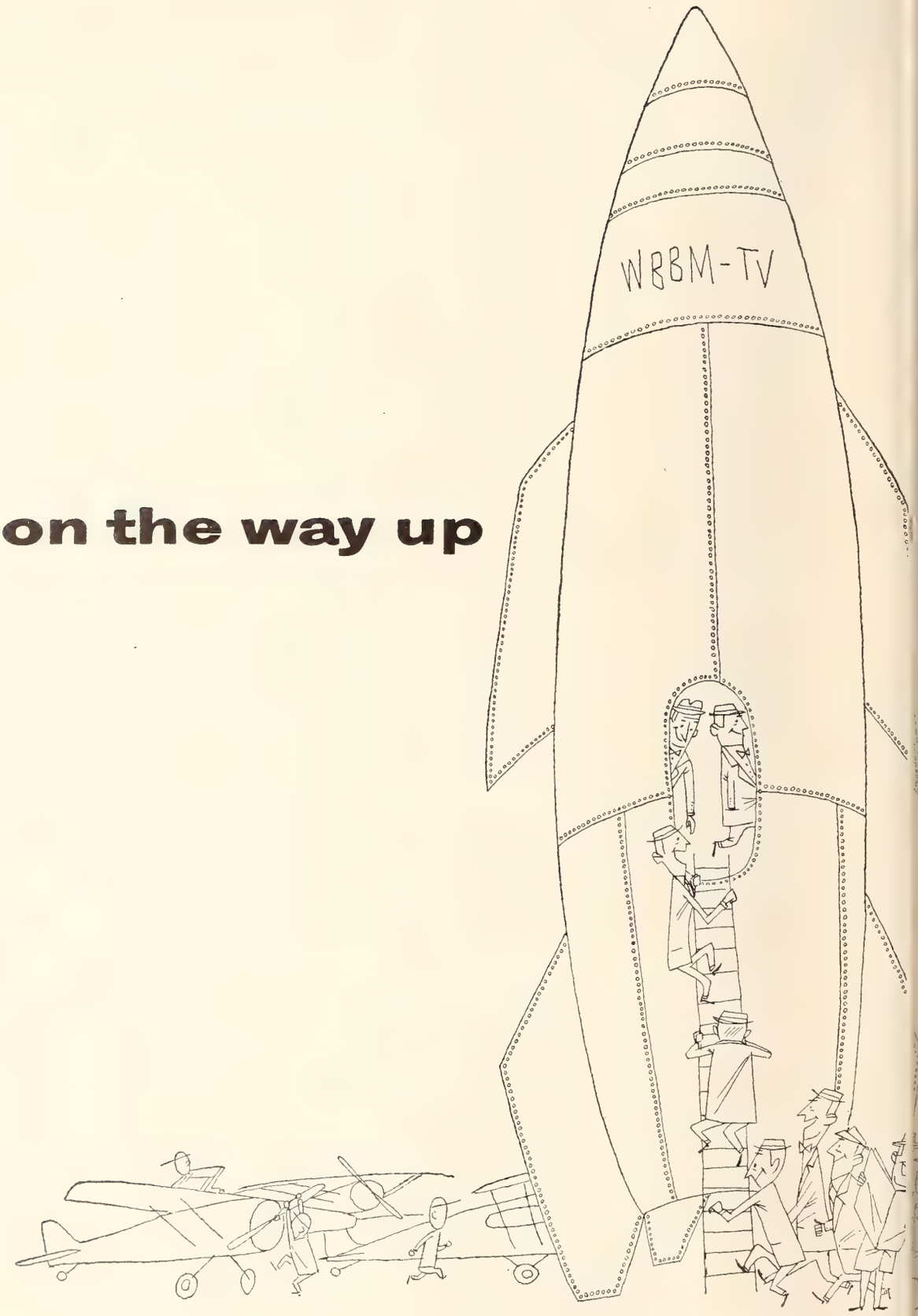
FEATURES

One hundred and ten reports of enduring worth: A summary of B•T articles published since Jan. 1 and having particular reference value. *Page 77.*

INTERNATIONAL

Canadian TV stations report increased business for fall. *Page 102.*

on the way up



in chicago ?

You can get there quicker on WBBM-TV.

For that's where audience history is being made. Take a look at WBBM-TV's progress during the last six months, for example.

Today . . .

8 of Chicago's "top 10" nighttime TV shows are WBBM-TV shows. (Six months ago there were only 5.)

12 of Chicago's "top 15" nighttime shows are WBBM-TV shows. (Six months ago there were only 9.)

6 of Chicago's "top 10" across-the-board daytime TV shows are now WBBM-TV shows. (Six months ago there was only 1.)

WBBM-TV is now top-rated in 164 week-long quarter-hour periods . . . leading all other Chicago stations. (Six months ago we were a poor second with 104.)

In Chicago . . . *Showmanship* changes things—*for the better.* The fastest way to make your sales curve soar in the nation's second market is to give your product a ride on . . .

WBBM-TV
CHANNEL 2 CHICAGO

chicago's showmanship television station

Source: Telepulse of Chicago (Aug., 1953)



Things have changed in ARKANSAS, too!



Arkansas "ain't what she used to be"! In the last ten years, the State has made tremendous advances in industry, commerce, agriculture and standards of living. Retail Sales, for example, are 7.2% ahead of last year's—*276.9% ahead of ten years ago!**

The Arkansas radio picture is different, too. You can now cover almost *all* the State with *one* radio station—50,000-watt KTHS in Little Rock, CBS, and the only Class 1-B Clear Channel station in Arkansas. KTHS gives *primary* daytime coverage of 1,002,758 people, more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Secondary, interference-free daytime coverage of 2,372,433 people includes almost all of Arkansas!

Write direct or ask your Branham man for the KTHS story.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

'Three Lives' Sales Soar; Ziv Totals Double 1952

ZIV Television Programs Inc.'s latest program, *I Led Three Lives,* being released next week, already is sold in more markets than carry any of network TV's 10 top-rated shows, M. J. Rifkin, Ziv TV sales vice president, announced Friday. As of that time, he reported, show had been sold in 94 markets, as against 79 which carry top-rated *I Love Lucy* on CBS-TV and Groucho Marx on NBC-TV.

Mr. Rifkin said Ziv TV business for first eight months of 1953 more than doubled that of same period last year.

DuMont Announces Changes In Sales, Other Departments

PROMOTION of Charles E. Spicer to sales operations manager of Television Transmitter Div., Allen B. DuMont Labs, in addition to continuing as manager of Sales Engineering Dept., announced over weekend as part of expansion and realignment of division. New DuMont TV transmitter sales engineers and their former posts are:

Robert B. Bollen, engineering supervisor, WDTV (TV) Pittsburgh; Felix D. Bonvouloir, chief engineer, WAAB Worcester; Lyle O. Keys, Philco engineer specializing in long-range microwave installations; Frank Klimowski, maintenance supervisor, Stavid Engineering Co.; Lawrence Litchfield, DuMont research engineer; W. K. Terrell, engineering supervisor, WABD (TV) New York; Norman C. Ritter, engineer, Keith Electric Construction Co., Des Moines.

Additional personnel to be announced.

Morris A. Mayers, educational TV equipment consultant for Transmitter Div., named engineering consultant on closed circuit TV applications for DuMont TV Network.

Stephen Pozgay, sales representative, has resigned to become manager of WNAM-TV Appleton, Wis.

Sales representatives Kenneth Petersen and Vernon Russell will service New England and southwestern areas, respectively.

NARTB District 16 Hits Title Bout Broadcast Curb

MARCIANO - LaSTARZA fightcast issue (wherein International Boxing Club refuses rebroadcasting or re-creating of title bout—early story page 58) prompted protest resolution from NARTB District 16 meeting in Los Angeles Friday. Group "deplored" discriminatory practices and urged wire services to furnish full coverage to radio and television stations.

District 16 also drafted resolution opposing proposals of foreign radio-TV stations on U. S. border for establishment of studios or program origination points within U. S.

Sokolsky Gets Medal

GEORGE E. SOKOLSKY, news commentator for ABC radio and syndicated columnist, presented with Gold Medal for Good Citizenship from Sons of the American Revolution in special Constitution Day observance in New York.

INTERIM GRANT

IN PRECEDENT action, FCC waived rules Friday and granted vhf Ch. 12 at Shreveport, La., to Interim TV Corp., cooperative venture of three competing applicants for that channel, pending completion of comparative hearing now in final stages. Purpose is to afford early TV there, with winner in Ch. 12 contest taking over operation [B•T, Aug. 31]. Contestants participating are KRMD, Shreveport TV Co. and Southland TV Co. Interim TV Corp. was granted ERP of 30.9 kw visual, 15.5 kw aural with antenna height above average terrain 240 ft. FCC reserved right to revoke interim CP at any time, ordered it will be valid no longer than 10 days after regular permit is issued to winning applicant.

WTAR Celebrates 30th Year With Switchover to CBS

WTAR-AM-FM-TV Norfolk, Va., today (Mon.) celebrates its 30th year of broadcasting —and its affiliation with CBS last Saturday.

Climax of 30th anniversary and affiliation switchover — *Norfolk Virginian-Pilot* and *Ledger-Dispatch* stations gave up a 19-year NBC affiliation when they switched to CBS [B•T, May 25]—will be Ed Sullivan-emceed *Toast to WTAR,* 8:30-9:30 p.m., next Friday.

Dr. Frank Stanton, CBS president, will address about 400 Norfolk area businessmen and civic leaders at luncheon preceding big show. Expected to be in audience are FCC Chairman Rosel H. Hyde; Sen. Harry F. Byrd (D-Va.); Jack Van Volkenburg, CBS-TV president; Adrian Murphy, CBS Radio president; and Herbert Ackerberg, William Schudt, John Karol, William Hyland and William Lodge, CBS vice presidents.

WGN-TV Rate Boost

WGN-TV Chicago has announced 10% increase in basic advertising charges effective Oct. 1, concurrent with 300% increase in effective radiated power. Basic rate under rate card No. 12 for one hour of Class A time will be jumped from $1,200 to $1,320, with proportionate increases in all program, announcement and participating program charges, according to Ted Weber, WGN-TV sales manager. Present advertisers (or those who buy before Oct. 1) will be protected against boost until April 1, 1954.

NBC Film Division Meets

NBC FILM Division concluded three-day meeting in New York Friday with discussion centering around plans for advertising, merchandising and promotion campaign designed to sell division's films and to assist local sponsors. Similar conferences will be held in Chicago for three days, starting tomorrow (Tues.) and in Hollywood, Sept. 28-30. Addressing conference in New York were John B. Cron, manager of Film Division; Jay H. Smolen, division advertising manager, and Ted Kaufman and Harold Newman of Grey Adv., N. Y., who helped develop campaign.

• BUSINESS BRIEFLY

SATURATION CAMPAIGN • General Foods (Instant Maxwell House coffee), N. Y., placing radio spot saturation campaign for two days in about 20 markets. Saturation plan calls for as many as 50 to 200 spots per day, depending upon market. In this campaign, Los Angeles will carry 200 spots per day on Oct. 1 and 2. Benton & Bowles, N. Y., is agency.

TALES ON FILM • *Tales of Tomorrow,* George Foley package, will be filmed in color for series of 26 weeks with emphasis on dramatic format instead of outer space. Program had been sponsored live by Westinghouse for two years.

UNIVERSAL PICTURES SPOTS • Universal Pictures Inc., for its newest movie, "All American," placing one-minute and 20-second radio spot campaign preceding local or network football games. Agency also querying stations on whether they will allow "the local sportcaster or personality to handle live commercials at no extra cost." Campaign runs at varying dates in cities when the movie is presented but most schedules call for Sept. 26-27, Oct. 3-4 and Oct. 10-11. Cunningham & Walsh, N. Y., is agency.

CHEVROLET CAMPAIGN • Campbell-Ewald, Detroit, preparing radio spot announcement campaign to be launched Sept. 28 for Chevrolet.

NEW PERTUSSIN AGENCY • Seeck & Kade (Pertussin), N. Y., for many years associated with Erwin, Wasey & Co., N. Y., is naming McCann-Erickson, N. Y., to handle its advertising, effective immediately. Latter agency is placing radio spot announcement campaign in about 75 markets to start Oct. 5 for 26 weeks. Television spot campaign also is contemplated, with number of markets still undecided.

ANACONDA SHOW • Anaconda Copper Mining Co., N. Y., through Kenyon & Eckhardt, N. Y., understood to be in market for television show to start later this year.

CRANBERRY DRIVE • National Cranberry Assn., through Harry M. Frost, Boston, preparing annual radio spot campaign in Middle West, to be launched at various times this week.

CARNATION LOOKING • Carnation Evaporated Milk, through Erwin, Wasey & Co., understood to be looking for radio daytime serial strip.

Radio 'Complete' Medium

RADIO was described as "a whole or complete advertising medium" despite advent of television by William B. Ryan, BAB president, in speech prepared for delivery today (Monday) before final BMI clinic of season in Toronto. He told members of Canadian Assn. of Broadcasters that radio has grown in audience size and time sales in recent years, and instead of giving way to television, has "simply moved over to make room for a worthy, new, but separate ally."



Join SPeeDy's "Star Parade", the new Fall and Winter promotion of WSPD—radio. Your product can be identified with such national and local personalities as Ginger Rogers, Bernie Young, Dick Powell, Lea Knight, Don John Ross, Peggy Lee, Gene Dickey, Tony Martin and Bill Charles, as SPeeDy's "Star Parade" marches into over 339,000 radio homes in Northwestern Ohio and Southern Michigan.

Advertisers will enjoy the benefits of window banners at point of sale, shelf talkers with product identification, inclusion in SPeeDy's "Family News", (going to over 1,000 buyers within WSPD's radio coverage area), and personal calls by the Merchandising Department on all Toledo buyers. Take full advantage of WSPD's expanded merchandising and promotion services to acquaint buyers and consumers alike with the tremendous advertising support behind your product.

Full details on SPeeDy's "Star Parade" can be obtained from your nearest Katz Agency or by calling Adams 3175 in Toledo.

WSPD

5000 WATTS
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

Home-Built Station Gets Proposed Grant; Other Actions

THREE-man, $26,000 home-built TV station on uhf Ch. 30 at San Bernardino, Calif., is proposed to be granted by FCC Hearing Examiner William G. Butts in initial decision issued Friday favoring bid of Orange Belt Telecasters, owned by Hal R. Heywood and associates. Examiner questioned whether $56,000 annual operation cost is realistic in view of film costs, but felt programs have good chance of sponsorship in market without established vhf or uhf competition.

Poller Asks FCC Dismiss Philadelphia Bid

LOU POLLER, chief owner of WCAN-TV Milwaukee on uhf Ch. 25, petitioned FCC Friday to dismiss his uhf Ch. 23 bid at Philadelphia, which would leave free for action competitive bid of WIBG there. R. F. Schoonover asks dismissal of his uhf Ch. 42 application at Topeka, leaving free application of Alf M. Landon (WREN). Knight Newspapers gives up uhf Ch. 62 bid at Detroit, leaving in contest UAW-CIO Bcstg. Corp. of Mich. and WEXL Royal Oak, Mich.

Addition of Hatfield Ch. 9 Made Final

ADDITION of vhf Ch. 9 at Hatfield, Ind., upon request of 11-mile distant WVJS Owensboro, Ky., was made final by FCC Friday. WVJS promptly filed application for new TV station on Ch. 9 and surrendered construction permit for WVJS-TV assigned uhf Ch. 14 at Owensboro. Ch. 14 CP was issued last month [B•T, Aug. 24].

KSOX Petition for Rehearing Denied

PETITION of KSOX Harlingen, Tex., for rehearing on Commission's Aug. 11 order rescinding authority for Harlingen station to operate non-directionally with 50 kw daytime was denied by FCC Friday. Station is at present under orders to return to directional operation, although Commission has stayed effectiveness of its revocation for 10 days pending outcome of court appeals.

Appeal to U. S. Court of Appeals in Washington was taken by Roy Hofheinz two weeks ago [B•T, Sept. 14]. Last week, WCKY Cincinnati—station which alleges KSOX non-directional 50 kw daytime operation would cause interference—filed three pleadings with court. It filed a motion to dismiss appeal, an opposition to grant of stay order and notice of its intention to intervene.

155 ABC-TV Affiliates

FOUR NEW TV stations have joined ABC-TV as affiliates, raising total number of outlets to 155, Alfred R. Beckman, national director of ABC's radio and TV station relations departments, announced Friday. New affiliates are:

WTOV-TV Norfolk (Ch. 27), which is owned by Commonwealth Bcstg. Corp., with Robert Wasdon as general manager, effective Oct. 15; WICS (TV) Springfield, Ill. (Ch. 20), which is owned by Plains TV Corp., with Milton D. Friedland as general manager, effective Oct. 1; WARM-TV Scranton (Ch. 16), which is owned by Union Bcstg. Co., with William M. Dawson as general manager, effective Dec. 1, and KTAG (TV) Lake Charles, La. (Ch. 25), which is owned by KTAG-TV Inc., with B. Hillman Bailey Jr. as general manager, effective Oct. 15.

NBC SPOT BILLINGS

NBC Spot Sales racked up record-breaking billings exceeding $2 million in period from Sept. 14-18, Thomas B. McFadden, NBC director of spot sales, reported in announcement prepared for release today (Mon.). In five-week period ending last Friday, Mr. McFadden added, NBC Spot Sales established record-smashing $6½ million in new and renewed business. Clients were said to include American Tobacco Co., Colgate-Palmolive-Peet Co., B. T. Babbitt Co., Miles Labs. and Procter & Gamble.

Ludgin Heads AAAA; Other Changes Announced

ELECTION of Earle Ludgin, president of Earle Ludgin & Co., Chicago, as chairman of board of American Assn. of Advertising Agencies, succeeding the late Henry M. Stevens of J. Walter Thompson Co., N. Y. [B•T, Aug. 17], was announced Friday.

Other changes announced were election of William R. Baker Jr., chairman of board of Benton & Bowles Inc., N. Y., and AAAA director-at-large and member of operations committee, as vice chairman; Clifford L. Fitzgerald, chairman of board of Dancer-Fitzgerald-Sample Inc., N. Y., and AAAA director-at-large, to operations committee, and James M. Cecil, president of Cecil & Presbrey Inc., to AAAA board as director-at-large.

CBS-TV Signs Six

SIGNING of six new CBS-TV affiliates announced by network Friday:

KGGM-TV Albuquerque (Ch. 13), owned by New Mexico Broadcasting Co., with A. H. Hebenstreit as general manager, joins network Sept. 27 replacing KOB-TV Albuquerque as primary affiliate in area; WPFA-TV Pensacola (Ch. 15), owned by WPFA-TV Inc. with F. E. Busby as general manager, joined Aug. 30 as secondary non-interconnected affiliate; KZTV (TV) Reno (Ch. 8), owned by Nevada Radio-Television Inc. with Harry Huey as general manager, joined Sept. 15 as primary non-interconnected affiliate; WTSK-TV Knoxville (Ch. 26), owned by Television Services of Knoxville Inc. with Harold B. Rothrock as general manager, to join Oct. 1 as secondary non-interconnected affiliate; KTAG (TV) Lake Charles, La. (Ch. 25), owned by KTAG-TV Inc. with B. Hillman Bailey Jr. as general manager, joins Nov. 15 as primary non-interconnected affiliate; WSTV-TV Steubenville, Ohio (Ch. 9), owned by WSTV-TV Inc. with John J. Laux as general manager, joins Dec. 1 as primary interconnected affiliate.

UPCOMING

Sept. 21-22: NARTB Dist. 14 meeting, Challenger Inn, Sun Valley, Idaho.

Sept. 21-23: Assn. of National Advertisers, convention, Hotel Drake, Chicago.

Sept. 23-24: NARTB Dist. 10 meeting, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: NARTB Dist. 11 meeting, Radisson Hotel, Minneapolis.

For other Upcomings see page 123

PEOPLE

ROBERT D. WOLFE, vice president of Kenyon & Eckhardt, Hollywood, named volunteer coordinator of American Cancer Society with radio, TV and motion picture industry on West Coast. **JO DICKIE,** who formerly operated own public relations agency in Hollywood, appointed to ACS staff in Los Angeles to handle liaison work with radio, TV and motion picture industry.

B. T. Babbitt Inc. N. Y. (BAB-O), appoints **JOHN WOOLLEY** national field sales manager and **JOHN E. PHILLIPS** advertising manager. Mr. Woolley has been with company since 1935. Mr. Phillips formerly was assistant advertising manager of H. J. Heinz Co.

WILLIAM A. J. LAUTEN, former business publicity manager for NBC, to Roy S. Durstine Inc., N. Y., as member of public relations staff.

WILLIAM J. STUBBS, account executive with Liller, Neal & Battle, Atlanta, named account executive for television in Atlanta office of Free & Peters, station representatives. **JAMES L. WADE,** in charge of firm's Atlanta office, will concentrate on radio.

HENRY (HANK) WILSON, public relations director of WOR-AM-TV New York, has resigned post, effective Wednesday, to accept position as public relations director of rehabilitation center in Greenfield, N. H.

CHARLES BROOKS, head of traffic department, Benton & Bowles, N. Y., named production manager, succeeding Walter Bodt, who joins Walker Engraving Corp. **JACK BERRY,** senior traffic man, promoted to manager of traffic department.

Evans to Direct Radio & TV Clinic

JACOB A. EVANS, NBC-TV director of advertising and promotion, will direct radio and television clinic of advertising and selling course to be conducted in February by Advertising Club of New York. Serving as leaders at six meetings will be: Sylvester L. (Pat) Weaver, NBC vice chairman; John Reber, vice president in charge of radio and TV, J. Walter Thompson Co., N. Y.; Don L. Kearney, national sales manager, ABC Film Syndication Division; James Tyler, director of advertising, MBS; John Cowden, operations director, advertising and sales promotion, CBS-TV; Norman Glenn, vice president in charge of broadcast plans, Doherty, Clifford, Steers & Shenfield, N. Y., and Ted Cott, vice president, NBC.

WHEC Names Bannan

WHEC Rochester, N. Y., has appointed Bertha Bannan its representative in New England, LeMoine C. Wheeler, WHEC general sales manager, has announced. Everett-McKinney Inc. remains the CBS-affiliated station's representative for rest of U. S.

TPA Sales Clinic

WEEK-LONG sales clinic and conference, ending Friday, was held in New York for entire sales organization of newly-formed Television Programs of America, TV film and production firm [B•T, Sept. 7]. Executive Vice President Michael M. Sillerman also reported that company has acquired distribution rights to half-hour *Ramar of the Jungle* filmed series.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

A NEW PARTICIPATING PROGRAM!

"History Marks the Date"

8:15-8:30 a.m.
MONDAY
thru
FRIDAY

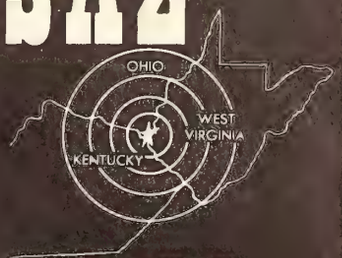
★

Here's WSAZ's oldest Telephone Quiz Show in prime morning time . . . NOW AVAILABLE for participating minutes—They won't last long with a . . . . .

17.3 HOOPER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ



TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Ruth Barker, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb, Dorothy Janzen; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Doris J. Frazier, Joel H. Johnston, Loel Millar.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

CHICAGO

360 N. Michigan Ave., Zone 1, Central 6-4115.
Warren W. Middleton, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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New Pressure Microphone

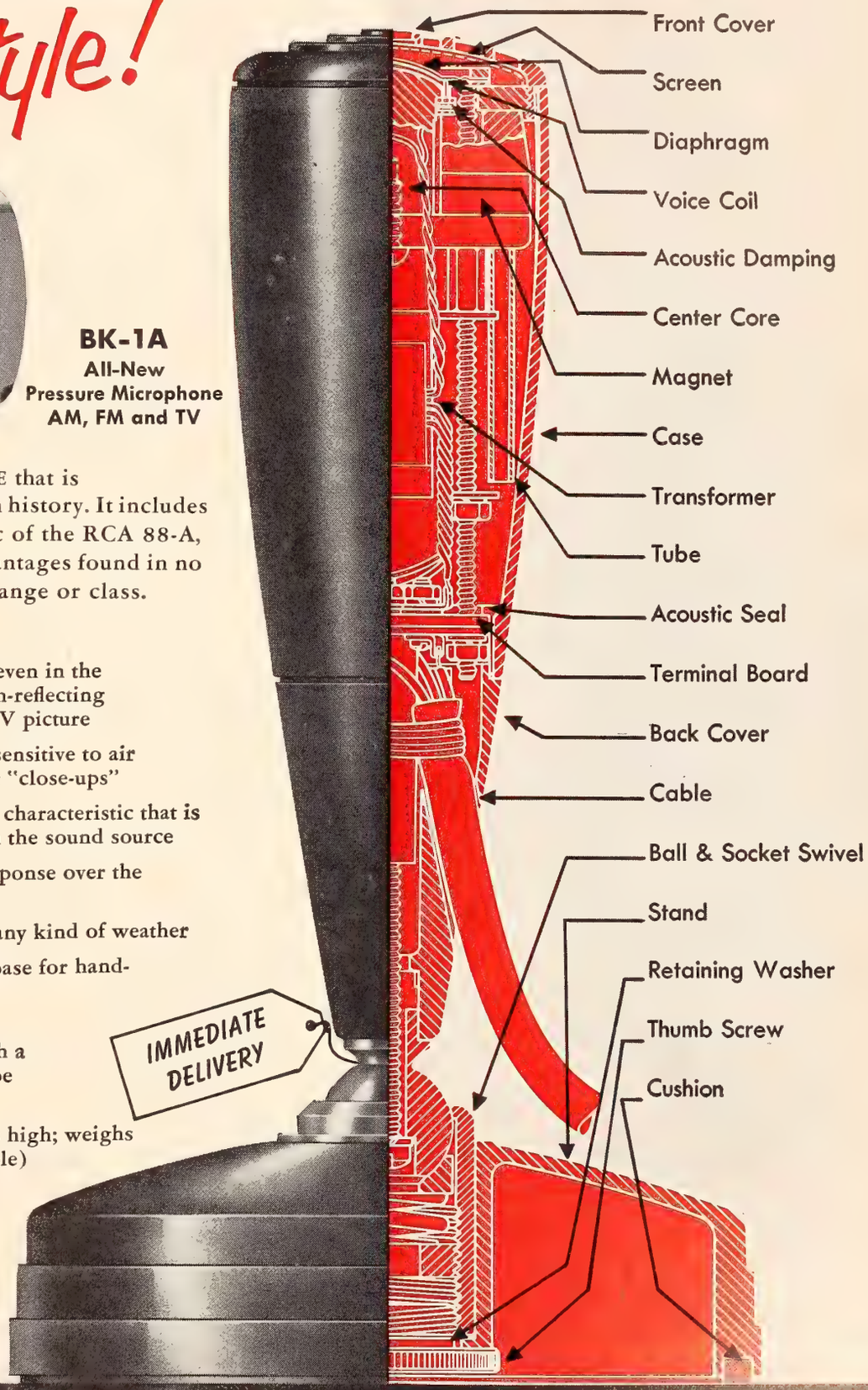
TV style!



BK-1A
All-New
Pressure Microphone
AM, FM and TV

THIS IS THE NEW MICROPHONE that is making broadcast and television history. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class. Check the facts!

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups"
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source
- Type BK-1A has uniform response over the essential audio range
- Type BK-1A can be used in any kind of weather
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands)
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable)



For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative

RCA

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

A Capital Offense

EDITOR:

I am crusading about the editorial styling of the word "radio" and the word "TV."

First, let me say that BROADCASTING • TELECASTING is not unique in this matter, as all trade papers have just naturally fallen into the habit of styling radio in lower case and TV in capitals.

It is, of course, obvious that "TV" is an abbreviation of the word "television." It is equally true that the word "radio" does not lend itself to such an abbreviation. It is doubtful that the word "AM" would ever be accepted as a standard reference to the radio medium.

Nevertheless, regardless of the reasons behind such editorial styling, the fact remains that psychologically there is emphasis placed on the capitals "TV" to the detriment of "radio." This I feel is most discriminatory.

It has been argued that, inasmuch as this is an abbreviation, it is perfectly proper—just as FCC, NARTB, BAB, etc., are capitalized—and yet I submit that none of these latter are in competition for the advertiser's dollar and that we cannot hide our heads in the sand by saying that RADIO and TV do not compete. Let's face it—they do!

My suggestion is either to bring radio up to capitals or reduce TV to lower case. (This, of course, does not apply to headlines.) . . .

Inasmuch as you are the positive and acknowledged leader in the broadcasting and telecasting industry, I should like to see you take the lead in establishing equity between the two media.

Robert R. Tincher
Vice Pres. & Gen. Mgr.
WNAX Yankton, S. D.

[EDITOR'S NOTE: Mr. Tincher is not alone in his objections to what B•T's editors agree has been an inconsistency in capitalization. Effective next issue, B•T will adopt the uniform style of writing "radio" and "television" and their various abbreviations (am, fm, tv) in lower case (except in headlines). Thanks to Mr. Tincher and to others who have written on the same subject for their constructive suggestions.]

Provocative

EDITOR:

Will you please send us two copies of BROADCASTING • TELECASTING features for Aug. 31? . . .

The article on merchandising aids from TV stations and networks prepared by [Kenyon & Eckhardt] is very provocative in our opinion.

Howard W. Wilson
Merchandising Manager
Tatham-Laird Inc.
Chicago

[EDITOR'S NOTE: Extra copies have been dispatched.]

Chattanooga's Channel 12

EDITOR:

On page 11 of the Sept. 7 issue of B•T there is an article [in which] the following sentence appears: "Still awaiting hearing date are vhf Ch. 12 applicants WDEF, Southern Television Inc. (composed of local theatre interests) and Tri-State Television Inc. (composed of local businessmen)."

Your article implies, I believe, that Southern Television Inc. consists only of local theatre interests. . . . In the interest of accuracy I am listing below all of our stockholders and their major business interests:

Moses Lebovitz, theatre; Z. Cartter Patten, property management of own real estate; J. Burton Seagle, general contractor; John Martin, general contractor; Felix Diamond, insurance and real estate; W. C. Hudlow Jr., transfer, storage and warehousing company; Manual Russ, paving contractor; Joel Solomon, theatre.

Tri-State Telecasting Co. has among its stockholders the owners of WAGC here in Chattanooga. The article implies, however, that Tri-State is the only applicant for Ch. 12 which has no connection (through the business interests of stockholders) with the operation of radio stations or theatres here. . . .

Moses Lebovitz
President
Southern Television Inc.
Chattanooga

Reprints

EDITOR:

KINDLY WIRE YOUR PERMISSION TO REPRINT IN TOTO COPY OF YOUR GREAT ARTICLE LAST ISSUE [Sept. 7] ON BROWN-DUNKIN. . . .

WILLIAM B. WAY
GENERAL MANAGER
KVOO TULSA

EDITOR:

I was most interested in the story on Brown-Dunkin's radio schedule in your Sept. 7 issue. Would it be possible to get . . . reprints?

Louis Read
Commercial Manager
WDSU New Orleans

EDITOR:

I READ WITH INTEREST AND WAS EXTREMELY IMPRESSED BY YOUR ARTICLE "360 SPOTS A WEEK" APPEARING IN YOUR SEPT. 7 ISSUE. THIS TYPE OF INFORMATION IS INVALUABLE AMMUNITION WITH WHICH TO HIT A TYPICAL DEPARTMENT STORE MANAGER WHOSE APATHY TOWARDS RADIO IS WELL KNOWN.

WOULD YOU PLEASE SEND ME SIX COPIES OF THIS ARTICLE.

W. D. WHITAKER
SALES MANAGER
CHML HAMILTON, ONT.

[EDITOR'S NOTE: Permission to reprint has been granted Mr. Way and copies of the article sent to Messrs. Read and Whitaker.]

Con and Pro

EDITOR:

I presume I should be terribly disturbed by your article in the Sept. 7 issue of BROADCASTING • TELECASTING ["Newspapers Are Wonderful"].

The way to help the radio industry and the television industry is not by seeking to discredit research done at a university without commercial sponsorship. You know that and you knew that you didn't have an adequate and correct answer for these findings. In the absence of any definite proof to contradict this research you took a very nasty and very childish way of attempting, by weasel words and crooked implications, to show that nothing done by students under the direction of a man who has been doing fairly creditable research for 30 years, could be honest. . . .

Charles L. Allen
Assistant Dean & Director of Research
Medill School of Journalism
Northwestern U.
Evanston, Ill.

EDITOR:

Back at the desk, and I'm sitting here reading your very excellent story of the "survey" under the title "Newspapers Are Wonderful."

An especially large orchid to you.

Harold E. Fellows
President, NARTB
Washington, D. C.

Hadacol's "New" Plan

EDITOR:

I noticed in the Sept. 7 issue an article dealing with a new Hadacol advertising plan for radio stations.

Perhaps others in the radio field would like to hear of the results obtained under this new Hadacol advertising plan by our radio stations. We entered into this agreement with . . . Hadacol and carried their advertising schedule for three months on four radio stations during which time we received no compensation whatsoever for three of four stations. We did receive a single check for one of our stations after a prolonged and bitter quarrel with the Hadacol organization.

This is the second time we have been burned by Hadacol. Never again will they advertise over any of our stations except at card rate with payment in advance.

Cecil W. Roberts
Midwest Broadcasting System
Bloomington, Ill.

NAFBRAT Heard From

EDITOR:

I have just returned from summer vacation and was deeply shocked at the editorial in the July 27 issue of your magazine entitled "Roll Call of the Broadcast-Baiters." I was especially regretful that a publication which is widely regarded as representing the broadcast industry point of view should engage in an attack, which is almost scurrilous, against the National Assn. for Better Radio and Television, and the people who have become associated with us . . .

You imply that NAFBRAT and the individuals you name are in some unexplained way guilty of horrendous activities against the best interests of broadcasters, an implication contrary to fact . . .

If you had bothered to consult the record, you would have found that it is not the purpose of NAFBRAT to be "Broadcast-Baiters" or otherwise antagonistic to the best interests of broadcasters, but rather to strive for the improvement of radio and television in the interest of the listening audience (the "public interest," if you will), by cooperation with broadcasters, sponsors and networks, through constructive criticism as well as constructive listener support of broadcasters' efforts to improve programs as well as objective criticism of programming honestly felt to be harmful. Indeed, in singling out NAFBRAT's criticism of so-called horror programs for condemnation you do grave injustice to the broadcasting industry's own criticism of such programming as set forth in the NARTB Code . . .

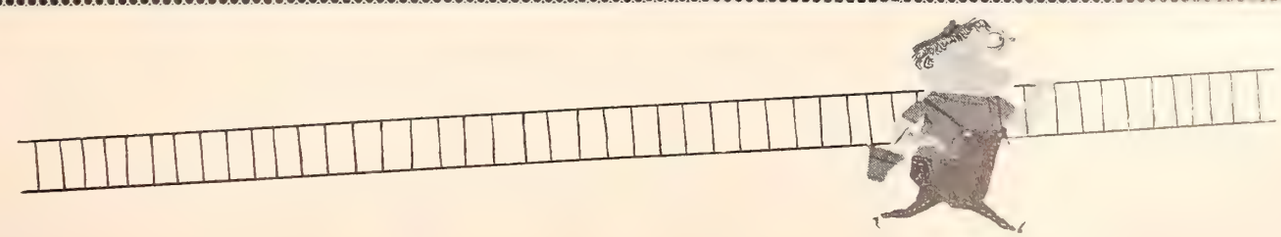
I am sure that intelligent commercial broadcasters do not share your implications that their interests and NAFBRAT's purposes are antagonistic to each other. That implication would belie the express statements in the NARTB code that "viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters." In almost every one of the "Aims and Purposes" of NAFBRAT you will find that NAFBRAT does exactly what broadcasters state they welcome, with the ultimate purpose of offering "radio and television stations community cooperation in the furtherance of their operation in the public interest . . ."

Mrs. Clara S. Logan, President
National Assn. for Better Radio and Television
Los Angeles

[EDITOR'S NOTE: As the editorial pointed out, the "Aims and Purposes" of NAFBRAT are praiseworthy, but not, in the opinion of B•T's editors, always carried out.]

NBC LEADERSHIP

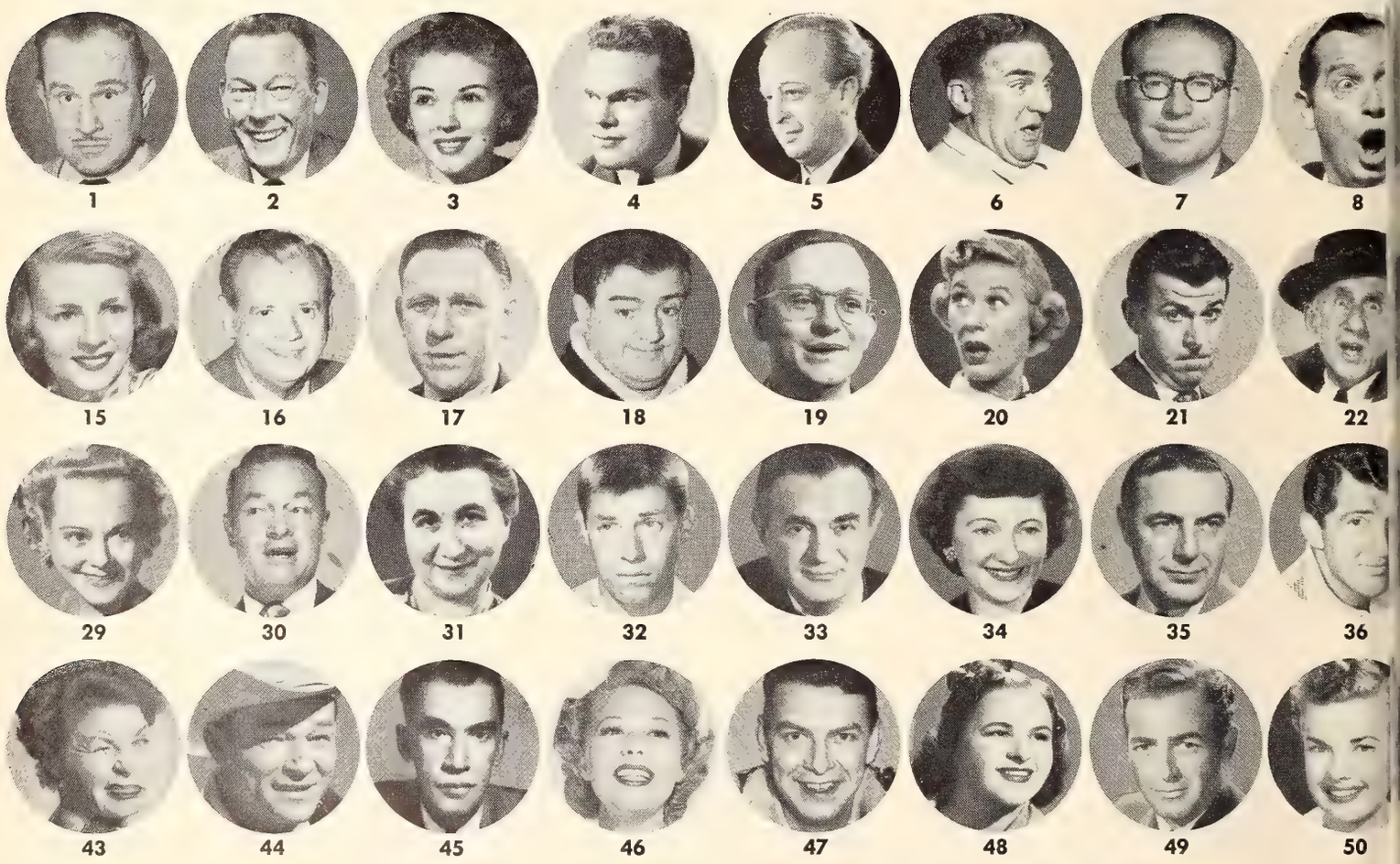
1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE
10. MERCHANDISING SERVICE
11. NEW BUSINESS
12. STAR ATTRACTIONS



NBC IS AMERICA

More of the great names in show business are regular performers on NBC Television than on any other television network. This galaxy of stars and the high professional standards of NBC programs are pre-eminent reasons why

NBC is America's No. 1 Network.



SNOW NETWORK



1 Bud Abbott
2 Fred Allen
3 Fran Allison
4 Tommy Bartlett
5 Howard Barlow
6 William Bendix
7 Red Benson
8 Milton Berle
9 Alan Bunce
10 Sid Caesar
11 Eddie Cantor
12 Sarah Churchill
13 Imogene Coca
14 Fred Coe
15 Dorothy Collins
16 Ted Collins
17 Bob Considine
18 Lou Costello
19 Wally Cox
20 Joan Davis
21 Dennis Day
22 James Durante
23 Ralph Edwards
24 Charles Farrell
25 Eddie Fisher
26 Dave Garroway
27 Walter Greaza
28 Gabby Hayes
29 Sonia Henie
30 Bob Hope
31 Frances Horwich
32 Jerry Lewis
33 Max Liebman
34 Peg Lynch
35 Ted Mack
36 Dean Martin
37 Groucho Marx
38 Burgess Meredith
39 Ethel Merman
40 Robert Montgomery
41 Donald O'Connor
42 Ezio Pinza
43 Martha Raye
44 Roy Rogers
45 Robert E. Sherwood
46 Dinah Shore
47 Bob Smith
48 Kate Smith
49 Mark Stevens
50 Gale Storm
51 John Cameron Swayze
52 Burr Tillstrom
53 Arturo Toscanini
54 Jack Webb
55 Paul Winchell
56 Loretta Young

NBC TELEVISION

a service of Radio Corporation of America

in Oklahoma City the television picture is looking brighter...

K T V Q TELEVISION

CHANNEL 25 OKLAHOMA CITY

on the air soon!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED CBS ABC DUMONT PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—
JOHN ESAU, *President*
or
H-R TELEVISION, INC.

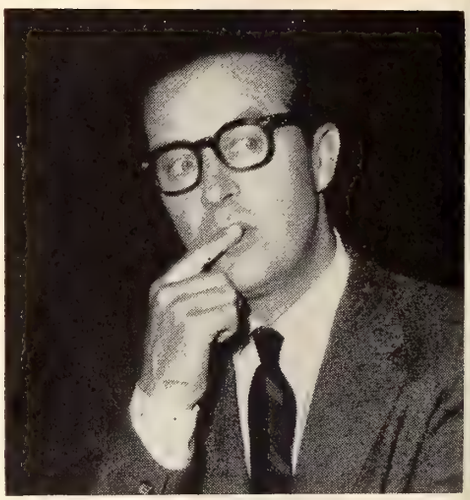
NEW YORK 17, N. Y. Chrysler Bldg. MUrray Hill 9-2606
CHICAGO 1, ILLINOIS 35 E. Wacker Dr RAndolph 6-6431
SAN FRANCISCO, CAL. 110 Sutter St. EXbrook 2-3407
HOLLYWOOD, CAL. Equitable Bldg. GRanite 1480

MEET MR. McNUTLEY

Network: CBS-TV (63 stations) and CBS Radio (198 stations)
Time: Thurs., 8-8:30 p.m. EDT (TV), 9-9:30 p.m. (radio)
Star: Ray Milland
Producers-writers: Joe Connelly & Bob Mosher
Sponsor: General Electric
Filmed by MCA TV
Cast: Phyllis Avery, Minerva Urecal, Gordon Jones
Commercials: Kathie Norris

THAT old rib-tickler, the absent-minded professor, is the subject to which General Electric and CBS, Radio and TV, have applied the talents of Ray Milland and a cast of types not altogether unlike those of NBC-TV's *Mr. Peepers*. There is Phyllis Avery, who as Mr. McNutley's indulgent wife, Peggy, ministers to her mate's missing memory. There is Gordon Jones, who as Petey, the family friend, gives the helpless professor well-meant advice which only complicates the Milland imbroglios. And there is Minerva Urecal, who as J. (for Josephine) R. Bradley, dean of Lynnhaven College for Women, loosens shrill invective at every misstep by the mild-mannered Mr. McNutley.

The virago dean summons the bumbling Mr. McNutley from reading Poe to his class to



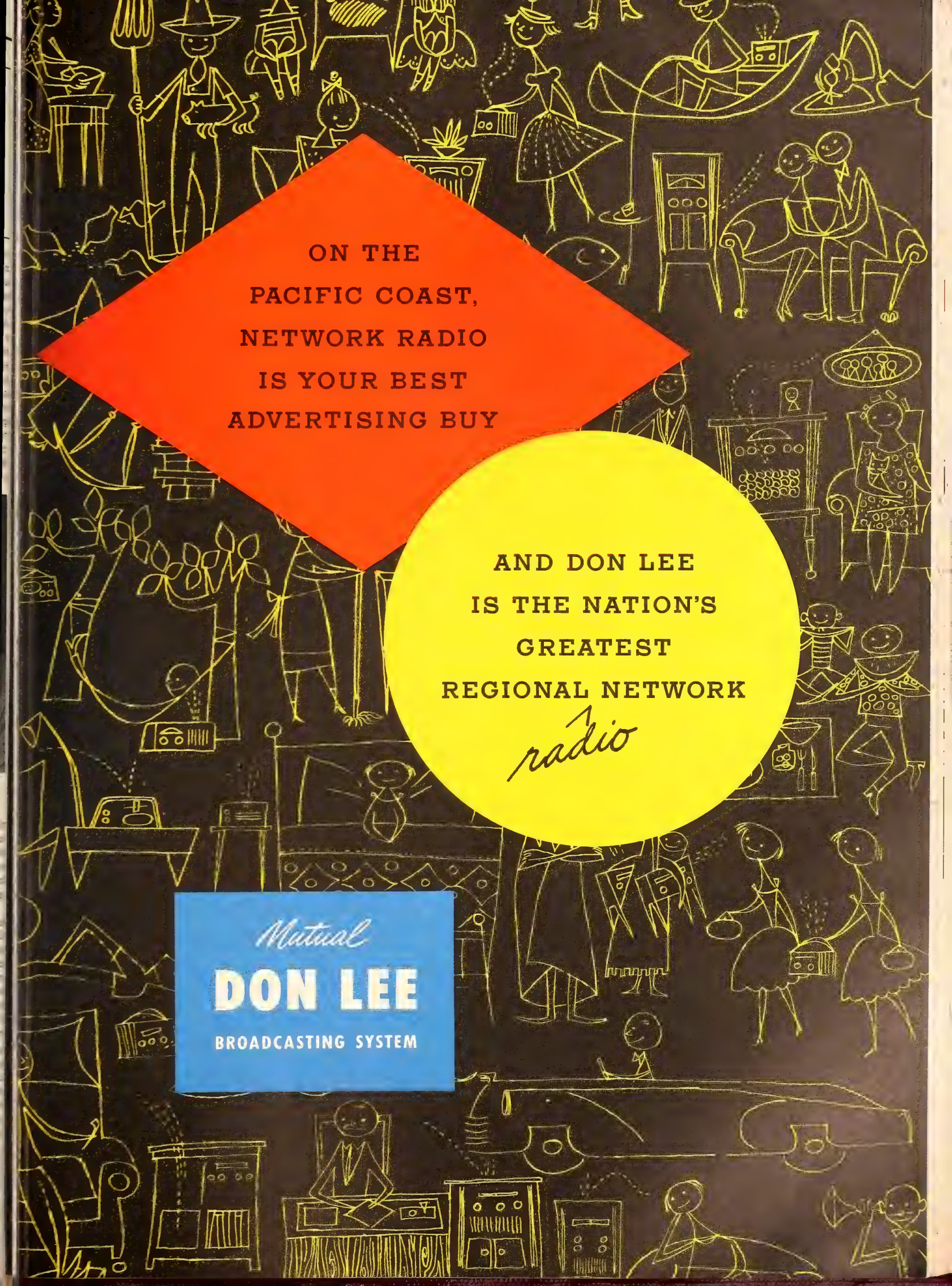
RAY MILLAND
Old subject, new show

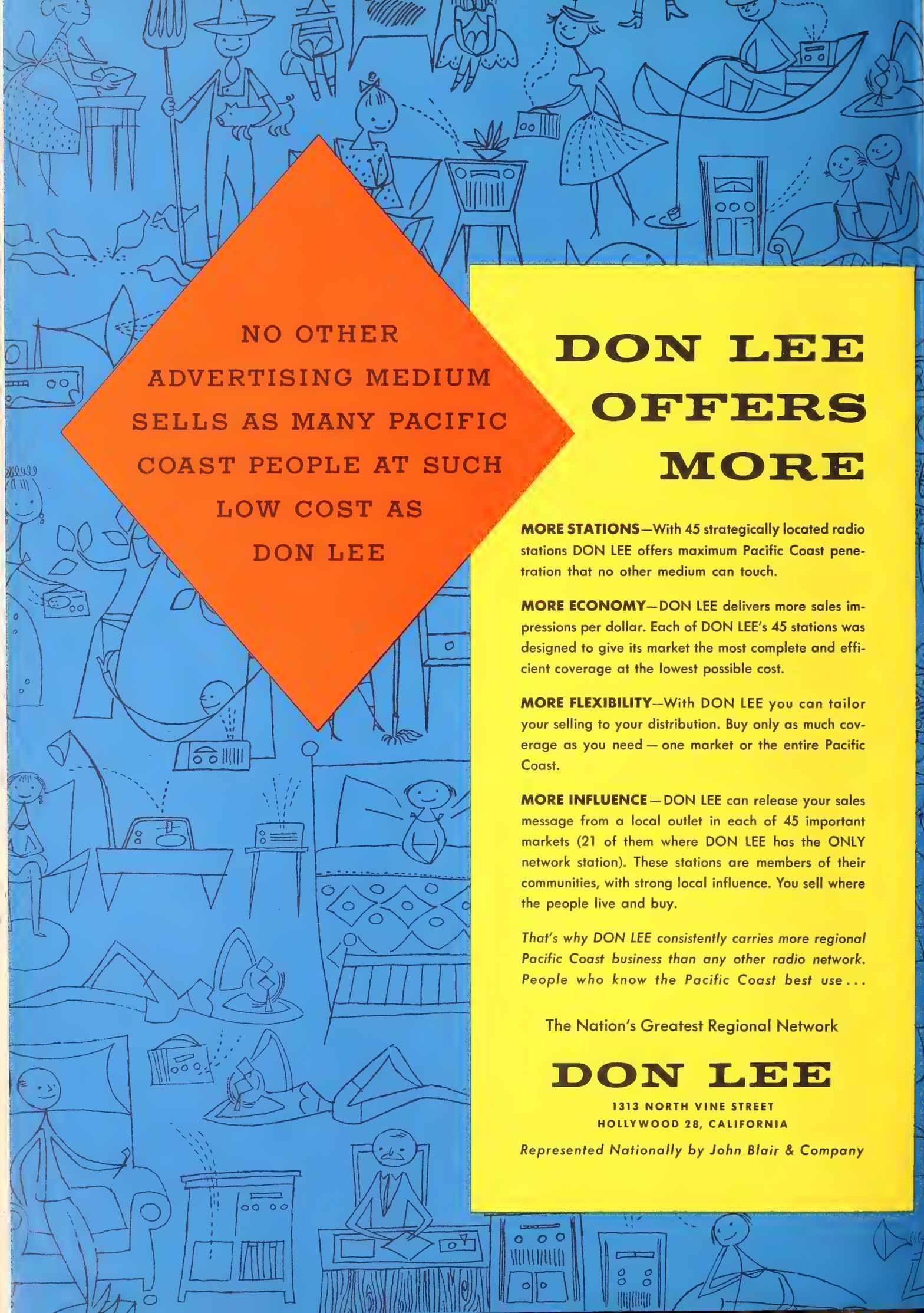
order him to make room in his household for a new female faculty member arriving Saturday. Mr. McNutley promptly forgets this chore and goes duck-hunting with Petey on the appointed day. Miss Harrison arrives and the welcoming honors are thrust upon Peggy, who receives her, then goes shopping.

After the professor and Petey tumble each other into the water in an Abbott & Costello sequence, Mr. McNutley arrives home ready to take a bath at the same time his forgotten guest prepares to do the same. After an interminable period of wandering in and out of rooms and never seeing each other, but each gradually becoming aware of the other's presence, the two converge on the bathroom.

Miss Harrison wins and the professor sees (through the keyhole) a strange woman in his bath and with Petey's help summons the police. The protesting guest is carried away, Peggy returns from shopping and after several more events the awful truth dawns on Mr. McNutley; whereupon the domineering lady dean and the indignant guest arrive and exact just retribution. The professor is saved from being fired because his soon-to-be-published book will bring honors to Lynnhaven. The book's subject: How to aid failing memory.

Mr. Milland walls his eyes in his agonized


ON THE
PACIFIC COAST,
NETWORK RADIO
IS YOUR BEST
ADVERTISING BUY
AND DON LEE
IS THE NATION'S
GREATEST
REGIONAL NETWORK
radio
Mutual
DON LEE
BROADCASTING SYSTEM



NO OTHER ADVERTISING MEDIUM SELLS AS MANY PACIFIC COAST PEOPLE AT SUCH LOW COST AS DON LEE

DON LEE OFFERS MORE

MORE STATIONS—With 45 strategically located radio stations DON LEE offers maximum Pacific Coast penetration that no other medium can touch.

MORE ECONOMY—DON LEE delivers more sales impressions per dollar. Each of DON LEE's 45 stations was designed to give its market the most complete and efficient coverage at the lowest possible cost.

MORE FLEXIBILITY—With DON LEE you can tailor your selling to your distribution. Buy only as much coverage as you need — one market or the entire Pacific Coast.

MORE INFLUENCE—DON LEE can release your sales message from a local outlet in each of 45 important markets (21 of them where DON LEE has the ONLY network station). These stations are members of their communities, with strong local influence. You sell where the people live and buy.

That's why DON LEE consistently carries more regional Pacific Coast business than any other radio network. People who know the Pacific Coast best use . . .

The Nation's Greatest Regional Network

DON LEE

1313 NORTH VINE STREET
HOLLYWOOD 28, CALIFORNIA

Represented Nationally by John Blair & Company

"double-takes" of sudden remembrance of his boners as well as he did to portray desperation in "Lost Weekend" or craftiness in "The Thief." The others acquit themselves well. Although the "studio" audience recorded on the film's soundtrack seems to be having some wonderful laughs, the laughter sounds a bit strained during the duck hunt ducking and the warmed-over bathroom episode.

Pert and sincere Kathie Norris, who will handle commercials, delivered a couple of credible ones on the GE steam iron and on the advantages of the GE TV set's "mirrow" viewing tube, although the latter, accompanied by diagrams, sort of bogged down in over-simplicity.

* * *

THE MUSIC SHOW

Network: DuMont TV
Time: Tuesday, 7:30-8 p.m. CDT
Producer: Jay Faraghan
Director: Lloyd Ellingwood
Musical Director: Bob Trendler
Audio & Video: Carlyle Stevens and Lewis James
Cast: Jackie Van, Mike Douglad, Eleanore Warner, Henri Noel, Bob Trendler and his orchestra and choral group.

IT is often contended that television, on the whole, has not yet arrived as a suitable medium for musical presentations, but there are exceptions—and it would seem that most of them are offered as sustaining time-fillers until a network comes along with something it regards as more substantial viewing fare.

Such a case in point is DuMont Television Network's *The Music Show*, which has been filling the airwaves out of Chicago in recent weeks. The word is out that this particular program is not long for the network. This is regrettable and unfortunate.

DuMont's *The Music Show* emanates from the studios of its Chicago affiliate, WGN-TV, and it would not be stretching the truth to say that it is in the best tradition of other local musical fare, notably WGN's *Chicago Theatre of the Air*, which is fed to MBS.

What DuMont has done in Chicago may seem heretical to New York or Hollywood producers but it is relatively simple and stems from a basic belief: The best way to do a musical show is to present music, devoid of any gimmicks or distraction, especially needless talk. The program is a music-lover's treat.

On last Tuesday's show, there were such favorites as "Ziguener," "A Room with a View," "The Old Devil Moon," a medley of "Mardi Gras" and "Daybreak," "Taking a Chance on Love," "Dancing in the Dark," "Give Me Something to Remember You By," "Louisiana Hayride" and "I Love Luisia." Entrusted to the care of singers Jackie Van, Mike Douglas, Eleanore Warner and Herni Hoel and Bob Trendler's orchestra, the selections emerged as relaxing musical fare.

What the program proved was that such talent need not be earthshakingly topnotch as long as production and direction are handled with skill and taste.

The Music Show is just that—and speaks for itself as well as Chicago concept of television.

BOOKS

PRODUCING & DIRECTING FOR TELEVISION, by Charles Adams. Henry Holt & Co., 383 Madison Ave., New York 17, N. Y. 282 pp. $3.95.

WRITTEN with the belief that behind every

This is Mr. W. Van White

Pontiac Dealer of Little Rock



This is what he says

"Our sponsorship of Fulton Lewis, Jr. over KXLR, Little Rock, has provided us with the kind of prestige we want. I have been gratified by the favorable comments, as well as the actual showroom traffic developed. My advertising money is well spent in sponsorship of the program."

This is Fulton Lewis, Jr.



whose 5-times-a-week program is available for sale to local advertisers at local time cost plus pro-rated talent cost. Currently sponsored on 364 Mutual stations by more than 750 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet or the Cooperative Program Dept., **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

A New Meteor on the Horizon of those who want their goods to SELL!

KCEN-TV

NBC INTERCONNECTED AFFILIATE

100,000 watt

A STAR that's bright by day or night DEEP IN THE HEART OF TEXAS!

K-CEN-tralize your sales approach

K-CEN-tralize your advertising budget

K-CEN-tralize your buying audience!

KCEN-TV'S programs will be heard in 32 counties.

The big Central Texas market is rich in agriculture and industry.

- ★ Channel 6—VHF—maximum power
- ★ Population exceeds 750,000
- ★ Effective buying income—$847,728,000
- ★ Retail sales—$712,883,000
- ★ Interconnected NBC affiliate
- ★ Blankets the Temple-Waco market

Transmitter located at Eddy—between Temple and Waco

WACO

TEMPLE

If you want to sell the audience that BUYS—

BUY KCEN-TV

TEMPLE, TEXAS CHANNEL 6

Owned and operated by the Bell Publishing Company

George P. Hollingbery Co.

National Representatives

On the air — November 1, 1953

successful television program and every solvent TV network there must be, first of all, a good deal of showmanship, Charles Adams in his book takes embryo television personnel through nearly all the production phases of the medium. He discusses the areas in which the producer and director must work—the TV station itself, its facilities, personnel, equipment and special effects. Then Mr. Adams outlines various types of TV programs and, next, what goes into TV production and direction. Many illustrations throughout the book are helpful in showing such elements as proper picture composition, marked scripts and what different kinds of equipment look like. The function of the advertising agency, programming for the local station, and budget and cost control are other facets of the industry Mr. Adams covers.

* * *

THE TECHNIQUES OF FILM EDITING: Basic Principles for TV, by Karel Reisz and others. Farrar, Strauss & Young, 101 Fifth Ave., New York 3, N. Y. 288 pp. $7.50.

WITH meticulous care, Karel Reisz, with the guidance of ten members of the British Film Academy, has written a book that should be helpful to both experienced and novice TV film editors. It is devoted less to theory and more to practical examples which are analyzed by the very experts who edited the films under discussion. The volume, divided into three major parts, deals with the history of editing in the first part. The second portion takes up the practice of editing and the third part details principles of editing. The second and third sections cover action, dialog, comedy and montage sequences, documentaries, educational films, newsreels and various problems involved in editing.

* * *

RADIO AND TELEVISION RIGHTS. The Law of Copyright, Trade-Marks and Unfair Competition and The Broadcasting Industry, by Harry P. Warner. Matthew Bender & Co., 443 Fourth Ave., New York, N. Y. 1,171 pp. $35.

YOU'RE covering the home week football contest between ol' Siwash and S&M. The cameramen are panning the stands just before the game and onto the monitor appears a beautiful human interest character—he's class of '22, he's drunk, he's imbued with the old college spirit and he's as uninhibited as a sophomore at a freshman "smoker." You let the camera remain on this extrovert so your viewers get a big bang out of him; throughout the game at crucial scoring plays you send him out over the air—registering joy, chagrin, anger, tears. It's terrific television.

But, can he sue you for invasion of privacy? Can he collect? There's the rub.

All this—as well as the law on copyright, trade-marks and unfair competition—are contained in this study authored by Washington radio attorney Harry P. Warner, author of previously published *Radio & Television Law*. With the advent of television, Mr. Warner says, new problems in protecting program ideas, titles, character names and distinctive features have arisen.

The volume, undoubtedly a must for broadcasters' law libraries, is in four books, covering protection of (1) program content, (2) service marks, (3) ideas and (4) individual rights. There are extensive chapters on Ascap, BMI, Sesac and the American Federation of Musicians. A full-scale treatise on the Copyright Code is also included. Appended is an 83-page index.

See dies poor guy,
So sad his face,
Gefurnished not at all his place:
Nein stool, nein bed
Nein stove, nein pot,
Ein window even he ain't got.

Und Dummer only
He can be
Who don't use...

NHC-AM-TV

-CECIL-



AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

* In Plain English
WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

a solid foundation in the world's fastest growing market! **KMPC** gives primary coverage in **205 Southern California Cities!**

KMPC—5939 Sunset Blvd.
Los Angeles 28, California
HO 9-5341 . . . or call
H-R Representatives



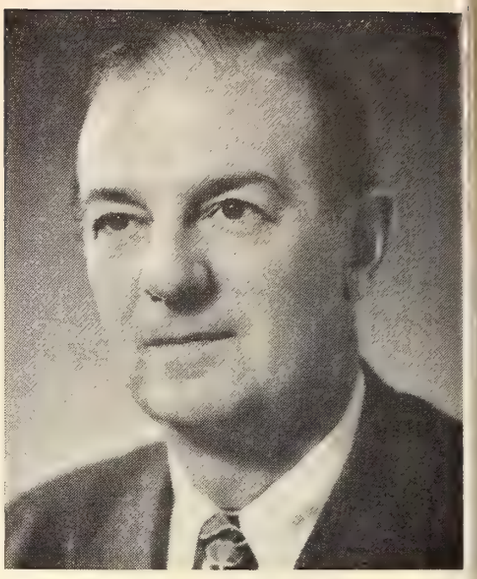
50,000 watts days
10,000 watts nights

Gene Autry
President

R. O. Reynolds
Vice-president &
General Mgr.

our respects

to JULES RICHARD HERBUVEAUX



ONE DAY last May, some 250 people from network, station, agency and allied fields gathered in Chicago's Sheraton Hotel for a luncheon meeting of the Chicago Television Council.

The occasion was an auspicious one—not alone for special awards to the city's 11 locally-originated network TV shows but also for a citation honoring Chicago's 1953 "Man of Achievement in the Field of Television."

Herbie Mintz, NBC Chicago radio-TV personality, reviewed the life of its recipient.

There were tape-recorded tributes from Ransom Sherman, Dave Garroway, David Rose, Garry Moore, Percy Faith, Don McNeill, and Johnny Johnston, and from former NBC executives Frank White—then network president—and Niles Trammell. Walter Schwimmer, head of Walter Schwimmer Productions, who handled production of the feature, narrated some well chosen words.

By this time, the identity of the recipient was surmised. It was Jules Herbuveaux, assistant general manager of the NBC Chicago's o & o WMAQ and WNBQ (TV), who remarked: "You spend your entire life building a reputation—and they wanna tear it down in 20 minutes."

The citation, by Chicago Unlimited, was a fitting recognition of what Chicago television executives have long known: Mr. Herbuveaux has done much for Chicago TV—and network originations.

Jules Herbuveaux's experience combines show business, dance music, production genius and television know-how.

He is probably the leading exponent of the Chicago school of television, which holds simplicity to be the key of good programming. "Ninety per cent of shows are reduced to this basic formula," he contends.

"We wanted to do a zoo show, so we originated it from the zoo (*Zoo Parade*). The same goes for our weather program (with Clint Youle). If we want to teach carpentry, we don't get Eddie Cantor. We hire a carpenter. The same goes for our garden show (with John Ott) and *Ding Dong School.*

He explains further:

"Most of our shows are built around one person. You get two people, you need a writer and a rehearsal. Three people might mean more rehearsals. And so on."

Jules Richard Herbuveaux was born in Utica, N. Y., on Oct. 2, 1897. He wanted to be an engineer, but his mother was a concert pianist and he followed her lead. He received his early schooling in Utica and Chicago's Harrison High School and Culver Military Academy. He took up civil engineering at McGill U. in Montreal, Canada, where his family had moved. Then he joined the U. S. Navy in 1917. He was discharged in June 1919 as a chief gunners mate in aviation. He was a bandsman, too.

The youth's decision to forsake his early musical career arose from a freak accident. He was hit in the lip by a file and told to forget about playing the saxophone. After his discharge, he performed some engineering jobs until some of his ex-Navy pals contacted him about forming their own orchestra. Thus, he was off again on a musical trail—one that was to lead him through radio's crystal and headphone era.

In 1922 he conducted the first orchestral music program on KYW—then in Chicago—and directed a band at Guyon's Paradise Ballroom, which had a direct line with WTAS—now defunct. In 1924 he appeared at the Palmer House, which had a tieup with WJJD.

In the early 20s, Mr. Herbuveaux traveled the Pantages theatrical circuit. He took on additional labors which gave him a solid background in the theatre. He became an authority on scenery, costuming, props, settings, etc. In his early days in radio, he was advisory producer for the Keith-Orpheum circuit, traveling throughout the Midwest and staging musical and other productions.

His first radio milestone was November 1927 when he conducted the first NBC program at the international livestock show in the amphitheatre—which was the genesis of the network's famous *National Farm & Home Hour.*

Mr. Herbuveaux later returned to KYW where he remained until 1930, and joined NBC Central Division as musical director at the end of 1931. He was appointed a production director in 1934, assistant production manager in 1936 and production chief on Jan. 1, 1939. Forty-five days later he became program manager. In production, Mr. Herbuveaux worked on the Wayne King program, *Sinclair Minstrel,* and *Carnation Hour.*

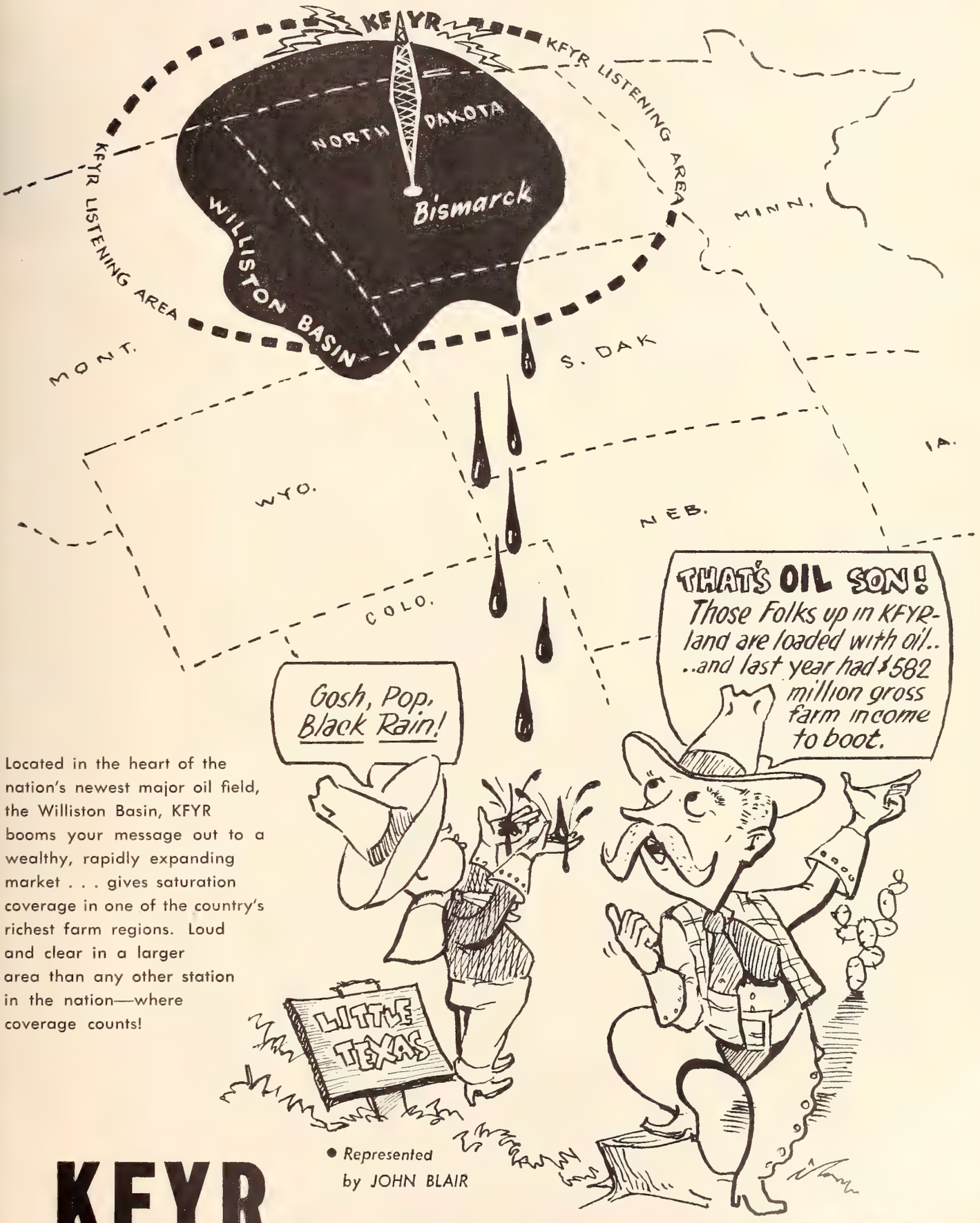
In the fall of 1948, when WNBQ started operation in Chicago, Mr. Herbuveaux was placed in charge of TV operations. Last January he was appointed to his present position as assistant general manager of both WNBQ and WMAQ—the No. 2 post in the network's Central Division—headed by Harry C. Kopf, vice president and general manager.

Mr. Herbuveaux guided the careers of such entertainers as Gary Moore, Dave Garroway and Mercedes McCambridge.

Mr. Herbuveaux married the former Jeannette McNulty. They live in suburban Wilmette and have three children—Dawn, Nannette and Judith. He belongs to the Merchants & Manufacturers Club and the Sunset Ridge Country Club. He is a better than average golfer, shooting in the 80s.

But basically in the trade he is a non-joiner. He declines to combine business with lunch. Apparently this practice has paid rich dividends, for his associates admire him for it.

KFYR of the DAKOTAS



Located in the heart of the nation's newest major oil field, the Williston Basin, KFYR booms your message out to a wealthy, rapidly expanding market . . . gives saturation coverage in one of the country's richest farm regions. Loud and clear in a larger area than any other station in the nation—where coverage counts!

• Represented by JOHN BLAIR

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

FIRST
IN RADIO!
NOW
FIRST
IN TV!
KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!
CBS AND DuMONT
TELEVISION NETWORKS
Wichita Falls Television, Inc.



Robert David Lilien

on all accounts

AT 27, Robert David Lilien, assistant advertising manager for Whitehall Pharmacal Co., New York, is one of the youngest men of his professional stature in the industry.

"And it isn't just precocity—youthful drive," one of his colleagues explained. "The fellow has a mature grasp of his business."

Mr. Lilien's primary sphere of operations for Whitehall is the supervision of the purchase of its radio and television time. The company, one of the pioneers in radio, is one of the most vigorous proponents of this field.

"Whitehall always has and continues to believe in the potency of radio as a selling force," said Mr. Lilien. "Radio, in fact, gets a bigger share of Whitehall's advertising budget than any other medium." The firm buys radio on both network and spot levels.

A native New Yorker, Mr. Lilien was educated at Andover and Princeton. His schooling was interrupted in 1944 for a hitch in the Navy. He received his B.A. from Princeton in 1949.

Mr. Lilien's first job after graduation was with Procter & Gamble in Cincinnati in the media section. In the beginning he worked in radio-television, then switched to the print department, then transferred back to the radio and television division where he functioned on all the programs in that organization's giant schedule of productions.

In 1952 he returned to New York to take over his present post with Whitehall Pharmacal Co., his official designation being assistant manager in charge of radio and television.

Radio shows now sponsored by the highly AM-conscious advertiser include: *Just Plain Bill* on NBC; *Front Page Farrell* on NBC; *Romance of Helen Trent* on CBS; *Our Gal Sunday* on CBS, and Gabriel Heatter on Mutual.

In television Whitehall underwrites *Love of Life* on CBS-TV and *Sports Show Case* with Jack Brickhouse on DuMont.

In addition, Mr. Lilien supervises a radio spot campaign which will reach several hundred stations in the fall through John F. Murray Agency. Whitehall products are: Anacin, Kolynos, Bi-So-Dol, Edna Wallace Hopper Facial Cream, Princess Eve Clorostick, Heat, Kriptin, Neet, Melcalose, Guard's Cold Tablets, Hill's Cold Tablets, Sperti Ointment, Preparation H, Petrosylium, and Freezone.

Mr. Lilien, a bachelor, lives in Manhattan and has a summer home at Quogue, Long Island.

His hobbies include tennis, squash, and skiing.



On the Air

September 27th.

Serving the Rich Middle Georgia Area.
50 Counties—50,000 TV Sets

Georgia's Only VHF Station
In Operation
South of Atlanta

CBS — INTERCONNECTED — DuMont

Interim Power 60,000 Watts

Owned and Operated By

SOUTHEASTERN BROADCASTING CO.
Macon, Georgia

Represented by THE KATZ AGENCY



Another Reason Why WPTF is North Carolina's Number One Salesman

Morning Knight . . . Bill (BJ) Jackson!

Southern born and Southern bred, Bill Jackson knows how to talk and sell to Southern folks. He's been doing it on radio for 15 years. His 5 a.m. to 9 a.m. stretch of relaxed entertainment is styled to fit the Southern temperament. An impressive list of sponsors and a 1953 Pulse rating of 9.3 prove his selling power. BJ is the lead-off man on the team that makes WPTF the Number One Salesman in the South's Number One State. Get audition and all the story from Colonel F&P or call WPTF.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

September 21, 1953 Vol. 45, No. 12

RADIO 'REHABILITATION' IS SARNOFF'S PLEDGE

In a performance matching that which quelled dissidence among TV affiliates four months ago, Gen. Sarnoff makes a full-dress presentation to the network's radio affiliates. In a memorable address, he analyzes present problems and suggests how they can be licked. The result: A unanimous vote of confidence by the stations.

NBC RADIO'S program and sales plans for the fall were off awinging last week on a surge of enthusiasm generated by Brig. Gen. David Sarnoff, RCA-NBC board chairman, at the network's affiliates meeting in Chicago.

If there was any doubt that Gen. Sarnoff had captivated NBC's affiliates at the recent Princeton, N. J., meet a few weeks back, it was dissipated at the harmonious conclave in the Drake Hotel. The general showed that he still is in active command of the network's radio and television operations.

Last Thursday the general presented a detailed analysis of network radio problems, accompanied by NBC's prescriptions for curing them. He made no attempt to minimize the effects television has had upon radio or the difficulties of "rehabilitation" that network radio faces. It was not a pep talk, but it aroused among affiliates a kind of sober optimism that no pep talk could have created.

The majority of affiliates took Gen. Sarnoff at his word when he asserted that "I for one will not cast a vote of 'no confidence' in the future of radio" and summarized the prospects of better things to come for network radio in general and NBC outlets in particular.

The affiliates, on their part, registered a reciprocal vote of confidence in NBC's project, which calls for a major realignment of its program schedule and the effectuation of a revised "tandem" or participating-sponsor sales plan.

Swezey Statement

In a statement issued by Robert Swezey, WDSU New Orleans, who heads the affiliates group (known as the NBC Radio Affiliates Committee but actually comprising all NBC radio outlets), stations hailed the meeting as "an important milestone" in the history of NBC Radio as a public service and advertising medium and pledged "every reasonable cooperative effort" with the network officials to keep NBC in the "No. 1 position in American radio."

All major NBC radio executives on hand for the sessions received a favorable reception. William H. Fineshriber Jr., vice president in charge of the NBC radio network; Ted Cott, operating vice president of the network, and Fred Horton, head of the NBC radio sales department, made major presentations.

But it was Gen. Sarnoff who held the stage —and the audience—with his realistic appraisal of the present and forecast of the future.

"The massive campaign of rehabilitation set in motion by NBC," he said, "should be proof enough that we regard the problem as one requiring not minor patching but major revision—the kind that breaks sharply through the inertia of habit and renounces the temporary comfort of just drifting. If there is any valid excuse for complacency, I have yet to hear of it."



BRIG. GEN. SARNOFF

Problems: Ratings, Raiding, Rebates

Survival Question

Radio's future is not unlimited, he said, and there was no assurance that "everyone" in the field was "sure to survive."

"I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life," he said.

Text of Gen. Sarnoff's Chicago address on Pages 108-112

What are the principal problems facing radio today?

Ratings, raiding and rebates—"the three R's", said the general. These, he believed, are "at the core of the troubles of radio broadcasting."

Of the three, the general addressed himself primarily to the first, ratings, "since it would take too long to dissect them all in detail."

"Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

"Unhappily, these figures are seized upon by the advertising community as a substitute for analysis and judgment. . . . This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening."

Present rating systems cannot measure listening in "over 5 million homes with three sets or more," listening to "5 million sets in public places, millions of portable sets, and more than 26 million automobile sets," said Gen. Sarnoff.

Fallacies in Ratings

The "obsession with ratings" as a measurement of advertising effectiveness must be overcome. "More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchase of the sponsor's product," he said.

The obsession with ratings has created a belief that only the large rating guarantees advertising success.

"We are determined to enlarge audiences for all of our programs and to get our fair share of top ratings, too," said Gen. Sarnoff. "But even a program with a modest rating has a huge audience.

"It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases."

The new programming diversification will be coupled at NBC with new sales patterns to replace those that have been outmoded, the general said.

"Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio

was the core of their advertising in many cases."

The new sales structure should "provide flexibility and variety through shared sponorships and participations in longer program blocks," he said. "All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price."

Anticipating certain opposition from spot radio advocates to a relaxation of the rigidities of network selling, Gen. Sarnoff said: "An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other.

"But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, should recognize that this is not a sufficient reason for imprisoning networks in a diminishing portion of the market."

Keystone Industry

Indeed network service is important to spot business, he said, as it is to the entire business of radio.

"Network broadcasting," he said, "has been the keystone of the whole edifice of acceptance, growth and prosperity of the industry, and its maintenance remains essential to the future of the American system of broadcasting.

"Local services are important to the community. But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? . . . Because one independent station in a community is thriving on 'music and news,' some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations."

Blights on Business

As to the other two of the three R's that plague radio—raiding and rebates, the general said he did not want his "appraisal of these evils" judged by the "brevity with which I must cover them."

"Special deals and concessions are a blight on the radio network business," he said.

"NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. . . . Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors.

"If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. . . . We want to avoid deals and concessions."

NBC hopes that they can be avoided by the introduction of new advertising operations that "provide low cost opportunities and new types of flexibility that will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices," Gen. Sarnoff said.

No Questions

When he had finished, a call was put out for questions on NBC Radio policy. There were none.

The affiliates obviously were impressed with NBC Radio's fall program realignment—calling for 28 new programs based on seven new programming "approaches." They also agreed to go along with the network's revised Tandem plan for participating sponsors.

On the whole, the atmosphere appeared t be summed up in these words: "If this proje doesn't work, then nothing will. It soun good and could revitalize radio. So le give it a try."

Perhaps the lone source of doubt lay in th Tandem plan, which some broadcasters fe must first be sold by NBC salesmen on th road before affiliates could agree that it w acceptable. One affiliate pointed out that son of the time is concentrated in segments arour 11:45 a.m. and 5:45 and 10 p.m., which h claimed has been unsold by the network i the past.

Worth a Fair Test

But, he felt, the plan deserves a fair tria As he put it, no affiliate is worth its econom salt unless it can derive substantial spot rev nue, and likewise is of no value to the ne work unless it can command the audience an be of service to the network. Much woul depend on whether NBC can sell the time t affiliates, he said, pointing out that statio can't depend on network remuneration alon for survival.

But, on the whole, affiliates agreed to g along with NBC's plans—program and sale wise.

That was the representative feeling of ov 120 affiliate broadcasters—representing we over 100 NBC affiliates (excluding some 2 bonus and five o & o stations), who heard Ge Sarnoff, Mr. Cott, Mr. Fineshriber, and M Horton. Perhaps 40 or 50 NBC New Yor executives, including a number of radio sale men, descended upon the Chicago meeting.

Statement of Affiliates

Text of the NBC Radio Affiliates Committe statement issued by Mr. Swezey follows:

We were unanimous in our enthusiastic recep tion of the overall plans and proposals presente to us today by the NBC executives for the revi talization of the NBC Radio network, and th strengthening of the medium.

The NBC Radio affiliates endorse the new pro gram concepts which show originality and basi soundness and which, coupled with promotiona supports and fresh, aggressive sales approache which were outlined to us, give excellent prom ise of success.

We were most favorably impressed with Ge Sarnoff's frank and cogent analysis of the pres ent radio broadcasting picture and his penetrat ing views with respect to the future of radi

It is our intention to continue the NBC Radi Affiliates Committee as a permanent organiza tion with the present subcommittee continuing t function as an active liaison between the ful committee [all NBC Radio affiliates] and th network representatives.

It is our sincere belief that today's meetin constitutes an important milestone in the histor of the NBC Radio network. We are confiden that the approach taken in that meeting will ai materially in insuring the continuing effective ness of the network as a vital public service an advertising facility.

The NBC affiliates have today pledged them selves to make every reasonable cooperative ef fort with the network officials to keep NBC i the No. 1 position in American radio.

A steering subcommittee wrangled for abou 90 minutes over the statement after havin heard the sense of the statement stated at a closed-door meeting of the affiliates followin Gen. Sarnoff's talk.

Only minor changes were made from the original drafts proposed. The statement wa modified to accredit Gen. Sarnoff with "pene trating" views and NBC executives were cited for proposals looking at "strengthening of the medium" in general.

The radio affiliates also passed a motion ex tending the life of the committee (increased

New NBC Radio Sales Plans

SALIENT features of the two new radio sales plans unveiled by NBC to its radio affiliates at last week's Chicago meeting (see story, preceding page), as explained by network officials Friday:

In addition to its three-program, three-sponsor Tandem Plan, which will be continued, NBC radio effective immediately is offering shared-participation sponsorships in (1) two two-hour programs which will start in October, and (2) three quarter-hour strip programs, Monday through Friday.

Programs Featured

The two-hour blocks are *The Big Preview,* featuring new record releases of the week, to be presented Saturdays from 11 a.m. to 1 p.m., starting Oct. 3, and *Weekend,* a radio newspaper to be heard Sundays from 2 to 4 p.m., starting Oct. 4. The first hour of *The Big Preview* and both hours of *Weekend* are in network option time, and these three hours —but not the hour of station time in *Preview*—are offered for sale a la the pattern on NBC-TV's two-hour *Today* program.

Eight commercials per hour will be available, each with a fixed and published price-tag covering both time and talent, and an advertiser can buy one or more participations.

The other news sales offer, called "The Three Plan," centers on three Monday-through-Friday quarter-hours: *Fibber McGee and Molly* at 10-10:15 p.m., *It Pays To Be Married* at 5:45-6 p.m., and *Second Chance* at 11:45-12 noon.

In these programs each quarter-hour will have three commercials available—meeting requirements of the code—and an advertiser may buy three or more of such participations. But he must buy at least three, although he may distribute them among the shows as he pleases (assuming the times he wants haven't been sold to another advertiser). As in the block-programming plan, these commercials will be available at a fixed price. The price will consist of one-third of the 15-minute rate for time, plus a pro-rata share of overall talent costs.

No sales had been made under either plan as of Friday, but officials pointed out that first offers were just beginning to be made.

The Tandem Plan, in effect for several years, makes three specific weekly programs available to three advertisers, each of whom gets one participation on each show.

from eight to nine members) as a means of retaining liaison with the network. It also appointed Richard Mason, WPTF Raleigh, N. C., as second vice chairman (representing radio) succeeding Milton Greenebaum, WSAM Saginaw, Mich., who resigned but who remains as a committee member. He thus remains with Mr. Mason on the committee.

Possibility of scheduling the next radio affiliates meeting concurrent with the NBC-TV affiliates meeting—possibly in New York in December—also was suggested.

In another move, Jack Hopkins II, WJAX Jacksonville, Fla., was named chairman of a subcommittee to study methods of financing the continued operation of the affiliates group.

Among those present from NBC New York were Frank Folsom, RCA president, and a host of vice presidents, as well as NBC Chicago executives.

Mr. Fineshriber talked on the need for a new separate radio organization, and reviewed recent realignment of the network to provide better service for advertisers.

Mr. Fineshriber reported that shared participation sponsorships will be available in a strip pattern, 15 minues, five days a week, or in two solid hours of daytime programs on Saturday and Sunday. The strip: *Fibber McGee and Molly, It Pays To Be Married,* and *Second Chance.* Advertisers will be asked to buy a minimum of three participations, each comprising one announcement. But they can allocate them in any of the programs. Similar pattern has been set for *The Big Preview,* on Saturday, starting Oct. 3, and *Weekend,* Sunday, radio's new news segment, beginning Oct. 5.

"We are thinking ahead to our long range future in radio because we expect to be in radio for as long ahead as anyone can see," Mr. Fineshriber said.

Day-to-Day Plan

Mr. Cott explained NBC Radio's new concept of "block programming" — Sunday, drama; Monday, music; Tuesday, mystery and adventure; Wednesday, comedy; Thursday, comedy and audience participation; Friday, all comedy, and Saturday, a "prestige" block followed by hillbilly programs [B•T, Sept. 7].

"Our new programming approach tied into new sales pattern and stepped-up promotional and merchandising devices will bring to the NBC Radio network a fresh sound, new talking points, extra dimensions," Mr. Cott said. He described it as a "striking reinvestment in radio by NBC."

NBC's seven new approaches are described thus: The multi-star program, the grass roots origination, the telephone party line, the big name strip, the omnibus news project, the special project, the mass premiere (the latter comprising the introduction of the 28 new programs).

Mr. Horton stressed that NBC's new sales staff will devote its energies to selling radio "creatively" and on the basis of "its quality as a low cost, effective advertising medium, its influence on the people, and the sales results it gives by converting listeners to customers."

The sales plans, he asserted, offer all national advertisers—both large and small—"a new type of opportunity for using network radio in a flexible way which can fit their varied budgets and advertising patterns."

With respect to the Tandem Sales Plan, it originally called for three participations within each half hour segment.

ACTIVE WEEK BY TV NETWORK ADVERTISERS HIGHLIGHTED BY DOW CHEMICAL TIMEBUYS

Dow Chemical makes its bid as a major TV advertiser. Activity by Ekco Products, Welch's, Gerber's, Pharmaceuticals Inc. and Sweets Co. of America underscore new business developments.

DOW CHEMICAL Co. crashed through last week as the newest major TV network advertiser, assigning its product, Saran Wrap, to two daytime shows and two evening programs on NBC-TV.

In another multi-program sale Ekco Products Co., Chicago, signed for four ABC-TV programs on an alternate-week basis.

These developments highlighted a week that saw significant action by four other network sponsors. Welch's grape juice moved to Kenyon & Echardt, while Gerber's baby foods renewed and expanded its participation on the *Kate Smith Show.* Pharmaceuticals Inc. added another network show to its roster with the underwriting of the *Red Skelton Show,* and Sweets Co. of America signed for sponsorship of the *Paul Whiteman TV Teen Club.*

Dow Chemical, in a major reorientation of policy, will spend more than a million dollars effective Nov. 15 by participations (Monday, Wednesday and Friday) on the *Today* show; starting Nov. 16 (Tuesdays) on the *Kate Smith Show,* both daytime on NBC-TV, and on Dec. 12, alternate-week participation on *Your Show of Shows* and *All Star Revue,* Saturdays on NBC-TV.

MacManus, John & Adams, New York, is the agency.

Welch, effective Dec. 1, will name Kenyon & Eckhardt, New York, as its agency. Firm's billing is about $750,000, 95% allotted to television. The agency will handle the company's grape juice, tomato juice and a new product, as yet unrevealed. Doherty, Clifford, Steers & Shenfield, New York, is the current agency for the company.

Ekco Products Co., it was announced Thursday, will sponsor on an alternating-week basis four ABC-TV evening shows. The schedule and starting dates are as follows: Effective Sept. 27, *The George Jessel Show,* Sunday, 6:30-7 p.m. (alternating with the B. B. Pen Co. and Gemex Watch Band Co.); on Oct. 1, *Quick as a Flash,* Thursday, 8-8:30 p.m. (alternating with the Thor Corp.); on Oct. 5, *Jamie,* Monday, 7:30-8 p.m. (alternating with Duffy Mott Co.), and on Oct. 9, *Comeback,* Friday, 9:30-10 p.m. (alternating with Sealy Inc.).

The contract for the "saturation" network buy was placed by Dancer-Fitzgerald-Sample, Chicago.

In explaining Ekco's reasons for this purchase President Benjamin A. Ragir, said: "Our experience with television has demonstrated how effectively this medium can sell our type of merchandise. It enables us to show and to demonstrate the products as no other medium can. We were the first housewares manufacturer to use national nighttime TV, pioneering for the entire industry. Our sales have been upped sharply since we started to use television, and we are confident that this new four-program schedule will accelerate the increase.

'Important Move'

"This is an especially important move for Ekco because it will help to familiarize the public with the fact that nearly 2,000 items, with more than a dozen trade names, are all Ekco products. . . . Educating the public to recognize them as Ekco products requires an intensive, visual campaign such as the combination of these four shows gives us."

James L. Stirton, director of television for ABC's Central Division offices, who announced the sale with Mr. Ragir, said ABC was "extremely pleased" with the Ekco contract and that it "represents, once again, the keen interest that leading manufacturers and advertising agencies are taking in our 'new look.'"

Welch sponsors a portion of the *Howdy Doody Show,* 5:30-6 p.m. on NBC-TV, and supplements the network program with television spots.

Gerber's, through D'Arcy Adv., New York, effective Sept. 23 will again sponsor a weekly segment of the *Kate Smith Show* on NBC-TV.



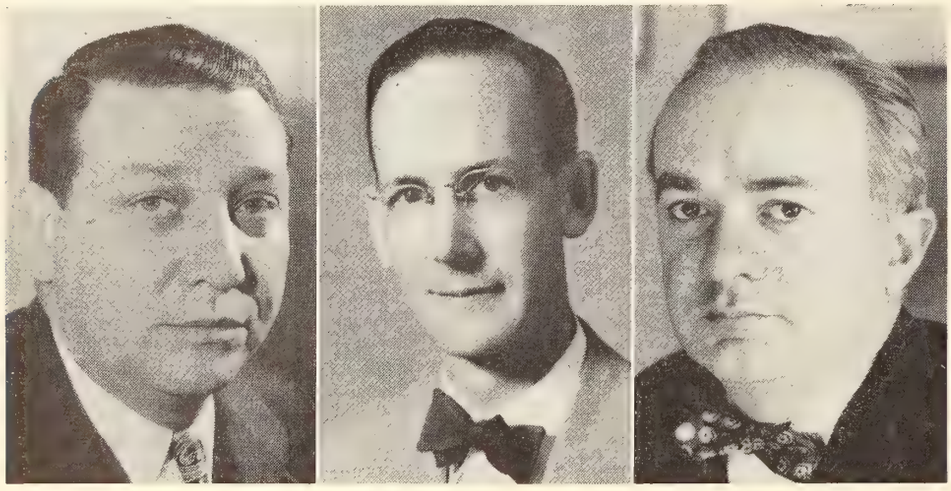
THESE New York advertising agency men were guests of WEEK-AM-TV Peoria and KRMG Tulsa in a flight on a private DC-3 to both cities to visit WEEK-TVs new studio and KRMG's facilities. During the tour they also went to Jackson Hole, Wyo., on a fishing trip. L to r, kneeling, Frank Howlett, Dancer-Fitzgerald-Sample; Herb Gruber, Cecil & Presbrey; Fred C. Mueller, WEEK-AM-TV general manager; James Ault, Compton Adv.; William Smith, Lennen & Newell. Standing, Frank Lane, KRMG manager; Murray Roffis, Maxon Inc.; Jack House, William Esty Co.; Robert Tatum, BBDO; Martin Kane, Hewitt, Ogilby, Benson & Mather; Keith B. Shaffer, Erwin, Wasey & Co.; C. B. Akers, WEEK-TV; Herb Claussen, Ruthrauff & Ryan; Jack Hardingham, Headley-Reed, representative for WEEK-AM-TV.

Firm will use the full 40-station network, plus an additional 18 affiliated video outlets across the country.

Pharmaceuticals Inc., currently sponsoring *Juvenile Jury* on NBC-TV, will add the *Red Skelton Show* on CBS-TV, effective Sept. 22, to its TV list.

Edward Kletter Assoc., New York, is the agency for Pharmaceuticals Inc.

Effective Oct. 3, Sweets Co. of America, New York, will sponsor the *Paul Whiteman TV Teen Club* on ABC-TV. The program will be starting its fifth year on the network. It returns to its same time period, 7-7:30 p.m. Saturdays. Sweets Co., on behalf of its Tootsie Roll candy, is handled by Moselle & Eisen, New York.



THREE executives of Compton Advertising, New York, have been elected to the board of directors. All vice presidents and major executives of the company, they are: (l to r) Jack Rees, Allen F. Flouton and C. Jack Fleming. Mr. Flouton has been with Compton since 1937 and the two others since 1944.

Tea Council Boosts Campaign Budget 20%

THE TEA COUNCIL announced last week that it will spend 20% more money than last year for its 1953-54 hot tea campaign, including a TV spot campaign.

"Tea sales are going up faster than at any time in the last generation," Anthony Hyde, executive director of the Tea Council, said. He pointed out that "on a national basis the (sales) figures show that for the 12 months ending in May of 1953, grocery store tea sales were up 9%. To help swell this rising tide of tea's popularity, the Tea Council will sponsor heavy spot television hot tea campaigns for 20 weeks in 12 major markets."

The theme "take tea and see" will be used again for the hot tea spot campaign, which is part of the Tea Council's year-round $1,500,000 industry promotion effort.

Series of 20-second and one-minute TV film commercials will be carried Oct. 26 to March 14 in 12 major cities. Leo Burnett Co., Chicago, is the advertising agency.

Western Mineral Radio Spots Are Placed on 107 Stations

WESTERN Mineral Products Co., Minneapolis, makers of Zonolite insulation, through its dealers is sponsoring transcribed minute and chain-break announcement featuring "The Chordettes" on 107 radio stations.

The basic idea of using local radio is sold to the dealers by the parent company and its salesmen. The dealers then underwrite the campaign.

Ruthrauff & Ryan, Chicago, prepared the transcribed commercial featuring "The Chordettes."

NEW BUSINESS

Philip Morris & Co., N. Y., to sponsor *My Little Margie* and *Sports-Ten* program over Mutual. Agency is Biow Co., N. Y. Mutual will present *My Little Margie* on Thursday, 9:30-10 p.m. EDT starting this week, in areas in which show is not carried over CBS Radio (Sun. 8:30-9 p.m. EDT). New *Sports-Ten* program, featuring Harry Wismer, will be heard each week-night from 9:05-9:15 p.m. EDT, starting today (Monday).

Assn. of American Railroads renews *Railroad Hour* (Mon. 8-8:30 p.m.) on 199-station NBC network, effective Sept. 28, through Benton & Bowles, N. Y.; **Liggett & Myers Tobacco Co.** renews *Dragnet* (Tues., 9-9:30 p.m.) on 204 NBC stations, through Cunningham & Walsh, N. Y., and **De Soto Division of Chrysler Corp.** renews *You Bet Your Life* (Wed., 9-9:30 p.m.) on 204 NBC stations, through BBDO, N. Y.

Household Finance Corp., Chicago, started *Tom Harmon's Pigskin Predictions* on 13 CPRN stations, Fri., 6:30-6:45 p.m. PDT, for 13 weeks from Sept. 11. Agency: Needham, Louis & Brorby, Chicago.

AGENCY APPOINTMENTS

General Mills Inc. appoints William Esty Co., N. Y., to handle consumer advertising for Softasilk cake flour, effective Jan. 1, 1954.

Morton Salt Co. appoints Needham, Louis & Brorby, Chicago, to handle advertising for agricultural salt products after Jan. 1. Agency already handles product for table and industrial uses. Media plans not announced.

Atlas Plywood Corp., Boston, appoints James Thomas Chirurg Co., Boston and N. Y., to handle advertising for Container, Flush Doors and Plywood Panels divisions.

Reeves Soundcraft Corp., N. Y., names J. M. Mathes Inc., to handle its advertising, effective immediately. Firm manufactures recording disks for radio, home and industrial usage.

NBC FILM DIVISION TRIPLES ITS SALES

SALES of syndicated film properties by the NBC Film Division have tripled during the first six months of its operation as a separate operating unit of the company, Robert W Sarnoff, vice president in charge of the division, announced last week.

He noted that the Film Division has increased its inventory of syndicated film properties from two to 13, including several programs which ran originally on the network. The latter included *Badge 714* (carried on the network as *Dragnet*), *Captured* (formerly *Gangbusters*), *The Visitors* (originally *The Doctor* and *Victory at Sea*.

Pointing out that the division was established on March 3, 1953, as one of NBC's three major operating units, Mr. Sarnoff declared that the "growth of the Film Division and its successful operation" are based on "high quality of the programs" and "sound business practices."

"A stable price structure for all our properties, along with the emphasis we have placed on re-running successful film series, are primary concerns in the establishment of sound business practices in the film syndication field," Mr Sarnoff continued. "We believe that the Film Division has made a significant contribution in this area," he said.

Vitapix Announces Series Of Wrestling Films for TV

A SERIES of 39 wrestling films made especially for television is being prepared for and will be distributed by Vitapix Corp., President Frank Mullen and Executive Vice President Robert H Wormhoudt disclosed last week. They said first films of the series will be available for selling this week. Best wrestlers in the nation, including the top 20 of the National Wrestling Assn. are to be featured in the series in matches staged for the TV film cameras at Hollywood Legion Stadium.

Six cameras are being used for each film to assure maximum "viewability" and film quality and the "dramatics" of wrestling will be fully utilized, according to the announcement. George S. Johnson is producer of the series for Vitapix station-owned organization which earlier this month acquired distribution rights to 26 feature length films to be produced expressly for TV by Princess Pictures Inc. [B•T, Sept. 7].

Messrs. Mullen and Wormhoudt stressed the ratings which wrestling bouts command on TV and said the new Vitapix series could be used as audience boosters both by established and new stations, and should be especially effective in helping uhf newcomers build ratings quickly

Ten More Buy 'Liberace'

GUILD FILMS CO., N. Y., announced last week that the weekly, half-hour *Liberace* film program had been sold to 10 new stations, raising the total number carrying the show to 96. New clients are: WRBC-TV Abilene; KSWO-TV Lawton, Okla.; KTVE-TV Longview, Tex.; WICS-TV Springfield, Ill.; KAFY-TV Bakersfield, Calif.; WAKR-TV Akron; WBLN-TV Bloomington, Ill.; KCOK-TV Fresno, Calif.; WFPA-TV Pensacola; KTAG-TV Lake Charles, La., and WEWS (TV) Cleveland.

Unity TV Corp. Names West Coast Representative

APPOINTMENT of Unity Television Corp. of California as West Coast representative of Unity Television Corp., New York, TV film distributors, was announced last week by Arche Mayers, Unity president.

The West Coast offices will be established at 8951 Sunset Blvd., Hollywood, Calif., with Connie Lazar as manager. Mr. Mayers said the new company will service California, Oregon, Washington, Nevada, New Mexico, Arizona, Utah, Idaho, Colorado, Montana, and Wyoming, as well as Hawaii and Alaska.

In announcing the appointment, Mr. Mayers explained that it represented Unity's first step in expansion of its national sales and service activities. He added that additional representatives will be named to head offices in Chicago, Dallas, and Atlanta "to meet the sales and service requirements of new stations going on the air."

"It is our objective to offer new television stations the largest library of film products to satisfy all film programming needs," Mr. Mayers declared. "We recently invested more than one million dollars in our 'Plus 80' series, emphasizing star name values. The series includes highly exploitable groups, such as the 'Charlie Chan' series, the 'All-Star' adventure features, the Alexander Korda group and the Sol M. Wurtzel 'Major Hollywood Package.'"

Consolidated's Sales

CONSOLIDATED Television Sales announced last week the sale of its *All-American Game of the Week* to KJEO-TV Fresno, Calif.; WSBA-TV York, Pa.; KONA-TV Honolulu; WJDM (TV) Panama City, Fla.; WEAR-TV Pensacola, Fla.; KHQA-TV Quincy, Ill.; WDAK-TV Columbus, Ga.; KGUL-TV Galveston, and WSUN-TV St. Petersburg.

Other sales reported by the company were the Station Starter Plan to KTVU (TV) Stockton, Calif., and WBUF-TV Buffalo; *Hollywood Half Hour,* WEWS-TV Cleveland and WOC-TV Davenport, Iowa; *Public Prosecutor,* WFMY (TV) Greensboro, N. C., and *Ringside with the Rasslers,* KZTV (TV) Reno, Nev.

'Badge 14' Sales Noted

SALES of *Badge 14* filmed series (formerly *Dragnet*) in a total of 50 markets was reported last week by John Cron, national sales manager of the NBC Film Division. Latest sales of the series were to KMJ-TV Fresno-Tulare; KEXT-TV Tyler, Tex., and WSBT-TV South Bend, Ind., where the Jack Brown Agency negotiated on behalf of Jordan Motors Co. Mr. Cron also revealed that *Captured* (formerly *Gangbusters*) has been sold in 45 markets; *Victory at Sea* in 57; *Hopalong Cassidy* in 127 and *The Visitor* in 43.

Film Sales

DuMont TV Film Sales announces the sale of the 1953-54 season of *Madison Square Garden* to **Kiggins & Rollins Inc.** for **KFIA (TV)** Anchorage and **KFIF (TV)** Fairbanks, Alaska. This brings to 12 the number of pre-season sales of the fourth annual series of this film program. **Winik Films** has scheduled the first production release for Nov. 3.

Other recent sales are *Scotland Yard* to **WFAA-TV** Dallas and *Jingle Dingle* weather spot library to **KGUL-TV** Galveston, Tex.

•

NBC Film Division has sold three syndicated film programs to **KDYL (TV)** Salt Lake City: *Life of Riley* to be sponsored by **Safeway Stores Inc.** for 39 weeks, *Badge 714* to be sponsored by **Christianson Furniture Co.** and *The Visitor.*

•

Louis Weiss & Co., Los Angeles, announces lease of telecasting rights to "That's My Boy," feature film starring **Jimmy Durante,** to **KOAT-TV** Albuquerque, **XETV (TV)** Tijuana, **WXEL (TV)** Cleveland, **WCPO-TV** Cincinnati, **WJBK-TV** Detroit, **WCBS-TV** New York and **KLAS-TV** Las Vegas.

Production

Kling Studios Inc., TV film firm, has started production in Chicago and Hollywood of a new motion picture "The Industry Builder" for the **American-Marietta Co. Turner Advertising Agency** handles the account. Production is being supervised by **Gail Papineau,** executive director of Kling's Hollywood studios.

•

Screen Gems Inc., Hollywood, has filmed "And Suddenly You Knew," starring **Teresa Wright** and **Ronald Reagan,** for NBC-TV *Ford Theatre.* **Irving Starr** produced **Lillie Hayward** script, with **Ted Post** directing.

•

Frank Wisbar Productions, Hollywood, has started filming remaining eleven half-hour films in this season's NBC-TV *Fireside Theatre* series for **Procter & Gamble.** Already completed are the first 33 programs.

Distribution

George Bagnall & Assoc., Beverly Hills, has acquired TV distribution rights to "The Time of Your Life," feature film version of William Saroyan's Pulitzer Prize winning play, which stars **James Cagney, William Bendix** and **Broderick Crawford. KRON-TV** San Francisco and **KTLA (TV)** Hollywood have signed contracts to telecast the film. The distribution firm also has acquired *Hawaiian Paradise,* 26 quarter-hour films, and *This Is Hawaii,* 13 half-hour films, both of which have been filmed in Hawaii in both black-and-white and color.

Ranodm Shots

Screencraft Pictures Inc., New York, TV film distributor, announces appointment of **Tom Corradine & Assoc.,** Hollywood, as its West Coast sales representative.

•

Interstate Television Corp., Hollywood, plans no further TV film production until next year. Firm reportedly hopes to realize more returns from *Ethel Barrymore Theatre of the Air,* half-hour film series now being released on a syndicated basis. Also available is *Hans Christian Andersen* series.

Film People

Bob Meskill of the O. L. Taylor Co., radio and TV station representatives and previously for three years general manager of WCEN Mt. Pleasant, Mich., has resigned to join **United Television Programs Inc.** starting Oct. 1, as an account executive covering the Chicago area as well as Wisconsin and Michigan.

•

Peter Wilde, who has been engaged for several years in surgical cinema-tography as well as television and industrial film production, has joined the film division of **Nola Studios Inc., N. Y.,** as executive producer.

•

Don R. Schwab, production supervisor, and **Carl Marcus,** writer, **Sportsvision Inc.,** Hollywood, promoted to administrative assistant and head of writing-publicity departments, respectively. **Hugh Feltis,** manager of KING-TV Seattle, and **Al Madden** join firm as representatives in Seattle and San Francisco, respectively.

•

Tom Harmon and **Bill Brundige,** West Coast sportscasters, signed to narrate play-to-play account of half-hour versions of 1953 national collegiate football games filmed by Sportsvision.

•

Harry W. McMahan, president of Five Star Productions, Hollywood, is scheduled to discuss "The Television Commercial" before the Advertising & Sales Executive Club, Kansas City, Oct. 19, and the Advertising Club of Des Moines, Oct. 20.



FILMING of commercials for Dial shampoo brings these five together at Transfilm Studios in New York. Singing star Marguerite Piazza appeared in the commercials, which were the handiwork of (l to r) E. C. Ratliffe, account executive, Foote, Cone & Belding, Chicago; K. L. Skillin, advertising manager, Armour & Co. Auxiliaries, Chicago; Jack Simpson, in charge of radio and TV for FC&B, Chicago, and J. K. Verden, product advertising manager for Dial. The films will be shown on the 9-9:30 p.m. portion of NBC-TV's *Your Show of Shows,* which Armour sponsors on an alternate Saturday basis.

WEST COAST RADIO-TV OUTLETS PACE NARTB DISTRICT MEETS

District meetings are held at Seattle, San Francisco and Los Angeles. A high point is newly-instituted locked doors session where double-billing and competitive sales practices are among touchy topics discussed. Speakers squad from NARTB's Washington headquarters is flown to coast.

RADIO and television stations on the West Coast, enjoying their best business year, set the pace for the 17 annual NARTB district meetings by taking part in a series of management workshops designed to help them solidify their position and prepare for a year of new and difficult problems.

At three separate sessions—Seattle, San Francisco and Los Angeles—industry management met with NARTB's flying squadron from headquarters. Some of their sessions were held behind locked doors, a new hair-letting-down feature that led to frank discussion of such touchy topics as double-billing and competitive sales practices.

Delegates acclaimed this half-day procedure as one of the most valuable in district meeting history. Both aural and visual broadcasters joined lively discussions of business, personnel, program and regulatory issues. The agendas this year contain fewer and shorter presentations by the headquarters staff.

By the end of the week station delegates from the three Pacific districts had received intensive training courses in industry developments and station management. Specific topics of discussion had been selected by stations in a summer survey but individual meetings voted on topics that interested them most before starting the locked-door sessions.

The NARTB headquarters team staged three meetings in five days and then moved on to Sun Valley, Idaho, where the fourth meeting (Dist. 14, mountain states), was to open yesterday (Sunday) and run through Tuesday. Dist. 10 (Iowa, Mo., Neb.) meets Wednesday-Thursday at Cedar Rapids followed by Dist. 11 (Minn., N. D., S. D.) Friday-Saturday.

Closed-Door Subjects

Point of most interest during the closed-door discussions proved to be sales practices, flanked by rate and billing procedures. Ways of avoiding pressures that lead to double-billing were discussed and delegates sought solutions to competitive practices that alter ethical standards.

Delegates were given individual kits at the closed discussions. These included work sheets covering methods of sales compensation, a guide to wage-hour problems, management audit, formula for estimation of all media advertising in a market, staff lineups, lottery law review and its effect on broadcasting, blueprint for radio community relations and preliminary conclusions from a survey of news programming.

Broadcasters made a serious effort to relate station operations to rates. Their exchanges covered merits of a single rate, with premium charges in some cases, to national-local and general-retail formulas, with recognition of rate-cutting in some areas.

The closed sessions covered ways of gearing unified station budgets to allow for such exigencies as TV competition and expansion of facilities. A lot of interest was shown in the NARTB management study of operating principles and its findings.

A high spot of the meetings was the indignant reaction to the International Boxing Club's edict barring radio and TV from any blow-by-blow coverage of the Marciano-LaStarza heavyweight fight. Resolutions were adopted to put this industry feeling on the record.

An obvious feeling of optimism was apparent among most radio station operators attending the Pacific Coast meetings, tempered at times by the usual concern shown where television is about to enter a market for the first time, or where additional stations are to appear soon.

Interest in the discussions appeared higher than in many past years. Registrations were good and few delegates failed to sit in on all of the proceedings.

NARTB President Harold E. Fellows entered his third annual series of district meetings. He gave a half-dozen addresses during the week and participated in closed discussions of station problems. Robert K. Richards, administrative vice president, discussed principles of successful station operation and reviewed government relations developments. Richard P. Doherty, NARTB labor relations vice president, analyzed the industry's economic position and offered suggestions for management (see separate story).

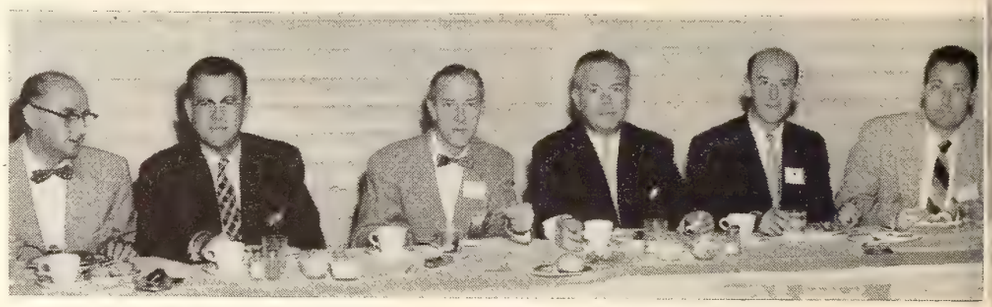
W. D. Rogers Jr., KDUB-TV Lubbock, Tex., addressed the West Coast meetings on ways of operating TV in a small market and directed panel discussions of TV operating problems (see story below). Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., recounted the story of that station's spectacular entrance into the Los Angeles radio scene in a Monday luncheon talk given at the Seattle meeting.

Richard M. Brown, KPOJ Portland, Ore., presided at the Dist. 17 meeting held at Seattle, William D. Pabst, KFRC San Francisco, presided at the Dist. 15 meeting in San Francisco. Albert D. Johnson, KOY Phoenix, Ariz., presided at Dist. 16 proceedings in Los Angeles. They are NARTB board members for their districts.

Review Radio's Economics

President Fellows and Messrs. Richards and Doherty joined in reviewing the radio economic picture during a year of fast television expansion. Their figures show how radio management has learned how to live, and live prosperously, in the presence of new and increasing video competition (see separate stories).

Mr. McAndrews, in a rapid-fire portrayal of radio's strength in Southern California, told the



HEAD TABLE group at NARTB Dist. 17 meeting in Seattle (l to r): Lee Jacobs, KBKR Baker, NARTB small-stations director-at-large; Robert J. McAndrews, commercial manager of KBIG Avalon, Calif., luncheon speaker; Richard M. Brown, KPOJ Portland; NARTB President Harold E. Fellows; Robert K. Richards, NARTB administrative vice president; Jack Barton, NARTB West Coast representative.

ROGERS SPEAKS FOR SMALL MARKET TV

SMALL markets can support television plus stockholders and station personnel but it takes long hours, hard work, ideas and enthusiasm, NARTB delegates were told last week at district meetings in Seattle, San Francisco and Los Angeles.

Experiences of station managers in a half-dozen states were swapped in panel sessions conducted by W. D. Rogers Jr., KDUB-TV Lubbock, Tex. Mr. Rogers led off discussions with a recapitulation of KDUB-TV's management problems and what was done to solve them in this West Texas market.

Similar TV sessions are on the agenda at the three district meetings scheduled this week in the mountain-midwestern area. They will be in charge of Vernon A. Nolte, WHIZ-TV Zanesville, Ohio. James H. Moore, WSLS-TV Roanoke, Va., will handle the third week.

Mr. Rogers suggested an "ulcer diet" for those in TV—milk, cream, Tums and Pepto Bismol. For those not in TV he prescribed tamales, enchiladas, frijoles and beer.

Most important step to taken by those contemplating TV, he said, is to study the market. As to minimum investment in a small market, he posed $185,000 as the minimum sum to build a station, although it might be trimmed to $135,000 by purchase of used equipment.

Going into operating costs, Mr. Rogers broke down expenses into technical 20%, program 28%, selling 20%, general and administrative 32%. His breakdown of the revenue dollar was: Local—announcements 33%, programs 29%, production, camera, etc., 22%, or a total of 84%; national—announcements 7%, programs 4%, or a total of 11%; network 5%.

Mr. Rogers uses the "dual function plan" by which employes have secondary as well as primary duties. He urged care in selection of personnel.

With local business so important, an educational job on clients is necessary. When they complain about high TV costs, compare TV with the rate of the local newspaper, he advised. "It only takes a few good merchants in a small market to be happy with television advertising and then they become a part of your sales force," he said. A strictly local problem is based on the fact that Lubbock is dry and there is no beer advertising, he added.

BIG MIKE... THE DAIRYMAN



The dairy industry—the production of milk and allied products—has become big business in Big Mike's home state. Big Mike is proud of the fact that Nebraska's dairy products find their way to tables throughout the nation. Several of the nation's largest dairy product processors have their main headquarters in Nebraska . . . and Omaha is the butter capital of the world. In dollars and cents, last year's income to dairy farmers from fluid milk alone was almost 54 million dollars. At that time there were 444,000 milk cows in Nebraska valued at over 120 million dollars. Over 76 million pounds of butter was produced in the state in one year, along with one and a half million pounds of cheese. Big Mike . . . the 50,000 watt KFAB . . . helps build a bigger dairy industry in Nebraska . . . and he helps the nation's advertisers sell goods and services to his followers. Find out more about Big Mike . . . Check with Free & Peters . . . or General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION
1110 KC
KFAB
50,000 WATTS OMAHA CBS RADIO



GATHERED AROUND Mrs. Vernice Irwin, president of KVI Seattle, are (l to r) Carl Downing, manager, Washington State Assn. of Broadcasters; Leo Beckley, KBRC Mt. Vernon, association president; Hugh A. Smith, KXA Seattle, co-chairman, and Robert E. Priebe, KING-TV Seattle, member of local arrangements committee; Mrs. Irwin; C. T. Harst, General Electric Co.; Earl T. Irwin, KVI.



CORRIDOR COMMENTATORS between meetings at Seattle (l to r): Harry R. Spence, KXRO Aberdeen; William R. Wyatt, Broadcast Advertising Bureau; Lester W. Smith, Blackburn-Hamilton; R. J. Newman, RCA Victor Division; Burl C. Hagadone, KNEW Spokane; J. G. Scripps, KNEW; Harry A. Buckendahl, KOIN Portland; H Quenton Cox, KGW Portland; Fred H. Loggan, KBND Bend; Dean Nichols, KOMW Omak.

Seattle meeting the Southern California Broadcasters Assn. has just completed a survey showing that radio income of radio stations in that area is up 14% for the first six months of 1953 over the same 1952 period. The 1952 income figure was 25% over that in 1948.

A feature of last week's meetings was a self-evaluation formula developed by Richard Allerton, NARTB research director. Through a series of questions, managers checked off a list of station practices. Their added checks showed whether management is superlative, mediocre or poor.

The kits of material containing practical management aids were given delegates by Jack Barton, NARTB West Coast station relations representative.

Accounting for NARTB's activities, President Fellows mentioned five "major accomplishments" in the last year. These were: Stopping the Johnson baseball bill; reduction by FCC of its operator requirements and provisions for remote control; provision for group tower insurance plan, which means savings in premium payments; successful effort to remove talent fees from consideration in overtime payments required under wage-hour procedure; public relations cooperation with civic, advertising, and other public groups.

NARTB Membership

NARTB membership, he said, includes 1,099 radio stations; 192 TV stations, four TV networks; 109 associate members; 155 station and four network code subscribers.

First district to take action on the heavyweight fight restriction, Dist. 17 called it "unwarranted and unjust discrimination against the nation's broadcasting and telecasting facilities" and asserted "it abridges the freedom of broadcasting to perform its task."

Dist. 17 commended cooperative efforts of radio stations to draw up joint sales presentations, such as was done by Tulsa stations in obtaining major business from the Brown-Dunkin store. Station Representatives Assn. and Broadcast Advertising Bureau were praised for similar efforts, along with networks and independent stations.

NARTB drew approval for its management studies and President Fellows for his administration, with official notice taken of the association's progress. Another resolution commended radio station operators for an outstanding job of programming as reflected in the upward trend of radio set sales and recognition given radio as the No. 1 mass advertising, entertainment, educational and public service medium.

Members of the Dist. 17 Resolutions Committee were Leo Beckley, KBRC Mt. Vernon, Wash., chairman; H Quenton Cox, KGW Portland; Burl Hagadone, KNEW Spokane; Frank Loggan, KBND Bend, Ore.; Wally Boone, KYAK Yakima, Wash.

Members of the Dist. 17 host committee were William Warren, KOMO Seattle; Hugh Smith, KXA Seattle; Robert Priebe, KING-TV Seattle, and Earl Irwin, KVI Seattle.

District 15 joined in filing a protest against any discriminatory action interfering with radio and TV coverage of sports events. At its final session Thursday the district adopted a resolution condemning any interference with the obligation to cover sports events.

Other resolutions lauded Director Pabst's service; gave recognition to President Fellows' leadership in NARTB's period of growth; praised recent economic and management studies by the association; favored joint station sales efforts in communities and asked the NARTB board to investigate the shortage of salesmen and see what can be done about it.

Members of District 15 resolutions committee were Carroll R. Hauser, KHUM Eureka, chairman; Joe Carroll, KMYC Marysville; Mrs. Hugh McClung, KYOS Sacramento; C. L. McCarthy, KROY Sacramento, and Jack Steventon, KAGR Yuba City.

NARTB Names Managers For Television Clinics

TV station managers who will conduct TV clinics at the second series of NARTB district meetings were announced last week by NARTB President Harold E. Fellows.

The TV managers and the districts where they will head clinics: Harold E. Anderson, KOLN-TV Lincoln, Neb., 12 (Ardmore, Okla., Oct. 12-13); 13 (Dallas, Oct. 14-15); 6 (Biloxi, Miss., Oct. 16-17). James D. Russell, KKTV (TV) Colorado Springs, 5 (Atlanta, Oct. 19-20); 4 (Asheville, N. C., Oct. 21-22); 3 (Philadelphia, Oct. 23-24). Gaines Kelley, WFMY-TV Greensboro, N. C., 2 (Albany, Oct. 26-27); 1 (Boston, Nov. 4-5).

Thad H. Brown, NARTB vice president in charge of television, will attend sessions at Districts 13, 3 and 2, while Howard Bell, his assistant, will be at meetings of Districts 9, 8 and 3.

This week Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, will head TV clinics at Districts 14 (Sun Valley, Idaho, yesterday through Tuesday); 10 (Cedar Rapids, Iowa, Wednesday-Thursday); 11 (Minneapolis, Friday-Saturday). Next week James H. Moore, WSLS-TV Roanoke, Va., will lead TV clinics at Districts 9 (Milwaukee, Sept. 28-29); 8 (Indianapolis, Sept. 30-Oct. 1); 7 (Cincinnati, Oct. 1-3).

FELLOWS CITES RADIO, TV ACCORD

NARTB President tells West Coast district meetings and luncheon groups that AM, riding a steadily upward revenue trend, no longer is beset with competitive problems.

RADIO stations have learned how to live with television and enjoy it, no longer suffering from competitive complexes as they continue to ride a steadily upward revenue trend, NARTB President Harold E. Fellows said last week in a series of addresses to district meetings and luncheon groups on the West Coast.

Looking over developments since the 1952 association meetings, Mr. Fellows said, "I believe it is safe to say that the last vestige of fear about the future of the radio broadcasting system in America has disappeared. Radio has proved its virility, its ability to compete in any market with any medium."

Local business interests are giving more and more attention to radio as an advertising medium, he said, with local leading all other types of radio income. Among instances supporting radio's acceptance in the home, he said, is a 40% increase in locally originated news programming in six years.

Radio Everywhere

Mr. Fellows observed that radio "is not only going to be all over the house and all over the car and all over everyplace else; it won't be long before it will be all over you, too." His reference was based on development of "cigaret-package" receivers using transistors.

One special advantage radio has over other media, he said, is the fact it is a 'worktime" as well as "leisure time" medium. Even so, he added, radio almost invariably comes out on top in surveys showing how much time the average person spends with newspapers, magazines, radio and television.

Referring to TV, he said half the people in the U. S. can receive at least one acceptable signal. He called this progress "amazing." He referred to claims that television is "too expensive" for the advertiser and gave this answer: "The only difficulty is that you can't stay out of it." Rising costs, especially personnel, are affecting all media and motion pictures, he said.

He offered this formula for broadcast station operation: "What radio needs for success in these days of tough competition more than anything else is management brains. And I don't care how active and imaginative your management brains might be, they need the benefit of all of the sound information they can get to do the job on behalf of radio now and in the future."

At the Seattle meeting Richard M. Brown,

Starting Sunday Sept. 27th
in the Kansas City Market

the same strong SELL!

with a NEW approach

Kansas City . . . Mid-America. It's a rich, ripe market. KCMO Radio has been selling millions of dollars of goods and services in Mid-America — for all kinds of sales-minded sponsors — for a long, *long* time. Now that same strong sell hits the Kansas City market September 27 via a fresh approach . . . KCMO-TV, Channel 5.

with a NEW twist

The same kind of top-selling ability that distinguished KCMO Radio in Kansas City is now available on Channel 5, KCMO-TV.

Now on Low-Band TV

Market-wise KCMO now pours its proven salesability into low-band, top-selling TV. Channel 5 is the hot spot — right in the middle of Kansas City's TV selling picture. Ask your Katz man about that same strong sell, tested and seasoned in radio — now available on Channel 5, KCMO-TV.

The Katz Agency, Inc., can tell you about Kansas City . . . Mid-America . . . KCMO Radio and KCMO-TV.

Channel 5
KCMO-TV
KANSAS CITY
basic ABC television

KPOJ Portland, Ore., District 17 director, recalled that radio had reeled from the shock of network rate cuts over two years ago but said, "Managers wouldn't yell quits. They fought back. So radio is gaining as TV expands."

Mr. Richards pointed out that the element of fear in radio has disappeared. "Radio realizes that TV is competing with all media, not just radio," he said.

Mr. Richards reviewed NARTB's five-market study of radio stations, an extensive project in which field investigators explored all the angles of station operation to find out just what makes a station successful and what leads to failure.

Radio's gross continues to go up in radio-TV markets, the studies indicate, though the percentage of its take decreases. Radio should have 20% of the media money spent in a market, Mr. Richards said.

BALCOM, LACK HEAD RETMA BOARD UNITS

RETMA board names industry groups on radio-TV and on electronics from its membership to handle problems relating to these respective fields.

MAX BALCOM of Sylvania Electric Products was elected chairman of the new Radio-Television Industry Committee of the Radio-Electronics-Television Mfrs. Assn.'s board and Fred R. Lack of Western Electric was named chairman of the board's Electronics Industry Committee at sessions in New York last week.

At the same time the Electronics Industry Committee recommended, and the board approved, the employment of a general manager for that committee. He would be a specialist in the field and would serve under President Glen McDaniel, authorities said. The Radio-TV Industry Committee made no similar move.

The actions came during the quarterly, three-day meeting of the RETMA board and principal committees, held Tuesday through Thursday at the Biltmore Hotel. Most of the activity, spokesmen said, related to organizational matters stemming from the recent expansion of the Radio-Television Mfrs. Assn. to include broader representation of electronics manufacturers in the military and similar fields.

The two committees, which were announced Sept. 11, will relieve the RETMA board of many problems relating strictly to the radio-TV or electronics manufacturing fields, according to James D. Secrest, RETMA executive vice president. The RETMA board will continue to decide policy and major financial matters, however, Mr. Secrest said.

In one non-reorganizational development the board went on record, on recommendation of the Subscription TV Committee, as opposing any legislation that would classify pay-as-you-see televison as a common carrier service.

Three new board members were named from the Parts Division: Russell E. Cramer Jr. of Radio Condenser Co., W. Myron Owen of Aerovox Corp., and L. S. Racine of Chicago Standard Transformer Corp.

Dan D. Halpin of Allen B. DuMont Labs was named chairman of the Sales Managers Committee to succeed William L. Dunn of Raytheon Mfg. Co., who was reported to be leaving the industry.

This committee meanwhile named a subcommittee to establish an award for the best sales training program offered by a radio-TV set manufacturer. Mr. Halpin heads the subcommittee, whose other members include Hodge C. Morgan of Bendix; E. G. May of Sentinel Radio; F. Leo Granger of Stromberg-Carlson; Arthur A. Currie of Sylvania; Harry E. McCullough of Avco; Stewart Roberts of Magnavox; R. J. McCusken of Westinghouse, and R. J. Sherwood, formerly of Hallicrafters.

A. L. Chapman of Sylvania was named to the Set Division's executive committee.

RADIO-TELEVISION INDUSTRY COMMITTEE

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Robert S. Alexander, Wells-Gardner & Co.; E. Alschuler, Sentinel Radio Corp.; W. R. G. Baker, General Electric Co.; Max F. Balcom, Sylvania Electric Products Inc.; Floyd W. Bell, Bell Sound Systems Inc.; Robert S. Bell, Packard-Bell Co.; A. Blumenkrantz, General Instrument Corp.; H. C. Bonfig, Zenith Radio Corp.; R. E. Carlson, Tung-Sol Electric Inc.

Herbert W .Clough, Belden Mfg. Co.; Lloyd H. Coffin, CBS-Hytron; B. W. Cooper, Delco Radio Division; Leonard F. Cramer, Avco Mfg. Co.; Laurence B. Dodds, Hazeltine Electronics Corp.; Allen B. DuMont, Allen B. DuMont Labs. Inc.; Harry A. Ehle, International Resistance Co.; J. B. Elliott, RCA Victor Division; E. G. Fossum, Stewart-Warner Electric Division; Harlan B. Foulke, Arvin Industries Inc.

Frank Freimann, Magnavox Co.; G. Richard Fryling, Erie Resistor Corp.; Paul V. Galvin, Motorola Inc.; Ralph M. Haarlander, Bendix Radio Division; W. J. Halligan, Hallicrafters Co.; L. F. Hardy, Philco Corp.; H. L. Hoffman, Hoffman Radio Corp.; J. J. Kahn, RETMA director; Bernard Kardon, Harmon-Kardon Inc.; D. S. W. Kelly, Allen-Bradley Co .

Arie Liberman, Talk-A-Phone Co.; Matt Little, Quam-Nichols Co.; H. C. Mattes, Raytheon Mfg. Co.; Leslie F. Muter, Muter Co.; T. J. Newcomb, Westinghouse Electric Corp.; W. S. Parsons, Centralab, division of Globe-Union Inc.; A. D. Plamondon Jr., RETMA past president; Ray F. Sparrow, P. R. Mallory & Co. Inc.

Robert C. Sprague, Sprague Electric Co.; J. Hall Stackpole, Stackpole Carbon Co.; Robert C. Tait, Stromberg-Carlson Co.; Charles B. Thornton, Hughes Aircraft Co.; W. Ropp Triplett, Triplett Electrical Instrument Co.; R. G. Zender, Lenz Electric Mfg. Co .

ELECTRONICS INDUSTRY COMMITTEE

Howard C. Briggs, Hoffman Radio Corp.; A. L. Chapman, Sylvania Electric Products Inc.; Sidney R. Curtis, Stromberg-Carlson Co.; Raymond W. Durst, Hallicrafters Co.; Clarence G. Felix, Avco Mfg. Corp.; E. K. Foster, Bendix Radio Division; Harold L. George, Hughes Aircraft Co.; Joseph H. Gillies, Philco Corp.; Frank W. Godsey Jr., Westinghouse Electric Corp.; G. E. Gustafson, Zenith Radio Corp.

George R. Haase, DuKane Corp.; Sidney Harman, Harman-Kardon Inc.; Frank R. Hensel, P. R. Mallory & Co. Inc.; G. W. Henyan, General Electric Co.; H. J. Hoffman, Machlett Labs Inc.; John R. Howland, Stewart-Warner Electric Division; Dorman D. Israel, Emerson Radio & Phonograph Corp.; Laurence A. King, Rola Co. Inc. (subsidiary of Muter Co.); F. R. Lack, Western Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.

Jesse Marsten, International Resistance Co.; K. T. Milne, Delco Radio Division; Byron B. Minnium, Erie Resistor Corp.; William H. Moore, Packard-Bell Co.; A. K. Neff, Stackpole Carbon Co.; Edgar Nessing, F. W. Sickles division of General Instrument Corp.; Daniel E. Noble, Motorola Inc.; Sam Norris, Amperex Electronic Corp.

W. E. Peek, Centralab, division of Globe-Union Inc.; H. H. Seay Jr., Bell Sound Systems Inc.; David T. Shultz, Raytheon Mfg. Co.; Julian K. Sprague, Sprague Electric Co.; Herbert E. Taylor, Allen B. DuMont Labs Inc.; R. L. Triplett, Triplett Electrical Instrument Co.; J. D. Van der Veer, Tung-Sol Electric Inc.; W. W. Watts, RCA Victor Division; Richard A. Wilson, Magnavox Co.

Midwest Color Premiere Slated for ANA Conclave

MIDWEST premiere of compatible color television will be presented by NBC during the annual Assn. of National Advertisers convention in Chicago this week, with the network scheduling two demonstrations for the benefit of delegates.

First demonstration will take place by closed circuit from New York today (Monday) at 5-5:30 p.m. Special press showing will be held 2-2:30 p.m. Tuesday in the Drake Hotel, site of the ANA conclave.

After the telecast Tuesday Sylvester L. (Pat) Weaver, vice chairman of the NBC board, and O. B. Hanson, NBC vice president and chief engineer, will discuss NBC color developments.

RCA-NBC will utilize a number of monochrome and color receivers to demonstrate how color TV may be received on black and white sets.

ANA TO DISSECT TV AT SESSIONS

"WHAT Advertisers Really Want to Know About Television" is the theme which will set the pace for the 44th annual meeting of the Assn. of National Advertisers at Chicago's Drake Hotel today (Monday) through Wednesday.

Advertisers' interest in this medium will be whetted with special demonstrations of compatible color television by NBC from New York (see story below). And they hope and expect to find some ready answers about TV's rising costs.

ANA last week was preparing a few changes in the panel setup for the three-day meet. The changes will entail last-minute substitutions of speakers previously announced along with the agenda [B•T, Sept. 14].

Highlight of the sessions will be a Tuesday morning session including FCC Chairman Rosel Hyde and a group of prominent broadcasters and advertisers, among them ABC President Robert Kintner, CBS Television President J. L. Van Volkenburg, DuMont TV Managing Director Chris Witting, Cox Stations' J. Leonard Reinsch and NBC Vice Chairman Sylvester L. (Pat) Weaver. Edwin W. Ebel, advertising director of General Foods, will serve as moderator.

On the advertising side, Sun Oil Corp., Ford Motor Co., Bristol-Myers Co., Procter & Gamble, Lever Bros.—and one agency, Leo Burnett Co.—will be represented.

Case histories and success stories dealing with effective use of the broadcast media will flavor many of the sessions, with Monday devoted to closed sessions. Other panels will touch on profitable advertising strategy and new responsibilities for advertising.

NBC will provide entertainment for the banquet Tuesday as well as the color TV showings. Sherman Adams, special assistant to President Eisenhower, will address the ANA Wednesday luncheon. Feature of the convention will be a dramatic presentation by the Advertising Council.

SDX Men to Aid Plans For Pyle Honors Oct. 5

A MEMORIAL site to the late Ernie Pyle will be marked Oct. 5 at Indiana U., which Mr. Pyle once attended, by Sigma Delta Chi, professional journalistic fraternity [AT DEADLINE, Sept. 14].

The Oct. 5 occasion, at which Gen. Omar Bradley will speak in honor of the famed war correspondent, is being arranged by a number of committees made up of SDX members. Among members of the committees well known to broadcasters are:

Publicity Committee: Chairman Nelson Poynter, editor-publisher, *St. Petersburg Times* (he also owns controlling interest in WTSP-AM-FM St. Petersburg) and *Congressional Quarterly;* Robert K. Richards, NARTB administrative vice president; Bill Shadel, CBS Radio Washington commentator, and Art King, managing editor, B•T.

Radio and TV Committee: Chairman J. Leonard Reinsch, managing director, WSB-AM-TV Atlanta; Edward R. Murrow, CBS Radio and TV commentator; Frank M. Russell, NBC Washington vice president, and William Ray, NBC Chicago director of news and special events.

Invitations Committee: Theodore F. Koop, CBS Washington and president of the National Press Club, Washington.

Historic Sites Ceremony Committee: Chairman Sol Taishoff, editor-publisher, B•T. Alfred Balk, WBKB (TV) Chicago; Neil Dalton, public relations director, *Louisville Courier-Journal* (WHAS-AM-TV); Irving Dilliard, *St. Louis Post-Dispatch* (KSD-AM-TV); Jack R. Howard, president, Scripps-Howard (which owns a chain of newspapers and radio stations); Messrs. Koop, Murrow, Poynter, Ray, Reinsch, Richards, Russell, and Shadel, and Stoddard White, editorial department, *Detroit News* (WWJ-AM-FM-TV).

No wonder the cows are confused!





Something over four years ago, Grocery Products Co., Inc., Nashville, introduced Darimix Non-Fat Dry Milk to the Nashville market, with the idea of expanding as fast as production would warrant.

Knowing the tremendous and widespread impact of WSM's Grand Ole Opry they turned to it as a major weapon in their drive for distrbution.

Did it work? Simon & Gwynn, Darimix agency, reports Darimix current distribution in 30 states. No wonder the cows and competition are confused.

The Darimix story should suggest an unfailing way for you to push a product fast. For details see Tom Harrison or any Petry Man.

WSM *Nashville . . . 650*
Clear Channel 50,000 Watts

Attendance Upswing

ATTENDANCE at NARTB district meetings was running well ahead of recent years during early part of the schedule. Seattle attendance at the opening of the series was 86 compared to 69 last year. San Francisco's total was 72 compared to 50 in 1952. At Los Angeles 55 were registered Thursday-Friday compared to 49 in 1952.

TV's Selling Power Praised by Ken Fry

NOTHING has the impact and selling ability of television, including the "selling" of political candidates, Kenneth D. Fry, former radio-TV director of the Democratic National Committee, said last Monday at a luncheon meeting in Washington of the National Capital Forge of the American Public Relations Assn.

Mr. Fry emphasized the trust which the public places in both radio and TV in presentation of facts. He cited high TV costs and production problems as factors which require careful advance planning of political campaigns and predicted that TV will effect important changes in conventions and whistle stop tours. Closed circuit TV will be more widely used in the future, he acknowledged, for party conferences.

Both Mr. Fry, and Edward T. Ingle, former radio-TV director of the Republican National Committee who was a guest at the luncheon, agreed that the greatest obstacle to effective use of radio-TV by the two major parties was interference and "advice" by non-experts. Mr. Ingle guessed that as a result, the Republicans wasted some $200,000 in programming errors.

Mr. Fry and his wife are moving to Waynesville, N. C., in the next fortnight, where they have purchased WHCC for $36,000 from Holt McPherson and associates, subject to FCC approval [B•T, Aug. 24].

News Programming Up, NARTB AM Survey Shows

NEWS department operation and news programming are drawing increasing interest from radio broadcasters, according to Part 1 of a "News Survey Report" being made part of the agenda of NARTB's series of district meetings, Harold E. Fellows, NARTB president, said last week.

First presentation of the survey was made at the Dist. 17 meeting in Seattle by Robert K. Richards, NARTB administrative vice president. It shows a substantial increase in news programming when compared to a similar study made in 1946.

As a percentage of total programming for the six-year period, news is up 47% (12% to 17.6%) in small stations, 29% (14% to 17.8%) in medium stations and 56% (14% to 21.2%) in large stations.

Of total news, programming local news constitutes 38.2% (4.7 average hours) for large stations, 40.3% (4.8 hours) for medium and 42.1% (4.8 hours) for small.

Some two-thirds of stations answering NARTB questionnaires thought news was more important today than five years ago, 30% thought it about the same and a small minority considered it less important.

DESPITE TV, RADIO UP 6.5% IN '52—DOHERTY

Opening NARTB district meetings hear that radio revenue increased 2.1% in TV markets during 1952, with a total increase of 6.5% for that year. Revenue was up 10.6% for stations in non-TV markets, NARTB's Richard Doherty tells meetings at Seattle, Los Angeles and San Francisco.

INCOME of radio stations operating in markets having television service increased last year over 1951, Richard P. Doherty, NARTB employe-employer relations vice president and nationally known economist, told the opening NARTB district meetings last week. (Other stories pages 34 and 36).

Addressing NARTB delegates in Seattle, San Francisco and Los Angeles, Mr. Doherty said total 1952 broadcast revenue of radio stations in the U. S. was 6.5% over the 1951 total. This figure did not include the small group of network owned and operated stations.

Explaining the TV area record of radio stations, Mr. Doherty said the 470 aural stations in 63 television markets showed an aggregate revenue increase of 2.1% in 1952 over the 1951 total.

This increase occurred despite the unprecedented growth of the visual medium last year, with its constantly soaring advertising revenues.

The 1,629 radio stations in markets without TV showed a revenue increase of 10.6% in 1952, a relatively higher rate of expansion as compared to radio stations in television markets.

Mr. Doherty said the analysis of station incomes shows the basic soundness of aural broadcasting in view of its ability to maintain the three-decade upward trend in revenues.

Cites 1952 Figures

Further evidence of the strength of radio, he said, was shown by an analysis of profit-loss figures. The number of red-ink radio operations in 1952 was the lowest in the five years since the postwar boom started to subside and television entered the advertising scene.

Roughly, about one out of six stations lost money in 1952, according to Mr. Doherty. In 1951 one out of five stations lost money compared to one out of four in 1950 and one out of three in 1949.

The analysis by Mr. Doherty was made in collaboration with the NARTB Research Dept., of which Richard M. Allerton is manager. Both FCC annual income data and questionnaire data obtained from the industry by NARTB are used in the compilations.

Analyzing 1952 average income of aural broadcast stations, Mr. Doherty found that clear-channel stations showed a slight decrease in revenue-per-station whereas local (250 w) and regional stations showed an increase.

He noted that increases in average revenue per station occurred in the Southeast, North Central and Mountain-Pacific areas of the nation. Slight losses in average income occurred in the Northeast and South Central regions.

In his talks to the West Coast NARTB meetings Mr. Doherty said the operating ratio for stations with a profit showed a drop from 84% to 82%. Conversely, the profitable stations increased their net margin of profit (before taxes on revenue received) from 16% to 18%.

This profit margin, he explained, naturally was substantially lower after payment of taxes.

Total labor costs in 1952 increased as a per cent of total operating expenses of broadcast stations, according to Mr. Doherty, but continued to absorb about the same share of the revenue dollar.

Practically all of the decline in operating expense was caused by cutting of general administrative expenses, he said. These include such items as salaries of managers, depreciation losses on bad debts, and related items.

The breakdown thus shows that cuts in operating expenses have not affected labor, Mr Doherty pointed out.

The total salaries paid to technical, program and selling staffs increased in line with rising station revenues, he said, thereby continuing to absorb about the same share of these revenues. Administrative salaries, however, fell off slightly as a percentage of station revenue.

Station talent expenditures (exclusive of networks and network owned and operated stations) increased $8½ million, running 70% higher than 1951 as a percentage of aggregate station revenue.

Total money spent by stations for selling expenses was above the 1951 figure, absorbing a slightly larger percentage of revenue. This trend occurred in all classes of stations but those in the $50,000-$75,000 revenue group.

Stations in the Southeast showed the most improvement in the profit margins in 1952 over 1951, according to Mr. Doherty. Only region to show a loss in profit margin was the Northeast. The Southeast region also showed the lowest operation ratio in 1952, with the highest in the Northeast.

Mr. Doherty told the district meetings that management must give more attention to labor manpower matters. He said there has been a substantial increase in the demand for TV employes.

Looking ahead, he emphasized that 1954 will be the year management must lay special stress on good personnel relations. Rapid growth of television broadcasting will lead to a high turnover in radio station personnel, he said, with many engineers, announcers and salesmen to be hired from radio as well as other TV stations.

High employment opportunities are occurring in most skilled lines, Mr. Doherty said in reviewing the general economic picture, and this will affect availability of personnel for broadcasters, particularly time salesmen.

Unionization of television stations, he said, is creating an increasing challenge for radio management in the field of labor relations.

Godfrey Tops Trendex

TOP ten Trendex ratings for evening sponsored network programs, based on one live program for the week of Sept. 1-7, showed CBS-TV's *Arthur Godfrey's Talent Scouts* in first place. Complete listing follows:

1.	Arthur Godfrey's Talent Scouts (CBS)	35.7
2.	Racket Squad (CBS)	32.8
3.	Dragnet (NBC)	32.6
4.	Toast of the Town (CBS)	26.8
5.	What's My Line? (CBS)	26.4
6.	Godfrey's Friends (CBS)	24.9
7.	Burns & Allen (CBS)	24.5
8.	Ford Theatre (NBC)	24.4
9.	The Web (CBS)	22.2
10.	Man Against Crime (CBS)	22.0

Day By Day, More National and Regional Advertisers are Discovering it Takes WHIZ-TV to Make Sales in Southeastern Ohio.

Join This Ever-Expanding Group of Smart Advertisers and SELL the Zanesville, Ohio Trading Area . . . Covered Exclusively From Within By . . . . . .

Established May 23, 1953

WHIZ-TV

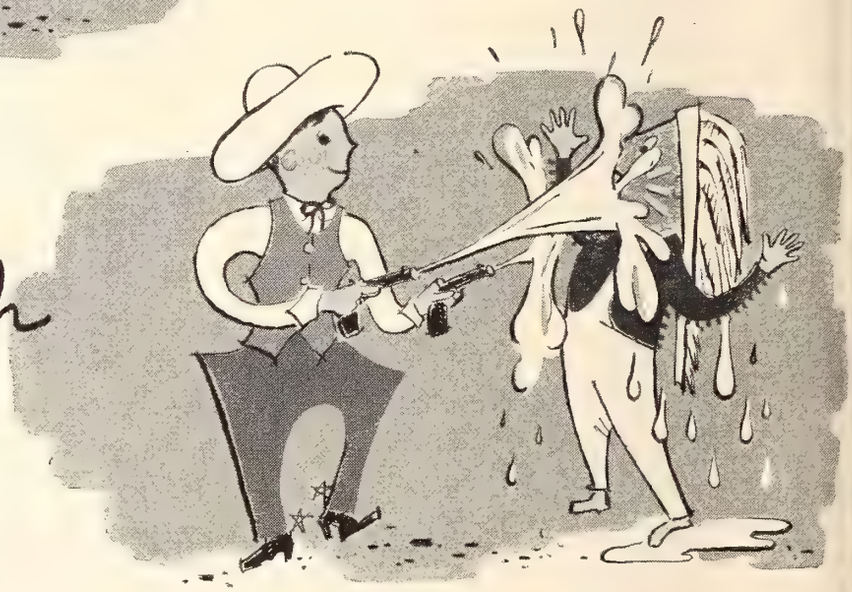
Zanesville, Ohio

PRIMARY AFFILIATE NBC - CBS - ABC - DuMONT

REPRESENTED NATIONALLY By JOHN E. PEARSON, TV, Inc.



Dominate with either !



Saturate with both !

Buy the best part of the big Miami Valley Market with WHIO-TV and/or WHIO-AM

Reach for it, pardnuh! Reach for the prosperous, 485,000-family Miami Valley Market. Your best buy is WHIO-TV or WHIO Radio or BOTH. Here are some figures—*good* figures—well within your reach.

On WHIO-TV, you see 11 of the top 15 once-a-week shows which corral most of the Miami Valley viewers. And 7 of the top 10 multi-weekly shows in the entire WHIO-TV service area are seen on WHIO-TV. Figures from July Pulse.

On WHIO Radio, 52,510* *more* sets are tuned to WHIO Daytime Radio than to Station "B," and 37,980* *more* are tuned to WHIO than to Station "C." Figures for nighttime are just as impressive. All figures from Nielson Coverage Service released in July, and their report also proves that WHIO Radio covers more *area* and more *county* markets than either "B" *or* "C" stations.

Everybody's got figures. Ours add up to this: Your best buy in the Miami Valley area is WHIO-TV . . . is WHIO Radio . . . is BOTH! Availabilities and more figures from George P. Hollingbery representatives.

**4-week cumulative figures, Nielson Coverage Service. Weekly and Average Day breakdown supplied on request.*

whio TV AM FM

DAYTON OHIO

TELESTATUS®

TV Stations on Air & Weekly Set Summary—Sept. 21, 1953

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,900
Montgomery	WCOV-TV	.....	12,800
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	15,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	40,458
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	14,494
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	39,000
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV	.....	15,200
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV	27,000	.....
	KONA	34,000	.....
IDAHO			
Boise	KIDO-TV	8,200	.....
ILLINOIS			
Belleville	WTVI	.....	127,000
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	66,300
Peoria	WEEK-TV	.....	86,005
Quincy	WGEM-TV	27,200	.....
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	215,000	.....
INDIANA			
Bloomington	WTTV	240,000	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	20,350
Muncie	WLBC-TV	.....	32,500
South Bend	WSBT-TV	.....	71,469
IOWA			
Ames	WOI-TV	142,085	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	45,440	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ	.....	9,800
New Orleans	WDSU-TV	204,589	.....
MAINE			
Bangor	WABI-TV	34,000	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	10,700
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,100,000	.....
Grand Rapids	WOOD-TV	256,874	.....
Kalamazoo	WKZO-TV	306,124	.....
Lansing	WJIM-TV	227,000	.....
Saginaw	WKNX-TV	.....	40,100
MINNESOTA			
Austin	KMMT	56,547	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	394,300	.....
St. Paul	KSTP-TV, WMIN-TV	394,300	.....
Rochester	KROC-TV	40,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	24,103
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	323,062	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,360	.....
Omaha	KMTV, WOW-TV	197,797	.....
NEVADA			
Las Vegas	KLAS-TV	8,700	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,635
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOAT-TV, KOB-TV	30,744	.....
Roswell	KSWS-TV	8,327	.....
NEW YORK			
Binghamton	WNBF-TV	152,787	.....
Buffalo	WBEN-TV	533,306	.....
	WBES-TV, WBUF-TV	.....	37,734
Elmira	WTVE	.....	9,500
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,565,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	279,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	179,740	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	787,389	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

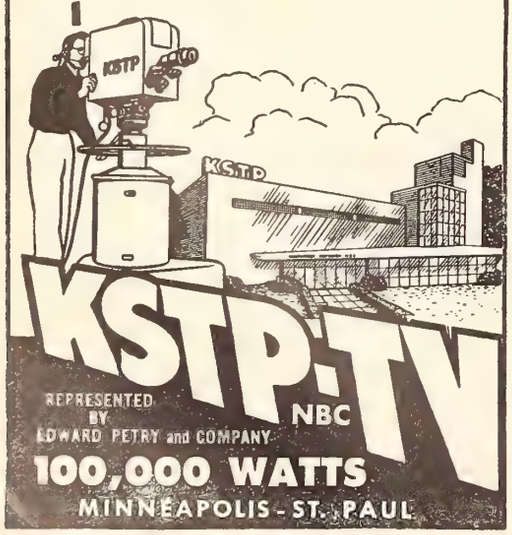
EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by The BRANHAM Company

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE



FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,905
OKLAHOMA			
Lawton	KSWO-TV	31,221	.....
Okla. City	WKY-TV	221,408	...
Tulsa	KOTV	156,325	.....
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	108,007
PENNSYLVANIA			
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	33,020
Erie	WICU	197,000	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	680,018	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	44,948
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,267,186	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	100,000
Reading	WEEU-TV	.....	54,633
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	104,000
York	WSBA-TV	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	35,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	35,360	.....
TENNESSEE			
Memphis	WMCT	218,200	.....
Nashville	WSM-TV	122,657	.....
TEXAS			
Abilene	KRBC-TV	9,140	.....
Amarillo	KFDA-TV, KGNC-TV	30,377	.....
Austin	KTBC-TV	43,844	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	29,392	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,860	.....
Houston	KPRC-TV, KUHT	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	6,000	.....
San Antonio	KEYL, WOAI-TV	155,053	.....
Texarkana	KCMC-TV	15,370	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV	131,200	.....
	KSL-TV	131,200	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	282,900	.....
Spokane	KHQ-TV, KXLY-TV	37,644	.....
Tacoma	KMO-TV, KTNT-TV	282,900	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV	69,223	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV, WCAN-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 239*
Total Cities with Stations on Air 164*
Total Sets in Use 27,055,299

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.**

TV SHIPMENTS UP 39% IN '53

TV SET shipments during the first seven months of 1953 were nearly 39% higher than the corresponding 1952 period, Radio-Television-Electronics Mfrs. Assn. announced last week. From January through July, 3,335,262 sets were shipped, compared to 2,406,757 sets for the 1952 period. July shipments were 313,012 this year and 288,247 last year.

Shipments to dealers for the seven months ending July 31, 1953:

State	Total	State	Total
Ala.	54,440	Neb.	28,198
Ariz.	23,223	Nev.	2,349
Ark.	21,873	N. H.	10,947
Calif.	264,834	N. J.	89,925
Colo.	44,115	N. M.	9,724
Conn.	49,718	N. Y.	314,778
Del.	7,916	N. C.	63,529
D. C.	27,866	N. D.	8,270
Fla.	59,293	Ohio	200,671
Ga.	56,109	Okla.	64,041
Idaho	8,950	Ore.	44,049
Ill.	195,802	Pa.	281,831
Ind.	110,302	R. I.	14,927
Iowa	68,100	S. C.	28,961
Kan.	36,521	S. D.	9,049
Ky.	48,447	Tenn.	48,024
La.	47,827	Tex.	215,307
Me.	26,763	Utah	23,271
Md.	41,983	Vt.	5,902
Mass.	104,783	Va.	73,583
Mich.	138,745	Wash.	79,199
Minn.	59,069	W. Va.	44,229
Miss.	26,395	Wis.	68,043
Mo.	80,570	Wyo.	1,530
Mont.	1,461		
		Grand Total	3,335,262

Nielsen Finds Love For 'Lucy' Strong for PM's Replacement

PHILIP MORRIS & Co., which practically monopolized last winter's ratings with its *I Love Lucy*, seems to be enjoying comparable success with its summer replacement, *Racket Squad*.

According to National Nielsen Rating for the two weeks ending Aug. 22, the latter show earned top place by a comfortable margin in both the number of TV homes reached and the percent of TV homes reached in program station areas.

The entire report shows:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	Racket Squad (CBS)	10,842
2	All-Star Football Game (DTN)	9,228
3	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	9,189
4	Westinghouse Theatre (CBS)	8,566
5	Goodyear TV Playhouse (NBC)	8,394
6	Dragnet (NBC)	8,203
7	Pabst Blue Ribbon Bouts (CBS)	8,158
8	Arthur Godfrey & Friends (Toni-Gillette) (CBS)	8,018
9	Toast of the Town (CBS)	7,920
10	Arthur Godfrey's Scouts (CBS)	7,892

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	Racket Squad (CBS)	47.1
2	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	41.2
3	Westinghouse Theatre (CBS)	40.9
4	All Star Football Game (DTN)	39.5
5	Arthur Godfrey's Scouts (CBS)	39.4
6	Toast of the Town (CBS)	38.0
7	Goodyear TV Playhouse (NBC)	36.6
8	Dragnet (NBC)	36.3
9	What's My Line (CBS)	35.9
10	Pabst Blue Ribbon Bouts (CBS)	35.6

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on the air mid-fall 1953

Central South Carolina's only

VHF TELEVISION STATION

- Service begins mid-fall 1953
- NBC and CBS programs
- Starting with 106,500 watts effective radiated power
- Antenna 640 feet above average terrain
- Serving one million South Carolinians (including billion-dollar Savannah River H-Bomb plant area)
- Only VHF facility allocated by FCC within 65-mile radius of Columbia
- Experienced staff has operated two studio camera chains and related equipment for more than a year in regular, twice-weekly workshop sessions
- For availabilities, rates and further details, call your Free & Peters man

WIS-TV

CHANNEL 10

COLUMBIA, SOUTH CAROLINA

G. Richard Shafto
President

Charles A. Batson
Managing Director

'110 Million Promotion'

GROWTH of radio circulation during 1952—to a total of 110,000,000 sets in use and 44,800,000 radio homes in the U. S.—is pointed up in an eight-page, four-color presentation being distributed by BAB to its members last week. Based on estimates prepared annually by research directors of the four national radio networks, the presentation notes that sets in use increased by 4,700,000 and radio homes by 2,000,000 during 1952. Radio set sales during the first six months of 1953, the report adds, totaled 7,267,000—33% more than during the comparable period of 1952.

EXPORTERS PLACE 14% WITH RADIO

RADIO will get $10.8 million and TV $1.5 million of the estimated $77 million which U. S. firms will spend in export advertising in 1953, according to a survey released last week by the Export Adv. Assn. of New York.

While radio's total put it in third place among media used in export advertising—less than a million behind foreign newspapers—the radio medium was described as "far in the lead" in the field of advertising for U. S. companies' foreign branches, subsidiaries, etc., where it received 25% of an estimated overall $85 million to $170 million allocation in this category.

In the export advertising field, the top medium was what was called "a surprising dark horse," sales promotion and point-of-purchase materials, which were found to receive $16 million or 21%. Foreign newspapers ranked second with $11.6 million, or 15%, compared to radio's $10.8 million or 14%.

No dollar estimates were made of expenditures for advertising for foreign branches and subsidiaries as distinct from export advertising. On a percentage basis, however, radio was first with 25%, foreign newspapers second with 21%, foreign magazines third with 15%, and sales promotion and point-of-purchase materials fourth with 11%.

Television accounted for 4%—equal to the total estimated for U. S. international consumer magazines and newspapers, slightly below direct mail and billboards (6% each) and above U. S. international trade journals (3%).

In the field of export advertising by U. S. companies, it was found that radio accounts for 13% and TV 1% of the budgets of drugs and toiletries companies; radio 22% and TV 4% in the case of manufacturers of radios, other consumer durables and parts; radio 20% and TV 3% in the field of machine tools, electrical, radio and other machinery.

A study of media allocations according to size of advertiser's budget showed that "the percentage of expenditures going into radio and TV increases steadily as the size of export advertising budgets increases," the report said. A table indicated that radio got 1% of the budgets that were under $5,000; 2% in the case of those between $5,000 and $25,000; 4% of those in the $25,000 to $50,000 range; 9% of those between $50,000 and $100,000; 17% in the $100,000 to $500,000 category, and 15% in the case of those exceeding $500,000. Television's share was less than 0.5% in the case of those up to $25,000, 1% in all other brackets up to $500,000, and 2% in the case of those amounting to more than $500,000.

NAEB COMPARES 1-STATION MARKET

DIFFERENCES between TV programming in a one-station market and in one with several stations are pointed up in a monitoring report published last week by the National Assn. of Educational Broadcasters.

Comparing findings made by monitoring WNHC-TV New Haven for the week of May 15-21, 1952, with those made by monitoring New York's seven stations for a week in January of the same year, the report is the fifth of its kind prepared by NAEB but the first to deal with a one-station market. Like those which preceded it, the study was conducted under the direction of Prof. Dallas W. Smythe, U. of Illinois, formerly of the FCC.

Among the findings (based on the respective weeks studied):

- WNHC-TV broadcast 117 hours 12 minutes, 31% more than the New York average (89 hours 38 minutes) and 7% more than the New York station which was on the air longest that week, WCBS-TV (110 hours).
- Advertising represented 24% of WNHC-TV air time, or 77% more in volume than on the average New York station and 20% more than the New York station which carried the most, WNBT (TV).
- As among entertainment, information, and orientation type programs, WNHC-TV's program schedule and that of the average New York station were divided along comparable proportions, with entertainment programs dominating both (73% of New Haven program time, 74% in New York).
- The amounts of time allocated to the various categories of entertainment programs varied considerably, however.
- WNHC-TV, affiliated with all four networks, produced 8% of its programming both locally and live, as against almost 50% in the case of the New York stations (of which four are network keys).
- WNHC-TV put on more than twice as many public agency announcements (156) as did the New York station which carried the most (WATV (TV) Newark, 73).

Concedes Difference

The report concedes that WNHC-TV, as the only station in New Haven—although New York stations also may be received there—"could not specialize its program structure as can one of seven stations," but rather must choose programs "to meet its own needs."

Discussing differences between types of entertainment programs on WNHC-TV and on New York stations, the report pointed out:

In the week studied, crime drama ranked first among the types of drama presented by WNHC-TV, totaling 9% as against a 15% average in New York. Domestic drama was second in New Haven with 5%, compared with 4% in New York. Romance drama and comedy drama, with 4% each, ranked third and fourth in New Haven.

WNHC-TV ran ahead of the New York average in time devoted to variety programs and also in information-type programming. Among information programs, it was pointed out, special news events and features alone accounted for almost 9% of WNHC-TV's total program time, whereas the New York average was 0.2%. In all other types of information programming, WNHC-TV was lighter, percentagewise, than the New York average.

COMMITTEE FORMED TO PUSH PAY-SEE

Uhf grantees call for immediate FCC action to establish subscription TV at Philadelphia meeting.

FORMATION of a Broadcasters Committee for Subscription TV was in the making this week, following a meeting of 20-odd TV operators and grantees in Philadelphia Thursday. The committee was scheduled to begin operating Oct. 1.

Meeting in Philadelphia's WIP studios was called by four uhf grantees who petitioned for immediate FCC action in establishing pay-as-you-see TV [B•T, Aug. 10].

In addition to the establishment of a formal group to carry on the fight to persuade the FCC to authorize pay-TV, last week's meeting also heard speakers urge that subscription TV be taken under the wing of all operators, not only uhf.

Subscription TV is the possible difference between marginal operation and profitable operation, the meeting was told—particularly for independent, non-network affiliated stations.

Suggestion that TV stations might go into quasi-partnership with local theatre exhibitors, to exhibit first run films on TV through pay-as-you-look systems, was received with great interest by the audience.

Disavowing any intention of giving up their CPs if subscription TV is not quickly forthcoming, the leaders of the meeting emphasized that their whole intention was to use subscription TV as a supplement to regular free-TV as a new program and revenue source.

Morning Speakers

Morning session was devoted to a discussion of TV economics. Meeting heard Richard Davis, WELI-TV New Haven explain the purposes of the Broadcasters Committee for Subscription TV—including the appointment of an operating executive and counsel.

Ralf Brent, WIP-TV Philadelphia, related subscription TV to the price paid by readers for copies of newspapers and magazines. *Life* magazine, without the income brought in from circulation sales, would have to increase advertising rates by $50,000 a page, Mr. Brent said. Or, he added, it would have to cut operating cost, eliminating features, coverage and editorial matter.

Subscription-TV, Mr. Brent said, not only means new program sources to the benefit of the public, but also new revenues for TV stations. He also emphasized that pay-TV operated by uhf stations would hasten conversions by set owners with vhf-only sets.

Paul F. McNamara, International Telemeter Corp. spokesman, put forth the cooperative TV-theatre exhibitor venture. He suggested that the station might sell time to the exhibitor for the running of feature films through a subscription-TV arrangement. Or, he commented, the station and the exhibitor might enter into a percentage arrangement. And, possibly, he added, the station might go into the exhibition business itself, dealing directly with the distributors.

Telemeter has already announced it intends to begin a closed circuit subscription TV experiment in Palm Springs, Calif., in cooperation with a local theatre exhibiter [B•T, Sept. 7]. Telemeter operates a community television system in Palm Springs.

Telemeter's plan for subscription TV is

EXTRA! EXTRA! IT'S HEADLINE NEWS!

UNITY Goes Hollywood

UNITY presents "plus 80"
NEW STARS · NEW FILMS
NEW PROGRAMS!

20 Charlie Chan Mysteries



GARY COOPER VIVIEN LEIGH

20 All Star Adventure Classics



PAULETTE GODDARD RAY MILLAND

20 International Masterpieces



ALAN LADD ANN SHERIDAN

20 Hollywood Major Features



to serve the 11 Western States!

CALIFORNIA
OREGON
NEW MEXICO
ARIZONA
UTAH
IDAHO
COLORADO
MONTANA
WYOMING
NEVADA
WASHINGTON
—*plus the Hawaiian Islands and Alaska*

★ ★ ★ ★ ★ ★ ★

New Offices • New Prints • New Local Services • direct from Hollywood • quicker, more economical service for all TV stations west of Denver.

Write, wire or phone for the new Unity 1953 catalogue



Send for your station "plus 80" Brochure

UNITY TELEVISION CORP of California

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through the use of a coin-box attached to the TV receiver to clear up the scrambled signal which will be broadcast to all viewers.

Millard C. (Tex) Faught, representing Zenith Radio Corp., Chicago radio-TV manufacturer and promoter of the Phonevision system of pay-TV, emphasized that sponsored TV and subscription TV are complementary, not mutually exclusive.

James M. Landis, former Harvard U. law school dean and government official, representing Skiatron Electronics & Television Corp., declared that all advertising budgets in America are insufficient to support 500 TV stations operating 10 hours daily. And, he warned, the FCC has allocated channels for 2,000 TV stations.

Coded Card

Skiatron's system, called Subscriber-Vision, uses a coded card to decode the distorted signal received on all sets.

A message was also read from Glen McDaniel, Radio-Electronics-Television Manufacturers Assn. president, who said that RETMA was sympathetic to all new developments in broadcasting and that if the FCC approved subscription TV, the manufacturers would be ready with the equipment.

Also speaking were Ned Irish, president of Madison Square Garden; Abel Greene, commissioner of the National Boxing Commission, whose speech was read by Morris Mogelever, New Jersey State Boxing Commission, and Robert A. Hall, 1952 TV Committee chairman of the National Collegiate Athletic Assn. and former Yale U. athletic director.

Boyd Chairman

Meeting was chairmanned by Hugh N. Boyd, WDHN (TV)-*New Brunswick* (N. J.) *Home News*, one of the four uhf grantees who sponsored the initial petition to the FCC. Others were WELI-TV New Haven, WIP-TV Philadelphia, and WSTF (TV) Stamford, Conn. They were joined later by WACH (TV) Newport News, Va., and WOCN (TV) Atlantic City, N. J.

Present at the Philadelphia meeting were:

C. J. Thornquist, WIFE (TV) Dayton, Ohio; John Doley, WACH (TV) Newport News, Va.; Fred Weber, WFPF-TV Atlantic City; Julian Shinnell, WLBR-TV Lebanon, Pa.; Henry M. Solomon, WTEV (TV) New Bedford, Mass.; Gerald J. Morey, WNLC-TV New London, Conn.; Dwight W. Martin, WOR-TV New York; Wendell Lund, WSTF (TV) Stamford, Conn.; Joseph Lang, WIBG-TV Philadelphia; Ewing B. Hawkins, WILM-TV Wilmington, Del.; Gordon Giffen, WKDN Camden, N. J.; Ewart M. Blaine, WEEU-TV Reading, Pa.

Fred L. Bernstein, WTTM-TV Trenton, N. J.; Benedict Gimbel Jr. and Ralf Brent, WIP-TV Philadelphia; Vincent M. Gaughan, WBES-TV Buffalo, N. Y.; Charles J. Truit, WBOC-TV Salisbury, Md.; Richard Davis, Rudy Frank and Fred King, WELI-TV New Haven, Conn.; Hugh N. Boyd and Will Baltin, WDHN (TV) New Brunswick, N. J.; Louis A. Novins and Paul F. McNamara, International Telemeter Corp.; Millard C. Faught and Peter Van Beek, Zenith Radio Corp.; James M. Landis, Skiatron Electronics & Television Corp.; William N. Reynolds, RETMA.

Sidney Dean, McCann-Erickson; Theodore Schlanger, Stanley-Warner Theatres Corp.; E. Stratford Smith, Welch, Mott & Morgan, Washington; Robert M. Booth Jr., Bingham, Collins, Porter & Kistler, Washington; Ned Irish, Madison Square Garden president; Morris Mogelever, New Jersey State Athletic Commission; Robert A. Hall, former Yale U. athletic director and 1952 chairman of the NCAA TV committee.

SEVEN TVs WIN FCC APPROVAL; AUGUSTA GETS ITS FIRST GRANTS

Commission awards channels to applicants at Augusta; Lafayette, La.; Paducah, Ky.; Merced and Corona, Calif. Four of the new permittees are vhf; three are uhf.

FIRST new TV station grants for Augusta, Ga., on vhf Chs. 6 and 12 and share-time permits for Lafayette, La., on vhf Ch. 10 were approved by FCC last week along with new uhf authorizations for Paducah, Ky., Merced, Calif., and Corona, Calif., the latter part of the Greater Los Angeles area.

The two vhf grants at Augusta involved an agreement among almost all of the applicants for those channels, with the permits being issued to Georgia-Carolina Broadcasting Co. (WJBF) for Ch. 6 and to Radio Augusta Inc. (WRDR) for Ch. 12.

Martin Theatres of Georgia, which gave up its Ch. 6 bid, received an option to purchase 22.5% interest in Georgia-Carolina for $100,000. Similarly, J. I. Sims, whose Augusta TV Co. application for Ch. 12 was dismissed, received an option for 22.5% interest for $100,000 in the Ch. 6 grantee.

Melvin H. Purvis and associates, doing business as Garden City Broadcasting Co., licensee of WAUG there, withdrew their Ch. 6 application and received no consideration.

Twin States Broadcasting Co., operator of WGAC Augusta, also gave up its application for Ch. 12 but one-third owner and Board Chairman F. Frederick Kennedy received an option to purchase 20% interest in Radio Augusta upon condition he give up his WGAC holding.

Without Prejudice

In both of the Augusta grants, FCC acted without prejudice to any position it may take later when approving applications to effectuate the options involved.

At Lafayette, La., FCC approved share-time stations on Ch. 10 to Evangeline Broadcasting Co., licensee of KVOL there, and to Camellia Broadcasting Co., operator of KLFY Lafayette. The grants were conditioned upon the filing of a time-sharing agreement that will "conduce to the clear establishment of separate identities of the stations in the community."

KOWL Santa Monica, Calif., was awarded uhf Ch. 52 for a new TV station to serve Corona and parts of Los Angeles from a transmitter site atop Mt. Wilson, site of the other Los Angeles area stations.

KOWL-TV is the second uhf grant in the multiple-vhf Los Angeles area. Uhf Ch. 22 KPIK (TV) currently is under construction by John Poole, operator of KBIG Avalon [B•T, Sept. 7].

At Paducah, Ky., uhf Ch. 43 was granted to Paducah TV Corp. following withdrawal of the competitive application of Pierce E. Lackey, owner of WPAD Paducah. Paducah TV Corp. includes New York attorney George Becker, who has aditional TV interests, and other New York businessmen.

The same group also is identified with Merced Television Corp., the new grantee at Merced, Calif., for uhf Ch. 34. The authorization, however, is conditioned upon Mr. Becker's withdrawal from the Merced firm because he already has holdings in five other TV permittees, including Paducah TV Corp.

The Merced grant was facilitated by the dismissal of a competitive application by Merced Broadcasting Co., licensee of KYOS there.

Details of the new grants follow:

Augusta, Ga.—Georgia-Carolina Bcstg. Co. (WJBF) granted vhf Ch. 6 with effective radiated power of 23.4 kw visual and 11.7 kw aural; antenna height above average terrain 610 ft. Options for 22.5% interests at $100,000 each have been given Martin Theatres of Georgia and J. I. Sims.

Augusta, Ga.—Radio Augusta Inc. (WRDW) granted vhf Ch. 12; ERP 102 kw visual and 51.3 kw aural; antenna height above average terrain 650 ft. F. Frederick Kennedy is offered 20% option on condition he give up part ownership of WGAC there.

Paducah, Ky.—Paducah TV Corp. granted uhf Ch. 43; ERP 17.4 kw visual and 8.71 kw aural; antenna height above average terrain 480 ft.

Merced, Calif.—Merced TV Corp. granted uhf Ch. 34; ERP 17.8 kw visual and 8.91 kw aural; antenna height above average terrain 440 ft. Grant conditioned upon withdrawal of George E. Becker since he already holds interest in five TV permittees.

Corona, Calif.—KOWL Bcstg. Co. (KOWL Santa Monica) granted uhf Ch. 52; ERP 38 kw visual and 20.4 kw aural; antenna height above average terrain 2,910 ft. (Mt. Wilson).

Lafayette, La. — Evangeline Bcstg. Co. (KVOL) granted share-time station on vhf Ch. 10; ERP 55 kw visual and 29.5 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Camellia Bcstg. Co.

Lafayette, La.—Camellia Bcstg. Co. (KLFY) granted share-time station on vhf Ch. 10; ERP 55 kw visual and 29.5 kw aural; antenna height above average terrain 430 ft. To share time and technical facilities with Evangeline Bcstg. Co.

Comr. Robert T. Bartley concurred in the share-time grants at Lafayette but noted that the "growth of sharing time propositions is a result of the failure of a majority of the Commission to continue to allow competitive AM stations to share in the ownership and operation of a single television station as we did in Macon Television Co. for fear competition will be diluted in the AM field."

Macon Television, operator of uhf Ch. 47

Lawyers Oppose

VAST majority of those attorneys answering a survey by the Federal Communications Bar Assn. indicate they oppose FCC's proposal to require advertising of new TV applications, with a 30-day cutoff for additional bids following such publication [B•T, July 6]. FCBA said 64 members opposed the new rules in one form or another while six favored adoption, two favored adoption in part and one took no position. Some FCBA members felt the proposal comes too late to expedite TV grants effectively, while the advertising proposal actually would tend to invite nuisance or strike bids rather than discourage them. Earlier, opposition to the proposed rules was voiced by CBS and attorney Leo Resnick [B•T, Aug. 17].

WETV (TV) Macon, Ga., is owned 45% by WNEZ and 45% by WBML, both Macon, and 10% by William A. Fickling, local businessman.

Comr. Bartley said further:

In my opinion, sharing-time stations by their very nature are less desirable in the public interest than stations operated by a single licensee. Indeed, such type of operation confronts the Commission with many problems of a managerial nature in which we should not engage. Furthermore, it is clear to me that as much, if not more, cooperation and collaboration between the owners of share-time stations are required than if both AM stations owned a single TV station. This is true because of the additional problems faced by sharing time stations which do not arise in the case of single license responsibility.

It is in the area of split responsibility where the public interest stands to be adversely affected.

I concur only because we do not have a better proposition before us which will bring television promptly to Lafayette.

In addition to the 22% interest which Mr. Becker must give up in Merced Television, and his 12% holding in Paducah Television, the New York attorney holds the following interests: 22% of Appalachian TV Corp., uhf Ch. 21 grantee at Beckley, W. Va.; 22% of Marshall TV Corp., uhf Ch. 16 grantee at Marshall, Tex.; 6% of Hawkeye TV Co., uhf Ch. 20 permittee at Cedar Rapids, Iowa; 1% in Champaign-Urbana TV Inc., uhf Ch. 21 permittee at Champaign-Urbana, Ill.; 6% of LaCrosse TV Corp., uhf Ch. 38 applicant at LaCrosse, Wis.; 22% of Clarksburg-Fairmont Corp., uhf Ch. 22 applicant at Clarksburg, W. Va.; 22% of Goldsboro TV Corp., uhf 34 applicant at Goldsboro, N. C.

Comments on the proposal are due Oct. 26, with replies 10 days later.

Pending final action on this proposal, the Commission indicated it would withhold consideration of the following petitions:

Logansport Bcstg. Corp., to assign Ch. 6 to Logansport, Ind.; Booth Radio & Television Stations Inc. to assign Ch. 10 to St. Louis, Mich.; Jackson Bcstg. & TV Corp. to assign Ch. 10 to Parma, Mich.; Sparton Bcstg. Co. to assign Ch. 10 to Parma, Mich.; Triad TV Assn. to assign Ch. 10 to Onondaga, Mich., or to Parma-Onondaga, Mich.; and Twin Valley Bcstrs. Inc. to assign Ch. 10 to Coldwater, Mich.



SYLVANIA SEEKS 'SATELLITE' APPROVAL

Firm lodges formal petition with FCC asking that rule-making proceeding be instituted to authorize system wherein satellites could re-broadcast TV programs where it is unfeasible to have an originating video outlet.

ESTABLISHMENT of satellite TV stations—to furnish video service to those cities and communities where regular broadcast stations are not economically feasible—was urged last week by Sylvania Electric Products Inc., radio-TV tube and TV receiver manufacturer.

In a formal petition to the FCC, Sylvania asked that rule-making proceeding be instituted to authorize the use of satellites in the TV service.

The petition followed a speech by Rep. Alvin R. Bush (R-Pa.) in favor of satellite operation and citing the Sylvania experiments in Emporium, Pa. [B•T, Aug. 24].

Sylvania has been operating two experimental uhf TV unattended satellites in Emporium, site of one of its tube-making plants, for the last year. It has spent more than $50,000 on the project, it was understood.

The Sylvania petition is expected to bring proponents of the booster system of TV coverage into the picture. Major booster advocate is WSM-TV Nashville, Tenn., which has been experimenting with this type of operation since last year [B•T, Jan. 19].

A satellite is a transmitter-receiver installation which picks up TV signals from larger cities and retransmits them on other frequencies to viewers usually unable to receive them directly. A booster is a similar installation, which, however, is "keyed" to a "mother" station, retransmitting its signals on the same frequency.

Use of either a satellite or a booster to "fill in" a station's service area, or to extend its range has been the subject of much thought in television circles since the early postwar years. The FCC, however, has never looked too favorably on such operations. In its 1952 Sixth Report and Order [B•T, April 14, 1952], it denied one such recommendation on the ground that "indiscriminate" use of such operations might defeat the separation factors among TV stations basic in its table of allocations. However, it held the door open for future consideration by stating that "the carefully controlled utilization of such stations may be beneficial to the plan. . . ."

Sylvania pointed to what it called the "vast potential audience" which has no television service "and no prospect" for many years to come.

Because Emporium (pop. 3,646) is located in a valley, 90 miles from Johnstown, Pa., Sylvania began a year ago with direct off the air pickups of the regular Ch. 6 broadcasts of WJAC-TV, retransmitting them on uhf Ch. 22. Five months ago, Sylvania put into operation a second experimental transmitter, which also picked up WJAC-TV and retransmitted those signals on uhf Ch. 82. Occasionally, both stations have picked up and retransmitted vhf signals from WBEN-TV Buffalo (Ch. 4) and WFBG-TV Altoona, Pa. (Ch. 10).

Experimental Powers

Both experimental stations were operated with transmitter output power of 10 watts, with peak powers of 30 watts, and effective radiated powers of 175 watts.

Such stations, Sylvania said, will provide "acceptable" broadcast service within a range of six miles—and without "appreciable change in the interference conditions of existing broadcast stations."

They will require no change in the present TV allocation plan, Sylvania said.

The radio tube manufacturer also stated that the establishment of satellite stations would not prevent the licensing of regular broadcast stations in the same community, or the expansion of the satellite into a regular TV station.

Concept of the "cluster" idea of satellite stations also was expounded by Sylvania. In this, a group of satellites could be established in a number of communities within a 30-mile radius of a single station community.

Satellite stations can be built to run as attended or unattended operations, Sylvania said. With automatic operation, technical staff is minimal; and because of low power requirements, operating costs are low, and maintenance costs "ridiculously" low, Sylvania said. They can be built for from $15,000 to $20,000, Sylvania estimated.

Implied in the Sylvania proposal is that satellites would be operated on video channels assigned to the various communities instead of being used by regular broadcast stations. This is based on the assumption, it was apparent, that no applications have been filed or would be filed for regular TV operations in such small markets.

Not mentioned but implicit in the Sylvania reference to the economics of TV are the 15 CPs which have been returned to the FCC.

what's this about pedigree?



KLZ-TV . . . going on the air November first . . . has a dog-gone fine pedigree! It possesses antecedents who have given it a heritage of showmanship and salesmanship—a quality in its bloodstream transfused from the veins of remarkable ancestral lineage . . . KLZ Radio, with 32 years of outstanding performance in building personalities, in programming and public service.

All this barking up our family tree is a matter of pride, of course, but the background with which KLZ-TV goes on the air is important to you, the advertiser. The highly qualifying experience . . . the complete facilities . . . CBS Television . . . mean an immediate and continuing audience acceptance—man's best friend for doing a TV selling job in Denver.

KLZ-TV *Channel 7* DENVER

SEE YOUR KATZ MAN

ALADDIN RADIO AND TELEVISION, INC.

WBBM DAYTIME RATES ARE UP!

On September 13, 1953, Chicago's *Show*manship Station raised its time rates affecting all daytime periods. A new card, number 24, now in production, will be issued shortly. These new rate increases have been brought about because...

WBBM DAYTIME AUDIENCES ARE UP!

Year in, year out, the number of families and listeners tuned to Chicago's *Show*manship Station has steadily increased. For example, during the past six years WBBM-produced shows alone have enjoyed an average gain of 53%. Within the past two years, a 15% gain.

At WBBM, showmanship and salesmanship are synonymous. And today, WBBM advertisers are reaching—and selling—an audience more than 50% greater than that delivered by any other Chicago station. To reach and sell Chicago's biggest audiences, call us or CBS Radio Spot Sales right now for availabilities on... **WBBM**

50,000 watts • CBS Owned

Chicago's Showmanship Station • 780 kc

CONELRAD PASSES INITIAL EXAM; THERE ARE FLAWS, BUT IT WORKS

Radio civil defense plan was put through its paces by over 1,200 stations across the nation. Comr. Sterling acknowledges there are 'holes' in the 1240 kc coverage.

GOVERNMENT officials late last week were counting up the plusses and marking down the flaws which turned up Wednesday in the first nationwide test of Conelrad.

Overall, the reaction of the agencies involved, the FCC, the Air Force and the Federal Civil Defense Administration, was favorable.

FCC Comr. George E. Sterling, expressing this feeling, cited good coverage of the country on 640 kc but acknowledged the existence of "holes" in the 1240 kc coverage because of low power signals.

Comr. Sterling emphasized that more stations are needed to take part in the program, particularly in the 1240 kc group.

But the broadcasters who participated in the emergency program in the early hours of Wednesday could feel assured that their efforts were of avail. Reports from stations in various parts of the country were highly optimistic (see editorial, page 124).

Essentially, Conelrad is a system which permits standard (AM) radio to remain operating during an emergency while preventing enemy bombers or guided missles from "homing" on broadcast radiations. Toward this system, the radio industry has provided more than $2.5 million in out-of-pocket costs. More than 1,200 radio stations took part in Wednesday's 1:30-4:30 a.m. (local time) test.

'Excellent Deception'

Comr. Sterling, who was FCC's chief engineer before he became a Commission member, said Thursday not enough navigation reports had been received to determine the navigation reception phase. But of navigation reports the result so far: "Excellent deception." He said, "No troubles have showed up so far that are not curable."

Some public disappointment as to quality or strength of signal was apparent, the Commissioner said, because some listeners expected programming equal to usual commercial broadcasting. Purpose of Conelrad, however, he explained, is not entertainment but to permit an intelligible signal for civil defense messages while maintaining navigation deception.

The test was one of technical facilities only. Messages and programming were transmitted over the 640 and 1240 kc, the Conelrad frequencies. All other AM stations, all FM and TV outlets would go off the air in an actual emergency.

Highpoints of the test last week:

- FCC placed about 2,000 technical ground observers at strategically-located posts throughout the country to determine the effect of ground coverage.
- The Air Force assigned 20 bombers, flying individual missions, to determine whether enemy navigators could "home" on targets despite Conelrad's "planned confusion." Some planes started their missions far at sea off both coasts.

More than a dozen newsmen were flown in an Air Force plane over Long Island from the Air Force's Mitchell Field. Among those on the plane was Bruce Robertson, B•T senior associate editor.

At the end of the flight, Capt. John Wilkins, pilot of the plane, said that the reception of so many mixed signals rendered his radio compass "completely useless" as a navigational device.

The way it would sound to an enemy plane, as explained by the Air Force officials: Since programs from the two New York clusters at flying height are mixed not only with each other but with those from Long Island and other nearby cities, the result is a roar from which no information could be derived. Loud speakers in the plane Wednesday emphatically demonstrated this.

During the briefing before the flight, Chester Spurgeon, radio-TV director of FCDA, praised station operators who have adapted their transmitting equipment for Conelrad, noting the costs.

Joseph Eichel, FCC supervisor at the 26th Air Division Headquarters, Roslyn, N. Y., said the test was one of a series to check the effectiveness of Conelrad by uncovering weak spots which need correcting.

He said previous tests on a more confined scale have failed to reveal technical flaws in the system itself, but in some parts of the country, particularly in rural areas (possibly unlikely as target points for enemy bombers) not enough stations are taking part in Conelrad to make it fully effective as a national defense measure.

Mr. Eichel said with few exceptions, big city broadcasters are cooperating fully. All of New York's 26 stations volunteered their facilities but the first 11 to volunteer were all that were needed, he said.

On the West Coast, some 200 stations took part. Air Force planes failed to "ride in" on signals. In Los Angeles area alone, 13 stations took part. KGFJ Los Angeles (on 1230 kc with 250 w), although not a member of the system because of technical reasons, voluntarily left the air, cancelling its commercial schedule, to prevent the possibility of its signal interfering with 1240 kc.

The Los Angeles test broadcast originated from civil defense headquarters on Mt. Lee (overlooking Hollywood) and was supervised by Maurice Webster, KNX. Loyd Sigmon of KMPC supervised technical operation and Tom Baxter of ABC directed the program.

In Chicago, WGN WMAQ WBBM WLS WENR WIND WSBC took part. Coincident with the test, Admiral Corp. stressed the importance of owning a battery-operated portable or automobile radio in view of a possible emergency. Admiral manufactures small receivers with frequencies marked for special civil defense use.

In Washington, D. C., nine radio outlets took part. There, officials gave a rating of "successful."

Two interesting sidelights, among many, were reported:

A Baltimore video station covered the Conelrad all-radio test. WAAM (TV) telecast views of the city's response to warnings and a commentary by the city's deputy director of civil defense. Direct lines to the CD intercommunications system among police, fire, and special civil defense mobile units were set up. Telecast was on 1:55-2:10 a.m.

In New England, WPJB Providence was in the midst of playing a record giving civil defense instructions when news director Harry McKenna received a bulletin that a severe electrical storm had hit a residential section of Westerly, R. I. Within two minutes, he broke into the broadcast.

Seaton Takes Oath

OATH as Assistant Secretary of Defense for legislative and public affairs was administered last week to Fred A. Seaton, broadcaster and publisher, by J. Robert Loftis, administrative services director, in a Pentagon ceremony. Ex-Sen. (R-Neb.) Seaton's new boss, Defense Secretary Charles E. Wilson, attended the swearing-in. Mr. Seaton was given the recess appointment by President Eisenhower [B•T, Sept. 7]. Mr. Seaton is president of KHAS Hastings and KMAN Manhattan, both Kansas, and vice president of KGGF Coffeyville, Neb.

Lucille Ball Is Cleared Of Communist Association

EXECUTIVES of the CBS Television Network and of Philip Morris & Co., sponsor of the CBS-TV *I Love Lucy* program series, gave assurances of support to Lucille Ball, star of the program, shortly after it was revealed Sept. 11 on the West Coast that Miss Ball had registered in the 1936 California primary with the Communist Party.

At the same time, Rep. Donald Jackson (R-Calif.) of the House Un-American Activities Committee, cleared Miss Ball of association with the party. The Congressman released a transcript of Miss Ball's interrogation by the committee's investigator, William Wheeler, which showed her election to the California Communist Party Central Committee was without her consent or knowledge, and that she never attended any meeting. Miss Ball had admitted registration with the party to please her grandfather, the late Fred C. Hunt.

KNXT (TV) Los Angeles, CBS owned and operated station, telecast Rep. Jackson's news conference in that city which cleared Miss Ball.

WCYB Asks Quick Hearing

RENEWING its charge that the competitive vhf Ch. 5 application of WOPI Bristol, Tenn., was filed to delay action on its own TV bid, WCYB Bristol, Va., petitioned FCC last week to remove the applications from the priority list for "accelerated hearing."

The Commission turned down WCYB's earlier protest on the ground of insufficient evidence to prove the allegations charge to the WOPI application [B•T, Sept. 7].

KRBC-AM-TV Sale

SALE of KRBC-AM-TV Abeline, Tex., by Eva May Hanks and associates for $500,000 to rancher-oilman Lewis J. Ackers and family was approved last week by FCC. Transfer of control of Reporter Broadcasting Co., station licensee, is involved. Mrs. Hanks was majority owner. KRBC-TV began operation a fortnight ago on vhf Ch. 9 as the only TV station in that market [B•T, Aug. 31].

Bowling Green Decision

NEW AM station at Bowling Green, Ohio, on 730 kc with 250 w daytime would be granted to local lumber dealer Howard R. Ward, according to an initial decision issued last week by FCC Hearing Examiner Hugh B. Hutchison. The proposed station would not cause interference to any other outlet, the examiner concluded, but would receive some interference from WPIT Pittsburgh.



Take a "queue" from a Cantonese!

The tongs all agree — the den's given way to the TV room, and most all Canton now gets its kicks on Channel 8. Before the venerable ancestors get restless in their tombs, we hasten to explain: it's no pipe-dream, Canton's just a 60-mile 'ricksha ride out of Dallas.

If you've a yen to spend an evening in Canton, take a cue from the Cantonese and see the Petry man about getting there on WFAA-TV. He'll know, too, the way to Paradise, Mexico, and Reno — all in the DALLAS-Ft. Worth market.

295,000 sets in this, Texas' richest market

Channel **8**

WFAA-TV
DALLAS
NBC - ABC - DUMONT

RALPH NIMMONS, Station Manager • EDWARD PETRY & CO., National Representative • TELEVISION SERVICE OF THE DALLAS NEWS

Army Imitates Comics, Develops Wrist Radio

A WRIST RADIO that can pick up standard broadcasts within a range of 40 miles has been developed by the Army Signal Corps at its engineering laboratories in Fort Monmouth, N. J.

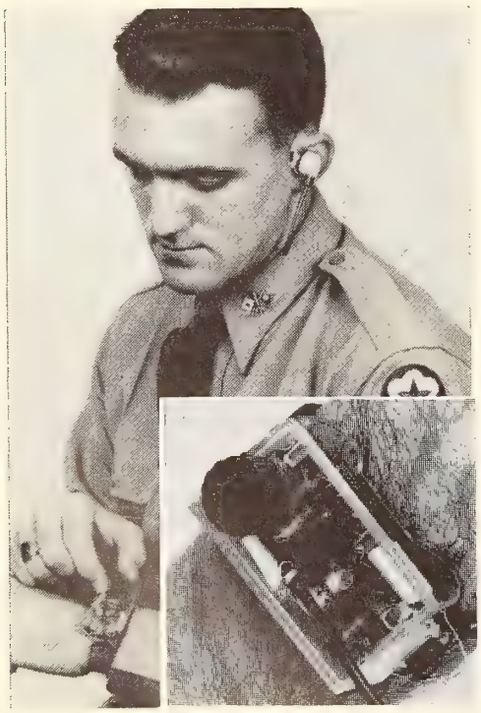
The Army reported its development, which is similar to a device in the familiar "Dick Tracy" comic strip, Sept. 12. The Signal Corps dubbed the new, miniature radio, "Dick Tracy."

Signal Corps said the tiny radio was developed by its own engineers. Only two or three sets have been made and these on an experimental basis, B•T was told. "Further work on the 'Dick Tracy' will be limited," a spokesman said. He also said the 40 mile range is not satisfactory. Broadcasts were picked up clearly from New York which is 40 airline miles from Fort Monmouth.

The two and five-eighths ounce AM radio is worn on the wrist in the manner of a watch. It is contained in a plexiglass case two inches long, one and an eighth inches wide and three-quarters of an inch thick. Five tiny germanium-veined parts (transistors) and other miniature components do away with the conventional vacuum tube and other large parts.

The set is powered with a mercury battery a little larger than the tip of a pencil. Wiring in the chassis is by printed circuits produced by an etching process. A short antenna wire and a cord connect the radio with a hearing-aid type ear-phone up the user's sleeve. Knob on the set's face selects the frequency (or station).

Th Army said the set has been operating on a tuning range of 1,000-1,500 kc, or about one-half the standard broadcast band.



SOLDIER tunes in his "Dick Tracy," the Army Signal Corps' newly-developed experimental wrist radio, which he wears on his left arm. Note hearing aid type speaker in his left ear. Inset at right provides a closer look at the "Dick Tracy." Knob at top of set selects the AM frequency. The Army reports its wrist radio can pick up broadcasts within a range of 40 miles.

NTSC, MAJOR FIRM MEMBERS GIRD FOR OCT. 15 COMPATIBLE COLOR TV SHOWING

Date for the New York demonstration was fixed by compatible color proponents and FCC staffers. Meantime, NTSC and major manufacturer members ready details of 'command performance' notice. CBS, DuMont and NBC will take part.

GIRDING for the Oct. 15 compatible color TV demonstrations in the New York area (somewhere on Long Island), NTSC and its members were readying details of the FCC's "command performance" as listed by the Commission in a Sept. 14 release.

Date and place of the demonstration were fixed Friday at a 15-minute meeting in Washington between NTSC representatives and the FCC staff. It followed by one week a similar preliminary meeting on the same subject [B•T, Sept. 14].

As tendered by NTSC Vice Chairman David B. Smith, Philco vice president, NTSC proposes to start the proceedings in New York with the cooperation of CBS, DuMont and NBC television networks. Beginning at noon, NBC will telecast a studio color program from its WNBT. This will be followed at 12:30 with a closed circuit intercity transmission from New York to Washington and return over coaxial cable and microwave facilities of AT&T. At 1 p.m., CBS' WCBS-TV will program a remote from outdoors in color, after which DuMont, using its experimental uhf TV transmitter, will put on test patterns and slides.

Color receivers, one each from 10 or a dozen companies, will be used at the receiving center. There also will be some black-and-white receivers for compatibility observation. NTSC did not identify the makes of the receivers it intends to use.

Also to be one hand at the site where the FCC commissioners and staff will observe the color transmissions will be duplicates of subject matter being used in the programs (product packages, material, etc.) so that a simultaneous comparison of color fidelity may be made between the actual object and its representation on the TV screen.

The NTSC proposal resulted from an NTSC meeting in New York Wednesday to discuss the Commission's request for a color demonstration. The program is "substantially in accord" with the requirements listed by the FCC, Dr. W. R. G. Baker, NTSC chairman, said then.

Earlier in the week, the Commission instructed its staff to attempt to schedule the demonstration sometime between Oct. 1 and 15. Other business, already scheduled, would prevent it from viewing compatible color TV in action for the remainder of the month, it was learned.

Among the details the Commission expressed a desire to see demonstrated were:

1. Variations in lighting levels at the studio and ambient lighting levels at the receiver.

2. Transmissions over coaxial cable and microwave relay, including 2.7 mc coaxial cable.

3. Simultaneous comparison of subject matter before cameras and on screens of receivers.

4. Subject matter containing a wide range of hue and chroma, including strongly contrasting color patterns for (a) motion indoor—for normal and rapid movements in close-ups and in medium length shots; (b) motion outdoor—with typical outdoor scenes, and (c) slides—with color test pattern and both close-up and distant shots on selected slides.

Meanwhile, the Commission and the industry were awaiting counter-comments to the Sept. 8 statements filed with the FCC in reply to its Notice of Proposed Rule-Making.

Favorable comments were submitted by NTSC, Westinghouse, Admiral and Hazeltine, and previously by RCA-NBC, Philco, GE, Motorola and Sylvania.

Unfavorable comments were filed by American Television Inc., Chicago manufacturer and tube maker and distributor, Paramount Television Productions Inc. (Paramount Pictures subsidiary-KTLA Los Angeles) and Chromatic Television Labs., developer of the "Lawrence" tri-color tube and half-owned by Paramount Pictures.

ATI asked that the Commission limit color TV operations to only one city for three years —to allow the remainder of the industry to learn how to handle it. Both Paramount Television and Chromatic Television urged that an analysis of receiver costs be required before the Commission approves the NTSC standards.

CBS, filing in favor of the NTSC standards, raised serious questions regarding the costs of receivers and station equipment.

MORE CHANNELS MAY BE IN SIGHT

POSSIBILITY that additional vhf and uhf channels can be allocated to a number of cities appeared last week as FCC announced proposed rule making to amend its TV rules relating to reference points and the computation of minimum spacing.

The change would eliminate the necessity for making assignments to small communities adjacent to larger cities where the minimum separations could not be met if the channel were assigned directly to the larger city. This would be done by requiring location of the transmitter so as to fulfill the minimum spacing.

Based upon a petition by WSAL Logansport, Ind., which seeks the allocation of vhf Ch. 6 there, the Commission's proposal is to amend Sec. 3.611(a) of its TV rules by adding the following provision subsection (a) (2):

If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirements of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610.

Wilmington Uhf Proposed For WILM as WHAT Drops

NEW TV station on uhf Ch. 83 at Wilmington, Del., is proposed in an initial decision issued last week by FCC Hearing Examiner Herbert Sharfman, who would grant the application of Delaware Broadcasting Co., licensee of WILM. The decision was made possible by the withdrawal of a competitive application by Independence Broadcasting Co., licensee of WHAT Philadelphia.

Ewing B. Hawkins is majority owner of WILM. The proposed Ch. 83 outlet would operate with effective radiated power of 13.2 kw visual and 7.1 kw aural with antenna height above average terrain 425 ft.

covering central missouri

KOMU-TV

COLUMBIA, MISSOURI



ANNOUNCES THE APPOINTMENT OF

H-R TELEVISION, INC.

as national representatives

New York
Chicago
San Francisco
Los Angeles

channel 8

NBC-CBS
ABC-DuMONT

AIR DATE: OCTOBER

KOMU-TV
THE COMMERCIAL TELEVISION STATION OF THE UNIVERSITY OF MISSOURI

Memo: A Miracle!
Fifteen Minutes a day
Five days a week
is available on
Grady Cole Time



The people's man — he loves and is loved by the masses — humor, wit, homespun philosophy — and has record after record of almost unbelievable sales appeal.

He is the fellow who said and believes that "If the Lord saw a reason for having different kinds of people — I that is reason enough for me to try and be the best friend I can to all of them."

Call CBS Network Sales

P.S. Grady Cole is available on any network — any number of stations

Defendants to Answer Anti-Trust Suit Oct. 15

DEFENDANTS in the Dept. of Justice's anti trust suit to force release of 16mm featur motion pictures to television and other non theatrical outlets, have been given until Oct. 1 to file their answers and to complete inter rogatories. Date for the filing, after variou continuances, was to have been last Tuesday but the U. S. Attorney's office in Los Angele filed a stipulation in Federal Court to extend the time.

Filed on July 22, 1952, the anti-trust suit is before Federal Judge William Byrne. Listed as defendants are Columbia Pictures Corp and subsidiary, Screen Gems Inc.; Universa Pictures Corp. and subsidiary, United Worl Films Inc.; Warner Bros. Pictures Inc.; Warne Bros. Pictures Distributing Corp.; RKO Radio Pictures Inc.; 20th Century-Fox Film Corp. Republic Pictures Corp.; Republic Production Inc.; Films Inc., and Pictorial Films Inc. Al though not a defendant, Theatre Owners of America (TOA) is named as a conspirator.

Lamb Repeats Refusal To Take Democratic Post

EDWARD LAMB, radio-TV operator and newspaper publisher, last week reiterated his earlier announcement that he would not accept the post of treasurer with the Democratic National Committee [B•T, Sept. 14].

In Chicago for the two-day Democratic meeting, Mr. Lamb told B•T he "definitely would not accept such a position" and said he was there as an unofficial observer.

Mr. Lamb also said that his personal plans for a special buffet supper Tuesday in honor of Adlai Stevenson, Mr. and Mrs. Harry Truman and Mr. and Mrs. Stephen Mitchell—Mr. Mitchell is committee chairman—had been sidetracked [CLOSED CIRCUIT, Sept. 14]. The supper was held under the auspices of the National Committee instead, although Mr. and Mrs. Lamb had contributed $3,500.

In the *Chicago Daily News*, Edward Leahy reported the Lambs' gift as "the biggest single-family contribution" to the Democratic National Committee between June 1 and Aug. 31.

Mr. Lamb's properties include WICU (TV) Erie, Pa., WMAC-TV Massillon, Ohio, and WTVQ (TV) Pittsburgh (purchase pends FCC approval) in television and WIKK Erie, WTOD and WTRT (FM) Toledo and WHOO-AM-FM Orlando, Fla., in radio. He also is applicant for three other TV stations.

Columbus Grantee Replies To Phenix City Petition

COLUMBUS Broadcasting Co. last week filed an opposition with FCC to a petition filed Sept. 10 by the City of Phenix, Ala., which requested that FCC's grant of vhf Ch. 4 to Columbus Broadcasting [B•T, Aug. 31] be set aside [B•T, Sept. 14]. Columbus, Ga., where the grant was made, is adjacent to Phenix City.

The Phenix City petition, filed by Leo Resnick, its Washington counsel, had questioned the grantee's qualifications. The grantee firm, in its opposition last week, described the Phenix City petition as "without merit," but requested the FCC, if that body decided to consider the petition, to designate the Phenix City petition itself for hearing so as not to delay the grantee's plans.

HEARING LIKELY FOR CBS, ZENITH

COMPETITIVE hearing between CBS and Zenith Radio Corp. for Ch. 2 in Chicago seemed likely last week when the FCC sent "McFarland letters" to both and asked for comments within 30 days.

Letters were sent on the grounds that CBS's Sept. 1 application for license renewal of WBBM-TV Chicago could not be granted without a hearing since Zenith's application was still pending.

Although the FCC dismissed Zenith's application when it issued the final TV report last year [B•T, April 14, 1952], Zenith appealed to the U S. Court of Appeals in Washington, receiving a stay until the court decides whether the FCC was right. However, the court permitted the FCC to assign WBBM-TV from Ch. 4 to Ch. 2 temporarily pending the outcome of the Zenith appeal.

Zenith's application, filed in 1948, was for Ch. 4. In its final table of allocations, the FCC deleted Ch. 4 from Chicago, moved the then WBKB (TV) from Ch. 4 to Ch. 2. Facilities of WBKB were bought from United Paramount Theatres Inc. by CBS for $6 million, then retitled WBBM-TV. This sale was part of the UPT-ABC merger, approved by the Commission early this year [B•T, Feb. 16].

In its brief filed last month [B•T, Aug. 17], Zenith claimed the FCC was practicing a "shell game" in denying its application for a Chicago TV channel. FCC and CBS answers to Zenith are due Sept. 23.

Examiner Would Dismiss Eugene Ch. 13 Protest

PROPOSING to dismiss a Sec. 309(c) economic protest by W. Gordon Allen, an initial decision was issued by FCC Hearing Examiner James D. Cunningham last week to make effective immediately the vhf Ch. 13 grant to Eugene Television Co. at Eugene, Ore. Mr. Allen is permittee of uhf Ch. 20 KTVF (TV) there. His protest caused postponement of the Ch. 13 grant [B•T, June 29].

Eugene Television was a merger between two competing applicants, KUGN and KORE. Subsequently, however, stockholder C. H. Fisher transferred his majority interest in KUGN to his son, C. O. Fisher, thereby removing KUGN from the Ch. 13 grantee. The KUGN transfer awaits FCC approval. Mr. Allen contended the family relationship between the TV grantee and KUGN, plus part ownership by KORE principals, would violate FCC's multiple ownership rules and cause his uhf Ch. 20 outlet economic injury. The hearing examiner's initial ruling found no evidence to refute the elder Fisher's intention not to interfere in the operation of his son's KUGN.

Tucson TV Outlets

KOPO-TV Tucson, Ariz., vhf Ch. 13 outlet owned by Gene Autry and associates, has been operating since Feb. 1 of this year as Tucson's first local TV outlet. KVOA-TV, new vhf Ch. 4 station, was to commence operation yesterday (Sunday, Sept. 27). A third station, KCNA-TV, has returned its vhf Ch. 9 permit to the FCC because of economic reasons [B•T, Sept. 14]. B•T's story on KCNA-TV's action overlooked the fact that KOPO-TV is operating on Ch. 13.

For the Finest Performance Money Can Buy



BROADCASTERS and RECORDING STUDIOS choose the

REK-O-KUT

Model B-16H 16-INCH 3-SPEED TURNTABLE

The name Rek-O-Kut has always been identified with specialized skill and experience in professional disc recording and transcription equipment. It is no wonder, therefore, that Rek-O-Kut should produce a turntable of such flawless design and performance as is revealed by the B-16H.

HERE ARE THE DETAILS: The turntable of the Rek-O-Kut B-16H is made of cast aluminum, and exerts no pull on magnetic cartridges. It is precision lathe-machined with an extra-heavy rim for dynamically balanced flywheel action, and it is driven by a hysteresis synchronous motor for accurate timing at all speeds. Rim driven through idlers, speed variation is well within NARTB requirements.

A simple speed-control knob permits instantaneous selection of any record speed: 33⅓, 45, or 78 rpm. A permanently built-in 45-rpm record bushing is flush-mounted around the standard spindle. A slight twist extends it above the table surface, ready for use. The B-16H reaches operating speed within ½ revolution at 33⅓ and 45 rpm.

Record slippage is eliminated through the use of a new mat material. Rumble, wow, and flutter are practically non-existent. The operation of the Rek-O-Kut B-16H is so simple and consistently reliable, that it requires only routine maintenance.

In fact, the entire performance behavior of the B-16H leaves nothing to be desired. Economically, it is the finest investment you can make. It is without peer or equal among the leading quality turntables available today, although priced at only $250.00.

Dimensioned for ready replacement in present consoles.



Console Cabinet Model C-7B for B-16H
Turntable base nests in felt . . . no screws or bolts. Has two compartments with piano hinges and flush ring-latches. Includes built-in electrical outlets and levelling casters.
Dimensions: 33"h x 22"w x 20½"d.....$109.95

Write for complete specifications to Dept. EJ-3

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38-01 Queens Boulevard, Long Island City 1, New York
Export Div.: 458 Bway., New York 13, U.S.A. • Cables: Morhanex
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WPTR DENIES AIR CRASH BLAME

WPTR Albany General Manager Stephen Rintoul says the station's towers were lighted at the time an American Airlines plane crashed into them last Wednesday morning, killing 28.

ANY suggestion that the towers of WPTR Albany were to blame for the American Airlines plane crash which killed 28 persons there last Wednesday morning would not be justified by the facts, station officials said last week.

General Manager Stephen Rintoul pointed out that the three towers were lighted at the time the plane struck two of them while circling in a morning fog, and he noted also that the plane, waiting for the fog to lift so it could land, was flying at only 300 feet at the time. WPTR's towers are approximately 360 feet high and are located 3.5 to 4 miles from the airport.

"I don't see how they could blame the towers in this case," Mr. Rintoul said in an interview.

He pointed out that the station had been doubly cautious in making sure the tower lights were burning. They are equipped with devices which turn them on automatically, and in this case they also had been lighted manually, to make sure that they would not go out while the fog remained.

The wife of the co-pilot killed in the crash meanwhile was quoted as saying her husband had expressed concern over the placement of electronic navigation facilities at the airport. They had been placed too close to a tall radio tower, she said he had told her.

The plane struck two of WPTR's three towers at about 9:30 a.m. and plunged to earth, killing all 25 passengers and the three crew members aboard.

The station was off the air only momentarily. Damage to the towers was said to be relatively slight. One beacon was destroyed, and it appeared that two 20-ft. sections of the tower would have to be replaced or straightened.

According to the Civil Aeronautics Administration in Washington, the plane had attempted one landing on instruments, and had then asked the tower for permission to land visually using the Albany airport's east-west runway. Permission had been granted. Ceiling was 4,000 feet, CAA said, with visibility 500 feet and scattered clouds. The plane struck the WPTR towers from the north and west, CAA said. CAA also said that the pilot had reported the plane's landing flaps were not working properly.

Last July, a private plane crashed into a guy wire of the 1,000-ft. tower of WHUM-TV Reading, Pa. WHUM-TV and WBEN-TV Buffalo are the only two stations required by CAA to mark the word "hazard" on the ground in letters 30 ft. wide and 80 ft. long.

KIRV Gets Time Hearing

FIRST post-thaw hearing on a request for extension of time to build a television station was ordered by FCC last week for KIRV (TV) Denver, uhf Ch. 20 outlet under permit to Mountain States TV Co. KIRV was the first of a group of post-thaw stations to receive McFarland letters indicating that the need for hearing was indicated upon their extension pleas [B•T, Aug. 17]. FCC set no date for the inquiry. The Ch. 20 station was authorized Sept. 18, 1952. Commencement date is listed "unknown."

BAN ON MARCIANO-LaSTARZA FIGHT BRINGS PROTESTS FROM BROADCASTERS

International Boxing Club's edict that radio and TV stations could not give blow-by-blow accounts or re-creations of the bout draws resolutions, threats of defiance—and two stations are instituting their own kind of news blackout.

THE forthcoming fight for the world's heavyweight championship between Rocky Marciano and Roland LaStarza in New York last week raised the issue of "property rights" versus "freedom of news coverage" by broadcasting media.

The question was brought into sharp focus when the International Boxing Club, promoter of next Thursday's match, issued a series of statements in attempts to clarify its position. The first statement pointed out that since exclusive rights had been sold to Theatre Network Television, blow-by-blow accounts would be limited to newspapers and wire services only, and that re-creating or simulating blow-by-blow accounts on radio or television was prohibited. A later statement modified its stand to permit 75-word bulletins of the fight to be broadcast after every three rounds.

Fellows Leads Dissents

A storm of protests came from broadcasters during the week protesting the IBC edict. NARTB President Harold E. Fellows led off the dissents with a statement Tuesday at the Dist. 17 meeting in Seattle in which he termed the IBC action as "arbitrary and capricious."

Resolutions condemning the IBC restriction on radio-TV were passed by broadcasters at the Seattle meeting and on Thursday at the Dist. 15 meeting in San Francisco. A number of stations issued spirited complaints, WOV New York serving notice it intended to air the fight's progress "in the most accurate and prompt possible way" and "a re-creation thereof, if we see fit."

WOON Woonsocket, R. I., and WRON Ronceverte, W. Va., are retaliating by omitting prefight publicity from their newscasts. WRON sportscaster Gary Dent aired these remarks by WRON President Bill Blake: "The decision of the promotors to bar radio broadcasts . . . is as ridiculous as the decisions in some of their fights. If the fight promoters want to keep the fight a secret, WRON will help them. Therefore, WRON will try to keep anyone from knowing they're having a fight on Sept. 24, and we invite all other radio stations . . . to join with us."

WOON Woonsocket, R. I., told NARTB last week it would follow a similar policy, also urging other U. S. broadcasters to follow suit.

Mr. Fellows' statement told Seattle delegates:

"In effect, IBC President James Norris has placed an artificial limitation upon the ability of American broadcasters to serve the American public. I have no doubt that there is a right implicit in the promotion of such a spectacle as a professional championship boxing match, and I believe this right generally is recognized by broadcasters.

"In this case broadcast facilities reaching American homes are not picking up the fight. However, it does not seem to me that this right extends to Mr. Norris the privilege of ordering that broadcasting stations may not pick up and broadcast such material as they may receive from the wire services to which they subscribe. Nor does it seem to me that he, as a boxing promoter, should abrogate the contract existing between such wire services and stations by forbidding the service in effect to file a blow-by-blow account, or the stations from broadcasting it if it is filed.

"Beyond such implications, however, I view Mr. Norris' action as arbitrary and capricious. I think it overlooks the interests of the public itself insofar as it represents an abridgement of the abilities of a free media to serve that public fully. I do not believe the broadcasters of the nation will abide much longer such discriminatory edicts."

The amended policy of IBC with respect to broadcast coverage of the match, as announced to wire services last Tuesday, stated:

The restrictions regarding the re-creation or simulating of the blow-by-blow description on any radio or TV broadcast must be enforced, and any unauthorized use of the account will be subject to legal action.

The blow-by-blow account is limited to newspaper publication only. However, to cooperate with wire services and their numerous radio and TV clients, we can authorize a 75-word summary of the progress of the fight every three rounds. We do this with the specific understanding that the wire services stress that the 75-word summary is not to be used in any way to re-create or simulate the blow-by-blow description.

Apprised of the IBC's change in policy, a WOV spokesman said that the station, which accents Italian programming, will still be guided by the remarks made last Monday by Ralph Weil, executive vice president. Mr. Weil said:

The Marciano-LaStarza match is between two Italian-American fighters who have reached the top rungs of their class. The Italian-American community naturally has enormous interest in this event, and it has been our plan to report it in the most accurate and prompt possible way.

Now comes Mr. Norris [James Norris, IBC president] with a dictate which, if we read it all right, cheats the entire radio industry of the possibility of reporting news events, not simply as it is made, but even immediately after. Apparently Mr. Norris also intends to deprive the radio industry of detailed coverage of this fight through the radio wires of the established news services.

We have no knowledge of how the news services interpret this usage or what they intend to do about it, if anything, but our own intention is to get the news about this fight, and a re-creation thereof, if we see fit, to our public as quickly and accurately as we can. A prize fight is a spectacle up to a certain point, and there Mr. Norris reigns supreme. But beyond that point it is news, and as news it enters the domain of public interest."

An IBC spokesman, Murray Goodman, said he had read reports of Mr. Weil's remarks. He added that IBC attorneys had been alerted to take "appropriate actions" against any parties that violated IBC rulings.

Mr. Goodman told B•T that IBC's position was that there is a question of "property rights" involved in the bout, pointing out that the organization has an obligation to its sponsor, namely Theatre Network Television. He said that in baseball, scores only of other games are given on a broadcast every three innings as a means of protecting the sponsor and he said the IBC felt it had made "a reasonable concession" in allowing 75-word bulletins.

Spokesmen for AP, UP and INS said they would abide by IBC regulations and would carry the IBC warnings on the scope of material that can be used by broadcasting media. It was learned that attorneys for the wire services have given considerable study to the problem created by coverage of the bout and they have come to the conclusion that there are elements of "property rights" involved. Spokesmen for all three wires said they have no intention of making a "test case" against the IBC policy.

FABULOUS KNOE-TV
ON THE AIR — SEPT. 27



The south's BIG station you've heard so much about . . . the one that has the whole industry buzzing . . . will go on the air next Sunday. KNOE-TV covers a sales potential which reaches eye-popping proportions. You just get started when you mark up the rich Monroe area where the average family income—at $6,900 per year—is one of the highest in the nation. With its 774 ft. tower and 230,000 watts power, KNOE-TV will "boom right in" to the thickly populated cities of Shreveport, Alexandria, Camden, El Dorado, Vicksburg and Natchez. Surveys show our area market equivalent to that of the tenth largest metropolitan market.

EXPAND YOUR SOUTHERN MARKET

Our availabilities are being grabbed up much faster than even we anticipated. Contact us or H-R Television now.

- **Interconnected to network cable on opening date**
- **Operation will begin with full authorized power of 230,000 watts**
- **Tower height—774 ft.**
- **3 studios . . . Main one—106 x 60**
- **Main studio has hydraulic 6 ft. lift**

Just Look At This Market Data

Population	1,664,500
Families	476,260
Spendable Income	$1,591,352,000
Food Stores	$ 238,625,000
General Merchandise Stores	$ 154,806,000
Auto Stores	$ 232,292,000
Service Stations	$ 55,368,000
Restaurants, Drinks, etc.	$ 53,985,000
Drug	$ 35,906,000
Building Materials, Hardware	$ 96,324,000
TOTAL RETAIL SALES	$1,063,415,000
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070



keep your eyes on the south's BIG station

A James A. Noe Station

KNOE-TV

CBS (PRIMARY)
NBC - ABC
DUMONT

CHANNEL 8, MONROE, LOUISIANA

PAUL H. GOLDMAN, VICE PRESIDENT AND GENERAL MANAGER

H-R TELEVISION, INC., National Representative

THROWER WPIX VP, FREEMAN PROMOTED

ELECTION of General Manager Fred M. Thrower as vice president of WPIX (TV) New York and the appointment of Otis S. Freeman as the station's chief engineer were announced last week.

Mr. Thrower, who took over the general managership last May, will continue to serve in that post, F. M. Flynn, president of the *Daily News* outlet, said.

Mr. Freeman, who has been assistant chief engineer since the station commenced operations in 1948, will succeed Chief Engineer Tom Howard, who has resigned to become director of engineering for the radio and television properties of Jefferson Standard Broadcasting Co., licensee of WBT and WBTV (TV) Charlotte, N. C.



Mr. Thrower



Mr. Freeman

The Freeman appointment becomes effective Oct. 1.

Vice President Thrower formerly was CBS-TV vice president in charge of sales, and before that he served nine years as ABC vice president in charge of radio and TV sales.

Fifteen W. Va. Stations Sign for Grid Contests

FIFTEEN radio outlets in West Virginia have signed to carry all nine football games of West Virginia U., it was reported last week. Additional stations are expected to sign.

Signed: WAJR Morgantown (originating station); WBTH Williamson; WOAY Oak Hill; WLBK Clarksburg; WMMN Fairmont; WHIS Bluefield; WKNA Charleston; WDNE Elkins; WVOW Logan; WCOM Parkersburg; WRON Ronceverte; WHAW Weston; WLOH Princeton; WJLS Beckley and WWVA Wheeling.

John Johns, WAJR manager, said stations may be signed in Huntington, Martinsburg, Keyser and Welch before the first game, West Virginia-Pitt at Pittsburgh Sept. 26. The sports "network" is called Ashland Oil-Valvolene Sports Network, using the sponsor's name. Jack Fleming will handle play-by-play.

ABC Group Reviews Sales

PLANS for the new "fall look" in programming at WENR WBKB (TV) Chicago and reports on network and local sales were reviewed by ABC Central Division executives at a luncheon Sept. 11. Tape recorded messages from ABC-United Paramount officials in New York including ABC President Robert Kintner, highlighted presentation of ABC Chicago's new publicity-promotion concept, aimed at closer liaison with local trade and newspaper reporters. Prospects for fall radio-TV sales were described as bright for the network and WENR-WBKB.

Seattle Paper Strike's Effect on Radio-TV Small

THE two-month-old strike by the Seattle-Tacoma Newspaper Guild against the *Seattle Times* has had a limited effect on broadcasting business in the area, a B•T survey disclosed last week.

A few of the 10 radio and television stations queried report new sponsors or augmented schedules, and some have added to their newscast coverage, but the broadcasting pattern has not changed markedly since publication of Seattle's afternoon and Sunday paper was suspended in mid-July. The morning and Sunday *Post-Intelligencer* is Seattle's only daily pending settlement of the strike, and one radio executive observed that the *P-I* has acquired 85% of the *Times'* advertisers' newspaper ad budgets.

The Bon Marche, major Seattle department store affiliated with the Allied Stores chain, had scheduled a major weekend promotion when the strike hit and shifted swiftly to a heavy radio spot schedule and a productive television innovation.

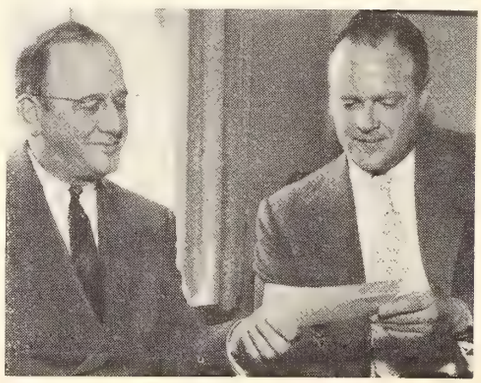
TV studio facilities were set up in the store, and for two weeks, KING-TV Seattle's afternoon shows, *Vanity Views* and *KING's Kamera,* were telecast directly from The Bon Marche. The telecasts attracted overflow audiences to the temporary "studio" and the store later reported a heavy increase in telephone orders and in-store traffic traceable to the programs.

Among the AM radio stations, KJR's general manager, J. A. Morton reported "a noticeable increase in advertising," particularly from department stores and primarily in connection with the news programs.

KOMO, Seattle's NBC affiliate, reported a slight increase in advertising of food products.

KOL's business picked up "a little, but not appreciably," according to Archie Taft Jr., general and commercial manager.

Speaking for KIRO Seattle, Lincoln W. Miller, assistant to the president, commented that the CBS affiliate noticed no increases in advertising attributable to the newspaper strike.



CHECK for purchase of WJJD Chicago by Plough Broadcasting Co. from Field Enterprises Inc. changed hands last Monday after FCC approval of the sale [B•T, Sept. 14]. Abe Plough (l), president of Plough Inc., parent firm of the broadcasting subsidiary, hands the check to Marshall Field Jr., vice president of Field Enterprises and editor-publisher of the *Chicago Sun-Times*. Plough bought station for $900,000 in cash. Negotiations were handled through Dow, Lohnes & Albertson, Washington law firm, and held by Marshall Field Sr., president of Field Enterprises, and Mr. Plough.

WNEW Promotes Jaeger

JOHN JAEGER, who joined WNEW New York 19 years ago when he was a 17-year-old announcer, last week was named assistant general manager of the station. An announcement from Bernice Judis, vice president and general manager of WNEW, said Mr. Jaeger will coordinate the activities of the station's various departments and personnel and will perform other executive functions. Mr. Jaeger's background in radio has been exclusively with WNEW.



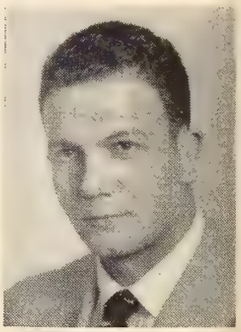
Mr. Jaeger

WOOD-TV Constructs

WOOD-TV Grand Rapids, Mich., plans to be in operation by the first of the year on its new vhf Ch. 8 frequency with effective radiated power of 316 kw, the station reported last week. WOOD-TV will change from present 28.5 kw on Ch. 7. Cornerstone for the new transmitter building was laid Sept. 8 with city and state officials present.

Maillet to Head WWOD

CHARLES R. MAILLET, manager of WFLO Farmville, Va., since 1948 and present secretary-treasurer of the Virginia Assn. of Broadcasters, has been appointed manager of WWOD Lynchburg, Va., effective Oct. 1, Joyce W. Fore, WWOD secretary-treasurer, announced last week. Mr. Maillet has been in radio since 1937 in New York, Georgia and North Carolina. He is a World War II infantry veteran and is active in civic work.



Mr. Maillet

Roger A. Chase Killed

ROGER A. CHASE, 51, night news editor of KPHO Phoenix, was found shot to death on a desert road near Wickenburg, Ariz., Sept. 11, and his wife, Mrs. Jean Chase, 37, was charged last Wednesday with murder. Mrs. Chase was found near the scene, about 40 miles northwest of Phoenix, as was Mr. Chase's car and a .25 calibre pistol used in the shooting. Mr. Chase formerly was employed in radio in Chicago.

Heyser Found Dead

FRAN HEYSER, 52, described in news reports as a producer for KMBC Kansas City, was found dead Sept. 12 in his room at the Pickwick Hotel, that city. According to the police, Mr. Heyser apparently had been beaten with a heavy metal table lamp and died ten hours before his body was discovered that morning at 10 a. m.

WKLO-TV
LOUISVILLE

Announces the appointment of

O. L. TAYLOR

AS EXCLUSIVE

NATIONAL REPRESENTATIVES

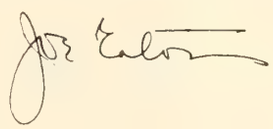
Effective Immediately

WKLO-TV
CHANNEL 21
LOUISVILLE

ON THE AIR MID-OCTOBER

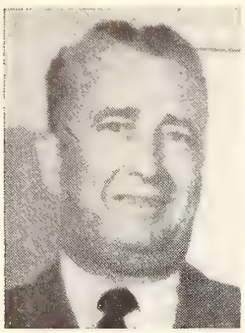
REPORT FROM LOUISVILLE

The Kentuckiana area we serve is a MIGHTY MUST for your sales message! Glowing facts make WKLO-TV a buyword in the glossary of successful selling. A metropolitan population of 589,900 serving a trading area of 942,498 with retail sales for 1952 totaling $888,450,000. This 25th major market in the U. S. is surrounded by rich Kentuckiana agriculture, and is the home of such employment giants as General Electric, Reynolds Metals, International Harvester, DuPont, plus countless distilleries and cigarette manufacturers. All this adds up to WKLO-TV as a leader on any national advertiser's list.



HAROLD BURKE TO MANAGE WRTV

HAROLD C. BURKE, who was manager of WBAL-AM-TV Baltimore until 1952 when he resigned to enter the consultant field, has been appointed managing director of WRTV (TV) Asbury Park, N. J., Walter Reade Jr., WRTV president, announced last week. WRTV, on uhf Ch. 58, has set early December for test patterns.



Mr. Burke

Mr. Burke has been retained by WRTV as a consultant since last winter. Until 1952 he had served as vice president and director of the Hearst Corp.'s radio-TV operations and had been manager of WBAL since 1938 and WBAL-TV since the station went on the air in 1948. He also managed Hearst radio properties in Milwaukee and San Antonio, and worked on special assignments for the firm in Los Angeles, San Francisco and New York.

Mr. Burke is permittee of WWLA-TV Lancaster, Pa., which expects to go on the air late this year. Its plans will not be affected by his WRTV appointment, he said. Mr. Burke in 1949 represented all NBC interconnected TV stations on the NBC Station Planning and Advisory Committee. For the past year and a half he has specialized in getting new stations on the air, Mr. Reade said.

DuMont Stations Rate Rise

INCREASES in the network rates for Class A time at WABD (TV) New York and WTTG (TV) Washington were announced last week by Ted Bergmann, general manager of the DuMont Television Network. The increases take effect Oct. 1. The rate at WABD (TV) will be raised from $2,200 to $3,200 per hour and at WTTG (TV) from $850 to $950 per hour. Mr. Bergmann said the last increase at WABD (TV) was in February 1951 when New York's set circulation was 2,145,000 as compared with the current 3,948,000. At WTTG (TV), he added, the last rate rise occurred in October 1951 when set circulation in Washington was 289,000 as against the present circulation of 467,000.

Telethon Tally

IT WAS one big dollar push in Louisville's cerebral palsy telethon held by WHAS-TV Louisville Sept. 12-13. The 16-hour affair was telecast from Memorial Auditorium. As the donations were being totaled last week, it looked as if the sum might go as high as $175,000. Half a dozen TV and theatrical stars appeared on the telethon headed by Warren Hull (m. c. of *Strike It Rich*), Mel Torme, Ray Malone, vocalist Fran Warren, comic Pedro Gonzales and others.

WGR Elects Nat Cohen

NAT L. COHEN has been elected vice president in charge of sales and member of the board of WGR Broadcasting Corp. (WGR Buffalo), Leo J. Fitzpatrick, board chairman, and I. R. Lounsberry, president, announced Wednesday.



Mr. Cohen

Mr. Cohen has been in the field of advertising sales since 1925. He joined WGR as a sales executive in 1931 and became commercial manager in 1946.

In his new capacity, Mr. Cohen will have direct supervision of the station's sales staffs, local and national.

Storer Replies in Ad

STORER Broadcasting Co. placed a full page ad in the *Miami* (Fla.) *Herald* Sept. 11 supporting its position in its bid for Miami vhf Ch. 10, for which four other firms have competing applications, necessitating a comparative FCC hearing. WKAT Miami Beach had petitioned FCC to deny hearing of the Storer bid because Storer already has the legal maximum of five TV stations [B•T, Sept. 14]. Storer says it will dispose of one of its other TV stations upon grant of Ch. 11 in Miami and that it intends to make its headquarters there.

CROSLEY APPOINTS FOUR TO TOP POSTS

FOUR appointments to executive positions were announced last week by Crosley Broadcasting Corp. President Robert E. Dunville.

George Henderson, former head of the WLWC (TV) Columbus sales staff, comes to Cincinnati as general sales manager for all the Crosley television stations.



Mr. Henderson

Bernard Barth, formerly assistant to the vice president of TV operations, has been named general program director for the Crosley stations, both radio and TV.

Chester Herman has been appointed WLW Cincinnati program director, while Neal Van Ells, former program director of WLWD (TV) Dayton, becomes program director of WLWT (TV) Cincinnati.

Mr. Henderson, who attended Rice Institute, joined Crosley in 1949, and formerly was with the *Columbus* (Ohio) *Citizen*. Mr. Barth, ex-writer and producer at WFIL Philadelphia, joined Crosley in 1948 when it first began TV operations. Mr. Van Ells, before taking over as program director at WLWD in 1951, served there as announcer, producer, m.c. and sportscaster.

North Jersey Radio Buys WVNJ After Selling WNJR

NORTH Jersey Radio Inc., subsidiary of the *Newark News*, which has sold its radio station, WNJR Newark, for $145,000 to Rollins Broadcasting [B•T, Sept. 7], has announced the purchase of WVNJ Newark from Newark Broadcasting Corp. for an undisclosed amount. Both transfers are subject to FCC approval.

Edward W. Scudder Jr., president of North Jersey Radio, will serve WVNJ in the same capacity and Harry D. Goodwin, general manager of WNJR, will assume that post at WVNJ, with Ivon B. Newman, now vice president, general and commercial manager of WVNJ probably remaining at the station as commercial manager. As few personnel changes as possible will be made at WVNJ, according to Mr. Goodwin.

Both stations are licensed to operate full time with 5 kw power, WNJR on 1430 kc directional night, WVNJ on 620 kc directional with a different pattern day and night.

WPTZ (TV)'s New Rates

WPTZ (TV) Philadelphia's new rate card No. 9, with a Class AA hour rate of $2,000, goes into effect Oct. 1, Alexander W. Dannenbaum Jr., commercial manager, said last week. Mr. Dannenbaum said TV sets in the WPTZ area have increased 82% since Oct. 1, 1951, when rate card No. 8 went into effect. Since that date TV sets have increased from 909,771 to 1,668,861, he said, adding that the increase in sets was caused by new TV homes and WPTZ's new maximum coverage.

SOLD

Please disregard the advertisement appearing on page 116 offering a 100,000 watt station, with a gross in excess of $200,000.00, and broadcasting assets worth more than $200,000.00, which was priced at $150,000.00. Since the placement of the advertisement, the station has been sold.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

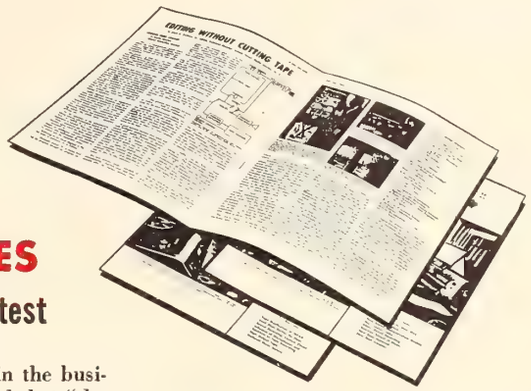
SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

only



offers you all this valuable new information

. . . and it doesn't cost you a cent!



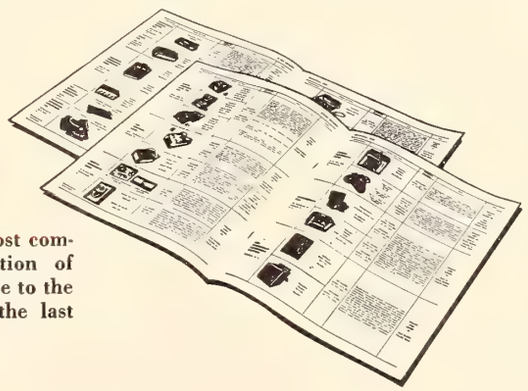
20 PRIZE-WINNING ARTICLES

from Audio's International Sound Recording Contest

Here's a wealth of new ideas on how to use tape and disc recordings to achieve greater economy and efficiency in radio, TV and sound studio operation.

With reference to these articles, one of the contest judges commented as follows: "I have never received so much information which was new and exciting in such a short time in all of my years in the business." And another judge stated that "the information and descriptions of recording operations conducted in small radio stations and recording studios throughout the country has been quite an education."

Contest winners include entries from 11 different States, as well as from Canada and Switzerland. The 20 best articles, which were awarded cash prizes totaling $1400, will be published in the pages of Audio Record. The information thus made available to the industry will be of real value to sound recordists everywhere.



QUICK FACTS ON MAGNETIC TAPE RECORDERS

Each year, Audio Record brings you a complete, up-to-date listing of all makes and models of tape recording machines—with conveniently arranged price and performance data. This directory issue, published in September, is the most complete and authoritative compilation of tape recorder information available to the industry. Over 75,000 copies of the last issue were distributed.

. . . plus many other articles of timely interest to the sound recordist

Audio Record keeps you well informed on all the latest trends and technical developments in all phases of tape and disc recording. It is not an advertising publication and its sole purpose is to render a needed and useful service to the industry.

Audio Record, published 8 times a year, is currently distributed free of charge to a request mailing list of about 35,000 sound recordists in broadcasting stations, recording studios, schools and colleges throughout the country.

IT'S YOURS FOR THE ASKING

A letter or post card will add your name to the Audio Record mailing list. And if you would like to have others in your organization read it also, send their names along, too. Just write to Audio Devices, Inc., using the Dept. No. listed below. All requests addressed to this Dept. will be started with the July-Aug., 1953 issue, so you will be sure to get *all* the prize-winning articles, as well as the 1953 Tape Recorder Directory Issue.

AUDIO DEVICES, Inc.

Dept. AR-2, 444 Madison Ave., New York, N.Y.

Export Dept.: 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiodiscs
audiotape
audiofilm
audiopoints

4 UHFs, 3 VHFs START COMMERCIAL

Among the newer starters are three stations all second TV outlets in cities heretofore with but a single station.

SEVEN new TV stations began commercial operation last week — and four more were scheduled to commence commercial operation this past weekend.

In three cities the new video outlets brought the second TV station to town; they were: San Diego, Calif., where KFSD-TV began Sept. 13 on vhf Ch. 10, joining pre-freeze KFMB-TV's Ch. 8 transmissions; Johnstown, Pa., where WARD-TV commenced Sept. 15 bringing the first local uhf signal on Ch. 56 to join with pre-freeze WJAC-TV's vhf Ch. 6, and Wilkes-Barre, Pa., where WILK-TV's uhf Ch. 34 joined post-freeze WBRE-TV's uhf Ch. 28.

In four other cities, the new TV stations brought the first local transmissions—in Monterey-Salinas, Calif., where KMBY-TV and KSBW-TV respectively began Sept. 13; in Waterbury, Conn., where WATR-TV began Sept. 10; in Chambersburg, Pa., where WCHA-TV began Sept. 15.

New TV stations which started last week:

KMBY-TV Monterey, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KSBW-TV Salinas).

KSBW-TV Salinas, Calif., vhf Ch. 8 (CBS and DuM), represented by George P. Hollingbery Co. (shares time with KMBY-TV Monterey).

KFSD-TV San Diego, Calif., vhf Ch. 10 (NBC), represented by Katz Agency Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53 (ABC, DuM), represented by William G. Rambeau Co.

WCHA-TV Chambersburg, Pa., uhf Ch. 46, represented by Forjoe TV Inc.

WARD-TV Johnstown, Pa., uhf Ch. 56, represented by Weed TV Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34 (ABC, DuM), represented by Avery-Knodel Inc.

Scheduled to go on the air Saturday was WVEC-TV Hampton, Va., and Sunday were KRDO-TV Colorado Springs, Colo.; WILS-TV Lansing, and WKNA-TV Charleston, W. Va.

Due to begin today was KHQA-TV Hannibal, Mo.-Quincy, Ill.

Others, due on this week and next, are:

Sept. 23—WIRK-TV West Palm Beach, Fla.

Sept. 25—KOAT-TV Albuquerque, which began testing last week and was erroneously listed on the air commercially; KYTV (TV) Springfield, Mo.

Sept. 26—KERO-TV Bakersfield, Calif., KCCC-TV Sacramento, Calif., which began testing Sept. 19.

Sept. 27—KTVE (TV) Longview, Tex.; KIEM-TV Eureka, Calif.; WMAZ-TV Macon, Ga.; WMT-TV Cedar Rapids, Iowa, granted STA for commercial operation Sept. 9; KCMO-TV Kansas City; WTVH (TV) Peoria, Ill., which began testing Sept. 15; KVOA-TV Tucson, Ariz.; KZTV (TV) Reno, Nev.; WPFA-TV Pensacola, Fla.; KGGM-TV Albuquerque, N. M.; KNOE-TV Monroe, La.; WEHT (TV) Henderson, Ky., which began test pattern operation Sept. 11; KFEQ-TV St. Joseph, Mo., which was granted an STA for commercial operation Sept. 9.

Sept. 28—KNUZ-TV Houston, Tex.

Sept. 30—WIFE (TV) Dayton, Ohio, WRBH-TV Beloit, Wis.

Tabulation of other station starting plans:

ARIZONA

KOOL-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share time with KOY-TV), Oct. 11.

KOY-TV Phoenix, vhf Ch. 10, represented by Blair-TV Inc. (share time with KOOL-TV), Oct. 11.

KVOA-TV Tucson, vhf Ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KERO-TV Bakersfield, vhf Ch. 10 (CBS, NBC), represented by Avery-Knodel, Sept. 26.

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf Ch. 47 (ABCTV), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28).

KCCC-TV Sacramento, uhf Ch. 40, represented by Weed TV Inc., Sept. 26.

KICU (TV) Salinas, uhf Ch. 28, Fall.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 20.

FLORIDA

WINK-TV Fort Myers, vhf Ch. 11, represented by Weed TV, Oct. 1.

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 27

WIRK-TV West Palm Beach, uhf Ch 21, Sept. 23.

GEORGIA

WDAK-TV Columbus, uhf Ch. 28 (ABC, NBC), represented by Headley-Reed TV, Oct. 1.

WMAZ-TV Macon, uhf Ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 13.)

IDAHO

KTVI (TV) Boise, vhf Ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 1.

KWIK-TV Pocatello, vhf Ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 27.

WICS TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

WMT-TV Cedar Rapids, vhf Ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 9).

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WEHT (TV) Henderson, uhf Ch. 50 (CBS), represented by Meeker TV Inc., Sept. 27.

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe vhf Ch. 8 (ABC-TV CBS-TV and DuMont) represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

WMGT (TV) North Adams, uhf Ch. 74, represented by Walker Representation Co. Inc., Oct. 15.

WWOR-TV Worcester, uhf Ch. 14, represented by Paul H. Raymer Co. Inc., Oct. 31.

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 22.

WTAC-TV Flint, uhf Ch. 16 (ABC), represented by Paul H. Raymer Co. Inc., Oct. 1.

WILS-TV Lansing, uhf Ch. 54 (DuMont), represented by O. L. Taylor Co., Sept. 20.

MINNESOTA

WJON-TV St. Cloud, vhf Ch. 7, represented by William G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Fall.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed-TV, Sept. 21 (granted STA Aug. 21; test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27. (Began testing Sept. 9.)

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27 (granted STA Sept. 9).

KSTM-TV St. Louis, uhf Ch. 36 (ABC-TV), represented by H-R Television, Oct. 15 (granted STA Aug. 25).

KYTV (TV) Springfield, vhf Ch. 3 (ABC, NBC), represented by George P. Hollingbery Co., Sept. 25.

MONTANA

KOOK-TV Billings, vhf Ch. 2, represented by George P. Hollingbery Co., Oct. 1.

NEVADA

KZTV (TV) Reno, vhf Ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

KOAT-TV Albuquerque, vhf Ch. 7 (ABC-TV), represented by George P. Hollingbery Co., Sept. 25.

NEW YORK

WROW-TV Albany, uhf Ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

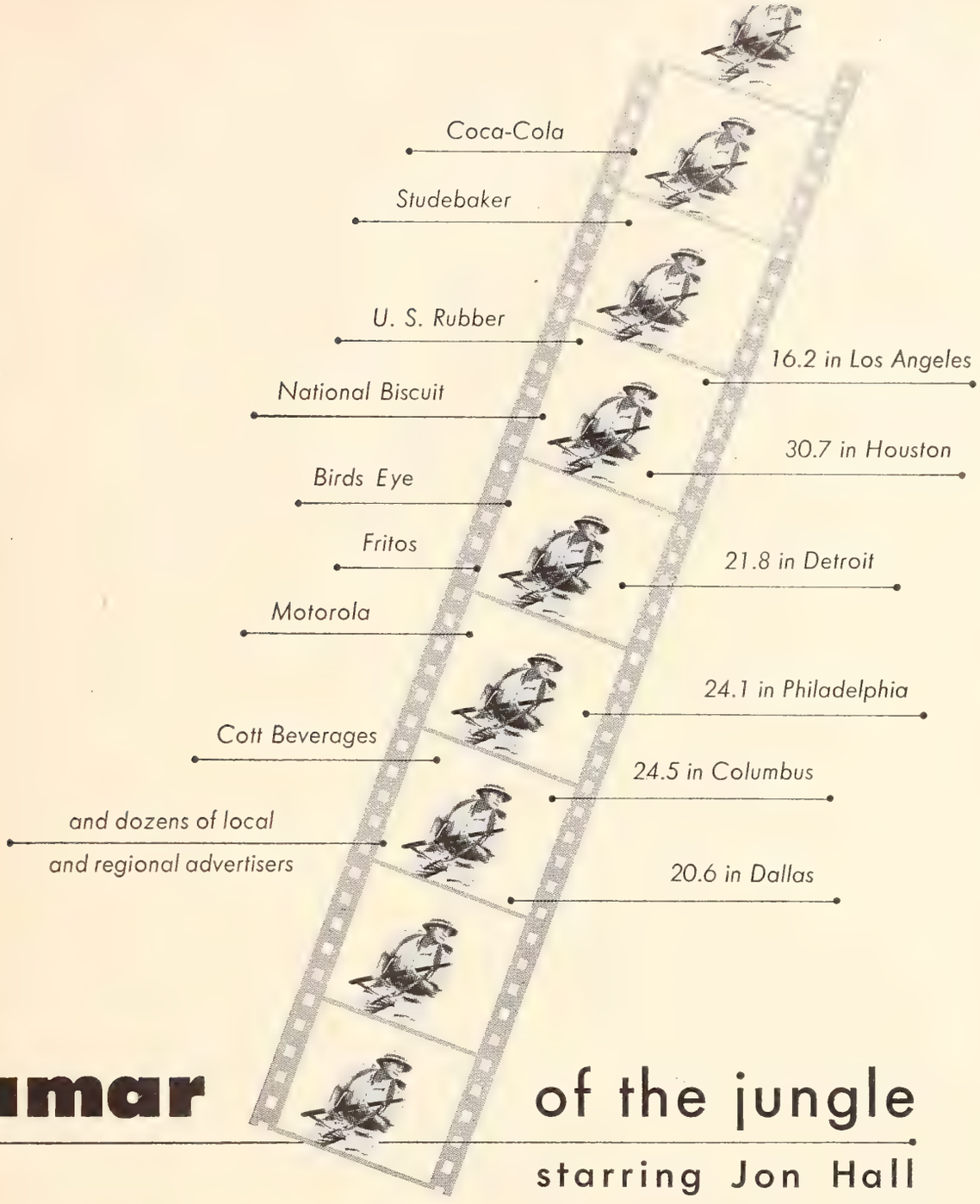
WECT (TV) Elmira, uhf Ch. 18 (NBC), represented by Everett-McKinney Inc., Oct. 1.

NORTH CAROLINA

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV),





Ramar of the jungle

starring Jon Hall

The only show of its kind on television . . .

It's an axiom in show business that Jungle pictures are sure-fire box-office. Ramar proves it in television with its ratings and sales records.

Ramar is an all-family show, with special appeal to the great juvenile and teen-age audiences. This TPA program wins huge audiences at any time of day . . . any day of the week — in every type of market.

Ramar is a sales "natural" — complete with countless merchandising and exploitation tie-ups available through TPA.

Program supply covers two years of half-hour programming.

Write, wire or phone for complete information.

television programs of america, inc.

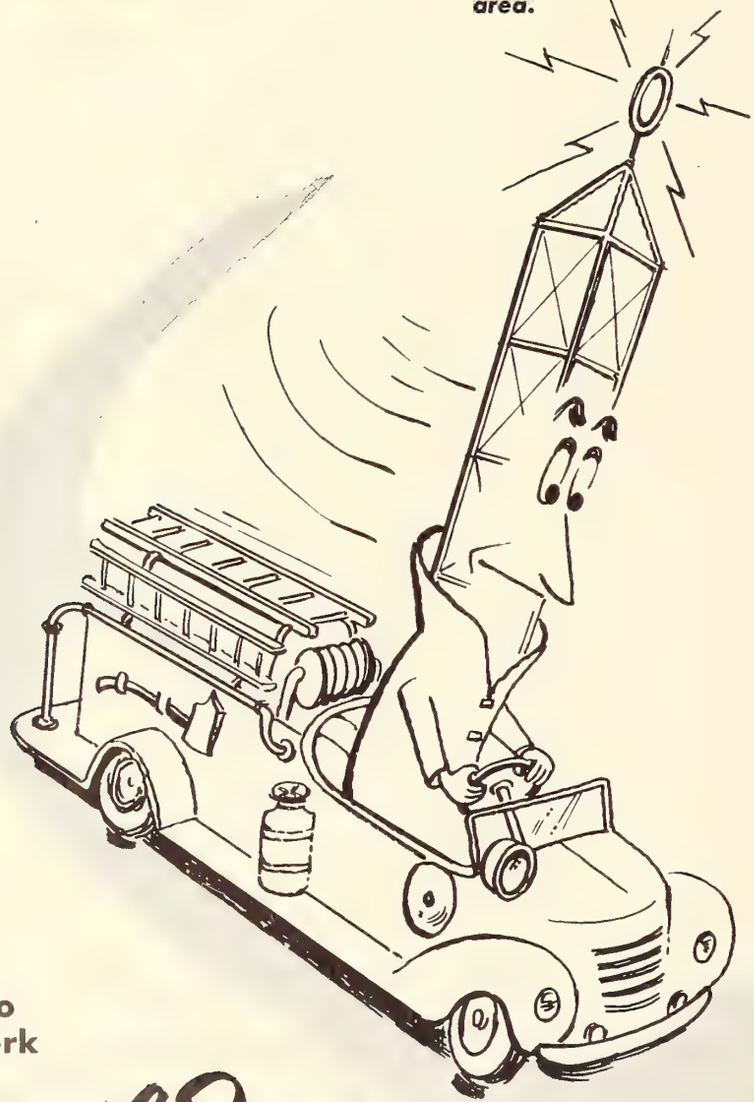
729 Seventh Avenue, New York 19, New York

1041 N. Formosa Avenue, Hollywood 46, California

Wherever you go there's WGR Radio

● **Hotter than a four-alarm fire are WGR's new highs in audiences throughout Western New York, Northwestern Pennsylvania and nearby Ontario. It's the most listened-to station in the area!**

For example: WGR gives Columbia's top network programs some spectacular ratings in the Buffalo area.



CBS Radio Network

WGR 55

BROADCASTING CORPORATION

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

represented by John E. Pearson TV Inc., Oct. 15.
WSJS-TV Winston-Salem, vhf Ch 12 (NBC), represented by Headley-Reed TV, Oct. 1.
WTOB-TV Winston-Salem, uhf Ch. 26 (ABC-TV), represented by H-R Television Inc., Oct. 1 (test pattern to start Sept. 15).

NORTH DAKOTA

KFYR-TV Bismarck, vhf Ch. 5, represented by Blair-TV Inc., October.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall.
WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall.
WMAC-TV Massillon, uhf Ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.
WUTV (TV) Youngstown, uhf Ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Oct. 1.
KTVQ (TV) Oklahoma City, uhf Ch. 25, represented by H-R Television, Oct. 1.

OREGON

Eugene TV Inc., Eugene, vhf Ch. 13, represented by George P. Hollingbery Co., October.
KOIN-TV Portland, vhf Ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15.

PENNSYLVANIA

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

SOUTH CAROLINA

WIS-TV Columbia, vhf Ch. 10 (NBC), represented by Free & Peters Inc., October.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October (granted STA Aug. 27).
WROL-TV Knoxville, vhf Ch. 6, represented by Avery-Knodel Inc., Oct. 1.
WTSK (TV) Knoxville, uhf Ch. 26, Oct. 1 (granted STA Sept. 4).
WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KGBS-TV Harlingen, vhf Ch. 4 (CBS), represented by John E. Pearson Television Inc., Oct. 1.
KNUZ-TV Houston, uhf Ch. 39 (DuMont), represented by Forjoe TV Inc., Sept. 28.
KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 27 (granted STA).
KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Oct. 1.
KRGV-TV Weslaco, vhf Ch. 5 (NBC), represented by O. L. Taylor Co., October.

UTAH

KUTV (TV) Salt Lake City, vhf Ch. 2 (ABC), represented by George P. Hollingbery Co., Oct. 15.

VIRGINIA

WVEC-TV Hampton, vhf Ch. 15 (NBC), represented by William G. Rambeau Co., Sept. 19.
WBTM-TV Danville, uhf Ch. 24, represented by George P. Hollingbery Co., Oct. 1.
WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Oct. 1.
WTOV-TV Norfolk, uhf Ch. 27 (ABC), represented by Forjoe-TV Inc., October.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49 (ABC), represented by Weed TV, Sept. 20.
WTAP (TV) Parkersburg, uhf Ch. 15, Oct. 1.
WTRF-TV Wheeling, vhf Ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN

WRBJ (TV) Beloit, uhf Ch. 57, represented by George W. Clark Inc., Sept. 30.
WOKY-TV Milwaukee, uhf Ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (test pattern Sept. 15).

ALASKA

KFIA (TV) Anchorage, vhf Ch. 2 (ABC, CBS), Oct. 15.

Gad!

Look what has happened in San Francisco's daytime television!

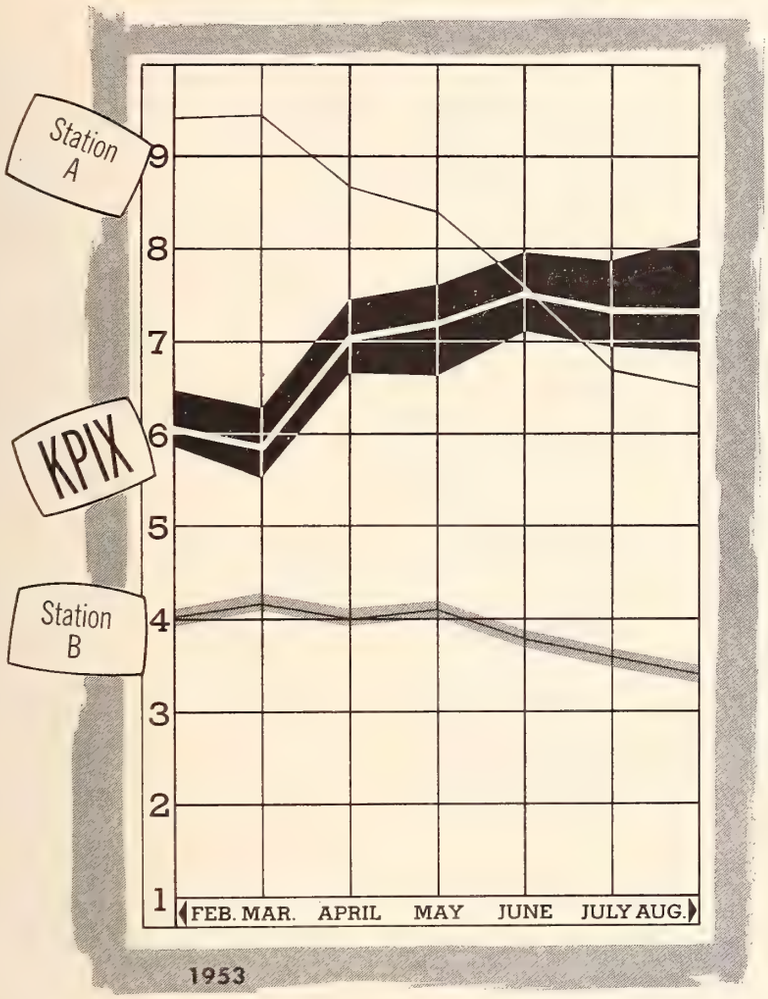


Chart based on monthly Telepulse reports for the San Francisco Bay Region.

When spring rolled around this year, KPIX was doing all right in daytime TV . . . a good strong second and well ahead of the number three station in San Francisco. Could KPIX better its position? Take a look at the result of some serious thinking and some fine programming. As of the August Telepulse, KPIX has climbed by 22% across the daytime board to a sponsor-satisfying number one spot. Thus, always a good buy, KPIX is now a better buy than ever. Your Katz man has the hour-by-hour story.

KPIX

TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

CBS TELEVISION

. . . affiliated with CBS and DuMont Television Networks . . . represented by the Katz Agency

"Myopic Mike"

Once there was a myopic microphone who *thought* he had a very large radio audience.

But one day he had a terrible headache and his Doctor told him—"Mike you need glasses!"

And when he got the glasses he *saw* that his radio audience was only his Mother and two brothers.

What could he do? He was confused and worried until, like a stroke of lightning, he remembered—

SESAC'S Transcribed Library

The Lowest-Priced

Complete Program Service

* Sales Aides that Sell Time for You
* Network-Calibre Scripts
* Program Notes
* Bridges, Moods and Themes
* Music for Every Type of Program and Sponsor

Mike was very happy—he was going to build a large radio audience and receive *many things* thru the mail from SESAC.

write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17

NBC SPLITS ADVERTISING-PROMOTION IN RADIO, TV; HUGHES, EVANS NAMED

In further divorcement of radio and TV activities, NBC forms separate advertising and promotion departments for both. Ridgway Hughes heads the radio version and Jacob A. Evans the TV counterpart.

DIVISION of NBC's advertising and promotion department into separate radio and television units was set last week, with Ridgway Hughes named to head the department for radio and Jacob A. Evans to direct the TV unit.

The divorcement followed the recent separation of the network program and sales departments into independent radio and TV organizations that concentrate exclusively on their respective mediums.

Separation of the advertising and promotion department had been contemplated when the radio and TV activities of the program and sales departments were divorced, and Mr. Evans, who has been director of advertising and promotion for both radio and television, was said at that time to be slated to head the new TV unit [B•T, July 27, 20]. Subsequently



Mr. Hughes



Mr. Evans

it was reported that separation of this department was being reconsidered, although it still was felt that divorcement would be decided upon [B•T, Sept. 14].

Executives appointed under Mr. Evans in the new TV network advertising and promotion department include:

John Porter, who has been manager of AM-TV program sales promotion, to be TV sales promotion manager; David Hedley, former AM-TV sales presentations manager, to be manager of TV presentations; Pat Steel, former AM-TV advertising and copy coordinator, to be TV advertising manager; Clyde Clem, former AM-TV audience promotion supervisor, to be TV audience promotion manager; Fred Veit, former manager of AM-TV art, production and graphics, to same post in TV department only; Ed Vane, former AM-TV program sales promotion supervisor, to be TV sales promotion supervisor, and Pierre Marquis, formerly a sales presentation writer, to be supervisor of TV sales presentations.

Under Mr. Hughes in the radio network advertising and promotion department these appointments were made:

James Nelson, former AM-TV advertising manager, to be advertising manager for radio; Robert Hitchens, former supervisor of networks sales promotion, to be radio sales promotion manager; Carl Dorese, former supervisor of daytime TV sales promotion, to be radio program sales promotion manager; Thaine Engle, former supervisor of TV audience promotion, to be radio audience promotion supervisor, and Walter Van Bellen, to be art director; Frank McMahon, copy supervisor; Frank Macaulay, air promotion supervisor; Walter Duncan, sales presentation writer; Walte Einsel, artist; Lucy Towle, supervisor of publi affairs promotion, and John Halloran, audienc promotion writer.

Mr. Hughes, named director of the radi network advertising and promotion department joined NBC early this year as radio and tele vision sales promotion manager after servin as director of presentations for ABC, promo tion manager for *Look* and *Fortune* magazines and account manager with McCann-Erickson.

Mr. Evans, director of the television networ advertising and promotion department, joine NBC in 1946 as a sales promotion writer an served successively as manager of audienc promotion, manager of sales development, ad vertising and promotion in the Spot Sales de partment, manager of radio advertising an promotion, and director of radio-TV advertis ing and promotion.

NBC's BUCK BLASTS CO-OP RESTRICTIONS

Policy of food manufacturers in limiting dealers to newspaper advertising is viewed by the network merchandising director as a waste of millions in advertising dollars.

CHARGE that millions of advertising dollars are being wasted yearly by food retailers who are restricted to the use of newspapers in co-op advertising was contained in a speech prepared for delivery today (Monday) by Max E. Buck, director of merchandising for NBC's owned-and-operated stations.

In the keynote talk at the opening session of the National-American Wholesale Grocers meeting in Minneapolis, Mr. Buck asserted in his speech that manufacturers who "are themselves firm believers in radio and television are hog-tying retailers by limiting co-op advertising to newspaper ads."

Retailers have been taught, Mr. Buck continued, to regard co-op money as a source of profit and "rarely show imagination or spark in utilizing it." He claimed this money "doesn't help a manufacturer move his goods in busier stores" and is, in essence, "a price reduction in disguise."

Pointing out that leading food chains have learned the power of radio and television, Mr. Buck recommended a "modern-day" approach to the co-op advertising problems, adding:

"Food merchants are the most progressive, most adventurous of all advertisers. They spend over $300 million a year in advertising of all kinds. And if their hands were free to spend co-op money in the fashion they consider most productive, they would show the daring and inventiveness that marked their merchandising triumphs. They can never accomplish this with restrictive co-op advertising agreements which stipulate a single medium and accept dinky one-inch ads as a force that moves consumers."

WFIE-TV

The first and only

TV Station in

EVANSVILLE

Serving 316,000 persons

Retail Sales $300,400,000

Announces the appointment of

O. L. TAYLOR CO.

as exclusive national representatives

WFIE-TV NBC — ABC — DU MONT
EVANSVILLE, INDIANA

On the air early October



what a row of beans can amount to...
with wfmy-tv

Rows of *canned* beans, to be exact . . . *pinto* beans. One year ago the Mountain View Canning Company took the wise step of advertising its Luck's Pinto Beans on WFMY-TV.

Well sir, a hillbilly band was featured on a weekly 15-minute show — and the fame of Luck's Pinto Beans raced across WFMY-TV's 29 counties with the speed of Jack's Beanstalk!

Last year Mountain View produced about 750 cases of Luck's Pinto Beans a week. This year it's over 5,000 cases a week! Factory space and staff have *tripled,* and *still* grocers can't keep a row of these beans on the shelf!

Sales magic like this is nothing new with WFMY-TV. When the people in 29 surrounding counties have $1,500,000,000 to spend . . . the *only* TV station tapping *all* that buying power is *bound* to be popular with advertisers and viewers!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

Radio Vitality Lesson

CBS Radio officials, among most vocal exponents of radio vitality, have demonstrated they're willing to take lessons. After learning of the presentation McCann-Erickson has been making to personnel and clients to refute reports of radio's demise [B•T, July 27], the six-man delegation from the network, headed by President Adrian Murphy, asked M-E—CBS' own agency—to let them see it and reported afterwards it was "both interesting and instructive."

CBS RADIO CONFERS WITH STATION MGRS.

SALES plans for the upcoming season were discussed at the annual CBS Radio station managers meeting in New York last Wednesday and Thursday.

Presiding over the two-day series of meetings, which was attended by general managers and sales managers of six CBS-owned stations and eight affiliated stations, were Wendell B. Campbell, CBS Radio vice president in charge of station administration, and Henry Flynn, general sales manager of CBS Radio Spot Sales.

During the conferences, all phases of CBS Radio activities were covered by top executives of the network and spot radio divisions of the company.

Honor Guests

Highlights of Wednesday's activities were the appearance of Frank Stanton, CBS president, and Adrian Murphy, president of CBS Radio, as guests of honor at a luncheon in the Hampshire House. The meeting ended Thursday afternoon with a cocktail party attended by some 400 agency and client guests.

Speakers at Wednesday's sessions (in order of appearance):

William Miller, general sales manager, WBBM Chicago; Barron Howard, business manager, WRVA Richmond; Gerald Maulsby, manager of network broadcasts, CBS Radio; John Karol, vice president in charge of network sales, CBS Radio; George Bristol, director of advertising and sales promotion, CBS Radio; Earl Gammons, vice president, CBS Inc.; Carl Ward, general manager, WCBS New York; Harvey Struthers, general manager, WEEI Boston; Sherril Taylor, manager of sales promotion, CBS Radio Spot Sales; Arthur Hull Hayes, vice president and general manager, KCBS San Francisco; Jack de-Russy, general sales manager, WCAU Philadelphia; Tom Means, director of promotion service, CBS-owned radio stations.

Speakers at Thursday's sessions (in order of appearance) included the following CBS Radio Spot Sales officials:

Henry R. Flynn, general sales manager; Milton Allison, eastern sales manager; Gordon Hayes, western sales manager; Bert West, manager, San Francisco office; Ralph Patt Jr., manager, Detroit office; H. W. Maier Jr., manager, Atlanta office; Buck Hurst, manager, Los Angeles office; Richard Hess, director of research; Sherril Taylor, manager of sales promotion; Mr. Hayes of KCBS; Henry Johnston, president and managing director, WAPI Birmingham.

New York executives attending the meeting included J. Kelly Smith, administrative vice president, CBS Radio, and Howard S. Meighan, vice president, CBS Inc.

AB-PT Declares Dividend

DIRECTORS of American Broadcasting-Paramount Theatres, have declared dividends of 25 cents a share on outstanding preferred and 25 cents a share on outstanding common stock of the company, President Leonard H. Goldenson announced last week. The dividends are payable Oct. 20 to holders of record on Sept. 25.

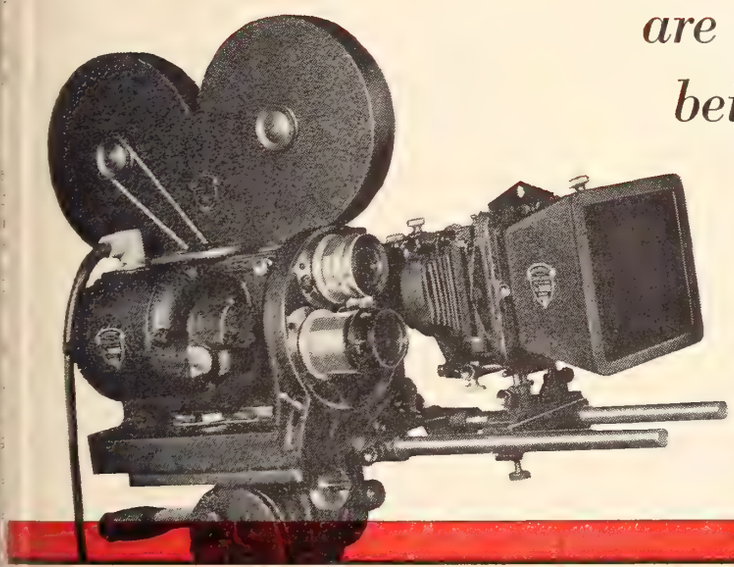
IMPORTANT ANNOUNCEMENT

re: the Mitchell
16mm Professional Camera



IMMEDIATE SHIPMENTS

are currently
being made



...with this announcement

the Mitchell
Camera Corporation,
for the first time
in history,
now offers you
shipment of the
famed Mitchell 16mm
Professional Camera
on receipt
of your order.



THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . and insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*

EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas • Garland, Texas

Typical Emsco guyed tower installation, Louisville, Ky.

NBC, Colgate, M-G-M Drop Tie-in Negotiations

Movie studio's demand for an exclusive agreement in putting its stars and film clips on 'Colgate Comedy Hour' programs fails to meet network and sponsor policy.

WITH M-G-M insisting on an exclusive agreement and other demands that did not meet the network and sponsor policy, NBC and Colgate-Palmolive-Peet Co. have dropped negotiations to tie up the movie studio's stars and clips of current pictures for use on NBC-TV's *Colgate Comedy Hour.*

NBC's plan was to tie in at least eight feature films and their stars for the 35-week season. With long intervals between the movie studio's releases, however, network executives and those of Ted Bates Co., Sherman & Marquette and William Esty & Co., agencies serving C-P-P, felt an exclusive arrangement with M-G-M was impractical.

The stars' appearances being without remuneration to help plug an M-G-M feature, conjecture also was that some talent would fail to keep commitments.

Collapse of the negotiations merely eliminates any arrangement exclusively with M-G-M, it was explained by Sam Fuller, executive producer of *Colgate Comedy Hour.* Stars from other movie studios are being lined up for future shows and he expects name talent with or without film clips from M-G-M to be used on the series during the season.

Network, agency and client executives exchanged ideas and discussed the general format of *Comedy Hour* at a two-day coordinating meeting concluded at NBC-TV's Capitan Theatre in Hollywood Tuesday.

Sylvester L. (Pat) Weaver, NBC board vice-chairman who recently took charge of TV network programs, spearheaded the sessions, participated in by Fred Wile Jr., vice-president in charge of radio and TV production; John K. Herbert, vice-president in charge of TV network sales and Mr. Fuller. Ted Bates Co., which has supervision over this season's shows, was represented by Tom Harrington, vice-president in charge of radio and TV; James Douglas, director of the New York radio-TV department, and Austin Peterson, vice-president in charge of West Coast operations. From C-P-P were Rolland W. Taylor, vice-president in charge of advertising and George Laboda, director of radio and TV.

TV Means More Travel, Wile Tells N.Y. Hotelmen

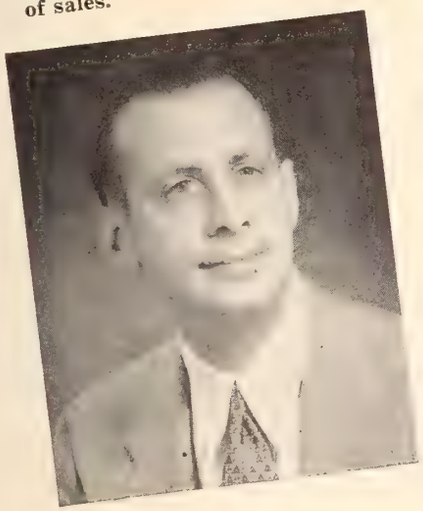
TELEVISION can be an important asset to the hotel business, according to Frederic W. Wile Jr., NBC vice president in charge of network production.

In a talk before the annual convention of the New York State Hotel Assn. at Ausable, N. Y., on Sept. 12, Mr. Wile pointed out that because of TV there will be "more commercial travel, more pleasure travel, more good times —the most pleasant words that can ring in the hotel man's ears."

EXPERIENCE COUNTS!

Alvin M. King

With more than 13 years in the television, radio, records and film fields, Al is now "Big Mo's" vice president in charge of sales.





Edward F. Murphy

Nineteen years in every phase of radio and television . . . both local and network . . . including two of the nation's leading TV outlets. Ed is KSTM-TV's vice president in charge of programming.

Edward L. Favors

Now vice president in charge of engineering, "Ted" comes to St. Louis with seven years experience in the television field, including two years with GE.



Just as a good ship must have an experienced crew, so must a results-producing television station have personnel who know their business.

KSTM-TV has a staff of television and radio veterans who have the "know how" in their fields. Excellent programs, merchandising and picture reception come naturally.

Yes, your advertising dollar is in good hands with the "Big Mo" crew. In using St. Louis' KSTM-TV, you're sure to get your money's worth in a large and prosperous market.

But don't delay! Choice availabilities can't last long! Today . . . come aboard

Television's "BIG MO"

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

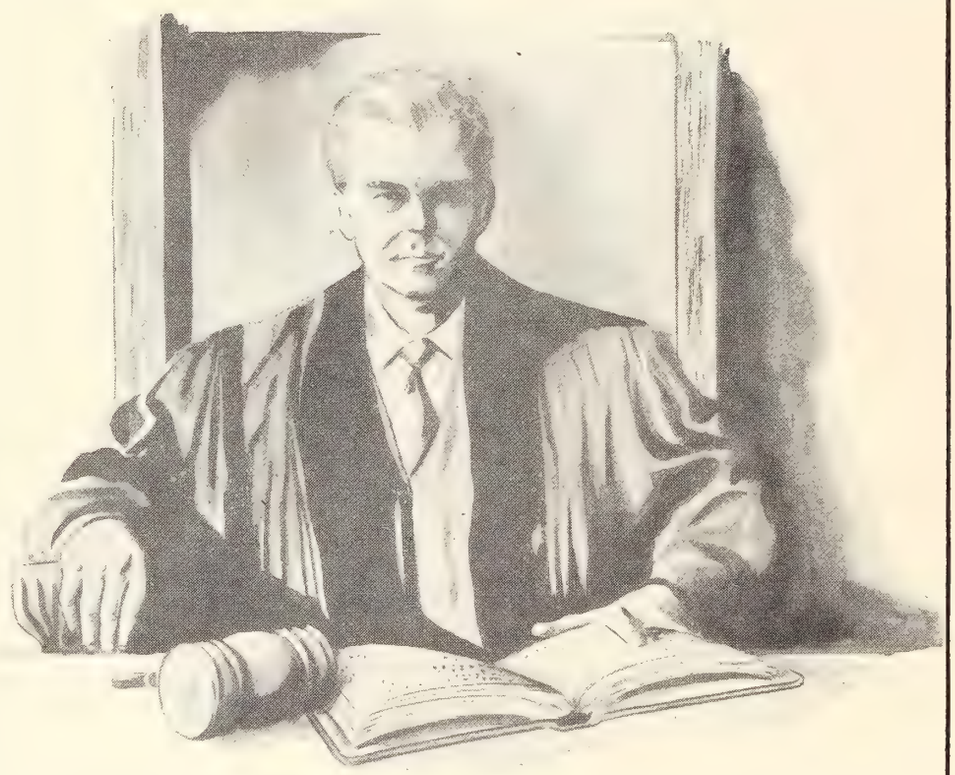
AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

CBS-TV, WCBS-TV Plan Clinic for Educators

A SPECIAL three-hour clinic will be held today (Monday) by CBS-TV and the network's WCBS-TV New York to explain to a group of more than 200 New York City educators how a commercial network and station produce educational programs.

The clinic will be attended by representatives of the metropolitan New York Agencies Committee on Television, whose membership includes more than 100 universities, colleges, museums, libraries and public schools in the New York area, and the Metropolitan Coordinating Council for Educational Television, a group comprising more than 40 civic educational agencies.

The group will be greeted by David J. Jacobson, CBS-TV director of public relations, and Craig Lawrence, general manager of WCBS-TV. Among the speakers will be Clarence Worden, director of WCBS-TV's educational and public service programs; Robert Herridge, producer of the WCBS-TV educational series, *Camera Three;* E. Carlton Winckler, production manager of the CBS-TV program department; Edgar Peterson, manager of the script and story department; Walter R. Pierson, manager of production for the operations department: Anthony Boschetti, manager of procurement; Gilbert De Stafano, manager of lighting; Paul Wittlig, manager of new effects development, and Andrew Mercier, assistant manager of technical operations.



SPOKEN WITH THE VOICE OF

Authority!

The judge . . . from his exalted position . . . speaks words of judgment clothed with the echo of authority. In Western North Carolina . . . over a rich 11 county area . . . WWNC broadcasts with the quarter-century prestige that also is recognized as the voice of authority.

Western Carolina's pioneer radio station has long been the preference of listeners over this rich area . . . S.A.M. gives it an 82.4% penetration in its 11 county 50%-100% coverage blanket.

Isn't it logical then that many advertisers, national and local, are on its 20-year Honor Roll. The measure of advertising is the ring of the cash register . . . and the rapid development of the WWNC area proves the effectiveness of the station. In Western North Carolina . . . vest your message with the "voice of authority."

5000 WATTS WWNC DAY AND NIGHT

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Kurlan Ups Damages Asked In Plagiarism Suit Against CB

AMENDED and supplemental complair against CBS, William Paley, CBS board chair man, and others, for breach of implied contrac and plagiarism involving the show, *My Frien Irma,* has been filed in Los Angeles Superio Court by producer-writer Arthur Kurlan. Dam ages asked were increased from $150,000 t $3 million when Judge Ellsworth Meyer gran ed Mr. Kurlan permission to file the new com plaint Sept. 10.

The original suit, filed in 1947 in the Lo Angeles Superior Court, charged *Irma* was misappropriation of the Ruth McKenney "M Sister Eileen" stories, to which the plaintif claims all radio-TV rights. Mr. Kurlan contend ed that in 1946, after cutting an audition recor starring Lucille Ball which was heard by th defendants, he was told the program ide could be used without payment to him or Mis McKenney by changing the characters' name and making them friends instead of sisters.

Demurrer to this complaint, filed by th defendants, was sustained. Decision later was re versed by the District Court of Appeals. Curren action resulted when the defendants took th case to California's Supreme Court, which hel that Mr. Kurlan had the right to take action

The amended complaint, filed by Beverl Hills attorney Harold A. Fendler, gave th defendants 30 days in which to answer charges

CBS-TV Affiliate Board Holds Meet With Network

CBS-TV Affiliate Advisory Board held its semi annual meeting at the network's New Yor headquarters Thursday and Friday to discus network developments and future plans.

The closed meeting with network executive was called by Glenn Marshall Jr., genera manager of WMBR-TV Jacksonville. Attend ing were E. K. Jett, vice president and directo of television, WMAR-TV Baltimore; James C Hanrahan, vice president and general manager WEWS-TV Cleveland, and Philip C. Lasky general manager, KPIX (TV) San Francisco Clyde W. Rembert, general manager of KRLD TV Dallas, was unable to attend.

KGHL to Great Western

KGHL Billings, Mont., last week became the 10th station to join the recently-formed Great Western Network, comprising NBC-affiliated stations in Montana, Utah and Idaho, according to Holly Moyer, KDYL Salt Lake City, sales manager. The stations will use NBC line facilities [B•T, Sept. 7].

WESK Joins NBC Radio

ADDITION of WESK Escanaba, Mich., as an NBC Radio affiliate, effective yesterday (Sunday), was announced last week by the network. The 250 w station, which operates on 1490 kc, is owned by M & M Broadcasting Co.



Look at cameras. (Like DeJUR, whose New York dealers credit increasing sales to Carol Reed, the *Rain or Shine* girl on Channel 2's *Six O'Clock Report*.)

Only on TV, of all media, can you demonstrate cameras with a camera's clarity... focus with sight, sound, and motion on details of design and operation... show the pleasure *and pictures* your prospect can enjoy.

And only on WCBS-TV will you find the highest average rating, day and night all week long, in the nation's biggest television market... the most quarter-hour wins ... the biggest unduplicated audience.

Your product looks good—your business *is* good—when you are on the station most New Yorkers watch most of the time...

WCBS-TV *New York. CBS Owned. Represented by CBS Television Spot Sales*

Source: ARB, August 1953.



CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION



LONDON BRIDGE IS FALLING DOWN...

falling down . . . falling down.
London bridge is falling down,
MY FAIR LADY!

If your product or service shows a tendency similar to that of the bridge in the nursery game, call KMBC-KFRM, Kansas City, or your nearest Free and Peters office, for availabilities on the KMBC-KFRM Team.

"My Fair Lady" is a pretty important person in your sales game, and she's buying the things she hears about on the radio station she listens to most!

the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

GRAY ANNOUNCES OPTICAL AIDS

TWO new products have been produced and placed on the market by Gray Research and Development Co. Inc., Manchester, Conn., that are said to enable television stations with limited manpower and resources to create, with projection equipment, special optical effects previously requiring larger staffs and expensive equipment.

An announcement last week from Newland Smith, Gray's general manager, stressed that the new manual control box for remote control of the Gray Telojector and the Gray Moving Mirror Multiplexer will make it possible for the smaller TV station "to create all the optical effects television viewers expect in the network and large-station programs."

The manual control box, Mr. Smith said, measures only 5¼ by 11 inches and can be mounted in a standard RCA console section. He explained that with this unit, a console operator can control the operation of the remote Telojector. "Fader levers" allow the operator to superimpose, lap, dissolve or produce instantaneous changes of slides, it was explained.

The Gray Moving Mirror Multiplexer was described by Mr. Smith as a device that will "allow station operators, for the first time, to combine three sources of optical projection into a single film camera without distortion."

AT&T Lines-Linking Brings More TV to More Outlets

WAKR-TV Akron and WILK-TV Wilkes-Barre were connected to the AT&T nationwide TV network facilities on Wednesday, the phone company's Long Lines Dept. announced last week, making TV service available to 166 stations in 107 cities in the U. S.

The company also announced the opening of a new radio-relay system between Chicago and St. Louis, providing initially four channels for telephone message and private line service, with four more channels to be added subsequently to meet TV service requirements as part of a "round robin" TV network of two channels each way serving stations from New York to Chicago and back to New York via St. Louis and Washington. A section of the new TV route was put into operation last month to provide network service to WEEK-TV Peoria, with WTVP (TV) Decatur, Ill., to be connected to the system in October.

Earlier AT&T said six more TV stations have been connected into the Bell System's network facilities permitting them to receive live TV network program service. They are: WPMT (TV) Portland, Me.; KHSL-TV Chico, Calif.; WENS (TV) Pittsburgh; WNOK-TV Columbia, S. C.; WMIN-TV Minneapolis, and WTCN-TV St. Paul.

Audio Devices Buys Advance

ACQUISITION by Audio Devices Inc., New York, of the assets and goodwill of Advance Recording Products Inc., Long Island City, N. Y., was announced last week by William C. Speed, president of Audio Devices. Mr. Speed said his company is one of the principal producers of recording tapes, discs and films and that Advance Recording is the second oldest firm in the U. S. in the manufacture of recording-disc blanks for radio stations, recording studios and phonograph record producers.

Schecter Named V. P. For CBS-Columbia Sales

APPOINTMENT of Harry Schecter as vice president in charge of sales for CBS-Columbia Inc., New York, TV receiver manufacturing subsidiary of CBS, was announced last week by David H. Cogan, president.

Mr. Schecter has been general manager of CBS-Columbia Distributors Inc., the factory distributing branch for CBS-Columbia in the New York area. Mr. Schecter is a veteran of 23 years in the radio industry, with experience in appliance sales, advertising and merchandising at retail, distributor and manufacturer levels.

Mr. Cogan said that Roland D. Payne will continue in his present capacity as manager of sales for CBS-Columbia.

MAGNETIC SOUND FOR FILM OFFERED

SYSTEM to make it possible for a TV station to use magnetic sound with motion picture film has been developed and is being marketed by Magnetic TV Sound Co., Green Bay, Wis. Formation of the company by James C. Gallagher of Gallagher Films Inc. was announced last week.

The firm will engineer and sell its patent-applied-for magnetic sound for television. The product is available on a royalty basis, along with the equipment to make it operate, according to the company.

A station could use the sound with films, regardless of the make of projection equipment being used, Magnetic TV Sound Co. explains. The firm claims that the new system would permit faster, less costly and better quality than sound tracks currently available.

News events can be filmed, developed, edited, recorded and placed on the air in less than an hour after the developing, while sync sound sequences can be handled faster with its product, the firm said. Use of the system for low cost commercials also is emphasized. Another use cited would be for foreign TV stations to record sound in their own language to be run with English language films.

The firm offers to send engineers to stations to set up a complete motion picture equipment unit or provide only the magnetic sound part for an existing motion picture installation.

GPL Announces Four Sales Changes

SALES organization changes have been announced by General Precision Labs, Pleasantville, N. Y., in moves to expand TV broadcast activities.

Blair Foulds, vice president, reported appointment of four division managers: E. Arthur Hungerford Jr., TV department; Nathaniel M. Marshall, eastern district; Edward Manzo, southeastern district, and Robert F. Johnston, midwest district.

RCA Monitran Available

RCA Victor's Engineering Products Dept. announced last week its broadcast equipment section has made available a new low-powered r-f TV transmitter for station monitoring needs. The new equipment, the Monitran, develops both a picture and a sound carrier on any one of the vhf channels and requires only a single coaxial cable to feed its signal to one or more receivers, the announcement said.

any way you figure it...



WREC 600

MEMPHIS NO. 1 STATION

It doesn't take a mathematician to figure WREC as Memphis' most listened to radio station. Hooper says it . . . Pulse says it . . . and so does Standard Audit & Measurement Survey. With a single schedule on WREC-600 advertisers cover the "better half" of both the rural and metropolitan listeners in the rich $2 billion Memphis market. And, rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today*.

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

Reprints of articles appearing in this section are available at nominal cost. Write to
BROADCASTING • TELECASTING
Readers' Service, Room 870
National Press Bldg., Washington 4, D. C.

THESE ARE THE TELEVISION STARS



TO
MILLIONS
IN LOS ANGELES . . .
ALL EXCLUSIVELY ON

KTLA

Los Angeles is sold on KTLA and its Stars
That's Why They can sell Your Product

BEST!

KTLA
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KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

features

ONE HUNDRED AND TEN REPORTS OF ENDURING WORTH

On the following pages B•T presents capsule summaries of articles which have appeared in the magazine this year on subjects that are still timely. The articles have been classified in 12 categories, Color Television, Equipment & Construction, Facts & Figures, Film, General Management, International, Merchandising, Programming & Production, Public Service, Subscription Television, Success Stories and Uhf. The Editors of B•T suggest that readers may want to keep this guide at hand as a permanent index of articles which have important reference value.

COLOR TELEVISION

"The Color Controversy" by Earl B. Abrams, B•T associate editor. B•T, June 22, 1953, p. 94.

With the imminent end of color television's state of suspension the entire color controversy is reviewed by a man whose job it has been to report it from the beginning.

"Color TV In Year? RCA Puts It Up to FCC" B•T, June 29, 1953, p. 31.

RCA-NBC's plans for color are outlined in its petition to FCC for rule-making procedure looking toward approval of compatible color standards. Board Chairman Brig. Gen. Sarnoff emphasizes that RCA and NBC are ready to act quickly to get commercial color underway.

"NTSC Files Color Bid" B•T, July 27, 1953, p. 33.

National Television System Committee files its proposed color standards with the FCC and asks their adoption. FCC lets it be known that there will be no quick decision on the compatible system but begins taking first steps toward study.

EQUIPMENT & CONSTRUCTION

"Blueprint for a TV Station" B•T, March 16, 1953, p. 85.

The Los Angeles architect-engineer firm of Periera & Luckman has designed a unique TV studio and office building for KEYT (TV) Santa Barbara, Calif. It was built for $125,000.

"Do Power Boosts Mean Bigger TV Coverage?" by Earl B. Abrams, B•T associate editor. B•T, Aug. 31, 1953, p. 78.

In TV, station power is not measured as it is in radio. Frequency and antenna height can be as important as power. In this article Mr. Abrams explains some of the significant points of high and low powers, high and low antennas and high and low positions on the band.

"The High Cost of Hoping for Television" by Earl B. Abrams, B•T associate editor. B•T, March 9, 1953, p. 82.

It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 or more, and many of them, of course, won't get a channel.

"Taped TV" by Frank Healey, executive director of the electronics division of Bing Crosby Enterprises. B•T, Feb. 16, 1953, p. 79.

How taped TV will work, what it will cost, and how much it will save are discussed by one who has been on the inside of much of its development.

"The Threat to Tall Towers" by George E. Sterling, member Federal Communications Commission. B•T, March 16, 1953, p. 84.

An authority on engineering and FCC procedure, Commissioner Sterling makes some suggestions on how to solve antenna problems.

"A TV Station Tailored for Growth" B•T, April 13, 1953, p. 84.

Kramer, Winner & Karmer, New York architects and broadcast engineers, have designed a plan for radio stations which expect to enter TV modestly but want room to expand. This article gives the basic fundamentals of the idea.

FACTS & FIGURES

"ABC of Radio & Television" by George O. Gillingham, FCC information chief. B•T, March 30, 1953, p. 78.

A primer of radio and television which answers many questions that even the most experienced radio and television executives might find troublesome.

"Blair Study, Karol Talk Proves Radio's Vitality" B•T, June 15, 1953, p. 31.

John Blair & Co. has used monthly Pulse rating reports in 12 established markets to show that more people listen to their radios from 6 to 9 p.m. than from 6 to 9 a.m.

"Final Figures: TV's 1952 Revenue Hits $324.2 Million, 38% Over '51" B•T, Aug. 3, 1953, p. 36.

FCC annual financial report for television in 1952 revises preliminary figures issued in March and shows TV stations had total income of $55.5 million before taxes. The networks had a total income of $8.9 million.

"Here's Why McCann-Erickson Is Bullish About Radio" B•T, July 27, 1953, p. 94.

To prove to its executives that the reports of radio's death were highly exaggerated, the radio-TV department of McCann-Erickson conducted a unique presentation before clients and group heads and account executives of the agency. The demonstration took the form of questions and answers with Hendrik Booraem Jr., vice president in charge of programming, and William Dekker, vice president in charge of media, replying to the platitudes of those who have predicted radio's demise. The answers are significant to anyone in any way interested in the radio medium.

"How Big Will TV Be?" by John B. Crandall, media director of Sherman & Marquette, New York. B•T, Feb. 9, 1953, p. 77.

Here is one view of the ultimate development of television, in terms of its usefulness to the national advertiser. It is a condensation of a report which the agency, Sherman & Marquette, prepared for one of its major accounts, and will prove of interest to everyone interested in the future of the media.

"How Many TV Outlets Can the U. S. Support?" by Peter R. Levin, operator of his own management consultant firm in New York, specializing in radio and TV. B•T, April 27, 1953, p. 101.

Considering the logical sources of revenue—local, regional and spot—just how many stations can a market support? That is the question that the author, a recognized economist, attempts to answer on special assignment by B•T.

"How To Multiply an Error" by Arthur C. Nielsen, president, A. C. Nielsen Co. B•T, Aug. 3, 1953, p. 86.

Shortly after the distribution of the Nielsen Coverage Service and Standard Audit & Measurement Service station audience reports, based on nationwide surveys made in the spring of 1952, station sales representatives found timebuyers projecting program ratings against these audience figures, rather than against all sets in the measured area. Result was a definite shortchanging of radio audience figures, making the medium harder to sell. Station Representatives Assn., protesting against this unfair situation, asked researchers to explain to their subscribers exactly how their figures should and should not be used. This is the Nielsen explanation.

"The Ladies Have the First WORd, Too" by Robert M. Hoffman, director of research, WOR New York. B•T, May 25, 1953, p. 78.

WOR's objective was to provide an inexpensive research sys-

tem for the advertiser. The answer was the Consumer Testing Panel, where the women who will buy the product and use it tell the men who make and promote it where they're right, where they're wrong and what to do about it. Since Feb., 1951, the panel has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entre into the offices of account executives and advertising managers.

"Monopoly Programming: New Challenge for Research?" by Walt Dunn, salesman for H-R Representatives. B•T, Aug. 17, 1953, p. 98.

There are two types of programming, monopoly and non-monopoly, and different circulations can be generated by each, says Mr. Dunn. Trouble is that present research methods don't measure these circulation differences. He proposes that ensuing studies try to uncover such facts.

"A New Survey Suggests Changes in Political TV" B•T, Feb. 23, 1953, p. 77.

Survey by Dr. Joseph C. Seibert, chairman of the marketing dept. at Miami U., Oxford, O., shows that the maximum benefit out of the money spent on television during the presidential campaign came during the last 10 days.

"Newspaper Technique Suggested for Radio" B•T, Jan. 12, 1953, p. 26.

A report on the results of a Department Store's study conducted at Pomeroy's in Pottsville, Pa. Among other things it shows how newspaper advertising varies through the week while radio stations expect a set pattern of advertising from Monday through Friday.

"Newspapers Are Wonderful" by J. Frank Beatty, B•T associate editor. B•T, Sept. 7, 1953, p. 90.

A story of an interview that never took place. Mr. Beatty puts his tongue in cheek to write a satire on research methods that produce such results as those obtained in a "Continuing Study of Housewives' Attitudes Toward Advertising Media" conducted by Northwestern U.'s Medill School of Journalism.

"Politz Study Affirms Penetration of Radio" B•T, July 27, 1953, p. 31.

Pervasiveness of radio and the people's reliance on radio, making it "an indispensable medium," are shown in a new type of radio survey commissioned by stations represented by the Henry I. Christal Co.

"Station Circulation and Rates Compared" B•T, July 6, 1953, p. 82.

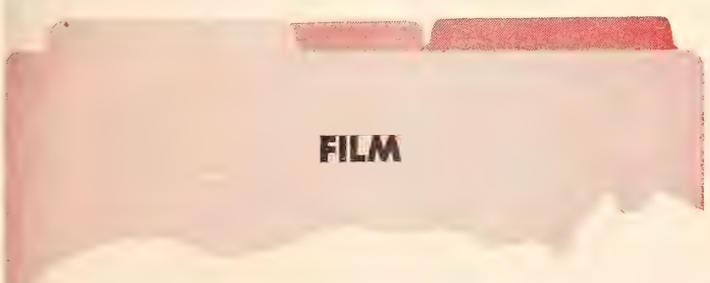
Quick guide for buyers and sellers who wish to determine whether they are paying over or under the scale for the opportunity to reach an audience of a certain size on radio is presented in this article. Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by that organization's 1952 study, the material is presented in easy-to-use chart form.

"Thirty Leading Agencies in Radio-TV Billings" by Florence Small, B•T agency editor. B•T, Jan. 5, 1953, p. 23.

The 30 most active agencies in radio and television during 1952 are here listed in the order of their billings. Together they handled broadcast billings of $448.9 millions with $182.9 million in radio and $266 million in TV.

"U. S. Post-War Radio Sets Now Exceed 110 Million" B•T, Aug. 17, 1953, p. 39.

In the seven and one-half years since World War II, radio production has passed 110 million sets, more than the number made in the preceding 21 years. Radio-Electronics-TV Mfrs. Assn. report shows that each month in 1953 the radio set production increased over the same month in 1952. The production more than doubled that of television sets.



"This Camera Control System Cuts TV Film Costs 20%" by David Glickman, B•T West Coast manager. B•T, March 2, 1953, p. 85.

Synchronized cameras to film big TV shows are cutting costs for Filmcraft Productions. The technique is not unlike live production and costs far less than older Hollywood methods.

"Can You Really Get It Wholesale?" B•T, Aug. 10, 1953, p. 87.

Testimony at an FCC hearing is not always dry and uninteresting. Take, as an example, that submitted by KRMD Shreveport, La., on the question of film costs. An official of the proposed station submitted the view that the station would be able to program at least half the time with film purchased at a monthly cost of $1,200. Under cross examination he expanded on this statement.

"The Care and Feeding of TV Film Unions" by Isidore Lindenbaum, Filmcraft Productions president, labor negotiator and attorney. B•T, July 13, 1953, p. 89.

Twenty-four unions are engaged in one way or another in Hollywood production of film for TV. With a rigid caste system which must not be broken, the task of arranging production is a difficult one that demands great skill and know-how. In this article Mr. Lindenbaum tells some of the diplomatic intricacies and economic hazards of TV film producers.

"The Case for Filmed Television" by John L. Sinn, president of Ziv Television Programs. B•T, Jan. 26, 1953, p. 77.

One of the leading figures in the film business gives his arguments for filmed TV. The growing importance of this particular phase of the media makes this article of particular interest to TV executives.

"Covering the World in TV News Film" by Bruce Robertson, B•T senior associate editor. B•T, Sept. 14, 1953, p. 109.

It takes men, money and ingenuity to collect the miles of news film that funnel into NBC-TV to be edited down for daily and weekly TV news shows. This report tells how it's done.

"Cutting Costs of TV Commercials" by Arthur Bellaire, in charge of television and radio copy for BBDO. B•T, April 13, 1953, p. 79.

It's still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked players' fees tremendously. Here Mr. Bellaire tells some of the tricks learned the hard way by the biggest billing agency in radio and TV.

"Editing Feature Film" B•T, Aug. 10, 1953, p. 88.

A pair of scissors is not the only prerequisite of a film editor. He can make a film better or spoil it entirely by the changes he makes. Leland (Jerry) Muller, film program director and editor of KTLA (TV) Los Angeles, gives some good advice to station film editors. His views will interest both the amateur and the professional.

"Film Must Cost Money" B•T, Sept. 14, 1953, p. 120.

Gerald King, president of United Television Programs Inc. and Standard Radio Transcription Services Inc. tells B•T why broadcasters must expect to pay more for programming when they go into television.

"Film Re-Runs Can Pay Off" by Carol Levine, program film supervisor of WPIX (TV) New York. B•T, Aug. 10, 1953, p. 88.

Getting extra mileage out of feature films is an art in itself. Ratings have shown a tendency not to suffer appreciably on re-runs, Miss Levine finds. The individual cost of each showing is considerably lower. The film supervisor gives good advice to station executives who are considering using feature films more than once.

"Film Shows Can Meet Network Competition" by John Osbon, B•T Chicago news editor. B•T, Sept. 14, 1953, p. 114.

Despite heavy opposition from high-budget network shows, WGN-TV Chicago keeps its audience and advertisers happy by skillful film programming.

"How Important Is Film" B•T, July 13, 1953, p. 87.

Survey by B•T shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies made originally for theatres are still ahead of films made especially for TV.

"Let's Quit Plugging Movies" by Willard E. Walbridge, general man-

ager of WJIM-TV Lansing, Mich. B•T, July 20, 1953, p. 90.

The volume of free plugs that TV, particularly the networks, gives to motion pictures appalls the author of this article. He points out that movies never give TV anything but a bad time, Here are examples of the many types of movie plugs together with Mr. Walbridge's suggestions as to what should be done about them.

"Stock Footage: How To Use It" by Frank C. Lepore, manager film & kinescope operations, NBC Film Division. B•T, July 13, 1953, p. 101.

Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren't already in the can. Mr. Lepore, in his capacity at NBC, has had experience that would be valuable to any TV station. In this article he shares this experience with his readers.

"13 Good Film Deals for New TV Stations" B•T, July 13, 1953, p. 102.

Thirteen firms which specialize in film production and packaging have listed special offers they are making to new TV stations. Names of the films, the category, length, number of units, markets sold to date and cost are provided.

"Tips for Novice Film Buyers" by Hugh M. Smith, general manager of the Covington stations, WCOV-AM-TV Montgomery, WGWC Selma and WGWD Gadsden, all in Alabama. B•T, July 13, 1953, p. 112.

Film buying and film handling in the smaller market station are especially important to management. Mr. Smith, in that capacity, has had experience which would prove of interest to many other station managers in similar locations.

"Tips: To The Novice Film Buyer" by Elaine S. Phillips, film director, WSPD-TV Toledo. B•T, Aug. 10, 1953, p. 82.

Buying film has long been a neglected function in station management. Because of the recently expanding market and the correspondingly expanding availability of both old and new film this phase of programming has taken on new importance to every station. Miss Phillips, an experienced film buyer, gives novices some do's and don'ts of the trade.

"Tips: To The Novice Film Producer" by William C. Hodapp, executive director of Teleprograms Inc. B•T, Aug. 10, 1953, p. 83.

Mr. Hodapp produced the NBC-TV series *American Inventory* and is the author of a basic book for beginners, "The Television Manual." This article is a chapter from that book. It gives much valuable advice directed to the novice who is making his first attempt at film production.

"You Can Make 'No'-Budget Film Commercials" by Carl Pehlman, film director of KKTV (TV) Colorado Springs. B•T, Sept. 14, 1953, p. 108.

Mr. Pehlman's station has learned how to turn out film commercials that are cheap enough for local advertisers to afford but effective enough to sell plenty of merchandise. In this article he explains how it can be done by other stations.

"The Well Dressed TV Show" by Dave Glickman, B•T West Coast manager. B•T, Sept. 14, 1953, p. 102.

A detailed roundup of wardrobe sources that TV film makers use to supply the costumes for their productions.

GENERAL MANAGEMENT

"Bookkeeping, Key to Better TV Management" by Walter J. Damm, vice president and general manager of radio and television, The Milwaukee Journal Co. (WTMJ-AM-TV). B•T, May 11, 1953, p. 88.

Compared with radio, a TV station is big business. With bigger staffs, more equipment, more expense and more revenue, TV management needs up-to-the-minute accounting systems that will keep it thoroughly informed. In this article Mr. Damm tells how he keeps tabs on WTMJ-TV operations.

"Equal Rights for Radio and TV" by Max Lerner, legal staff member of Sesac. B•T, July 20, 1953, p. 92.

Equal rights for radio and TV with other news media in covering court and other legislative proceedings are discussed in this article which is summarized from an earlier piece by Mr. Lerner, which was published in the *American Bar Association Journal.*

"Four Ways to Expand TV Use by Department Stores" by Samuel H. Cuff, radio and television consultant to Allied Stores. B•T, Jan. 19, 1953, p. 84.

A few years ago, when television was just beginning to grow, it was popularly believed that department stores would be basic TV customers. The forecasts proved false. In this article an expert tells why he believes TV and the big stores have failed to come together.

"How to Finance TV Stations" by Dr. Henry H. Buba, president of the Henry Buba Co., New York, specializing in management services for radio and TV stations. B•T, Jan. 26, 1953, p. 82.

There's plenty of venture capital available to finance television stations, but to pry it loose is not an easy job. Here are an expert's suggestions on how investors and telecasters can get together.

"How to Increase Your Radio Profits" by Richard Allerton, manager of NARTB Research Department. B•T, May 5, 1953, p. 86.

A painstaking study of radio operations in both TV and non-TV markets points the way to better management and more profitable AM operations. The study was made by Stewart, Dougall & Assoc., and was unveiled in detail at the NARTB convention in Los Angeles.

"Is Community TV Here to Stay?" by Earl B. Abrams, B•T associate editor. B•T, Feb. 9, 1953, p. 82.

Some prospective telecasters, especially those planning operations in smaller markets, are doing their best to keep community television out of their areas. Others welcome such systems as a means of extending coverage.

"Is TV Pricing Itself Out of the Market?" by Frank Stanton, president of CBS, and Frank White, president (at time of issue) of NBC. B•T, April 6, 1953, p. 82.

The National Assn. of Advertisers hears the presidents of the two biggest television networks tell why they believe TV prices are in line with the services they render.

"Never Keep a Salesman Waiting" by Harold E. Fellows, president of the NARTB. B•T, March 9, 1953, p. 84.

In a speech to the Advertising Club of Boston, Mr. Fellows presents a new advertising character, Twenty Percentage. His life and times will be of interest to every radio or television executive.

"New Corner, Main and Wall Streets" by Alexander Eisemann Jr., president of Eisemann Industrial Corp., New York. B•T, March 2, 1953, p. 80.

Some telecasters, whose operations are either active or planned, are beginning to look to Wall Street financing to obtain capital or the tax advantages it can provide. And Wall Street is looking for "growth" companies to invest in. Chances are that more and more TV station owners and financiers will get together.

"Optimism Sparks NARTB Gold Rush Convention" (Complete coverage of the convention) B•T, May 4, 1953, p. 27.

Near record reached in attendance. FCC Chairman Hyde speaks on broadcast regulation. Brig. Gen Sarnoff receives the first annual Keynoter award. Other convention coverage.

"Those Riches in the Indies" B•T, Jan. 26, 1953, p. 80.

Independent radio stations, as a group, are better off today than they were before television. As good an example as any of the go-getting independent station is WITH Baltimore, a 250-watter that keeps right on making money against tough TV and radio competition.

"TV Can Help Radio" by Jack Williams, KOY Phoenix program director. B•T, July 20, 1953, p. 82.

Here's a radio station that is better off than before TV came to town. Twenty-nine months after the advent of a competing television station, KOY found that it had actually been helped by the news medium. Among other things the KOY staff learned two lessons: First, "always somebody is listening;" second, "you can't beat a good staff."

8 db more output

with no increase in noise or harmonic distortion!

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baseball audience has made the WPIX sports editor a master at his trade. The station is now in its sixth year of telecasting that and other sports.

"It's Okay to Kid the Commercial but Finish With a Serious Pitch" by Ted Brown, m.c. of the *Ted Brown Show*, 7-9 a.m., Mon.-Sat., WMGM New York. B•T, July 6, 1953, p. 86.

The commercial better not be the "kiss of death," says Ted Brown. On a morning show commercials may come up as often as ten times in a half hour and the show has to stay lively. Some ways to keep it that way are explained by the experienced and successful Mr. Brown.

"Removing the Rust from Radio Programming" by Elmo Ellis, program manager, WSB Atlanta. B•T, Feb. 2, 1953, p. 80.

Within the past year WSB Atlanta has completely overhauled its product, from station breaks to programs, with measurable results. Stations elsewhere may want to try some of the methods used by Mr. Ellis.

"The One-Man Show" by Richard Pack, director of programs and operations for WNBT (TV) New York. B•T, March 16, 1953, p. 78.

One good performer is worth a thousand gimmicks. That is the fundamental principle which Mr. Pack believes is the basis for local programming. The one-man show can be a little show, but given the proper talent and resourceful production, it can be a big show. It can be adapted to a wide range of programs. In this article Mr. Pack gives his reasons for believing in its possibilities.

"Promoting the Public Service Show" B•T, Sept. 7, 1953, p. 85.

How Bryant College applied commercial promotion techniques to build support for its *Bryant's View* on WPRO Providence with spectacular results.

"Spot News Is Better on Radio" by Paul W. White, executive editor, KFMB-AM-TV San Diego. B•T, Feb. 9, 1953, p. 84.

This expert believes that television news shows can be great, when the subject, the time and the production facilities happen to be in favorable conjunction; but for day in, day out presentation of the news, radio still turns out a better job.

"Television News Can Pay Off" by Richard Oberlin, news chief of WHAS-TV Louisville. B•T, June 29, 1953, p. 94.

News programming, Mr. Oberlin believes, can be as profitable for TV stations as it has been for radio. The trick is to keep costs within recoverable limits. WHAS-TV has found a number of ways to make that possible and still put on some of the top news shows in the nation.

"They Can Put a City in Your Parlor" by Rufus Crater, B•T New York editor. B•T, Feb. 2, 1953, p. 77.

Special effects men are the magicians of television. Some of their illusions would put a Houdini to shame. Here's a look into their bag of tricks used to add reality to TV.

"To Broadcast Verse Can Be a Curse" by Frank Beatty, B•T associate editor. B•T, Feb. 16, 1953, p. 84.

A recent amendment to the U. S. copyright law adds new complications to copyright clearance for program producers and radio and television broadcasters. Here are some tips on what you can and cannot do under the revised law.

"Wayne U. Learns Selling the DJ Way" B•T, May 25, 1953, p. 77.

Eddie Chase, CKLW Detroit disc jockey, shows Wayne U.'s radio school that there is more to being a morning man than spinning a platter.

"Weather on Video" B•T, July 20, 1953, p. 88.

Weather in Texas is like weather everywhere else—everyone talks about it. WBAP-TV has done something about it, too, with its completely equipped weather station in its own studios. Since 1949 the station has presented *Weather Telefacts* to a wide and vitally interested audience. This article tells how it does it.

PUBLIC SERVICE

"Radio Built This College" by Harold Hopkins, B•T staff writer. B•T, Feb. 2, 1953, p. 84.

More than 900 youths and adults are getting college training i Traverse City because a broadcaster did something about th lack of higher education in the region.

"Seattle Likes Teaching by Commercial TV" B•T, July 6, 195 p. 81.

Educational television in its most concentrated form is bein telecast regularly on KING-TV Seattle. Recently the statio completed one full year of its *Telecourse* series which it ha been presenting in cooperation with the U. of Seattle. Th courses are offered for university credit and have met wit good audience reaction.

"Young Voices Speak for Democracy" by J. Frank Beatty, B associate editor. B•T, Feb. 23, 1953, p. 78.

A review of all the winners of the annual Voice of Democrac contest which is sponsored by the NARTB, RTMA and th U. S. Junior Chamber of Commerce. The contest is withou equal both as a public service and as a promotion.

SUBSCRIPTION TELEVISION

" 'We Need Subscription TV,' Four UHF Grantees Tell FCC" B•T Aug. 10, p. 31.

Four holders of construction permits for uhf stations appea to the FCC to take quick action in approving subscription T as a supplementary source of revenue to advertising. The argument: Without box-office television, uhf in many place faces economic disaster.

"Will a Box Office Be Added to TV?" by Earl B. Abrams, B associate editor. B•T, Aug. 3, 1953, p. 82.

Box-office television is one of the most controversial questio of the year. In this article Mr. Abrams gives the history of sub scription TV, summarizes the present situation and make some predictions of what is to come.

SUCCESS STORIES

"Big Bank Banks on California Radio" B•T, June 29, 1953, p. 9 The Bank of America, nationally known California institutio assigns to radio a big part in its promotion campaign. Thos in charge believe the success of this program is due in larg measure to an effort to match its purchases of radio time wit clear-cut objectives.

"Big, Live Show Attracts Morning Audience" B•T, May 4, 195 p. 85.

Problem of a sell-out in the morning hours was answered a WTAM Cleveland with *The Morning Bandwagon*, a live sho featuring 17 musicians. The experiment was a success fro the start.

"Breakfast at Benson's" B•T, Jan. 26, 1953, p. 78.

Breakfast programs have proved successful for Norge in number of Michigan cities including Lansing, Traverse City Holland, Grand Rapids and Cadillac. Here's how it's done

"Day Time Can Be a Hot Time on Video" by Craig Lawrence, gen eral manager, WCBS-TV New York. B•T, March 23, 1953, p. 82

A few months ago they argued that women could not spar the time from household chores to watch television. Hov wrong they proved to be is explained by Mr. Lawrence, whos daytime sales have risen 300% in one year.

"Dead Dogs Don't Eat Dog Food" B•T, Jan. 19, 1953, p. 86.

The *Calo Pet Exchange* finds homes for pets that might other

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wise be destroyed. It's a commendably humane project, but it also helps Calo sell dog and cat food.

"For Clorets TV Is Kissing Sweet" B•T, Feb. 16, 1953, p. 82.
Television has proven the answer to the American Chicle Co. problem of establishing its Clorets Chlorophyll Gum, which was put on the market in 1951. Here's the story of another television success on a national scale.

"From Third to First in Three Sales Months" B•T, March 16, 1953, p. 77.
Chesty Foods Inc., of Terre Haute, Ind., makers of potato chips, has found that video is the secret of making sales zoom from third to first place in your field. Last fall the firm signed with WTTV (TV) Terre Haute for the 10 U. of Indiana basketball games. The Hoosiers, with little expected of them, came home to clinch the Big Ten championship. The Chesty Foods Co. clinched a lot of new business at the same time.

"How to Move a House" B•T, June 22, 1953, p. 85.
Schmale Realty Co. in Belleville, Ill., has found a direct-from-office broadcast of interviews with local people, real estate listings and community news pays off in sales. Using WIBV Belleville, 11:45-11:53, Mon.-Fri., the firm reports radio is its answer to successful promotion.

"KGAK Gives Radio Back to the Indians" B•T, July 20, 1953, p. 81.
A $10,000,000-a-year cash market that had not been tapped until a year ago is being served by KGAK Gallup with broadcast in Navajo. Gallup, historic trading center for the Indians, finds the program a business getter.

"Kraft Theatre" by Bruce Robertson, B•T senior associate editor. B•T, June 15, 1953, p. 88.
Kraft Theatre has the record of having the longest continuous run of any similar program on television. Its commercial success is even more remarkable than its longevity. Consistent quality of material, staging and talent have contributed to its success. And the ability of the Kraft commercials to make the family decide to "have that dish tomorrow" has kept sales at a satisfactory pace ahead of rising network and production costs.

"Mystery Tunes Build Appliance Sales" B•T, March 30, 1953, p. 77.
A spot schedule that grew from 2 per day to 100 weekly in less than one year has also built profits for WSRS Cleveland and for the Universal Television & Appliance Co. of that city, which sponsors the show.

"Newspaper of the Air" by Frank Rylick, copy director, Geoffrey Wade Adv., Hollywood. B•T, Aug. 24, 1953, p. 86.
Results were happy when this 20-year-old radio news show was recently adapted to regional TV. Sponsored by the Miles California Co., the show has been hailed as the "longest association between sponsor, agency, program and talent" on the Pacific coast. It advertises Alka-Seltzer and One-a-Day brand multiple vitamins, products of Miles Laboratories, Elkhart, Ind. Agency is Geoffrey Wade Adv., Chicago and Hollywood. The story of its long success in radio and its new hit in TV is told with skill by one of those responsible for its success.

"Operation Sunburst" B•T, March 2, 1953, p. 78.
Crosley stations found a way to combat the summer slump with a big promotion that boosted business. Nearly a quarter million people visited the Sunburst homes in Dayton, Hamilton, Cincinnati and Columbus. Gift of a Sunburst house, worth $25,000, was top prize of the summer promotion contest.

"Pepsi-Cola Hits the Spot" B•T, June 29, 1953, p. 100.
The Pepsi-Cola bottler in New Orleans is getting plenty of advertising impact out of a weekly amateur boxing show that is promoted, packaged and produced by WDSU-TV. The station is getting credit for rebuilding confidence in boxing and combatting juvenile delinquency.

"The Pitch on Radio and TV" by Edwin H. James, B•T senior editor. B•T, Jan. 19, 1953, p. 80.
Charles Antell Inc., distributor of Charles Antell Formula No. 9, and National Healthaids of Baltimore Inc., distributors of NHA Vitamin Complex and Fastabs, have found radio and television their best means of promotion. In fact so successful have these firms been that the men back of them are now big businessmen. This is their story.

"Radio and Gasoline Mix" B•T, July 27, 1953, p. 92.
It took a gasoline price war to teach this Michigan refinery the power of radio. Now the company uses 20 spots a day to sell premium gas at higher prices than those of any competitor.

"Radio Moves Furniture in Iowa" B•T, March 16, 1953, p. 80.
A furniture dealer in Cedar Rapids, Iowa, credits "radio properly used" with increasing his business five-fold since 1946. Starting on WMT in 1946, the A. W. Peterson Co. has gradually expanded its radio budget as its business expanded, using additional time on additional stations.

"Radio Revives Downtown Shopping in Gary" B•T, April 27, 1953, p. 101.
A cooperative promotion by radio station WWCA and the Gary Downtown Merchants Assoc. has resulted in greatly increased shopping for the Indiana city. The campaign had four aims: (1) To promote Northern Indiana's "greatest shopping center" and publicize the city as the state's second-ranking market; (2) discourage Gary residents from shopping elsewhere and attract shoppers from nearby towns and rural areas; (3) stimulate store traffic; (4) boost sales, particularly during the Christmas and Easter seasons.

"These Bricks Aren't Gold, But They Sell Like It" B•T, March 2, 1953, p. 84.
Executives of the Remillard-Dandini Co. have been selling millions of bricks to people of the San Francisco area through radio. Here's the story.

"TV Brought 30,000 Customers To This Department Store" B•T, July 27, 1953, p. 90.
Rike-Kumler, leading department store in Dayton, and WLWD (TV), the Crosley outlet in that city, have a successful two-and-one-half year association to prove that TV can prove a real boon to such a store's advertising problems. The show, backed by WLWD promotion and merchandising, has grown from an experiment to an important part of the store's promotion planning.



"UHF Faces a Test: Los Angeles' 7 VHFs" by Leo Kovner, B•T Los Angeles staff member. B•T, Sept. 7, 1953, p. 86.
John Poole, California broadcaster, is today's television counterpart of Daniel entering the lions' den. He is about to put a uhf station on the air to compete against solidly established vhf operations in one of America's two most heavily saturated vhf markets. In this article, Mr. Poole's long-range plans for survival are explained in detail.

"UHF In South Bend" by John Osbon, B•T Chicago news editor. B•T, March 9, 1953, p. 78.
There were 35,000 vhf sets in South Bend, Ind., oriented on Chicago and Kalamazoo, before WSBT-TV began operating on Ch. 34. On Feb. 28, two months after the South Bend station went on the air, there were 26,499 sets capable of receiving its signal. The station's target is 60,000 sets converted by fall.

"UHF Is Television Too" by Julian Gross, president of WKNB-AM-TV New Britain, Conn. B•T, July 6, 1953, p. 84.
Here a uhf station operator sets out to clear up what he feels has been distorted thinking about television station operating in the high bands.

"What Happened In Roanoke" by J. Frank Beatty, B•T associate editor. B•T, July 13, 1953, p. 115.
WROV-TV Roanoke decided that it could not meet vhf competition in that area with a uhf station. B•T sent an experienced editor into the area to find out the reasons why. His report shows that what happened in Roanoke won't necessarily happen elsewhere.

WDAY-TV

(FARGO, N. D.—CHANNEL 6)

COVERS THE NATION'S THIRD-BEST* COUNTY IN RETAIL SALES PER FAMILY!

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)



And *besides* — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

**Cass County is third-best among all U. S. counties of over 50,000 population.*



Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives



Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

KMOX WINDOW STREAMERS

COLORFUL 35-by-11-inch window streamers were added recently to merchandising aid offered by KMOX St. Louis to advertisers participating in its *Housewives' Protective League-Sunrise Salute* program. The three-colored streamers plugging "Lee Adams Week" and the program will be displayed in 2,202 retail food store windows and 18 major grocery store chains during the merchandising campaign which began Aug. 2 and continues through March 13. Lee Adams, director of the series, promotes the cooperating food chain over the air during each one- or two-week campaign, and radio-advertised products are given special store displays during the store's "Lee Adams Week."

BORROWED SPORTS DIRECTOR

A MILWAUKEE station telecast a ball game for St. Louis with a director from Detroit. When WTMJ-TV Milwaukee telecast the Milwaukee Braves-St. Louis Cardinals ball game—the first time the Braves were to be seen in their home park—the station found it had no one to handle the tricky directing of a ball game. Ralph Rust, television sports director for WJBK-TV Detroit who directs all the Detroit Tiger games, was asked to take over the directing for the game. All went well except that the Braves lost five to seven. The telecast was a direct line to St. Louis since Milwaukee continued its policy of not showing home games at home.

CHASE, CAPTURE, CONFESSION

WKY-AM-TV Oklahoma City newsmen recently reported the chase and capture of a young parolee who shot to death an Oklahoma highway patrolman. Within minutes after the fatal shooting the station aired bulletins, and inside half an hour a special broadcast alerted people in the area of the 19-year-old gunman, according to the stations. Two hours after the killing WKY carried an eye-witness report and an hour later gave a direct report on the capture and the sobbing, tape-recorded confession which occurred less than 20 minutes earlier. At that time also, WKY-TV viewers saw a picture of the victim, diagram of the scene of the crime, films of the search and pictures of the confession.

How to Sell Fords

A FORD dealer in Baltimore drove to a record height for a day's new auto sales. Steering his drive was a local spot campaign on two radio stations and one TV station.

The DeFoe Motor Co. launched its campaign on the media Aug. 26. In the one day of the sale, Aug. 27, DeFoe sold every new Ford it had on hand, a total of 128 automobiles. In addition, other orders were placed bringing the grand total to nearly 200.

Entire radio-TV campaign reportedly cost the firm less than $1,000. Stations: WBAL-AM-TV and WITH. Twenty spots were placed on WBAL and WITH. Two were placed on WBAL-TV. According to Shecter & Levin, advertising firm handling the account: "DeFoe still uses the media—one spot daily on WBAL and WITH—and is still selling cars."

Wanted—Found

AN eleven-year-old picture televised by KGNC-TV Amarillo on *Wanted by the FBI* led to the arrest Sept. 13 of a man who had eluded federal embezzlement charges since 1949. The program carrying the man's photo was telecast Sept. 12; the next morning officers received an anonymous tip which resulted in the arrest.

THEY DEFY GRAVITY

A TOY yogi bird was sent to editors enclosed in a carton stating that "I completely defy gravity—and so does the Buick Berle show. Tune in Sept. 29—8 p.m. EST NBC-TV." Across the mechanical bird's back is the statement: "You'll be wound up, too, over the Buick Berle show."

PHONETIC PICTURE PUZZLE

CAPITALIZING on popularity of rebus contests in newspapers, Columbia Records singer Champ Butler is conducting a phonetic picture puzzle contest with the cooperation of Columbia distributors and disc jockeys throughout the country. The competition, being held in conjunction with the singer's latest Columbia recording, Ya-Ha-Bibiti Baby, will run until Nov. 2, with prizes in merchandise valued at $5,000.

KPIX ADVERTISING FILM

SAN FRANCISCO daytime TV personalities are featured in 15-minute film prepared by KPIX (TV) that city, to be shown throughout country to advertising and agency executives. Film ties in with new KPIX promotion piece, "Gad, Hollingsberry, Look What Has Happened in San Francisco's Daytime Television," outlining results of daytime schedule revisions by station since March 1953. Katz Agency is arranging nationwide showings of film and presentation.

PANCAKE EATING CONTEST

A PANCAKE Eating Contest with a trip to Bermuda as first prize will be the feature attraction at the WTTM Trenton, N. J., Fair Studios at the New Jersey State Fair. The contest, which the station claims to be the only one of its kind in the United States, will be co-sponsored by Pillsbury Pancake Mix. Pancakes will be prepared by a Pillsbury representative and butter and syrup will be served with them. Station disc jockeys will describe the proceedings on the air as the contest progresses. The fair opens Sept. 27.

ORCHIDS FOR EDITORS

ORCHIDS flown in from Honolulu to local TV editors scheduled them for a "big date" with KHJ-TV Hollywood for new weekly half-hour *This is Hawaii.* Series, filmed by John Jay Franklin, features the Islands' top dancers, singers and musicians and is distributed by George Bagnall & Assoc.

EMOTIONAL PROBLEM SERIES

IN AN effort to bring to the public attention common, everyday emotional problems and the need for health facilities to handle them, WTOP-TV Washington and the D. C. Department of Health are presenting a new series of programs, *Face to Face.* The telecasts will be partly live and partly on film, featuring people who have taken part in the Division of Mental



HEIGHT
COUNTS MOST!

WAVE-TV Delivers:

66.7% GREATER COVERAGE AREA
than any other television station
in Kentucky and Southern Indiana!

19.8% GREATER CIRCULATION
than the area's leading
NEWSPAPER!

627.3% GREATER CIRCULATION
than the area's leading
NATIONAL MAGAZINE!

(WAVE-TV's superiority as of July 1, 1953, and still growing!)

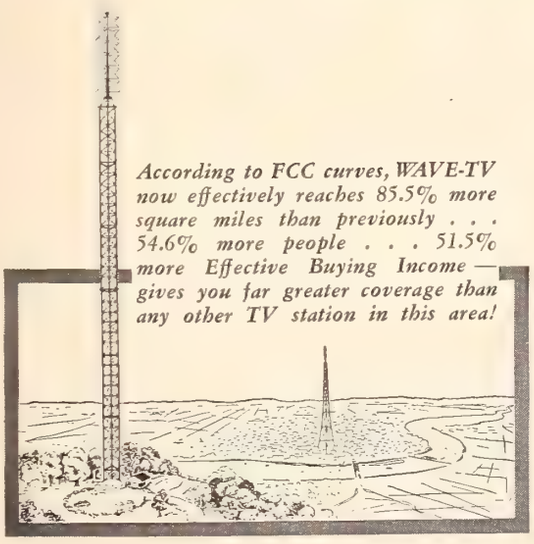
In television, Tower Height is by far the biggest factor in delivering a strong, clear picture to fringe areas. Low Channel is next most important, and Power is third.

WAVE-TV's new tower soars 1585 feet above sea level—*much the highest in this area, and 419 feet higher than Louisville's second station!*

WAVE-TV's Channel 3 is the *lowest in this area!*

WAVE-TV's 100,000 watts of radiated power is the *maximum permitted by the FCC for Channel 3*—is equivalent to 600,000 watts from our old downtown tower on Channel 5!

Ask Free & Peters for all the facts about WAVE-TV's amazing new coverage and about the great WAVE-TV television market.



According to FCC curves, WAVE-TV now effectively reaches 85.5% more square miles than previously . . . 54.6% more people . . . 51.5% more Effective Buying Income — gives you far greater coverage than any other TV station in this area!

LOUISVILLE'S

WAVE-TV

Channel 3



FIRST IN KENTUCKY
Affiliated with NBC, ABC, DUMONT
Free & Peters, Inc., Exclusive National Representatives

Health program, as well as prominent public officials and specialists who will sum up each program. Subjects of the programs include: "Psychoquackery," "The Lonely Ones," "Apron Strings," "Honeymooner's End," and others. Scheduled to run from Sept. 27 through Dec. 20, the program will be aired Sundays at 11:30 p.m.

AMERICAN HISTORY PROGRAM

SERIES of radio essays on American history form the basis for a new program to be started by WMAQ Chicago in cooperation with Northwestern U. Sept. 25. Titled *Americana,* the program will be written and narrated by Martin Maloney, associate professor of radio and television in Northwestern's speech school. Similar series of programs was aired last year under the title *The Meaning of America* and received one of the Freedom Awards presented by the Freedoms Foundation. Ballad Singer Win Stracke also will appear on the program, to be heard each Friday, 9-9:30 p.m.

WLS FARM SHOW

AGRICULTURAL products will be demonstrated to farmers at the joint WLS Chicago-*Prairie Farmer* Farm Progress Show, to be held at Armstrong, Ill., Oct. 2. WLS talent will provide entertainment at the farm shopping show, which is open only to *Prairie Farmer* and WLS advertisers. Area radio stations in the nearby Danville, Ill., area will cooperate on the project.

WEOL Claims Scoop

FIRST COVERAGE of the recent Cleveland sewer explosions [AT DEADLINE, Sept. 14] is claimed by WEOL Elyria-Lorain, Ohio, 27 miles away. Mel Mercer, station staffer, was riding toward Cleveland when he felt the shock. He phoned the station and was put on the air immediately via beep recording. WEOL reports its account of the disaster was the first heard by wire services in Cleveland.

TV WINDOW DISPLAY

WCSH-TV Portland, Me., scheduled to beg operations on Ch. 6 in December, is tellir New Yorkers of its plans via a window displa in the state of Maine information center in th RCA Building. Central sketch of the WCSH TV transmitter building and antenna mast flanked by stars of NBC-TV, with which WCSH TV will be affiliated.

GIRLS TOWN U. S. A.

FIFTEEN-minute programs featuring the Gir Town Choir and Amelia Anthony, founder c Girls Town U. S. A., will be recorded and sen to 250 stations with the request that they a them as a public service and send the tapes o to 250 other stations. As a result of station co operation last year in airing spot announc ments about Girls Town, a new dining hall an dormitory are fast becoming a reality at Gir Town.

'EASY MONEY'

GIVING listeners a chance to win mone without ever leaving their living rooms, KNB San Francisco is presenting a new radio gam *Easy Money*. During the course of the hal hour program, co-hosts Ed Brady and Dou Pledger ask approximately 20 questions an answer them. Listeners are given one numbe to write down if the answer is correct and an other if it is false. At the end of the game, th numbers are totaled and each person sendin in the correct score wins a dollar. The pro gram, heard at 8 p.m. Sundays, is sponsored b Roman Meal Bread.

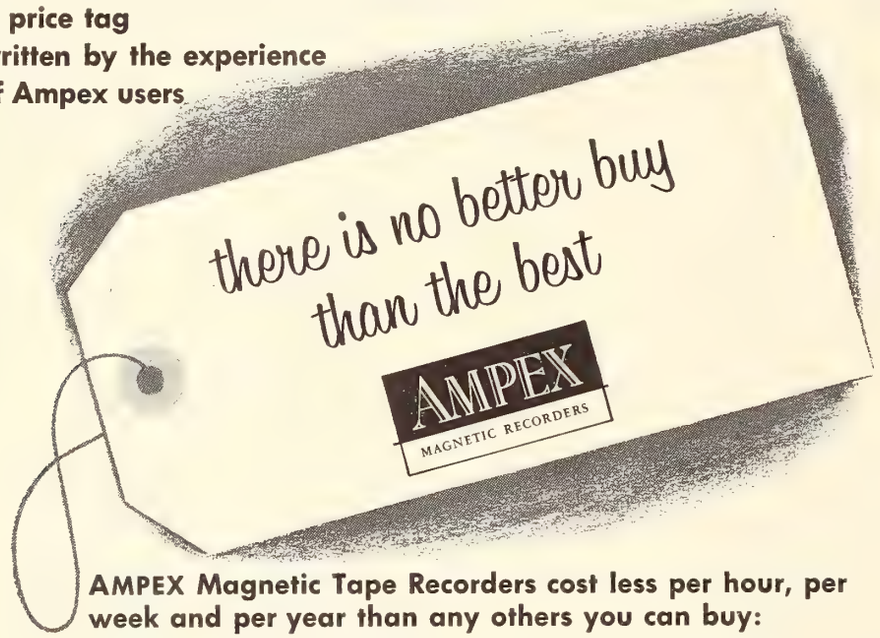
PAPER INTERESTED IN EDUC. TV

SEATTLE's *Post-Intelligencer* is currentl running a series of detailed articles posin and answering questions concerning educa tional TV. The daily, concerned particularl with Seattle's Ch. 9 designated for educationa TV by the FCC, presents such questions as: I educational television necessary?; Can it com pete with commercial stations?, and Could th money spent to build and operate a separat educational station be better spent on time o commercial stations?

INSIDE PRISON WALLS

LISTENERS are being "taken" inside prison walls for the truth about penitentiary life a part of a new series of programs, *Anonymous* launched by WENR Chicago. Each week an m.c. is chosen from Joliet prison, who inter views prisoners on their background and per sonal story. Interspersed with interviews is music provided by musical groups in the prison and WENR studios. Program is recorded live and presented on tape by the station each Mon day, 9-9:45 p.m. Keith Beecher is director-pro ducer and Harry Hunter the writer.

A price tag written by the experience of Ampex users



AMPEX Magnetic Tape Recorders cost less per hour, per week and per year than any others you can buy:

BECAUSE THEY LAST MORE YEARS. Over three years ago an Ampex 300 was put on a 17 hour per day continuous music service in Honolulu. After 11,000 hours of running time, the machine was still using the original set of heads. When checked, their performance was within the published specifications for new machines. Based on the replacement price, the cost of head wear was 0.7 cents per hour.

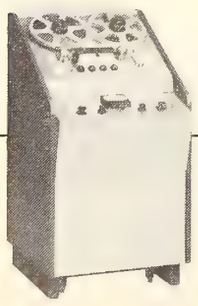
BECAUSE THEY GIVE SUSTAINED SATISFACTION. When you buy the best, you don't soon buy a "better" machine to replace it. An Ampex Tape Recorder provides a combination of fidelity, responsiveness, timing accuracy and reliability that has no equal. Ampex owners don't make expensive trades; they keep their machines and get full value in long-time service and satisfaction.

BECAUSE THEY HOLD THEIR VALUE. It's a matter of supply and demand. Because of a well earned leadership, Ampex machines are the most wanted — but the most seldom resold. An Ampex is built to last, and after one, two or even five years, it will have far more real value left in it than any tape recorder that was "built to a price."

BECAUSE THEY'RE EASIEST TO MAINTAIN. On the New Ampex Model 350, a pivoting top plate and sliding electronics make all working parts accessible for checking even when the machine is running. Motors and other individual components have plug-in connections which make replacement extremely simple. But because the Ampex is "professional quality," it will require far fewer adjustments and parts replacements than other recorders.

SEE THE NEW AMPEX 350 — It's the newest of the best. It offers new accessibility, new convenience of operation and an attractive new price.

Recorders priced from $975.00; reproducers from $495.00. For further information write today to Dept. D



IF YOU PLAN FOR TOMORROW, BUY AMPEX TODAY

AMPEX CORPORATION

AMPEX CORPORATION
934 CHARTER ST. • REDWOOD CITY, CALIF.
Distributors in principal cities; distribution in Canada by the Canadian General Electric Company



it's TIME to add KTYL-TV to your schedule!

ARIZONA IS FIRST*

. . . in Retail Sales Growth

. . . in Population Growth

. . . in Per Capita Income Growth

. . . in Employment Growth

. . . in Bank Capital Growth

. . . in Truck Registration

. . . in Farm Income Growth

*Source: *Research Department, Valley National Bank*

KTYL-TV . . . NBC and DuMont Affiliate for Phoenix and Central Arizona . . .

is a *time-buyer's* paradise! It offers you and your client, for example, more helping *hands* from a merchandising standpoint than you'll find in an entire carload of watches!

AND IT CHAINS UP a hard-hitting sponsor cooperation package with the greatest coverage in all Arizona . . . a coverage area that *ticks off* 63.2% of the state's free-spending population!

HAND IT TO KTYL-TV, too, for providing you with a towering antenna on Phoenix's nearby South Mountains . . . a soaring 1550 feet above average terrain . . . four times higher than any other Arizona station!

IT'S ALSO WORTH TAKING TIME to check KTYL-TV's unparalled reception . . . including a clear picture in areas where other Arizona stations don't even register a signal. And, while you're at it, note KTYL-TV's superb *round-the-clock* programming.

IT ONLY TAKES A MINUTE to contact your Avery-Knodel man. So don't lose any precious *time* in adding KTYL-TV to your schedule!

NBC and DuMont affiliate for Phoenix and Central Arizona

KTYL-TV

ARIZONA'S *Showmanship* STATION

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

KEPO has inaugurated a new spot policy that is taking the El Paso market by storm. It has been very appropriately titled "SHOWCASE THAT SPOT" and this is a brief resume of how it works.

Now, you can buy minute-participating live or transcribed announcements in the finest participating programs in the entire Southwest . . . each program a well-developed feature which is aired at the same time each day, 52 weeks a year and handled by veteran KEPO personalities. Heavily promoted and well-spaced throughout the day, these shows attract large and loyal audiences. Spots are well integrated into the show, with a lead-in, lead-out . . . making it a part of the program rather than an interrupting feature. "SHOWCASE THAT SPOT" will mean larger audiences and greater impact . . . more sales for you on KEPO . . . El Paso's most powerful station.

ASK AVERY-KNODEL FOR COMPLETE DETAILS

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

C. W. (Tex) Cook, sales and advertising manager of General Foods' Maxwell House Div., appointed assistant general manager of division.

Harry L. Darling, developmental sales engineer of plastic products for U. S. Rubber Co., Chicago, to Assn. of National Advertisers, N. Y., as assistant vice president in charge of media and research.

John C. Hirst, formerly associated with Gray & Rogers Adv. and WFIL-TV, both Phila., named radio-TV manager of Scott Paper Co., Chester, Pa.

Ed Gaither, sales manager of Eastern Div. of Iowa Soap Co., Camden, N. J., appointed assistant to president with main work chiefly in advertising, sales and sales promotion, Tidy House Products Co. (Perfex cleaner, Glosstex starch, Dexol powder bleach and Shina Dish detergent), Shenandoah, Iowa.

Robert A. Raidt, account executive with Gardner Adv. Co., St. Louis and N. Y., appointed director of advertising for Bayuk Cigars Inc., Phila.

H. C. Krueger, vice president and sales manager, Flowers of Hawaii Ltd., L. A., now owner of firm. Company's Vanda orchids have been used for promotional giveaways on radio and TV.

Bruce M. Rockwell, account executive, William Kostka & Assoc., Denver, to Colorado National Bank, that city, as manager of advertising, public relations and business development.

George Brenard, radio-TV account executive and new business man, Hugo Wagenseil & Assoc., Dayton, Ohio, adv. agency, appointed advertising and sales promotion manager of Neon Product Inc. (illuminated signs for dealers), Lima, Ohio.

Agencies

Paul W Limerick elected vice president of Western Advertising Agency, Chicago.

Wilford H. Struhs, account executive, promoted to production vice president, Francom Advertising Agency, Salt Lake City. **Cappy Ricks** named radio-TV head, with **R. E. Hackworth** copy production and public relations director.

Phillip K. Katzev, TV producer, Ruthrauff & Ryan Inc., L. A., to BBDO, Hollywood, in same capacity.

Mrs. Ruth F. Farquhar, special assistant to chairman of the board, The Biow Co., N. Y., becomes special consultant.

William A. Taylor, formerly with Young & Rubicam, and **William M. Weilbacher,** National Biscuit Co., to Dancer-Fitzgerald-Sample, N. Y., as member of Procter & Gamble account group and P & G media analyst, respectively

John E. Rowan promoted to account executive on RCA Victor Custom Record Div. account, Ross Roy Inc., N. Y.

Chan Clarkson, Simon Co., Portland, Ore., to Cole & Weber, that city, as account executive. **Jack White** to Biow Co., N. Y., as timebuyer in media dept.

Robert T. Rees, chief of press relations staff for Adlai Stevenson, to public relations staff of Krupnick & Assoc. Inc., St. Louis.

Clark Graves, newspaper representative, Sawyer-Fergerson-Walker Co., L. A., to The Katz Agency, same city, as radio-TV representative.

Alfred L. Goldman, Harry B. Cohen Adv. Co., N. Y., to Ruthrauff & Ryan, same city, on creative staff specializing in packaged goods and drug products.

Stan Edwards, announcer of CHUM Toronto, to MacLaren Adv. Ltd., Toronto.

Josephine K. Nelson, formerly with Maxon Inc., Ruthrauff & Ryan and Ross Roy Adv., to staff of J. Walter Thompson Co., Chicago.

Ron H. Oakland, creative director at Zimmerman Adv. Agency, Omaha, to Minneapolis office of Bruce B. Brewer & Co. as copywriter.

Leon Levine, radio-TV consultant and general account executive with Carl Byoir & Assoc. and formerly director of educational and public affairs programs for CBS, named head of radio and TV for Columbia U. Bicentennial, to be held next year with ten months of activities.

Lee Randon, film director and writer-producer for TV commercial film at Henri, Hurst & McDonald, elected to membership in Society of Motion Picture and Television Engineers.

George Anthony media director, West-Marquis Inc., L. A., father of boy Michael Kevin, Sept. 13.

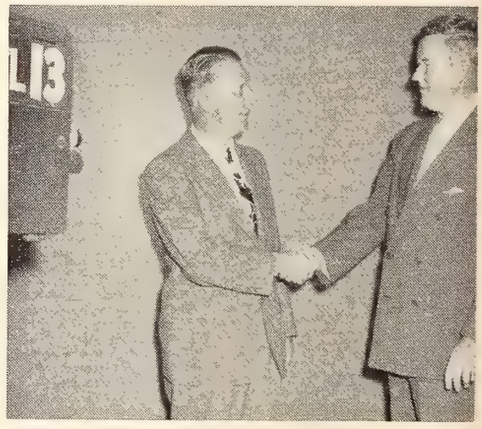
Stations

John T. Parsons, formerly manager of WBRK Pittsfield, Mass., appointed manager of WMGT (TV) that city. **Walter Kearsey,** commercial manager of WBRK, named manager, and **Christine R. Burns,** assistant treasurer of Greylock Bcstg. Co., licensee of stations, named assistant president and office manager for combined operations.

W. W. Warren, vice president and general manager of KOMO Seattle, elected to board of directors of Fisher Flouring Mills Co., that city, parent company of Fisher's Blend Station Inc., licensee of KOMO.

Buddy Starcher appointed general manager of WESC-AM-FM Greenville, S. C.

A. C Bernstein, former adjutant general, radio division, United Nations Command in Tokyo, named general manager of WAOV Vincennes,



SEN. JOHN SPARKMAN (D-Ala.) (r), congratulates Henry P. Johnston, president of The Television Corp., as the firm's station on vhf Ch. 13 in Birmingham prepared to increase to maximum power of 316 kw and change call letters from WAFM-TV to WABT (TV), effective Sept. 7. Birmingham News Co., of which Mr. Johnston is executive vice president, acquired the channel along with WAPI and WAFM (FM) last spring. FM station increased power to 71 kw ERP.

WGY talent . . .



Sports



Entertainment



Western



Chanticleer



Farm



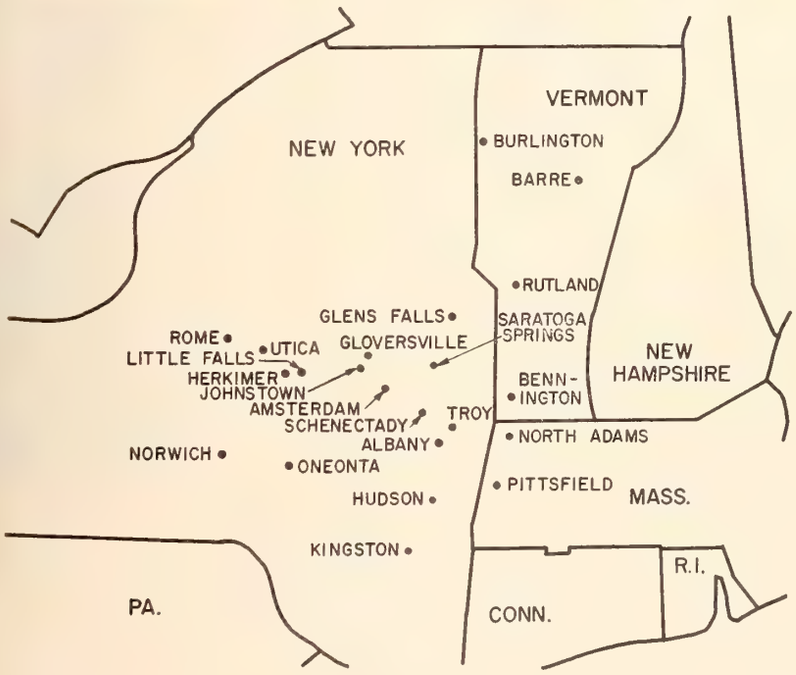
Variety



Women



Traveler



Sells BOTH urban & audiences rural

For the Advertiser Buying An Urban Market WGY Gives A *Dividend* of 1,269,756 Rural Listeners

For the Advertiser Buying A Rural Market WGY Gives A *Dividend* of 1,489,044 Urban Listeners

WGY, pioneer farm station, serves 22 cities of more than 10,000 population.

WGY

A GENERAL ELECTRIC STATION

SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Co.

New York ★ Boston ★ Chicago ★ Detroit ★ San Francisco

Ind. **Lorraine Monnin,** director and producer of home talent shows for WAOV, named director of women's activities.

Leonard V. (Len) Corwin, New England district representative for Frederick W. Ziv Co., named assistant general manager and commercial manager of WWOR-TV Worcester, Mass.



Mr. Corwin

Rod McArdle promoted to local sales manager, KRSC Seattle, and **Ben Harkins,** program director and member of sales and promotion staffs, KJR Seattle, to KRSC as program director. **Ted Bell,** KRSC program director, promoted to assistant station manager.

Richard J. Goggin, director of programming of ABC-TV Western Div., named general manager of KETS (TV) St. Louis, educational station.

Harold Backun, CHAB Moose Jaw, Saskatchewan, named assistant general manager, KUDL Kansas City, Mo.

John P. Wiley, radio-TV director for Albert Frank-Gunther Law Adv. Agency, named head of sales promotion, WPTZ (TV) Philadelphia. **Robert L. Klaus,** Phil Edwards Agency, named head of publicity for station.

Tim O'Connell, sales promotion and research director, WBAP-TV Fort Worth, Tex., appointed publicity-promotion manager of KCSJ Pueblo, Colo. **John Howard,** WHFB Benton Harbor, Mich., to station's announcing staff and **Pete Oreskovich** replaces **Freida Altman** as KCSJ bookeeper.

Pete Watts, national advertising manager, *Sacramento Union* newspaper, named sales manager of KCCC-TV Sacramento.



Mr. Watts

Alton Blount, formerly with ABC New York, to KLVT Levelland, Tex., as manager of Morton, Tex., studios.

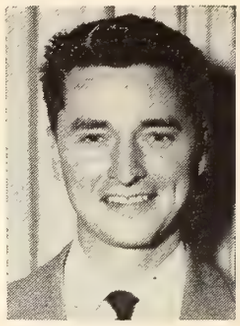
F. B. (Brent) Roper, advertising director for 150 supermarkets, appointed director of merchandising and sales promotions for WMPS Memphis.

John S. Lugt, production manager of KMJ-TV Fresno, Calif., named chief producer for KGMB-TV Honolulu. **James A. Von Striver,** video engineer, promoted to TV studio and control room supervisor of station.

John C. Drake, promotion and publicity director for WLS Chicago, has resigned effective Sept. 30 to accept promotion post with *Capper Publications* and WIBW-AM-TV Topeka.

Wallis Bishop, newsman at WOI-TV Ames, Iowa, promoted to news editor replacing **Dan Wozniak** who has resigned to accept assistant professorship at U. of Florida, Tallahassee. **Gene Thomson,** also on station's news staff, named assignment editor.

Jack Irvine, KULA Honolulu sales manager, named local sales manager of KONA (TV) Honolulu.



Mr. Irvine

Robert Z. Morrison, account executive with NBC New York, appointed sales manager for KCRI-TV Cedar Rapids, Iowa.

John Henry, former account executive for KOA Denver, named sales manager of KOA-TV. **Lynn Reed,** staff announcer at KOA, promoted to account executive.

Lee P. Mehlig, sales representative for WNMP Evanston, Ill., to KTLN Denver in same capacity.

Craighton Knau, farm editor at WOI Ames, Iowa, to WBAY Green Bay, Wis., as head of farm dept.

Richard J. Desautel, WNBK (TV) Cleveland, to WKAR-TV East Lansing, Mich., as director.

C. Harvey Haas, manager, KSPA Santa Paula, Calif., to KBIG Avalon as engineering supervisor. **Beverly Carnahan,** traffic manager, station's Hollywood headquarters, promoted to sales service manager. Succeeding her is **Mary Lou Conte,** former traffic clerk. **David Watterson,** traffic dept., KFI Los Angeles, joins KBIG as traffic clerk.

Carl F. Getchell, account executive with Hearst Publications Inc., N. Y., and **Robert J. Kolb** of Moloney, Regan & Schmitt, N. Y., to WOR New York as account executives in sales dept.

Warner Moore resigns as local sales manager of WICC-TV Bridgeport, Conn., to accept position with sales dept. of WNBT (TV) New York.

Melvin B. Wright, merchandising director of Hawaiian Broadcasting System, appointed national sales representative, handling West Coast accounts for KGMB-AM-TV Honolulu and KHBC Hilo.



Mr. Wright

L. J. Ronder Jr., continuity and production manager at WPEO Peoria, Ill., joins WCFL Chicago as program director. He succeeds **Robert A. Platt,** who resigns to devote fulltime to his advertising agency, Robert A. Platt Inc., Chicago.

J. Jan Kashnick, sales staff of KRKL Kirkland, Wash., to KVOS-TV Bellingham Wash., in same capacity.

Arthur S. Hall, previously with WHDH Boston, appointed assistant radio director at Leland Powers School of Radio, Television & Theatre, same city.

Bill Eckstein and **Don Lucy,** formerly with WJPF Herrin, Ill., to technical staff of WTVI (TV) Belleville, Ill.

Lew Bassett, WELC Welch, W. Va., account executive, and **Les Rau Jr.,** account executive at

PANAMA CITY

Florida

IS YOUNG . . . . . .

Median age of City's population 26.4*

GROWING . . . . . .

Here's Proof:

		1943	1952
1.	Population	1940, 11,610	—1952, 33,300*
2.	Bank Deposits	$10,827,274	$17,673,993
3.	Motor Vehicle—Passenger	7,560	13,479
	Registration—Trucks	1,316	2,297
4.	Post Office Receipts	$186,721	$260,651
5.	Building Permits	$855,538	$2,667,917
6.	Telephones	3,103	8,271
7.	Electric Meters	6,408	13,260

. . . . AND RECEPTIVE

Advertisers can saturate this market with low cost coverage through

WDLP

Established 1940
AFFILIATED WITH
NBC

1000 Watts Frequency 590 KC

Panama City, Florida

* SALES MANAGEMENT'S SURVEY OF BUYING POWER

Now...a Kodak Projector for your special 16mm. requirements!

Here is good news for everyone who uses sound or silent 16mm. films . . . a complete line of 16mm. Kodak Projectors that offers a wide choice in meeting your specific needs!

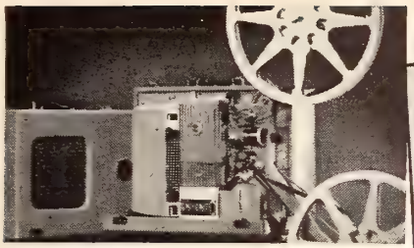
For example, if illumination is a problem, there are two sound projectors equipped with Kodak's remarkable Plus-40 Shutter which provides more than 40% *extra* screen brilliance. Or, if you use movies for critical study —sports analysis, time-and-motion study, etc.—there's a new 16mm. silent projector specifically designed for the purpose.

Whether you show sound or silent movies—or both—and whether you show them in cramped quarters or spacious auditoriums . . . there's a Kodak Projector *exactly* right for your requirements.

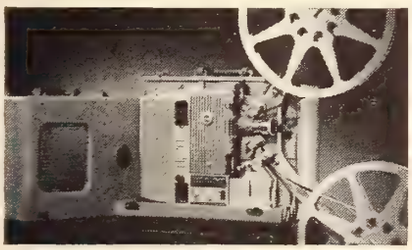
And important—ALL portable Kodak 16mm. Projectors are permanently prelubricated at the factory . . . an exclusive 16mm. feature that eliminates *completely* the over- and under-oiling abuses which are the chief causes of wear and damage to projection equipment!

See your Kodak Audio-Visual Dealer about a demonstration, or use check slip below for further details.

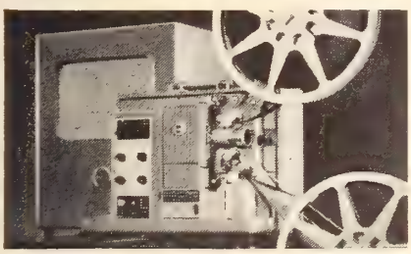
MOTION-PICTURE PROJECTORS *teach, train, entertain, inform*



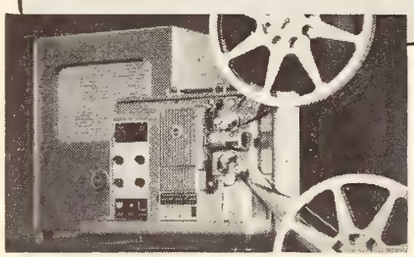
Kodascope Pageant Sound Projector. The economical, top-choice machine for sound and silent projection under average conditions. Where optimum sound distribution is desired, plug in the Kodak Multi-Speaker Unit, three extra speakers in matching case. Projector, complete with 8-inch speaker, $400. Multi-Speaker Unit, $92.50. *Sound and silent projection.*



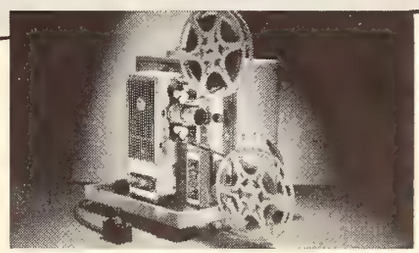
Kodascope Pageant Sound Projector, Model AV-071, with Plus-40 Shutter. Super-brilliant version of the standard Pageant, featuring the Plus-40 Shutter which increases light by more than 40%. Ideal for projection in hard-to-darken rooms, halls, or auditoriums; for long screen throws or unusually large picture areas. $400. *Sound projection only.*



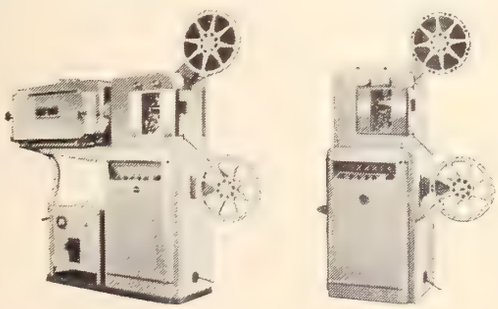
Kodascope Pageant Sound Projector, Model AV-151, with 15-watt amplifier. A powerful high-fidelity amplifier teamed with the extra capacity of the 12-inch Kodak De Luxe Speaker provides sound ample for auditorium projection. Separate bass, treble, and Fidelity controls afford the finest sound quality obtainable with a portable projector. $530. *Sound and silent projection.*



Kodascope Pageant Sound Projector, Model AV-151E, with Plus-40 Shutter and 15-watt amplifier. Combines the extra light from Kodak's Plus-40 Shutter with the precise tone-and-volume features of the Model AV-151. Its brilliant screening and superb tonal quality enable you to meet *every* 16mm. sound requirement short of a theater-type installation. $530. *Sound projection only.*



Kodascope Analyst Projector. Designed for 16mm. motion-picture analysis. Heavy-duty reversing mechanism operates from remote-control switch on 5-foot cord. Constant-speed blower permits repeated, instantaneous film reversals with complete safety for film and projector. Includes Kodak Daylight Projection Viewer for desk-top movie study. $295. *Silent projection only.*



The Eastman 16mm. Projector, Model 25, for theater-quality projection. Built for heavy-duty service in large auditoriums, theaters, or assembly halls. Powerful optical system and high-fidelity sound system assure top performance from any 16mm. optical sound film. Two models, high-intensity arc (left), and tungsten (right). Prices from $3270.

Prices subject to change without notice.

9-82

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer. Complete information on equipment checked: ☐ *standard Pageant* ☐ *Pageant Model AV-071* ☐ *Pageant Model AV-151* ☐ *Pageant Model AV-151E* ☐ *Kodascope Analyst* ☐ *Kodak Multi-Speaker Unit* ☐ *Eastman 16mm. Projector, Model 25.*

NAME_____ POSITION_____

COMPANY_____

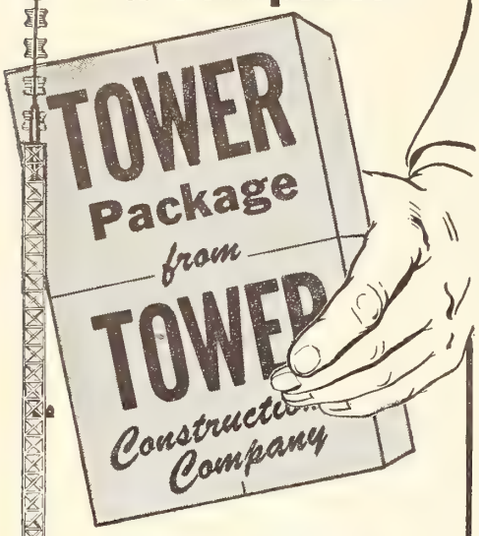
STREET_____

CITY_____ (Zone)

STATE_____

Kodak TRADE MARK

a complete



THE WHOLE JOB *Wrapped Up*

That's why our customers say "TOWER is TOPS in TOWER Construction." From coast-to-coast you will find installations where TOWER'S "package" service is paying off . . . in performance, in durability. We can handle your job, too—from the planning stage on through complete maintenance service.

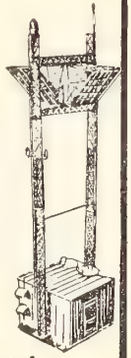
- TV and FM Antenna
- Ground Systems
- Coaxial Transmission Lines
- Maintenance and Painting

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE *too!*

TOWER is a pioneer in Microwave Towers and Microwave Reflectors.
For the vital "know-how" that only experience gives, write or phone TOWER Constuction Company. We invite you to check with our satisfied customers.



Tops in Towers

TOWER
Construction Co.
SIOUX CITY, IOWA

WMBD Peoria, Ill., to sales staff of WSAI Cincinnati. **Jack Moran,** WNOP Newport, Ky., to WSAI announcing staff.

Thomas Edward Howard, chief engineer at WPIX (TV) New York, appointed director of engineering at WBT WBTV (TV) Charlotte, N. C.



Mr. Howard

Mark O'Brien, former promotion manager of WLCS Baton Rouge, La., appointed special assistant to St. Louis Mayor **Raymond R. Tucker.**

Milton R. Slater, freelance director for DuMont and ABC-TV, N. Y., and most recently program director and promotion manager for WSPR Springfield, Mass., named program director of WWLP (TV) Springfield.

Bill Ward, former sportscaster for WTMA Charleston, S. C., to WIS Columbia, S. C., as announcer.

Wilbur E. Levering, former agricultural agent, to farm staff of WIBW Topeka, Kan.

Ronnie Brown named staff pianist for WJAR-TV Providence, R. I.

M. Robert Rogers, president of WGMS-AM-FM Washington, appointed chairman of National Symphony's 1953-54 ticket sales drive.

Lt. Col. Lester W. Lindow, general manager of WFDF Flint, Mich., is presently on active duty with office of Chief of Information, Headquarters, Fifth Army, Chicago.

Alan N. Cormack, chief engineer at KCBS San Francisco, named broadcast chief of Calif. State Civil Defense, Region 3.

Dan Lundquist, assistant producer, KLAC-TV Hollywood, and Barbara Dann were married Sept. 19.

Carmella Conte, KDKA Pittsburgh accounting dept., and **Leo Arcoletti,** of station's technical dept., were married Sept. 12.

Charlie Featherstone, performer-director for WSYR-TV Syracuse, N. Y., father of girl, Kathleen Barbara, Sept. 4.

Networks

Morris A. Mayers appointed to newly-created post of general manager of closed circuit operations for DuMont Television Network. Mr. Mayers was formerly with transmitter division of Allen B. DuMont Labs., where he served as educational television equipment sales coordinator.

Allen W. Kerr, veteran broadcast time salesman most recently with H-R Representatives Inc. in N. Y., on Oct. 1 will become Detroit division manager of NBC-TV Spot Sales.

H. G. Walker, manager of CBC Dominion Network, Toronto, named director of network coordination for Canadian Broadcasting Corp., Ottawa.

Sam Zelman, assistant director of news and special events, ABC Western Division, promoted to director, replacing **Frank LaTourette,** who recently joined CPTN as news director [B•T, Sept. 14].

Arthur W. Hepner, freelance radio documentary producer and previously magazine writer and member of CBS Radio's London news bureau, appointed producer on CBS Radio's public affairs staff.

Russell Stoneham, director on CBS-TV *Life with Luigi* and other network shows, assigned to CBS-TV *Bob Crosby Show* in same capacity.

Earl Hammer Jr. staff script writer at NBC, is author of novel, *Fifty Roads to Town,* which will be published on Oct. 2 by Random House.

Lewis Stone, 73, radio, stage and screen star who portrayed Judge Hardy in MBS *Andy Hardy* series, died Sept. 12 of heart attack while pursuing three juvenile vandals.

Manufacturers

Elwood W. Schafer, formerly vice president of National Union Radio Corp., Hatboro, Pa., appointed assistant vice president in charge of manufacturing and engineering at CBS-Hytron, Danvers, Mass.

Jack D. Hughes, vice president in charge of sales, Littelfuse Inc., Des Plaines, Ill., promoted to vice president and operations general manager.

Clifford J. Wood, previously assistant market research manager with The Hallicrafters Co., Chicago, named manager of market research for Capehart-Farnsworth Co., Fort Wayne, Ind.

Fred W. Bardgett appointed vice president in charge of sales of Hallicrafters Canada Ltd., Toronto.

Mort Barron, assistant sales promotion manager for CBS-Columbia Inc., N. Y., promoted to advertising operations manager.

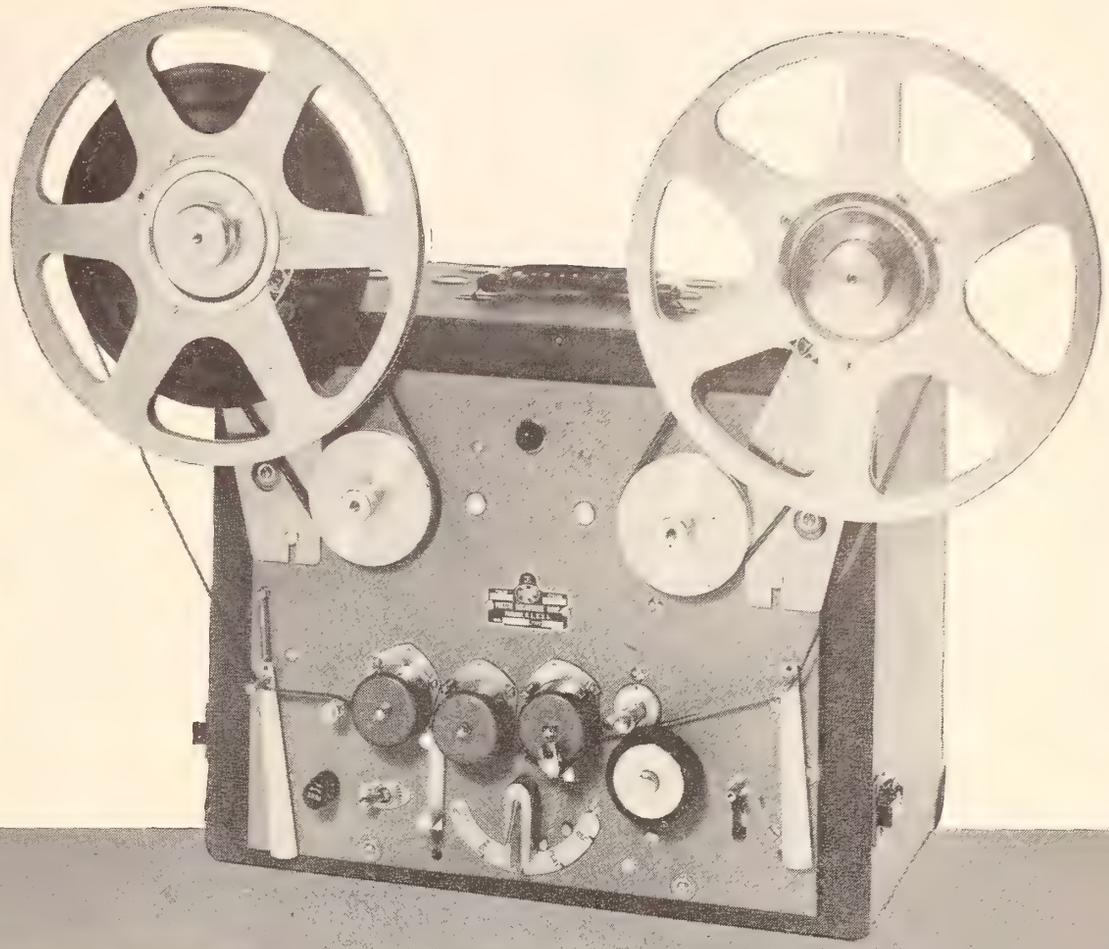
Douglas J. Sullivan, manager of employee and plant-community relations, General Electric Tube Dept., appointed to newly-created position of manager of personnel development for marketing section of Tube Dept.

C. S. Purnell named regional electric utility manager of Westinghouse Electric Corp.'s Northeastern Region. Also appointed to that



WAVY Portsmouth, Va., Executive Vice President-General Manager Carl J. Burkland signs Alice Brewer White, formerly with WTAR Norfolk, who now does a homemaker-fashion show and a women's news program. Mr. Burkland recently joined WAVY, new NBC affiliate, after 24 years with CBS, where he was director of station administration.

you don't buy one of these every day!



PRESTO RC-7 with RA-1 reel adapter

Compare these RC-7 features:

- Instantaneous speed accuracy
- Dynamic range better than 50db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate-erase-recording-playback heads
- Twin speed: 7½"/sec. or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

Purchase of a tape recorder is a major investment. And, with so many unproven brands on the market, it simply does not pay to select anything but a recognized, precision built and proven recorder.

The PRESTO RC-7 is just such a unit. Designed and manufactured by the world's foremost producer of precision recording equipment, the RC-7 with RA-1 reel adapter is today's No. 1 buy in fine tape recorders. Here is a unit that is fully portable for field recording, yet with the rugged construction and precision operation characteristic of the finest studio equipment.

If you're planning to replace an existing unit or add an additional tape recorder, your selection of a PRESTO RC-7 will pay long term dividends in faultless service, ease of operation and the genuine satisfaction of owning the best.

Do you own a Presto RC-7? The RA-1 adapter will allow you to use reels up to 10½" diameter. Write for full details and price.

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

region are: **K. L. Horgan,** industrial manager; **J. C. Frink,** manager of transportation, marine and aviation dept.; **F. G. Graf,** agency and construction manager; **H. R. Benson,** maintenance manager; **M. L. Gardner,** engineering and service manager; **E. W. Seay,** application data and training manager; **R. L. Sutton,** market planning supervisor; **J. H. Rothermel,** assistant to Northeastern Region manager, and **R. L. Knox** as manager of order services and stock control.

Merton W. Whitney, sales engineer in wire communications div. of Cook Electric Co., Chicago, to sales staff of Simpson Electric Co., that city.

Representatives

Morton A. Barrett, manager of operations and sales service for WCBS-TV New York, to The Bolling Co., New York radio station representatives, in newly-created executive position.

W. Bruce Butler, manager of Toronto office of Jos. A. Hardy & Co. Ltd. (station representatives), appointed general manager. **Bob Armstrong,** formerly of H. N. Stovin & Co., Toronto, named manager at Toronto, and **Gilles Loslier,** formerly of Lever Bros. Ltd., as manager at Montreal.

Walter C. Newton Jr. of WOR-TV New York's sales staff and **William P. Dengel** of Hearst Magazines to New York sales staff of Weed Television Corp., TV station representatives. **Broaddus (Speed) Johnson** of Young & Rubicam, N. Y., to New York sales staff of Weed & Co., radio station representatives.



HOWARD & LEWIS INC., Providence, R. I., Ford dealer, gave a dinner honoring station managers and announcers there who read H&L commercials every day. L to r, Frank McCabe, president of agency handling the account; Southern Abbott, WJAR; Arthur H. W. Lewis, host; Mowry Lowe, WEAN general manager; Albert W. Howard, host; Arnold Schoen Jr., WPRO general manager; Norman Gittleson, WJAR-TV; Robert Engles, WHIM.

Program Services

Charles A. Broderick, RCA Thesaurus' order and service section, promoted to manager of sales service. He succeeds **Walter Seifert,** who has resigned to become vice president of A. Hay & Bros., hardware store in Easton, Pa.

Herbert Spencer and **Earle Hagen,** former 20th Century-Fox Studios music arrangers, form **Music Service Inc.,** new Hollywood independent music packaging firm servicing TV acts and shows. **Al Fisher,** formerly music dept. business manager for that studio, is production manager of packaging firm.

Services

Henri G. Busignies, technical director of Federal Telecommunication Labs, division of International Telephone & Telegraph Corp., Nutley, N. J., named vice president and member of management advisory board.

Government

Rudolph C. Bretz, New York TV programming and production consultant, to Germany Sept. 25 on *SS America* to advise North West German Radio Network on TV programming and production, State Dept. announces. Mr. Bretz travels under department's educational exchange program.

Dr. John Cocutz, chief of Rumanian Service, Voice of America, submits resignation to John Armitage, chief, East European Branch of VOA.

Trade Associations

Benjamin Miller, formerly associated with NAB (predecessor of present NARTB) and with radio stations and recently released from Army after three years service as public relations officer, to public relations staff of Assn. of American Railroads as special representative, effective Sept. 16.



Mr. Miller

A Sheer Pleasure

WGAR Cleveland night news editor, Jack Dooley, recently placed a bulletin on the air that was just sheer pleasure and good news. The item announced the unexpected release of Lt. Paul Wilcox, former WGAR sportscaster, by the Korean communists. Lt. Wilcox, who entered the service for the second time last fall, was a bombadier-navigator on a B-29 shot down over the Yalu River last December. Mrs. Wilcox, who had no word from her husband since receiving a missing-in-action notice during the Christmas holidays, will be sent by the station to meet her husband on the Pacific Coast upon his U. S. return.

New WJAS AM & FM

MONEY — THE SUNNY SIDE OF THE DIAL

NOW OFFERS

THREE for the MONEY

(*The biggest talent "steal" in Pittsburgh's radio history*)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as $9.72 per announcement.* THE TIME OF YOUR LIFE!!

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

OUTSTANDING PERFORMANCE!

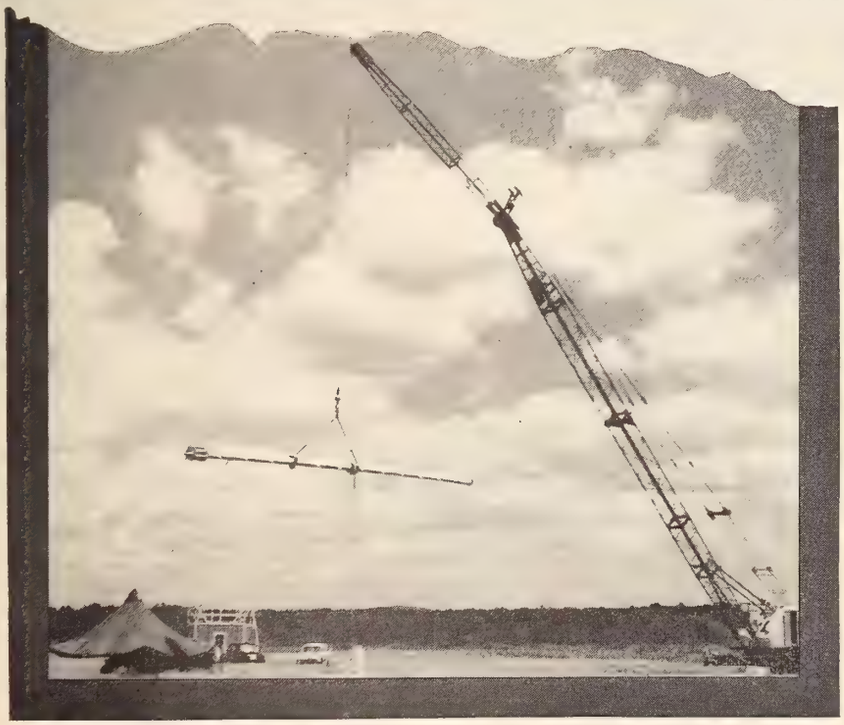


"Add 4 more uhf to the log of on-the-air stations which means 45 uhf are now operating out of total of 198. One of the latest to begin testing has the first DuMont uhf transmitter – built for Easton Express WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently".

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rounsely says it's proceeding slowly, won't set commercial date until it's "sure of everything". Meanwhile, he tells us initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas – he cited Milford, N. J. as example – are getting service first time.

Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem."

Television Digest, July 4, 1953



Make your report as good as this one by installing a Gabriel Cosecant UHF-TV transmitting antenna.

NEXT !

Pattern testing of Channel No. 21 antenna for station KVFD, Northwest Television Co., Ft. Dodge, Iowa. Shipped July 17 to the transmitting site.

A GABRIEL PRODUCT

THE GABRIEL COMPANY ▸ WORKSHOP ASSOCIATES DIVISION

Endicott Street, Norwood, Massachusetts

CANADIAN TVs NOTCH UPSURGE IN COMMERCIAL BILLINGS FOR FALL

Language and time problems complicate bookings, but all stations to be on the air this fall are getting a share of the business. U. S. shows will be represented over the CBC-TV network.

COMMERCIAL programs on Canadian TV stations this fall are more numerous than before the summer hiatus. Canadian TV is now one year old, and both U. S. and Canadian companies are booking time on all stations to be on the air this fall. Network TV will be well-represented with imported U. S. network shows, piped into Canada by microwave from Buffalo.

CANADA

Because of language problems in Montreal where there still is only one TV station, CBFT (TV), all commercial network advertisers desiring to use the station have found delays in getting definite bookings. CBFT is operated by the Canadian Broadcasting Corp., which is committed to give equal time to English and French programs. Numerous French-language commercial programs have been booked, and the CBC-TV network office at Toronto is having difficulties in finding time available for English-language network shows, originating in the U. S. or Toronto, which sponsors want carried at the same time in Montreal.

New to Canadian audiences and definitely booked is the Ford Motor Co.'s *Toast of the Town,* which started on CBLT (TV) Toronto, CBOT (TV) Ottawa, and CBFT on Sept. 13. Canadian Westinghouse brings in *Studio One* for a second season, this time to the three station network, starting Sept. 21, when Canadian announcer-actor Lorne Greene of Toronto will be starred. Ford Motor's *TV Theatre* will be seen on CBOT and CBFT, piped in from Buffalo. The advertiser is not buying CBLT, because about 80% of the Toronto audience looks in on WBEN-TV Buffalo which carries the program.

Schick again will bring a segment of the *Jackie Gleason Show* to the CBC-TV network, with CBC or other advertisers picking up the balance of the hour show carried in Canada. Gillette is bringing World Series baseball games to CBC-TV. Canadian General Electric will have a Canadian show for the second season on Canadian TV stations. The format has not yet been settled. Goodyear will offer *TV Playhouse* for a second season on CBC-TV, though time difficulties have held up a decision on whether Montreal will carry the show.

Imperial Oil Ltd. again will sponsor the Saturday evening national hockey league games from Toronto. Imperial Tobacco will present the major Canadian football games on Saturday afternoons, and Campbell Soup continues the importation of *Soundstage.*

For The Ladies

A Tuesday afternoon one-hour women's program, *Matinee Party,* starts Oct. 13 on CBLT, and will be carried by the network later in the season. It may go to more than one afternoon weekly. It is being sponsored in quarter-hour segments by Hobbs Glass, Pittsburgh Paint, Dunlop Tire, Gruen Watch, Maple Leaf Milling, and Dominion Oilcloth & Linoleum. Three quarters of the show were sold for 13 weeks one month before it was to go on the air. Program is being kineo recorded for use on new Canadian TV stations, with original sponsors having first choice of buying these stations.

A number of other U. S. international advertisers have programs planned for Canadian TV as soon as time can be cleared. These include Kellogg Co. for *Wild Bill Hickock* and Singer Sewing Machine Co. for *Four Star Theatre.*

Canadian programs developed by CBC in the past year are now starting to be sponsored. A weekly half-hour evening cooking show for gourmets, *Hans in the Kitchen,* is being sponsored by Consumers Gas Co.

It is hoped to bring in the *Hit Parade* and to continue *Wrestling from Chicago* for a Canadian sponsor. British-made TV films in the *Douglas Fairbanks Playhouse* series are being looked into by a Canadian firm for sponsorship. A six-day-per-week children's program period, 5-6:30 p.m. on all CBC-TV stations, has several sponsors interested.

Interest in Canadian TV by advertisers is noted from the use of CBFT by Dow Brewery Ltd., Montreal, which, Sept. 7-12, sponsored three one-hour sporting events, one two-and-one-quarter-hour football game, and a half-hour film program, *Foreign Intrigue.*

Advertisers on CBC-TV this season also are booking time for a number of shows on the first independent Canadian TV stations to go on the air later this fall, CKSO-TV Sudbury, CFPY-TV London, and CFCM-TV Quebec, with shows being recorded for these stations which will not all have microwave links with Toronto or Montreal.

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

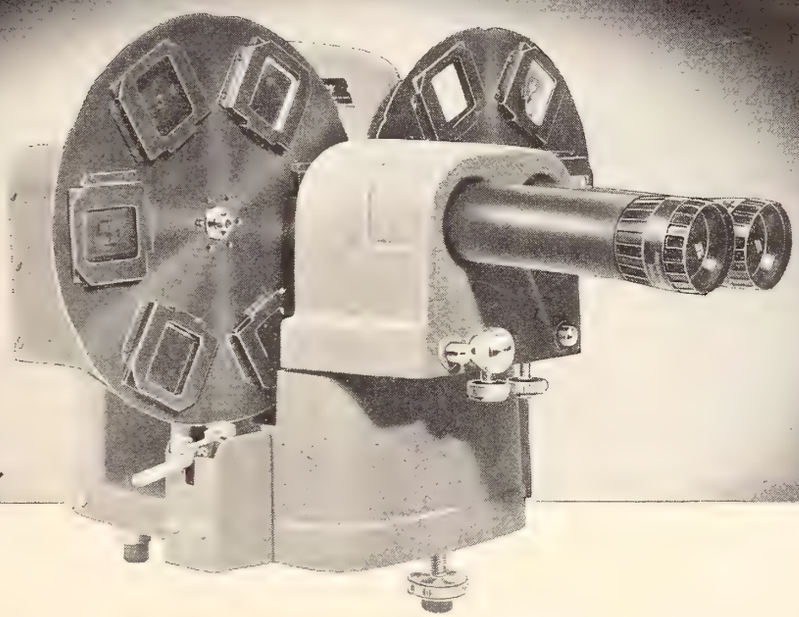
FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

NEW Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-9

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.
Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

DOZEN TV BIDS ON CBC AGENDA

Board of Governors next Thursday to consider Canada's first uhf applicant. Seven AM and one FM applications also due to be heard.

A DOZEN applicants for private TV stations will appear before the Board of Governors of the Canadian Broadcasting Corp. on Sept. 24 at the Fort Garry Hotel, Winnipeg.

At the same time seven applicants for new AM stations and one for FM will appear.

CANADA

There are three applicants each at Edmonton, Alta, and Saskatoon, Sask., for one TV channel in each city. Seeking Ch. 3 at Edmonton are CJCA Edmonton, CFRN Edmonton and Bill Rae of CKNW New Westminster. At Saskatoon, applicants for Ch. 8 are CFQC Saskatoon, CKOM Saskatoon and the *Saskatoon Star Phoenix*.

Two Apply for Kitchener

There are two applicants at Kitchener, Ont., Central Ontario Television Ltd., and Grand Television Ltd., both applying for Ch. 13.

In addition, CKWS Kingston, Ont., is applying for Ch. 11; CHEX Peterborough, Ont., has requested Ch. 22 as first Canadian uhf applicant; CFAC Calgary, Alta., is asking for Ch. 2, and CFCY Charlottetown, P. E. I., is requesting a license for Ch. 13.

CKLW-TV Windsor is asking for an increase in power from 103 kw video to 250 kw video and 61.8 kw audio to 140 kw audio on Ch. 9, with directional antenna.

New AM applicants are E. F. Job for daytime only 250 w on 1090 kc at Brampton, Ont., a suburb of Toronto; Daniel Chantal, for 250 w on 1340 kc at Drummondville, Que.; Radio Alleghanys Inc., for 250 w on 1490 kc at Montmagny, Que.; and F. Rufiange and C. Couture for 1 kw on 1350 kc at Three Rivers, Que. Three applicants for new AM licenses at Chicoutimi, Que., are J. O. Masse, 250 w on 1450 kc; G. Demers, 5 kw on 1060 kc, and L. Lagace, 1 kw on 630 kc.

New FM license is being applied for by St. Lawrence Broadcasting Co. Ltd., at Kingston, for 250 w on 88.9 mc., affiliated with CKLC Kingston, new 1 kw station to go on air in November.

Power increases are being requested by CKDA Victoria, from 250 w on 1340 kc to 1 kw on 730 kc; VOWR St. John's, from 500 w on 700 kc to 1 kw on 800 kc; CKOM Saskatoon, from 250 w on 1340 kc to 5 kw on 1420 kc; CFOR Orillia, from 1 kw to 5 kw on 1570 kc, and CJAD Montreal, from 5 kw to 10 kw on 800 kc.

Share transfers are being asked by 11 stations, and CKDA Victoria, B. C., is requesting transfer of license from David M. Armstrong to Capital Broadcasting Co. Ltd.

Dryer Sets London Talk On Televising of Science

ENORMOUS potential for presenting scientific material on American television will be discussed by Sherman H. Dryer, president of Sherman H. Dryer Productions, New York, at a session in London on Wednesday of the seventh International Congress and Film Festival of the International Scientific Film Assn. The congress opened last Thursday and will continue until Sunday.

ENGLAND

Mr. Dryer will be the sole U. S. speaker at the meeting. Invitations have been extended to representatives of countries throughout the world, including Canada, Denmark, the Dominican Republic, U. S., Egypt, Norway, Pakistan, Yugoslavia and Mexico, among others.

In an interview with B•T last week, Mr. Dryer said his remarks will be presented at a conference centering around the subject of "Dissemination of Science by Television." He noted that although he will stress that American TV has not yet tapped the resources of scientific material available, he will indicate that some steps have been taken in this direction.

Toronto BMI Meeting

LARGEST Canadian BMI clinic is being held today (Monday) at Royal York Hotel, Toronto, by Central Canadian Broadcasters Assn. under chairmanship of Cliff Wingrove, CKTB St. Catherines, CCBA president. Speakers include Carl Haverlin, BMI, New York; Harold Moon, assistant general manager, BMI Canada Ltd., Toronto; Ramsay Lees, radio-TV director, Ruthrauff & Ryan, Toronto; Murray Arnold, program director, WIP Philadelphia; Reo Thompson, manager All-Canada Television Facilities, Toronto; M. Wayland Fullington, program director, WIRE Minneapolis; William Holm, general manager, WLPO LaSalle, Ill.; and William Kaland, program director, WNEW New York.

CANADA

CBC Shows on Independents Are Planned in TV Fare

FINAL decision is being made by the Canadian Broadcasting Corp. on what national programs independent Canadian TV stations must program under license agreements. First stations open in western Canada later this year.

CANADA

A minimum of 10½ hours is anticipated for the near future, with a probable increase later.

The hours lined up for this fall will contain a variety of programs and will include a number of commercial shows. CBC-TV plans a 15-minute national news bulletin for the CBC TV network and by kinescope to other TV stations in the country.

Also designated for kinescope for all TV stations: One-hour variety program, *The Big Revue*, CBC production; *CBC Theatre*, 90-minute studio comedy or drama; *Amateur Boxing*, one hour; about an hour wrestling from Chicago; Canadian General Electric TV show, half-hour, and a number of U. S. imports, sustaining or commercial, as yet not decided upon.

Area News Clinics Planned; Press News Ltd. Subsidiary Set

FIRST regional clinics for news editors will be held in western Canada in November as a result of a meeting of western Canadian station managers and representatives of Press News Ltd., Toronto, the radio news subsidiary of Canadian Press, held recently at Jasper, Alta. A new subsidiary of Press News Ltd. has been formed and incorporated, Broadcast News Ltd., which has a directorate of nine members, four from the independent broadcasting stations and five from Canadian Press. These four directors are Gordon Love, CFCN Calgary; Ken Soble, CHML and CHCH-TV Hamilton; Paul LePage, CHRC and CFCM-TV Quebec; and Keith Rogers, CFCY Charlottetown. First board meeting of the new operating company will be on Sept. 26 at the Seignory Club, Montebello, preceding the annual Press News meeting.

CANADA

The meetings of news editors will be held for the various regional broadcasting associations as means of discussing methods of preparing and presentation of news. A November meeting is to be held for the British Columbia broadcasters and one for the stations of the three prairie provinces and northwestern Ontario. Later meetings will be held for Central Canada Broadcasters Assn. station news editors, Quebec French language stations and for the stations of the four Atlantic provinces.

Canada AM Ratings Low

AUGUST was a low month for Canadian radio network shows, as shown by the monthly national rating report of Elliott-Haynes Ltd., Toronto. Only two evening network shows are listed, *Great Gildersleeve*, rating 11.1, and *The Tylers*, 7.9 (Canadian). Transcribed shows nationally were *Denny Vaughan Show*, 10.9 (Canadian), and *Eddie Fisher Show*, 6.5

CANADA

There were 12 daytime network shows, led by *Ma Perkins*, 12.3; *Pepper Young's Family*, 10.9; *Life Can Be Beautiful*, 10.2; *Road of Life*, 10.2, and *Right to Happiness*, 10.

In French-language programs only one is shown for evening network time, *Le Survenant*, 14.8. There were 10 daytime network French-language shows, led by *Jeunesse Doree*, 21.2; *Rue Principale*, 21; *Francine Louvain*, 18.5; *Taute Lucie*, 15.1.

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WQED (TV) Should Get Full Money Quota by Month's End

WQED (TV) Pittsburgh, vhf Ch. 13 noncommercial educational station which plans Jan. 1 commencement, will have met its financial requirements by the end of this month, the National Citizens Committee for Educational Television reported last week. An area-wide public fund-raising campaign is now in progress there.

WQED has been given the use of the tower of KDKA-FM Pittsburgh and studios will be located in a $300,000 building donated for this purpose to the U. of Pittsburgh by the Pittsburgh Plate Glass Co.

$350,500 Pledged

The Ford Foundation's Fund for Adult Education, the Arbuckle-Jamison Foundation and the A. W. Mellon Educational and Charitable Trust have pledged a total of $350,000 for equipment and organizational costs. The public fund drive is raising another $500,000 to cover two years' programming costs. Door-to-door solicitations are being made. Local stores of Kroger Grocery Co., a radio-TV advertiser, have installed collection booths.

WQED estimates it will serve 635,000 TV sets in the area and that 85% of the families in Allegheny County surrounding Pittsburgh can receive the programs. Initial operating schedule will be six hours daily, divided about evenly between in-school and evening programming.

ACE Sets Oct. 8 Panel On Educational Television

PANEL on "The Role of Educational Television" is slated for the first day of the Oct. 8-9 annual meeting of the American Council on Education to be held at the Hotel Statler, Washington, D. C. Theme of the convention is "New Dimensions for Education." TV panel speaker will be John C. Adams, chairman, committee on educational television of ACE. Mr. Adams is president of Hofstra College. President Eisenhower is scheduled to be opening speaker at the convention.

Huth Communications Courses Scheduled

A COURSE in international communications (beginning next Monday) and a seminar on international broadcasting and television (beginning Wednesday), under Dr. Arno Huth, writer-lecturer and expert in international communications, are being offered by the New School for Social Research, 66 W. 12th St., New York 11, telephone Oregon 5-2700.

Dr. Huth said guest speakers participating will include leaders of public opinion, outstanding scholars and communication specialists.

Ad Club Courses Begin Oct. 5

ADVERTISING Club of New York's 30th annual advertising and selling course, including radio and TV studies, will be held Oct. 5 to Feb. 25, with a total of 27 lectures and six clinic sessions scheduled on Monday and Thursday evenings during that period.

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NASHVILLE, TENNESSEE

IN PUBLIC SERVICE

POW Hastened Home

WFLA Tampa, Fla., and the *Tampa Tribune* joined forces to get a released U. S. prisoner of war home as soon as it was possible because his father was seriously ill and not expected to live. Station and newspaper called on the Red Cross and Florida's Sens. Spessard L. Holland and George A. Smathers in addition to the Adjutant General's office to expedite the quick return of Sgt. Lawrence Buzbee of Ruskin, Fla. Five days later, the soldier stepped off a plane at the Tampa International Airport. WFLA's Milton Spencer interviewed the freed POW.

* * *

WFPA Arranges Reunion

WFPA Fort Payne, Ala., recently played a major role in homecoming activities for a returning POW, Ralph McKinney. George Gothberg, president of WFPA, reports that the station cancelled all commercial programming for five hours and devoted the air time to an appeal for funds so that the boy's parents might be able to go to San Francisco to meet him. Amount raised for Mr. and Mrs. McKinney's trip was $1,525, according to Mr. Gothberg.

* * *

Find POW's Mother

WKEI Kewanee, Ill., was instrumental in contacting a mother who had left that area and was living in Albuquerque, N. M., when her serviceman son returned from a communist prison camp and was unable to locate her. WKEI contacted KVER Albuquerque, which aired a message for the mother. A druggist remembered the mother as a customer, notified KVER of her address and the information was relayed through WKEI to the son.

* * *

Aids Blood Donations

A TWO-DAY campaign for blood donations in Livingston, Mont., sponsored as a result of inoculation of all children in the area with gamma globulin shots for polio, was in the August doldrums until KMON Great Falls began saturating the air with spots on behalf of the campaign and arranged a special pickup show with KPRK Livingston. Result: The Red Cross reported a successful drive with women comprising 50% of the donors.

* * *

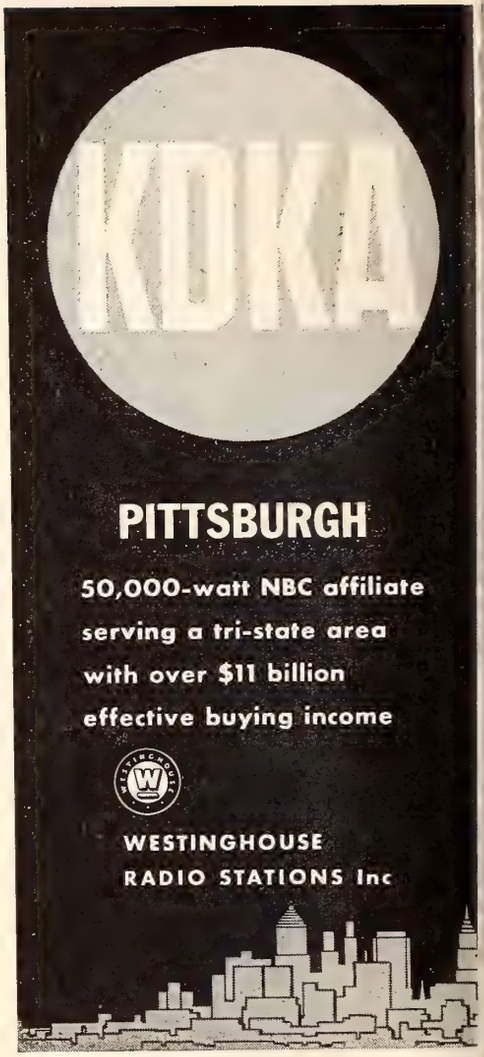
Traveler Tagged in Texas

RADIO was not found wanting when a traveling salesman was wanted—and quickly—by his wife. KRMG Tulsa relates that Mrs. Dan Garman called Joe Knight, m. c. of *Tulsa Ballroom,* daily 2-hour, 55-minute show on the station, saying it was imperative to get in touch with her husband. She said she thought of Mr. Knight's program—Mr. Garman is a faithful listener—and asked the m. c. to air her announcement. Station says she called again only 15 minutes after the broadcast to say her husband had just telephoned from Pampa, Tex.

* * *

KING Staff Turns Domestic

IN THE recent Eddie Cantor contest on NBC's *Colgate Comedy Hour,* Catherine Donnelly of Seattle came out the winner earning a trip to Hollywood as Mr. Cantor's guest. When NBC requested KING-AM-TV, its Seattle affiliate, to dig out some information of the winner, staff members became interested in the case. Miss



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Funds Group

LEADERS of 27 major industries, including the broadcasting, advertising and public relations fields, have organized national committees to solicit funds for the 79 medical schools in the country, the National Fund for Medical Education has announced. Heading the broadcasting committee is William S. Paley, chairman of the board of CBS. D. K. Clifford, president of Doherty, Clifford, Steers & Shenfield Inc., is chairman of the advertising and public relations committee.

Donnelly, a cerebral palsy victim, lives in a small house in Seattle with her mother. While the two were out of town KING employes got together and completely renovated their home to insure a happy homecoming for Miss Donnelly and her mother.

* * *

Kiddies Give Advice

SAFETY campaign on WASK (AM) WAFM-TV Lafayette, Ind., featured personal appearances on the air and on the screen by school children from each grade through high school describing the school and driving conditions in the area. Then, the children warn the motorist to watch for school children this season. Stations report that this type of campaign has aroused considerable interest.

* * *

Churches Get KOTV (TV) Time

DAILY quarter-hour has been donated by KOTV (TV) Tulsa to the Tulsa Council of Churches for *Light of Life*. Program will be used by all church denominations in an appeal to the public to attend the church of their choice each Sunday. Telecasts will be allocated by the Council based on the size of the church following within the city. In each program the representing body of the church will have an opportunity to report on the various activities of their organization.

* * *

KTNT Gets Fast Result

KTNT Tacoma, Wash., received a call from a major stationed at Ft. Lewis. His wife was seriously ill, and he was trying to contact a son who was supposed to be driving toward the city. The station broadcast the emergency message to the son. Twenty minutes later he had been contacted.

* * *

'Operation Warmth' on WTVJ

WTVJ (TV) Miami cooperated in the Jaycees' "Operation Warmth," campaign to collect blankets and warm clothing for victims of the recent Greek earthquakes disaster. Jack Cobb's *Tee-V Room* program featured 16 Greek children, dressed in native costume, who joined in the appeal.

KBRL Tracks Thieves

KBRL McCook, Neb., teamed up with state police recently to catch two escaped car thieves. A car the men had been driving was involved in a wreck there. Police asked the station to broadcast a description of the men. Within minutes a listener had spotted them. A few minutes later another listener gave a closer location for the pair. A third call gave the final location where the two were arrested.

* * *

Lamb Gives $5,000

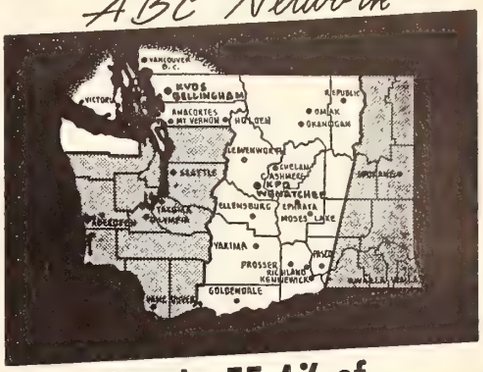
TOLEDO Symphony Orchestra has been given $5,000 by radio-TV broadcaster Edward Lamb for a series of children's concerts during the 1953-54 winter season. Mr. Lamb, a trustee of the orchestra, made an initial $5,000 contribution in March 1953.

* * *

WBT Student Loan Fund

STUDENT loan fund for children and dependents of WBT WBTV (TV) Charlotte, N. C., personnel has been announced by Joseph M. Bryan, president of the Jefferson Standard Broadcasting Co. and first vice president of the Jefferson Standard Life Insurance Co. Loans will pay up to four years of academic or engineering training in any accredited college or university of the student's choice. Money will be paid directly to the institution selected by the student with arrangements made by the student to repay the loans in periodic installments upon completion of his studies. Charles H. Crutchfield, executive vice president of the broadcasting company, said selection of students will be made by heads of the local library, department of education and chapter of the state education association.

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RCA RADIO CORPORATION of AMERICA

ADDRESS BY DAVID SARNOFF

Chairman of the Board, RCA-NBC To NBC Radio Affiliates Committee in Chicago

WHERE is network radio headed? Brig. Gen. David Sarnoff, in his first formal utterance since he assumed the NBC presidency Aug. 7, expressed his views to the affiliates of NBC meeting in Chicago last Thursday (Sept. 17). Gen. Sarnoff, as executive vice president of RCA, was primarily responsible for creating network broadcasting with the founding of NBC in 1926. Because his views may have a profound effect upon the future of network radio in the television era, B•T *publishes herewith, in full text, the address of the RCA-NBC board chairman and NBC president.*

THIS gathering seems to me truly auspicious, and I welcome the opportunity to congratulate you on the formation of the NBC Radio Affiliates Committee. It reflects, I believe, your awareness of the challenge facing network radio today, and your determination to participate actively in meeting that challenge. On our part, it marks a renewed dedication to the tasks of leadership we assumed when NBC established America's first network. On your part, it signalizes a realistic recognition of the interdependence of network and stations.

When network radio emerges again on the high road of full economic and operating health, this meeting may well be recalled as the decisive point in the process—the point at which we not only took the correct turning in the maze of possible paths, but sensibly took it together, as a team.

The creation of your Committee, coinciding with the far-reaching effort we have launched to revitalize our radio operation, has set the stage for a new era of NBC Radio. It offers a promise of cooperative action and provides the machinery for its fulfillment. But action in itself is no panacea. In the present case it will be meaningless unless it is based upon a frank appreciation of the facts of life in radio—not as they were in the past, or as we might wish them to be today, but as they are. Given such clarity of vision and businesslike cooperation between the network and the stations, the formidable problems confronting all of us can be solved.

Joint Responsibility of Networks and Stations

A network cannot properly be expected to solve today's problems alone because it does not control all the elements that comprise a network operation. The controls are dispersed among the network, its affiliated stations, its clients, their advertising agencies, artists and their agencies, as well as the Government. Adjustment to a changing market therefore does not lie solely within the power of the network. For instance, the form in which we sell network time, the amount of time we have to sell, the price at which we sell, and the periods in which we program, are all affected by our arrangements with you.

As a result, you can exercise a large measure of control over network operations. And this in turn places upon you a corresponding measure of responsibility. It is not a responsibility imposed by the NBC, but one which grows out of the nature of our mutual relations in the context of a set of new conditions. NBC is your network and its problems are your problems as well as ours.

If we are to solve them effectively, we must solve them in harmonious collaboration. We ask for your understanding and help, not only because the NBC needs them, but also as a means of protecting your own stake in radio. Let me put it bluntly: If you want a strong and progressive radio network service, you must take part in the job of putting it on a sounder business basis. We need your support, and you need ours. We shall prosper together, or not at all.

Radio network business has been going through a fundamental change which has been variously called an "adjustment" or a "transition" or a "revolution." The label is unimportant. But, the reality under the label cannot be dealt with by closing our eyes, then opening our mouths to make cheerful noises about courage and stability. It demands realistic reappraisals of the whole picture and adoption of practical policies to meet the changed circumstances.

I have never underrated the basic problems created for radio when it ceased to be the sole broadcasting medium. The changes affecting radio, moreover, have by no means run their course; the full impact of some of them is yet to be felt. The massive campaign of rehabilitation set in motion by NBC should be proof enough that we regard the problem as one requiring not minor patching but major revision—the kind that breaks sharply through the inertia of habit and renounces the temporary comfort of just drifting. If there is any valid excuse for complacency, I have yet to hear of it.

All the same, I for one will not cast a vote of "no confidence" in the future of radio. I am convinced that there is and that there will continue to be a large audience and substantial advertising revenue for a national radio service. This does not mean that the field is unlimited, or that everyone in it is sure to survive. I believe, however, that the field will remain large enough to support those networks which possess basic strength, a true sense of their obligations to the public, and a capacity to adapt themselves to the new facts of life.

The NBC measures up in all these respects. It does have the basic strength. It enjoys standing and prestige among the American people which no other network can match; the hallmark of its long history has been integrity. These key values are of basic importance to the RCA as well as the NBC; and this means that NBC is not in business for the short term and the quick turnover, that it is not for sale or merger. The NBC is in business for the long range opportunities, and therefore is concerned with creating permanent values for its employees, for its affiliates, for the RCA and for our country.

As in any industry in time of transition, we can look for the survival of the fittest. But in an industry like ours, which rests on "public interest, convenience, and necessity," the tests of fitness are highly exacting. They certainly do not include policies of expediency, flash performance, talent piracy, or the kind of practices which focus on today and ignore tomorrow. The real tests of fitness of a radio network's capacity for leadership are its far-sighted concern for the well-being of the industry as a whole, its deep roots in the field of public service, and its record for fair play in relation both to its associates and the industry at large.

I believe that opportunities for radio will exist as long ahead as anyone can see, and I know that NBC has a better chance than any other network to realize those opportunities. But even NBC can perform no miracles or turn back the clock of events to a nostalgic past. Its operational patterns must be brought into conformity with the realities of the present and the future. It must be able to compete in a competitive market. We are prepared to devote immense effort and capital to

revitalize network radio—provided our affiliates go along with us to make these investments effective.

Given your cooperation, we see every prospect for success; for leading the way in a new and larger development of network radio. I used the word "prospect" advisedly, since there can be no absolute certainties in our complex business. But RCA and NBC did not win their pre-eminent leadership by waiting for a sure thing. They created a new industry and a new art by blazing trails which others followed, in the establishment of network service, in the pioneering of vhf and uhf television, and in the development of compatible color television. And I am happy to say that our affiliated stations have shared in that leadership and its great rewards.

Now we are blazing a new trail in our efforts to establish radio broadcasting on a solid foundation. Your opportunity, as a matter of plain self-interest, is to share once more in the labors and the rewards. With the network and stations working together toward the goal, the NBC affiliates can maintain and even expand their important place in radio broadcasting. And the NBC Radio Network will ride through the squalls and storms to the harbor of a new period of stability.

I feel sure you will accept your portion of responsibility in the common enterprise. This conclusion, indeed, seems to me implicit in the formation of a Radio Affiliates Committee and reflects the mood of this meeting today.

The New Course

In stressing our joint responsibilities, of course, I do not mean to unload on your shoulders those obligations of leadership that rest upon the network. NBC has taken the initiative in working out plans and procedures. Already it is implementing those steps which it can take by itself. But other steps obviously require your cooperation, and these mark the area of your participation.

The initiative in programming should come from NBC. We must provide a network radio schedule to attract influential national audiences against the competition of all other radio operations and all other media, television included. The initiative in network sales development likewise must come from NBC, which knows the sales climate for network radio, the needs and interests of network customers, and the activities of competition. These network responsibilities we accept and we are acting upon them, energetically.

The first step was organization. As you know, I took over active direction of NBC's affairs about four months ago. Since then I have devoted myself to an intensive study of all its areas of operation. I soon reached the conclusion that if we were to forge ahead in radio, we would need an organization concentrating exclusively on this medium and its special problems.

The integration of radio and television in 1952 was based on the theory that they could best be sold as complementary media by a joint sales force, and that the programming in both fields would be most effective if it were administered by a consolidated Program Department. Like so many plausible theories, it did not take the human element sufficiently into account. Experience proved that the demands of an expanding television system were cutting in on the equal attention which radio deserved. And the emergence of color television, I realized, would tend to aggravate that condition.

I found a preoccupation with television that almost blacked out radio from the minds of some sponsors and their advertising agencies. It became evident to me that we could not correct this situation in the trade, unless we first corrected it in our own household. Besides, the problems of the radio network were often quite different from those of the television network. They called for different personnel with a different point of view.

The importance of radio to the RCA, to the NBC, and to its affiliates dictated the establishment of a strong organization dedicated exclusively to programming radio, selling radio, planning for radio, and managing the radio network. Bold and speedy action seemed to me imperative, and I took such action.

As you know, the new radio organization has been set up and is hard at work. Bill Fineshriber, who is in charge, is known to you as a seasoned broadcasting executive with wide knowledge and experience. As operating vice-president under him we selected Ted Cott, who has made a well-deserved reputation in station operation. He is bringing new imagination and drive to our radio effort.

The next step was to act on those problems we could attack by ourselves. The first of these was programming, where we clearly needed a fresh approach to stimulate additional audience and advertiser interest in NBC radio. The program schedule presented to you this morning by Ted Cott is, at the very least, testimony to our resolve to bring new vitality to this service. The temptation was to proceed slowly and tentatively, but it was our conviction that this was a time for large scale action—for a massive frontal attack.

We believe that with this new approach to programming, we shall open wider horizons for radio, and provide entertainment and services for which radio is uniquely suited.

The NBC Radio Network is now developing the sales possibilities of this new program schedule. In doing so, it addresses itself to rock-bottom business fundamentals: the advertising value of network radio as a low cost, effective sales medium; the strength of the programs in attracting listeners; and the superiority of the NBC radio facilities in giving the most comprehensive coverage.

In addition to the usual sales pattern, we have also set up certain "program blocks," in periods that have long been unsold. These offer a type of advertising opportunity familiar enough in printed media but new to network radio. For example, a two-hour program block on Sunday afternoon—in effect a radio version of a Sunday newspaper—offers great audience and sponsor values. While there are few advertisers prepared to buy two solid hours of network time on Sunday, there are hundreds who use weekly magazines and Sunday supplements. They can use network radio if it is brought within their budgets and in a format close to their established advertising patterns. So without disturbing the two-hour program unit, we are breaking it down into smaller sales units for which we believe there is a market.

Through these and other techniques we are seeking to attract new money to network radio from advertisers who have never used the medium, from advertisers who have left the medium, and from advertisers who can be persuaded to supplement their present use of it. It is to these sources that network radio must turn to halt the decline of revenue and to provide the economic support for those new program patterns which network radio must develop to build and hold audiences.

We can be inventive and imaginative, charting program directions to give radio new stature and vitality. But we must also be inventive in creating the means of attracting sponsorship to these new programs. The sales plans sketched for you today are as vital a contribution to the solution of our mutual problem as is the new program schedule. They go together like lock and key.

With our separate radio organization, our new program schedule, and a new zeal of purpose, the machine is off the ground and moving in high gear. I can pledge to you that no effort will be spared to put your radio network as quickly as possible in the first place in public awareness, in audience and in sales.

Problems and Opportunities

I do not profess to speak as a program or advertising expert. But I have observed the ebb and flow of broadcasting from its very beginnings. While I have not been a network or station operator, I have had a little something to do with the development of broadcasting—both in radio and television. From these contacts I have gained a certain perspective which I should like to discuss with you today.

I do not see the picture in radio as one of unrelieved gloom. Neither do I look upon it with the bubbling optimism that has characterized some public statements on the subject—as if resolute cheerfulness would solve all problems. Instead, I recognize that basic changes have taken place and are continuing to take place, and that they disturb the old patterns of this medium. Those changes have created new problems for radio, some of them real with menace, others exaggerated by unjustified jitters.

But these new problems also point to new directions that radio must follow. If these directions are opened up without too much delay and are developed boldly, radio stations can continue to operate at a substantial profit, and a profitable network operation is also possible.

It is no secret that the changes in radio which have been brought about by television, have had their initial and most drastic impact on radio networks. The reasons are not far to seek. The economic base for network radio was built on major advertisers and time-and-talent units of about a million dollars a year. It is for investments of that magnitude

that television competes directly and successfully. Radio stations, selling their time in smaller and more diversified units, selling not only to national but to regional and local advertisers, could accommodate themselves more quickly to the shifts and pressures imposed by TV.

But any radio station management which feels smug or complacent on this account is short-sighted. The prospects of profitable station operation and profitable network operation cannot be dissociated. If the networks operate in the red over a period of time, their existence would be in jeopardy; and the collapse of any radio network might destroy the profit potential of its affiliated stations.

Value of Network Services

This should be obvious to anyone in the industry; yet it will bear some comment at this time. A station's network affiliation is one of its most important economic assets. That fact is recognized not only by the stations themselves, but by others in the trade. Even the contracts which spot representatives make with a station give them the right to cancel if the station loses its network affiliation. But the value of network service to stations is not measured by the dollar yardstick alone, nor is it limited to affiliates. Network broadcasting has been the keystone of the whole edifice of acceptance, growth and prosperity of the industry and its maintenance remains essential to the future of the American system of broadcasting.

Local services are important to the community. But does anyone think that radio could have become such a basic part of American life if it had been restricted to these local services? Does anyone believe that broadcasting would retain its stature with the public if network services were not maintained?

It was easy access to nationally known performers, to great orchestras and great drama, to the products of nationwide and worldwide news organizations—in sum, to the network offerings—that made broadcasting indispensable to people throughout our land. Americans became dependent on broadcasting because network services brought them instantly the great events and issues and personalities of the day and the hour.

Our national democracy is geared to immediate and direct availability of a national audience. This is dramatically obvious in a Presidential election campaign and in wartime, but it holds true at all times. One of the central problems in this age of peril is that of continuous contact between our citizenry and its Government. Only broadcasting can alert the entire nation instantaneously and simultaneously in time of danger. Subtract the nationwide network system, and these all-important factors for democracy and security are lost.

Under these circumstances, would Government have any alternative but to step in and provide its own national service? If free enterprise should fail in this aspect of broadcasting, it will be endangered in all other aspects. Let there be no illusions on that score. The very existence of the industry on a competitive free-enterprise basis would be jeopardized.

And let us reflect also on the role networks play in the economics of all station operations. Because one independent station in a community is thriving on "music and news," some folks assume that all stations could do likewise. They forget that such a station siphons off the major portion of a highly specialized audience. In most communities, such a specialized audience is not large enough to support more than one or two radio stations.

Strong and solvent networks, I repeat, are essential to healthy station operation. It is against this background that I wish to touch briefly on a few specific facets of the present situation.

Radio Circulation

The first and basic fact is a decline in radio audiences. This is not a popular subject at a meeting of radio broadcasters. But it is foremost in the minds of our radio clients and cannot be evaded. Those of you who operate in heavily saturated TV areas know that radio listening has gone down substantially in television homes, especially in the evening; and television will soon cover all population centers. Nor will it be long before television gains new impetus through the addition of color. These are hard facts that cannot be wished away. They are the conditions under which radio must evolve new patterns for service and solvency.

But this is only part of the story. For I certainly do not accept the claim that the rating services provide a valid measurement of the decline in radio audiences, or that they show the true size and quality of the audience radio is delivering.

The Deficiencies of Rating Systems

The events of the past few years have led me to believe that at the core of the troubles of radio broadcasting are what I call "the three R's." Several months of active direction of a network have confirmed that belief. The three R's are: first, RATINGS; second, RAIDING, and third, REBATES. They do not have to be learned. They have to be unlearned.

Since it would take too long to dissect them all in detail, I shall address myself today especially to "Ratings." Our industry from the outset has been plagued by rating systems which do not say what they mean and do not mean what they say. They develop figures which give an appearance of precision, even unto decimal points, until you read the fine print.

Unhappily these figures are seized upon by the advertising community as a substitute for analysis and judgment. They are used as the main standard for advertising values in broadcasting, and millions of dollars are spent or withheld each year on the basis of a drop or rise of a few rating points!

This situation was bad enough when radio was in a stable condition. But it is much more aggravated now, because the rating systems have not kept pace with the changes in radio listening.

There was a time when practically all radio listening was done in the living room, with the family gathered around the living room set. Now with television and new leisure habits, all this has changed. In millions of homes, television has taken over as the living room set. But for the past several years, more and more radio sets have been bought. They are going into bedrooms, kitchens, playrooms, and bathrooms. They take the form of automobile radios and portable sets. Family listening is giving way to individual listening.

In the first half of this year, the output of automobile sets almost equalled the full year's production in 1952. Sales of clock-radios are now higher than they were last year, and since 1947 almost half of all the radio sets sold were automobile sets, portables and clock-radios.

But present rating systems do not even credit this vast new audience to radio. They measure listening as if this were still 1947. The only existing national rating system is based on a sample of 1,500 homes with one or two sets. That leaves out of reckoning over 5 million homes with three sets or more. It ignores listening to 5 million sets in public places, millions of portable sets, and more than 26 million automobile sets. In short, radio is judged on ratings that have lost touch with the realities of the medium. And this has led to a host of other evils.

For instance, there is the tendency to devalue radio by comparing the size of the audience today with what it was in the past—which is pointless nostalgia. The advertiser is buying present values, not past values. The only valid comparison should be radio with other available media today, in terms of cost and effectiveness. And on such a comparison, radio is certainly entitled to a much larger share of the advertising dollar than it is getting.

A related evil is the preoccupation with the top-rated programs, as if the Top Ten or Top Twenty are the only good buys. By contrast, careful advertisers do not judge printed media by circulation alone. They select the advertising vehicle to suit their particular product or service. In this way they reach a particular market. They consider the economic level of readers, their buying habits, their tastes. But somehow, these experienced advertisers often ignore these vital facts when they decide their radio budgets.

Ratings, today, simply do not reflect the real audience. They are certainly not conclusive on the essence of the matter, which is the ratio between listening and sales. We have found cases where competing advertisers were getting about the same ratings, but where one of the programs produced many more customers than the other. And we have also found cases where competing advertisers were getting about the same sales effectiveness from their programs, although one had a much lower rating than the other! Ratings do not properly measure the size of the audience, and they do not even undertake to indicate the quality and influence of the medium.

With intelligence and focused effort we can overcome some of these disadvantages. We are determined to enlarge audiences for all of our

programs and to get our fair share of top ratings, too. But even a program with a modest rating has a huge audience. It is our purpose to provide a diversified schedule with attractions appealing to different tastes, and not necessarily majority tastes in all cases.

The schedule you saw today is only a beginning, but a good beginning. We can concentrate attention on radio's diversity and quality, and we can sell on the basis of total values—not merely ratings. We can stress sales efficiency: The ability of a given program to produce customers for a specific advertiser. The Research Department of the NBC already has developed significant data on sales effectiveness of broadcasting. More, much more, research must be done by the radio industry to provide conclusive evidence of the direct relationship between radio broadcasts and purchases of the sponsor's products.

And I believe that greater concentration by the advertising agencies on their responsibility for the effectiveness of the commercial messages would give their clients far greater values than the obsession with ratings.

Then there is the unique value of radio in selling ideas, in creating good will and fortifying public relations. The political parties are deeply aware of this radio power, as are certain top radio network clients who have no commodities to sell. Increasingly, public relations, advertising, promotion and merchandising are becoming related activities, each indispensable to the other. The role of radio can be enormously expanded in this connection.

Science and New Audiences

Besides creating new program approaches to meet changing listening habits, we can also develop new audiences through scientific progress. For example, tiny radio sets—no bigger than a wallet and ultimately a wristwatch—would advance the use of personal radios, and thereby greatly enlarge the total radio audience.

Such miniature radio sets are not a fantasy. At our laboratories we are working on the use of transitors as one of the applications of electronics-in-solids. The prototype of the tiny personal radio is already in existence. The miniature radio will reach out to bring radio to everyone everywhere, opening up new types of personal entertainment and information services. Pocket and wrist radio sets will become standard equipment for millions of people. Far from being a victim, radio is a beneficiary of science and technical progress.

New Opportunities for Sales

In our campaign to strengthen radio, we are seeking to develop new sales patterns in line with the new opportunities. Remember that the basic sales patterns for network radio were established at a time when it was the only broadcasting medium. They rested on the sale of full hours or half-hours in the evening and of daytime strips to relatively few major advertisers. These advertisers paid a million dollars or more a year for a single network show, and network radio was the core of their advertising effort in many cases.

This situation has been changing under the impact of television. As I see it—and as many clients see it—the original sales pattern for network radio is now too rigid to serve as the only basis on which the medium can be sold. To build back its revenue, network radio must diversify its offerings.

Network radio should continue to sell half-hour shows for individual sponsorship. It can also provide a limited number of shorter programs without sacrificing a balanced schedule. But it should not fragmentize the whole schedule into bits and pieces and still expect to hold its audience. The new structure should also provide flexibility and variety through shared sponsorships and participations in longer program blocks. All this will open the door to hundreds of smaller national advertisers who were unable in the past to meet the price. It will also make network radio more useful to many large advertisers—and if it is more useful to them, they will use it more.

I see nothing radical in this new approach. It follows the principle that when the market changes, a business must change with it in order to survive and prosper.

Nor do I think that by making their sales operations more flexible, networks will siphon off spot revenue. Remember that NBC owns and operates five radio stations of its own; so, we are not unfamiliar with individual station problems. An advertiser buys spot radio to reach or saturate selected and specific markets, and he buys network radio to obtain comprehensive national coverage. The uses and purposes of the two forms of advertising are unlike and neither is a threat to the other.

But even if networks did attract a fraction of the funds that might otherwise be spent on spot radio, the long view, it seems to me, should recognize that this is not a sufficient reason for imprisoning networks in a diminishing portion of the market. If networks cannot use new patterns to bring in the necessary revenue, how can a national program service be supported? And harking back to what I have already said, how long would the radio spot business continue to be prosperous if there were no competing network services in America?

The Financial Facts

Now let us glance at the financial facts of the network-station relationship. We all know that total radio network revenue has declined while total spot and local billings have increased. Published figures show that since 1948, time sales on radio networks have decreased by 22%, while national spot sales by stations have increased 19% and their local sales have increased 35%. And I have seen recent estimates that spot sales volume this fall is expected to be higher than last year.

When network revenue goes down, the principal burden falls on the network and not on its affiliates. Total network dollars paid to affiliates may decline, but only in proportion to the drop in network revenue. For example, in 1948—a peak year in radio network revenue, network compensation paid to NBC radio affiliates accounted for 43% of the net time sales dollar. In 1953, such compensation to stations still was 42% of the net time sales dollar. In this changing span of six years, the percentage has varied not more than two points.

However, for a network the economic consequences during this period have been serious. When sales went down, many network costs went up, and others remained fixed. Moreover, a network period which is not sold must be programmed with a sustaining show. Thus, at the very time a network is suffering a loss of income, it also incurs increased programming expense.

While our radio network revenue is down since 1948, our cost for sustaining radio programs in 1953 is five times greater than it was in 1948. This one item of cost took 1% out of the net time sales dollar in 1948, and it is taking 9% in 1953. You will also be interested to know that interconnection cost for the radio network took 4 cents out of every net time sales dollar in 1948 and is taking 9 cents in 1953.

Substantially the same is true of other major items. True, economies may be practiced, but the high costs of network studio facilities, producers, directors, a program staff, a world-wide news organization must continue if the network is to meet its obligations to its affiliates and to the public.

So you can see that as between a network and its affiliates, the network is particularly vulnerable when billings decline. In such circumstances, radio networks could find themselves paying out more dollars than they are taking in. That is the point of danger, not only for the networks themselves, but for affiliated stations as well. Indeed it is a danger that must be avoided for the industry as a whole and for all others concerned with maintaining the American system of competitive private enterprise in broadcasting.

These are sobering facts which we must face as businessmen in determining how to operate the radio network. All the same, in undertaking the new course which has been sketched for you today, we have chosen to increase our costs very substantially for new programming and for a separate radio organization. This we have done because we are con-

vinced that it offers the best chance of meeting the problems we mutually face.

Raiding and Rebates

I have left myself little time for the others of the three R's—"Raiding" and "Rebates." Do not judge my appraisal of these evils by the brevity with which I must cover them. They are typical of present-day industry practices that strike at the vitals of radio broadcasting.

Special "deals" and "concessions" are a blight on the radio network business. From what I have heard, the practice is also not unknown in station operations. NBC did not start the pernicious system of deals and concessions, and NBC alone cannot put an end to these practices. You all know that we have lost business because we have been unwilling to match concessions offered by other networks.

Yet we are in a fight for business in a changing medium, and short of withdrawing from the fight, we cannot adopt a rigid policy that would only benefit competitors. If anyone has a prescription whereby NBC alone can cure the evils which have befallen the industry, I would like to hear it. If it is practical—and legal—we would be delighted to adopt it. We want to avoid deals and concessions. We are taking a long step in that direction by opening our network for new advertising operations under the specific sales plans Bill Fineshriber has outlined to you. They provide low cost opportunities and new types of flexibility and they will enable us to offer all advertisers attractive opportunities while resisting rate cutting devices. We believe ours is the right approach towards bringing the medium back to sound business practices. If you agree with us on the dangers of deals and concessions, you will support the sales plans we have developed and will help us to develop others.

The Measure of Leadership

I opened these remarks by referring to our rededication in radio to the goals of leadership. I would like to end on that note, since it is both the beginning and the end of our over-all commitment to provide a solid and durable foundation for radio broadcasting. The real test of leadership in network radio will come, I think, in the next several years. Those who have built for the future, who have laid a program and sales base of permanent value, will have the staying power. Those who operate for temporary expediency, no matter how flamboyantly, will be conquered by problems for which further expediency will hold no solutions.

Many of you have established successful television operations in association with NBC and have prospered as a result. You entered the field with the encouragement of NBC and RCA. If we had not devoted a major effort in these past years to the establishment of a prosperous television service, there would have been no television field to enter. Those of you who did not heed our advice on getting into TV, at the outset, can scarcely blame RCA or NBC. But you, too, will soon be part of this new medium, and will benefit from the impetus given television by RCA and NBC leadership.

Our concentration on developing the new industry of television has been in your direct interest, as well as the interest of the public. You cannot fairly separate your benefits in television from your interests in radio, and close your eyes to the over-all values you have received—or will soon begin to receive—from the course NBC has followed. And now we have entered upon a new development of radio, with the resolution that leadership in radio is no less essential to NBC than leadership in television.

The course we have followed has brought rewards in the past and will continue to bring them in the future. Surely leadership does not rest only on a few rating points, on talent raids, or on rebates, or on a temporary increase in gross billings which these devices may bring. However impressive these may appear in the short run, they mean little in the long run. Those of us who are in the industry to stay, who cherish its reputation and enduring vitality, have remembered the fable of the goose that laid the golden egg.

And we also remember the contributions which are the measure of true leadership. Broadcasting really took hold in the United States when NBC established the first radio network. The national service it provided made radio indispensable in America, and created a profitable business for stations as well as for competing networks.

The value of radio broadcasting was vastly increased by NBC pioneering in public service programs—in bringing the world's greatest artists and performers to a national audience, often on a sustaining basis and at a cost to our network of millions of dollars.

The next great advance in broadcasting—the development of black and white television—was from the beginning led by RCA and NBC. While some other networks stuck to short-sighted temporary expediencies—for which their affiliated stations can scarcely be grateful—NBC affiliates were urged to lose no time in getting into the new field. The first television network in the country was established by NBC, along with a service which made station operation feasible and profitable.

Then came RCA-NBC exploration and charting of the uhf band. Many of you who plan to enter television will be able to do so only because the uhf band has been made available for commercial broadcasting.

Last but not least came our successful struggle for compatible color television which now promises a vital new and expanded service to the nation, and great benefits to all who are in the television industry.

I speak in pride—but not in boastfulness. I speak because it seems to me desirable at the present crossroads of our industry's history to underline the difference between a responsible leadership that builds permanent values for itself, its associates and the entire industry, and a claimed leadership that rests on opportunism and concentrates on the short term private gain, regardless of consequences to the future of the business.

Broadcasting is not a finished art or industry and it will never be static. Nor is the promise of the future limited to television. It extends to all applications of the electronics art, and it certainly extends to radio. The transitor development I have mentioned is only one of the possibilities for radio. Scientific invention can also be matched by imagination and creation in programming, in selling, in operating more economically, and in finding ways for networks and affiliates to progress on a basis that will be profitable and satisfactory to both.

I have every confidence in the basic strength and potential of radio, and so do my associates at RCA and NBC. If we did not, we would not be making the great investment we are now making in strengthening the radio network; and we would not be devoting the fresh effort and energy we are turning toward it.

The problems I see ahead are not inherent in radio. They are problems of business adjustment which can be solved if we have the resolution to solve them together. So far as NBC is concerned, you have my pledge that with your help, we will keep pressing forward on all fronts to hold a position of leadership in radio broadcasting—and to make that leadership a permanent part of NBC's future and the future of its radio affiliates.

Let us travel together, on this high road to our destiny, in a spirit of friendship and mutual confidence.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, **KPIK (TV) (22), 12/10/52-Late '53.**
Birmingham, **WJLN-TV (48), 12/10/52—Unknown.**
Birmingham, **WSGN-TV (42), 12/18/52—Unknown.**
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV (10),** 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV (TV) (23), 10/30/53—Unknown.**
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV (10), 6/18/53-9/26/53, CBS, NBC,** Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1/53.
Eureka, **KIEM-TV** (3) 2/11/53-9/27/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Sacramento, **KBIC (TV) (46), 6/26/53-Fall '53.**
Sacramento, **KCCC-TV** (40) 7/16/53-9/26/53, Weed TV.
Salinas, **KICU (TV)** (28), 1/15/53-Fall '53.
San Bernardino, **KITO-TV (18), 11/6/52-Fall '53,** Hollingbery.
San Francisco, **KBAY-TV (20), 3/11/53—Nov. '53.**
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE (TV)** (48), 6/17/53-Oct. 54.
Stockton, **KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.**
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/10/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV (52), 3/11/53—Unknown.**

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/20/53, NBC, McGillvra.
Denver, **KDEN (TV) (26), 7/11/52—Unknown.**
Denver, **KIRV (TV) (20), 9/18/52—Unknown.**
Denver, **KLZ-TV** (7), **6/29/53-11/1/53—CBS, Katz.**
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV (5), 3/26/53-May '54—Holman.**

CONNECTICUT

Bridgeport, **WCTB (TV) (*71), 1/29/53—Unknown.**
Bridgeport, **WSJL (TV) (49), 8/14/52—Unknown.**
Hartford, **WEDH (TV) (*24), 1/29/53—Unknown.**
New Haven, **WELI-TV (59), 6/24/53—Summer '54, H-R** Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV) (*63), 1/29/53—Unknown.**
Stamford, **WSTF (TV)** (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV) (40), 3/11/53—Unknown.**

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV) (16), 12/31/52—Unknown.**
Panama City, **WJDM** (TV) (7), 3/11/53-10/1/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-Nov. '53, CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-9/27/53, Young.
Tampa, **WFLA-TV (8), Initial Decision 7/13/53-Early '54,** NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/23/53, Weed TV.

GEORGIA

Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknown.
Columbus, **WDAK-TV (28), 3/11/53-10/1/53—ABC, NBC,** Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV (11), 6/26/53-11/1/53—Katz.**
Valdosta, **WGOV-TV (37), 2/26/53—Nov. '53,** Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, **KTVI (TV)** (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI (TV) (2), 5/14/53—12/1/53.**
Pocatello, **KISJ (TV) (6), 2/26/53—Nov. '54,** CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ILLINOIS

Bloomington, **WBLN (TV) (15), 3/4/53-10/1/53, ABC.**
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV (26), 1/8/53—Unknown.**
Chicago, **WIND-TV (20), 3/19/53—Unknown.**
Danville, **WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.**
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV (22), 3/11/53-Nov. '53.**
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/27/53—Petry.
Rockford, **WREX-TV (13), 5/14/53—Fall '53, ABC, CBS,** H-R TV.
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—ABC, CBS, DuM, NBC, Adam Young.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE (TV) (26), 3/26/53—Unknown.**
Indianapolis, **WNES (TV) (67), 3/26/53-Oct. '53.**
Marion, **WMRI-TV (29), 3/11/53—Unknown.**
Princeton, **WRAY-TV (52), 3/11/53-10/15/53.**
Waterloo, **WINT (TV) (15), 4/6/53-10/1/53.**

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **KCRI** (TV) (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—10/15/53.
Davenport, **KDIO (TV) (36), 3/11/53—Unknown.**
Des Moines, **Central Bcstg Co.** (13), 9/2/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, **KSAC-TV (*8), 7/24/53—Unknown.**
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV (13), 6/3/53—Late Fall '53, Capper** Sales.

KENTUCKY

Ashland, **WPTV (TV) (59), 8/14/52—Summer '53.**
Henderson, **WEHT** (TV) (50), 11/20/52-9/27/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV (41), 1/15/53—Unknown.**
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT (TV)** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV) (40), 12/18/52—Unknown.**
Lake Charles, **KTAG (TV)** (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV (32), 4/2/53-1/1/54.**
New Orleans, **WJMR-TV** (61), 2/18/53-Oct. '53, DuM, Bolling.
New Orleans, **WTLO (TV) (20), 2/26/53—Unknown.**

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV (*2), 7/16/53-10/1/54.**
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **WGLM (TV)** (72), 6/10/53—Unknown.
New Bedford, **WTEV (TV)** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV) (74), 2/18/53-10/15/53—Walker.**
Northampton, **WNOH (TV)** (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-9/22/53—Headley-Reed.
Benton Harbor, **WHFB-TV (42), 2/26/53—Unknown.**
Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTF** (TV) (28), 7/11/52-Unknown.
Flint, **WFDF-TV (12), Initial Decision 5/11-53.**
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM (TV) (35), 12/23/52—Unknown.**

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53,** Rambeau.
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV (28), 3/11/53—Unknown.**
Gulfport, **WGCM-TV (56), 2/11/53—Unknown.**
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDX (TV)** (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Fall '53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV (30), 2/5/53—Unknown.**
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/21/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV) (*9), 5/7/53—Unknown.**
St. Louis, **KSTM-TV** (36), 1/15/53-10/15/53, ABC, H-R Television.

* Indicates noncommercial, educational station.

Note: Information provided by station executives, representatives, networks and sources considered reliable.

THE LATEST WCKY STORY

WCKY

50 GRAND IN WATTS

DOING THE REAL JOB FOR THE ADVERTISER

The L. B. Wilson Station, Cincinnati

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-9/25/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV** (TV) (8), 12/23/52-9/27/53, CBS, NBC, ABC, DuM, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS,
Albuquerque, **KOAT-TV** (7), 6/18/53—9/25/53, ABC, Hollingbery.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Sante Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/15/53, ABC, Bolling.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.

WLW-A

Atlanta's only TV station with C.S.D.*

Buy where you get the most!

*CLIENT SERVICE DEPARTMENT

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53-1/15/54.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-10/1/53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, ABC, H-R Television.

NORTH DAKOTA

Bismarck **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE** (TV) (22), 11/26/52-Fall '53, Headley-Reed,
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, **KMIV** (TV) (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, Bolling.
Oklahoma City, **KTVQ** (TV) (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV** (TV) (9), 7/22/53—Early Spring, '54, CBS, Avery-Knodel.
Tulsa, **KCEB** (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF** (TV) (20), 2/11/53—Unknown.
Eugene, **Eugene TV Inc.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS, Avery-Knodel.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF** (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **WQCY** (TV) (39), 8/12/53—Unknown.
Erie, **Great Lakes TV Co.** (35), Initial Decision 9/8/53.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA** (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ** (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
York, **WNOW-TV** (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET** (TV) (16), 4/8/53—Unknown.
Providence, **Cherry & Webb Bcstg. Co.** (12), 9/2/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC** (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT** (TV) (43), 8/21/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK** (TV) (26), 3/26/53—10/1/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, **KBMT** (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX** (TV) (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO** (TV) (20), 3/11/53—Unknown.
Galveston, **KTVR** (TV) (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-10/1/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/28/53, DuM, Forjoe.
Houston, **KTVP** (TV) (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE** (TV) (32), 2/5/53-9/27/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL** (TV) (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA** (TV) (35), 3/26/53—Unknown.
Sherman, **KSHM** (TV) (46), 3/4/53—Late Summer '53.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL** (TV) (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/1/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV** (TV) (2), 3/26/53-10/15/53—ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '53, Walker.
Danville, **WBTM-TV** (24), 12/18/52—10/1/53, Hollingbery.
Harrisonburg, **WSVA-TV** (3), 3/11/53-10/1/53, NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH** (TV) (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Oct. '53, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **WBEY** (TV) (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/20/53, ABC, DuM, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP** (TV) (15), 2/11/53-10/1/53.
Wheeling, **WLTV** (TV) (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ** (TV) (57), 2/11/53-9/30/53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—11/15/53, Hollingbery.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-10/1/53, ABC, DuM, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.
Superior, **Ridson Inc.** (6), Initial decision, 9/9/53.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA** (TV) (2), 7/30/53-10/15/53, ABC, CBS.
Anchorage, **KTVA** (TV) (11), 7/30/53-12/15/53.
Fairbanks, **KFIF** (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

ACTIONS OF FCC

Sept. 10 through Sept. 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†152
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through Sept. 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,478	2,464	138	182	76
FM	580	546	52	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	164	265	429[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	828	337	653	512	1,166[2]
Educational	50		24	26	50[3]
Total	878	337	677	538	1,216[4]

[1] **Thirteen CPs (5 vhf, 11 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 20 already granted.**
[4] **Includes 448 already granted.**

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New TV Stations . . .

ACTION BY FCC

Corona, Calif. — KOWL Inc. (KOWL Santa Monica), granted CP for new television station on uhf Ch. 52 (698-704 mc); ERP 38 kw visual, 20.4 kw aural; antenna height above average terrain 2,910 ft., above ground 190 ft. Estimated construction cost $206,660, first year operating cost $225,000, revenue $260,000. Post office address Pico Blvd. at the Ocean, Santa Monica, Calif., or 16833 Sunset Blvd., Pacific Palisades, Calif. Studio location in Corona, Calif., site to be determined. Transmitter location atop Mt. Wilson, north of county road, south of U. S. Weather Bureau station, about 30 mi. NE of center of Santa Monica, in same general area with transmitters, antennas and supporting towers of KECA-TV KHJ-TV KLAC-TV KNBH (TV) KNXT (TV) KTLA (TV) and KTTV (TV) Los Angeles. Geographic coordinates 34° 13′ 34.4″ N. Lat., 118° 03′ 57.6″ W. Long. Transmitter and antenna RCA. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Sole stockholder in applicant is President **Arthur C. Croghan** (100%), licensee of KOWL. Vice president is **Terrance Dale Croghan** and secretary is **Mary V. Croghan,** neither of whom has any other business interest. Granted Sept. 16.

APPLICATIONS

San Diego, Calif. — Elliot L. Cushman, uhf Ch. 21 (512-518 mc); ERP 185.3 kw visual, 100 kw aural; antenna height above average terrain 806 ft., above ground 250 ft. Estimated construction cost $253,526.11, first year operating cost $200,000, revenue $200,000. Post office address San Diego Shopping News, 13th & Broadway, San Diego. Studio location 2566 5th Ave., San Diego Transmitter location Mt. Soledad, 10 miles NW of San Diego. Geographic coordinates 32° 50′ 20″ N. Lat., 117° 15′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Mr. Cushman is general manager and 62½% stockholder *San Diego Shopping News* and president and 95% stockholder Southwest Color Press, San Diego. Filed Sept. 11.

APPLICATIONS DISMISSED

Merced, Calif. — Merced Bcstg. Co. (KYOS) granted dismissal of bid for new TV station on uhf Ch. 34 at request of attorney. Dismissed Sept. 15.

Augusta, Ga.—Garden City Bcstg. (WAUG) granted dismissal of bid for new TV station on vhf Ch. 6 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—Twin Cities Bcstg. Co. (WGAC) granted dismissal of bid for new TV station on vhf Ch. 12 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—J. I. Sims tr/as Augusta TV Co. granted dismissal of bid for new TV station on vhf Ch. 12 at request of applicant. Dismissed Sept. 15.

Augusta, Ga.—Martin Theatres of Ga. Inc. granted dismissal of bid for new TV station on vhf Ch. 6 at request of attorney. Dismissed Sept. 15.

Paducah, Ky.—Pierce E. Lackey (WPAD) granted dismissal of bid for new TV station on uhf Ch. 43 at request of applicant. Dismissed Sept. 15.

Silver Spring, Md.—Capital Bcstg. Co. granted dismissal of bid for new TV station on uhf Ch. 20 at request of attorney. Dismissed Sept. 10.

Charleston, W. Va.—Kanawha Valley Bcstg. Co. (WGKV) granted dismissal of bid for new TV station on vhf Ch. 8 at request of attorney. Dismissed Sept. 15.

Existing TV Stations . . .

ACTIONS BY FCC

WIRK-TV West Palm Beach, Fla.—WIRK-TV Inc. granted modification of CP for uhf Ch. 21 to change ERP to 18.4 kw visual and 10 kw aural; antenna height above average terrain 228 ft. Granted Sept. 8; announced Sept. 15.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc. granted modification of CP for vhf Ch. 13 to change ERP to 45.7 kw visual and 22.9 kw aural; antenna height above average terrain 710 ft. Granted Sept. 10; announced Sept. 15.

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. granted STA to operate commercially on vhf Ch. 2 for the period ending Feb 8. Granted Sept. 9; announced Sept. 15.

WWOR-TV Worcester, Mass.—Salisbury Bcstg. Corp. granted modification of CP for uhf Ch. 14 to change ERP to 14.55 kw visual and 7.85 kw aural; studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 812 ft. Granted Sept. 11; announced Sept. 15.

WPAG-TV Ann Arbor, Mich.—Washtenaw Bcstg. Co. granted CP to replace expired CP as modified for new TV station uhf Ch. 20. Granted Sept. 11; announced Sept. 15.

KFEQ-TV St. Joseph, Mo.—KFEQ Inc. granted STA to operate commercially on vhf Ch. 2 for the period ending Oct. 15. Granted Sept. 9; announced Sept. 15.

KACY (TV) Festus, Mo. — Ozark TV Corp. granted modification of CP for uhf Ch. 14 to change ERP to 234 kw visual and 123 kw aural, directional; change transmitter and studio location to 5 miles NW of Kimmswick near Festus; antenna height above average terrain 930 ft. Granted Sept. 1; announced Sept. 9.

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KOOK-TV Billings, Mont.—Montana Network granted modification of CP for vhf Ch. 2 to change ERP to 13.5 kw visual and 7.59 kw aural; antenna height above average terrain 520 ft. Granted Sept. 8; announced Sept. 15.

KCEB (TV) Tulsa, Okla.—Elfred Beck granted modification of CP for uhf Ch. 23 to change ERP to 170 kw visual and 93.3 kw aural; change transmitter and studio location to Lookout Mt., 0.3 mile N. of 36th St. and 28th Ave., W., near Tulsa; antenna height above average terrain 630 ft. Granted Sept. 4; announced Sept. 9.

WARD-TV Johnstown, Pa.—Rivoli Realty Co. granted STA to operate commercially on uhf Ch. 56 for the period ending Jan. 15, 1954. Granted Sept. 9; announced Sept. 15.

WJHL-TV Johnson City, Tenn. — WJHL Inc. granted change in ERP on Ch. 11 to 309 kw visual and 155 kw aural; antenna height above average terrain 720 ft. Granted Sept. 8; announced Sept. 15.

WTSK (TV) Knoxville, Tenn.—TV Services of Knoxville granted STA to operate commercially on uhf Ch. 26 for the period ending Nov. 25. Granted Sept. 4; announced Sept. 15.

WSIX-TV Nashville, Tenn.—WSIX Bcstg. Co. granted STA to operate commercially on vhf Ch. 8 for the period ending March 29, 1954. Granted Sept. 9; announced Sept. 15.

STATIONS DELETED

KCNA-TV Tucson, Ariz.—Catalina Bcstg. Co. granted request for cancellation of CP for vhf Ch. 9 and for deletion of call letters. Deleted Sept. 9; announced Sept. 15.

WLEC-TV Sandusky, Ohio—Lake Erie Bcstg. Co. granted cancellation of CP for new TV station on uhf Ch. 42 and deletion of call letters. Deleted Aug. 31; announced Sept. 9.

APPLICATIONS

KFMB-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. seeks modification of license for vhf Ch. 8 to change ERP to 25.2 kw visual and 12.6 kw aural. Filed Sept. 1.

KECA-TV Los Angeles, Calif.—American Bcstg.-Paramount Theatres seeks modification of CP for vhf Ch. 7 to change ERP to 128.1 kw visual and 64.1 kw aural; antenna height above average terrain 2,978 ft. Filed Sept. 1.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. seeks modification of CP for uhf Ch. 49 to change ERP to 14.3 kw visual and 7.54 kw aural; antenna height above average terrain 497 ft. Filed Sept. 1.

WTSK (TV) Knoxville, Tenn.—W. R. Tuley, et al d/b as TV Services of Knoxville seeks modification of CP for uhf Ch. 26 to change studio and ransmitter location to 0.2 mile NE of Sharpe Ridge, Memorial Rd., Knoxville; antenna height above average terrain 479.3 ft. Filed Sept. 8.

New AM Stations . . .

ACTIONS BY FCC

Winter Park, Fla.—Orange County Bcstrs. Inc. granted 1600 kc, 1 kw daytime. Estimated construction cost $18,555.49, first year operating cost $43,260, revenue $54,000. Principals include President **Charles Wolf** (58%), bowling centers owner, Vice President and Treasurer **Arthur C. Ericksen** (40%), employe of WROD Daytona Beach, Fla., and Secretary **Richard C. Fellows** (2%), program director WROD. Post office address % Fellows, 1113 S. Ridgewood Ave., Daytona Beach. Granted Sept. 16.

St. Augustine, Fla.—Ben Akerman and Thomas S. Carr d/b as St. Augustine Bcstg. Co., granted 1420 kc, 1 kw daytime. Estimated construction cost $15.000, first year operating cost $48,000, revenue $60,000. Principals in partnership each own 50% interest. Mr. Carr is director and 2% stockholder WMIE Miami, Fla. Post office address % Thomas S. Carr, P. O. Box 66, Atlanta, Ga. Granted Sept. 9.

Jefferson City, Mo.—Empire Bcstg. Co., granted 950 kc, 5 kw daytime. Estimated construction cost $38,140, first year operating cost $80,000, revenue $100,000. Jerrell A. Shepherd, licensee of KNCM Moberly, Mo., owns 99.92%. Post office address P. O. Box 396, Moberly, Mo. Granted Sept. 16.

Price, Utah—Carbon Emery Bcstg. Co., granted 1340 kc, 250 w unlimited, antenna height 180 ft. Estimated construction cost $14,955, operating $20,250, revenue $29,750. Principals include general partners **George C. Platis** and **Robert E. Hawley.** Post office address 389 North Third St., Price, Utah. Granted Sept. 16.

APPLICATIONS

Roseville, Calif.—Melvin D. & Aldine T. Marshall, John C. and Jean G. MacFarland d/b as Roseville Radio, 1490 kc, 250 w unlimited. Estimated construction cost $6,375, first year operating cost $26,000, revenue $31,000. Principals in general partnership are **Melvin D. Marshall** (25%), secretary-treasurer and 26.2% stockholder KECC Pittsburg, Calif.; **John C. MacFarland** (25%), president and 26.2% stockholder KECC; **Aldine T. Marshall** (25%) and **Jean G. MacFarland** (25%). Post office address P. O. Box 808, Pittsburg, Calif. Filed Aug. 31.

Grass Valley, Calif.—Charles E. Halstead Jr. tr/as Grass Valley-Nevada City Bcstrs., 1230 kc, 250 w unlimited. Estimated construction cost $2,000, first year operating cost $10,000, revenue $32,000. Halstead is former owner and manager KDIA Los Angeles, Calif. Filed Aug. 31.

Charlotte, N. C.—O. L. Freeman, J. Lee Friedman and Paul Jones d/b as Queen City Bcstg. Co., 1480 kc, 1 kw daytime. Estimated construction cost $17,500, first year operating cost $48,000, revenue $60,000. Each partner has ⅓ interest and has been associated in amusement promotions. Post office address % O. L. Freeman, Room 227 Candler Bldg., Atlanta, Ga. Filed Aug. 21.

Martinsburg, Pa.—Carl W. Kensinger and Robert E. Meredith, 1370 kc, 500 w daytime. Estimated construction cost $8,400, first year operating cost $36,000, revenue $45,000. Each partner has ½ interest. Kensinger is in sales and service of farm machinery and Meredith is grower, packer and distributor of fresh fruit. Post office address R. D. #1, Roaring Spring, Pa. Resubmitted Aug. 24.

Yakima, Wash.—Independent Bcstrs., 1340 kc, 250 w unlimited. Estimated construction cost $6,800, first year operating cost $33,600, revenue $40,000. Walter N. Nelskog is sole owner. Mr. Nelskog is disc-jockey KRSC Seattle; sole owner Music Makers, dance promotion, and ⅓ owner Northwest Attractions, artist promotion. Post office adress 3915 S.W. 106 St., Seattle. Filed Aug. 26.

Existing AM Stations . . .

STATIONS DELETED

WKXY Albany, N. Y.—Champlain Valley Bcstg. Corp. granted request for cancellation of program tests effective midnight 7/31/53; and for dismissal of license application and deletion of call letters. Deleted Sept. 10; announced Sept. 15.

WSTK Woodstock, Va.—County Bcstg. Service granted request for cancellation of CP as modified (for 1230 kc, 250 w unlimited) and deletion of call letters. Granted Sept. 1; announced Sept. 9.

ACTION BY FCC

WNRC-AM-FM New Rochelle, N. Y.—Radio New Rochelle Inc. granted request for waiver of Rule 3.71 so as to operate 2 hours daily for the period of Sept. 11-15, inclusive. Granted Sept. 11; announced Sept. 15.

APPLICATIONS

WAHR Coral Gables, Fla.—Alan Henry Rosenson seeks modification of CP to change transmitter and studio locations from Coral Gables to Miami Beach, Fla. Filed Sept. 2.

WMYR Ft. Myers, Fla.—Robert Hecksher seeks CP to change from daytime to unlimited, directional night. Filed Sept. 1.

WAYS Charlotte, N. C.—Inter-City Advertising Co. of Charlotte, N. C., seeks modification of license to change studio location from 120 E. Third St. to 3229 S Boulevard, Charlotte. Filed Sept. 1.

KTAN Sherman, Tex.—Sherman Bcstg. Corp. seeks CP to change from 1500 kc, daytime to 1490 kc unlimited. Filed Aug. 31.

New FM Stations . . .

ACTION BY FCC

New Orleans, La.—Fidelity Bcstg. Co. granted CP for new Class B FM station on Ch. 239 (95.7 mc); ERP 48 kw; antenna height above average terrain 170 ft. Granted Sept. 9.

Existing FM Stations . . .

ACTIONS BY FCC

WCSI-FM Columbus, Ind.—Syndicate Theatres Inc. granted CP to change studio site to Carr Hill Rd.; antenna height above average terrain 220 ft. Granted Sept. 9, announced Sept. 15.

WYSN (FM) New Castle, Ind.—New Castle Henry Township Schools granted CP to replace permit which expired 12/10/52 to operate on Ch. 216 (91.1 mc) with power of 10 w. Granted Sept. 9; announced Sept. 15.

WHFB-FM Benton Harbor, Mich.—Palladium Pub. Co. granted CP to change ERP to 3 kw; antenna height above average terrain to 430 ft. Granted Sept. 10; announced Sept. 15.

WPRO-FM Providence, R. I.—Cherry & Webb Bcstg. Co. granted CP to change antenna height above average terrain to 460 ft. Granted Sept. 11; announced Sept. 15.

APPLICATIONS

KDYL-FM Salt Lake City, Utah—Intermountain Bcstg. and TV Corp. seeks modification of CP to change ERP from 9 kw to 1.14 kw; transmitter location from 179 S Main St., Salt Lake City, to Mt. Vision, 17 miles SW by W of Salt Lake City; antenna height above average terrain from 450 ft. to 2,968 ft. Filed Sept. 8.

Ownership Changes . . .

ACTIONS BY FCC

WPEO Peoria, Ill.—WPEO Inc. granted voluntary transfer of control from TV & Radio Peoria Inc. through sale of all stock for $55,000 to Errett G. Zendt (20%), vice president and treasurer Valley TV & Radio Inc., applicant for uhf Ch. 15 Ottumwa, Iowa; Frederick C. Vicic (20%), food distributor; Richard A. Hern (10%), livestock broker; W. Dale Livingston (10%), 14 2/7% stockholder WPEO; David L. Livingston (6%), WPEO employe, and John R. Livingston (34%), president and 50% stockholder Valley TV & Radio Inc. Granted Sept. 9.

WMLS Sylacauga, Ala.—Marble City Bcstg. Co. granted voluntary transfer of control to Curtis O. Liles through sale of 52 shares of stock each by Edward J. Smith and Richard L. Scroggins for $12,400. Mr. Liles will now own 81%. Granted Sept. 9.

KPAS Banning, Calif.—Pass Bcstg. Co. Granted assignment of license to Henry Darwin d/b as Darwin Bcstg. Co. Mr. Darwin, half owner of KCLF Clifton, Ariz., pays $6,100. Granted Sept. 16.

KXOB Stockton, Calif.—KXOB Inc. Granted voluntary transfer of control Clem J. Randeau to Joseph E. Gamble through sale of all stock for $207,000. Price includes $25,000 cash and obligations totaling $182,000. Mr. Gamble, operator of KCMJ Palm Springs, Calif., is brother of Theodore R. Gamble, theatre operator and principal in KOIN-AM-TV Portland Ore.; KJR-AM-TV Seattle, Wash. and KLZ-AM-TV Denver. Granted Sept. 9.

KOA-AM-FM Denver, Colo.—Metropolitan TV Co. granted voluntary transfer of control from Hope Productions Inc. (50%) to its stockholders Bob Hope, James L. Saphier, Martin Gang, Norman R. Tyre and Robert E. Koop. No consideration involved as each stockholder acquires Metropolitan stock in direct proportion to interest in Hope Productions. Acquisition of positive control was granted to William Grant, et al, members of the Denver group. Granted Sept. 11; announced Sept. 15.

KULA Honolulu, Hawaii — Pacific Frontier Bcstg. Co. granted voluntary relinquishment of control by WMT-AM-TV Cedar Rapids, Iowa, through sale of 15.56% interest for $45,000. WMT retains 41.11% interest. Principals are **William B. Quarton** (5.0%), vice president of WMT; **E. P. Franklin** (7.5%), 10% stockholder KJBS San Francisco, and **Stanley G. Breyer** (2.5%), commercial manager KJBS. KJBS has 33.33% interest in KULA. Granted Sept. 9.

KRPL Moscow, Idaho—Interstate Radio Inc. granted voluntary assignment of license to Roy Anderson tr/as Latah County Broadcasters for $47,250. Mr. Anderson is self-employed as a writer, editor and publisher. Granted Sept. 9.

WJJD Chicago, Ill.—WJJD Inc. granted voluntary assignment of license to Plough Bcstg. Co. for $900,000. Plough Bcstg. is subsidiary of Plough Inc. drug and cosmetic manufacturer. Principals include President Abe Plough, Executive Vice President Harold R. Krelstein, president of WMPS Memphis subsidiary of Plough Inc., Vice President Harry B. Solmson and Secretary-Treasurer Charles A. Harrelson. Granted Sept. 9.

WTIX New Orleans, La.—Royal Bcstg. Corp.

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granted voluntary assignment of license to Mid-Continent Bcstg. Co. (KOWH Omaha, Neb.) for $25,000. Principals are President-Treasurer Robert H. Storz (60%), banking, insurance and manufacturer of malt beverages, and Vice President-Secretary Todd Storz (40%), manufacturer of advertising displays. Granted Sept. 9.

WFGM Fitchburg, Mass. — **Wachusett Bcstg. Corp.** granted voluntary transfer of control of licensee corporation to Francis D. Edes, Martha M. Edes, Donald L. Coleman Jr., Albert E. Keleher Jr. and David Myers, through sale by Ansel E. Gridley of 15,200 shares of stock for $15,200. Mr. & Mrs. Edes purchase 770 shares and Mr. Myers purchases 750 shares. No one party will have control. Granted Sept. 9.

WFUR Grand Rapids, Mich.—Furniture City Bcstg. Corp. granted voluntary transfer of control to Mary & William Kupier Sr. and William E. Kupier through sale of 400 shares of treasury stock to William E. Kupier for $1,000. Kupier family will now own 52.9% interest. Granted Sept. 9.

KNEM Nevada, Mo.—Cecil W. Roberts granted voluntary assignment of license to John Blake, E. William George and Galen O. Gilbert d/b as Radio KNEM for $30,000. Principals in partnership are **John Blake** (52%), ½ owner *County Progress Magazine*, Brownwood, Tex.; **Galen O. Gilbert** (28%), ⅔ owner KSTV Stephenville, Tex., and **E. William George** (20%), commercial manager KUOA Siloam Springs, Ark. Granted Sept. 9.

KHOL (TV) Kearney, Neb.—Bi-States Co., a partnership, granted voluntary assignment of CP to corporation of same name. No change in ownership; consideration $3,120. Granted Sept. 11; announced Sept. 15.

WNNC Newton, N .C.—Charles C. Turner tr/as **Newton-Conover Bcstg. Co.** granted voluntary assignment of license to John C. Greene and R. H. Whiteside d/b as Southern Radiocasting Co. (WKMT King Mt., N. C.) for $45,000. Each partner has 50% interest. Granted Sept. 9.

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Help Wanted

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Manager wanted for southeastern small market 1000 watter. Salary, profit sharing and possible stock ownership. Send complete details first letter to Box 876X, B•T.

WAVE-Radio, NBC, needs an aggressive, experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Business woman, between 30 and 40 with executive ability in broadcasting needed immediately to assist manager. Splendid opportunity, above average salary at progressive station in ideal southern city. Airmail information to Manager, WJXN, Jackson, Mississippi.

Salesmen

Salesman wanted. Immediate availability for an aggressive man looking for a good future in radio and television. One AM station and TV station market in midwest's richest farm area. Guarantee plus liberal commission. Write Box 752X, B•T.

Need sports announcer-salesman. Must be persistent salesman. Salary plus commission plus travel allowance. Minnesota. Box 851X, B•T.

Farm director-salesman wanted by Minnesota station. Must be good salesman. Salary and commission. Box 852X, B•T.

Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 897X, B•T.

Top Hawaiian station, CBS affiliate, has opening for experienced radio salesman. Solid opportunity but no soft spot. Stable employment record essential. Air mail complete story with references. Interview can be arranged west coast or Chicago, KGMB, Honolulu.

Salesman. Excellent fall and winter business outlet. Need experienced top salesmen. No high pressure. Man who knows, loves and lives radio, with ability to sell outstanding programs. No. 1 Hooper station in the market. No. 1 sports and news station. Guarantee and commission. Contact Don E. Inman, KWWL, Waterloo, Iowa.

Experienced radio salesman, one station market. Steady accounts, salary and bonus, car allowance. Excellent opportunity. Write or wire Sales Manager, WHFB, Benton Harbor, Michigan.

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Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

$85.00 start for announcer-disc jockey in mid-south market. Definite TV future. Enclose full particulars with audition. Box 784X, B•T.

Help Wanted—(Cont'd)

Minnesota network station wants farm director-announcer. Must be able to write copy. Good salary. Box 849X, B•T.

Conscientious announcer-copywriter wanted by Minnesota station. Good salary. Car necessary. Box 850X, B•T.

Experienced announcer, progressive music, news station, South Texas. Pleasant conditions. Send tape, qualifications to Box 864X, B•T.

Immediately, good announcer, aggressive, enthusiastic, clean cut. Prefer combination man. Top network station in midwest. Have TV application. Box 865X, B•T.

Looking for your big opportunity? News and pop music man wanted for strong independent operation. Send audition to Box 883X, B•T.

Southern 50,000 watt CBS station needs two (2) staff announcers. Good opportunity to join good, solid, sober staff. Box 892X, B•T.

Funny DJ—fast ad-libber. "Happy" voice. Talk back to records. Do a "Bopster," other character voices, impersonations. Midwest. Single. Box 906X, B•T.

Announcer, experienced, car necessary. Salary $60. KBUD, Athens, Texas.

KFFA, Helena, Arkansas, 1000 watt fulltime network station, has immediate employment for program men with football play-by-play experience. Start $65.00 week plus sports talent. Call or write Sam W. Anderson, Manager.

Dependable staff announcer. Send resume. KFRO, Longview, Texas.

Experienced announcer. Ideal working conditions and position will be permanent to right person. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer-first class engineer needed October 1. Mutual affiliate. Pleasant city midst hunting-fishing country. No experience necessary. Rush details, audition tape or disc, KRTN, Raton, New Mexico.

Announcer for fulltime southern indie. Must be tops DJ and news. Top salary, permanent. Send tape and resume, KSIG, Crowley, La.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced announcer. Immediate opening, good working conditions. Send tape, qualifications and photo to WMIK, Middlesboro, Kentucky.

Immediate opening. Announcer with experience. Permanent position. State background, salary requirements, first letter. WMLT, Dublin, Georgia.

We offer an extra good proposition for two experienced announcers who can really pitch. 250 watt fulltime station in excellent small market. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Staff announcer: Must run turntables and board, knowledge of music, pleasant voice, and lots of common sense required. Minimum of two years commercial experience essential. Contact Art Ross, Program Director, WNOR, Norfolk, Virginia.

Experienced announcer, with or without first class ticket, wanted by outstanding small market, NBC fulltime affiliate in western North Carolina. Top pay, ideal working conditions. WPNF, Brevard, North Carolina.

News editor, newscaster. AP wire. Gather via phone, write local news. Use tape recorder, produce news-reel program. Handle special events, no sports. WSMI, Litchfield, Illinois.

New TV Station allows us to staff 3 announcer-control room operators on dominant CBS Regional Radio. Send full information and audition immediately to Ralph Lewis, Production Manager, WTAD, Quincy, Ill.

Staff announcer. Experienced. No prima donnas. Daytime operation. WTUX, Wilmington, Delaware.

Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

New VHF CP in rich midwest market needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chief. Present AM operation 5 kw directional, proposed TV 316 kw ERP. Box 828X, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 4 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 878X, B•T.

Chief engineer one thousand watt directional AM and FM also transmitter engineer with first ticket. Telephone Herb Nelson, KOKC, Keokuk, Iowa.

Immediate opening for staff engineer. Prefer technically proficient first class man, but will consider all applicants with commercial license. Attractive salary based on what you have to offer us. Paid vacations, mileage allowance. Contact Chief Engineer, WCOJ, Coatesville, Pa.

Engineering position open at WLEC, Sandusky, Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

First class transmitter engineers with car, for 5 kw AM and FM, CBS affiliate. TV now under construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTOC, Savannah, Ga.

Experienced studio recording engineer. Editing, mixing, studio, remotes. Kaybank Inc., 111 N. 11th St., Minneapolis. FI 1780.

Production-Programming, Others

Promotion manager needed for large radio-television operation in metropolitan market. This station is a leader in the industry and must have thoroughly experienced man with imagination, ability, and must take complete charge of promotion department. Include references and salary required. Box 860X, B•T.

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional buildup. Box 893X, B•T.

Asst. manager and program director 250 watt daytime—AM/FM, music and news station, upstate New York. Strong emphasis on copy and music. Box 898X, B•T.

News director: experienced man to pound news-beat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

Television

A chance to move ahead in television. New VHF operation in one of midwest's richest areas needs cameramen, directors, announcers, film men, with experience. Unlimited opportunity. Box 829X, B•T.

Managerial

TV grantee with 5000 watt Mutual station urgently needs a thoroughly reliable capable man with TV experience to serve as administrative assistance to the president. Located in rich metropolitan market in midwest. Rush complete information including salary expected, training, experience, etc. Box 846X, B•T.

Assistant manager wanted for television station in large metropolitan area. Station has been on the air for more than four years and general manager needs all-round experienced assistant. This man must be currently working in a TV station and have at least three years operating experience and have a thorough knowledge of programming, sales, production and above all must be able to handle people. This position calls for quality, leadership, imagination and knowhow. Salary commensurate with ability. Box 861X, B•T.

Help Wanted—(Cont'd)

Salesman

TV salesman. Must be experienced in television sales and know small markets. Excellent opportunity for right man. Send complete details to James Muse, WGEM-TV, Hotel Quincy, Quincy, Illinois.

Announcers

Top quality announcers wanted for general staff work at new television station in Pennsylvania. Send history, recent photo and audition record for preliminary elimination. Box 894X, B•T.

Experienced announcer. 40 hour week, eight hours overtime. Contact Hal Kennedy, Program Director, KCJB-TV, Minot, North Dakota.

Television announcer—MC wanted for new station on air October 1. Good appearance, experienced. Write or phone Program Manager, WICS-TV, Leland Building, Springfield, Illinois.

Technical

Engineer for new television station located in southwest. Write giving complete experience, qualifications and starting salary expected. Box 838X, B•T.

Expert television cameraman for new station. Also, one good AM first class engineer to work into television immediately. Wire or phone Rathbun, WDAK-TV, Columbus, Georgia.

Need two engineers first tickets immediately. Write or phone Bob Beurket, WTVE, Elmira, New York.

Production-Programming, Others

Staff producer-director for western New York TV station. Must have experience on board for cutting own shows. Must know station operations thoroughly. No TV starter position. Must be A-1. Wire or write or call Station Manager, WBUF-TV, Buffalo, New York immediately.

Thoroughly experienced TV film editor for western New York TV station. Must know all phases of cutting, editing, show mounting, etc. Salary right for the right man. No TV starter position. Must be A-1. Wire or write or call Station Manager, WBUF-TV, Buffalo, New York immediately.

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion of programs, station and market on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Situations Wanted

Managerial

Experienced combo man. Good announcer and salesman. Desires job as general manager. Family man. Box 799X, B•T.

General manager. Twenty years experience. Initiative ability, excellent references. Interested in radio or TV. Box 804X, B•T.

General and/or commercial manager. 17 years radio executive experience. Thoroughly familiar all phases. Strong sales background. Welcome investigation. Radio or TV. Box 807X, B•T.

Manager, small medium market. Built present successful station. 35, married, veteran, active civic affairs, top references. Thoroughly experienced all phases. Seeking more challenge with permanency. Presently midwest. Box 814X, B•T.

Manager-sales manager. Over twenty years constructive radio and TV experience. I am capable of doing a good job in any market. If you need a good man with the knowhow, who can get the job done, please contact me. Box 841X, B•T.

Manager, programming, sales, administration experience. Now top station executive producer. Some TV. Excellent references. Box 866X, B•T.

Salesmen

Salesman-announcer, 5 years experience, details by return mail. Box 886X, B•T.

Announcers

Announcer, beginner with promise. Light experience. Draft exempt. College graduate. Willing to start at bottom. Conscientious, ambitious, versatile, news, sports, DJ. Box 803X, B•T.

Situations Wanted—(Cont'd)

Staff announcer and singing disc jockey-emcee. Capable, popular, good caliber western vocalist; play guitar. Proven morning man. Ideal TV kiddies show. Box 844X, B•T.

Announcer, experienced, staff, commercials, news, platters; emphasis sports. Permanent connection. Young, reliable, draft exempt. Restricted ticket. Travel. References. Background audition. Box 847X, B•T.

Announcer, news, commercials, sports, and disc jockey. Board operator, specialized in spiritual and music. Reference and tape on request. Box 848X, B•T.

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newscaster, also produce direct and write copy. Network calibre. Audition tape, picture and background upon request. Best references. Box 855X, B•T.

Announcer, DJ, control board operator. Well trained, limited experience. Family man, reliable. Box 856X, B•T.

Colored announcer, DJ, operate control board. Dependable man with family. Light experience. Box 857X, B•T.

Sports announcer. Eight years class A play-by-play baseball plus football, basketball. Presently employed. Available close baseball season, TV and sales experience. Box 863X, B•T.

Three year experience. Excellent news delivery, versatile background. Seeks larger market. Box 868X, B•T.

Gal announcer, reliable, travel. Control board, DJ, woman's page, commercials, resume, tape. Box 873X, B•T.

Announcer. Solid kilowatt indie experience. Strong on news. Presently employed as staff. Have afternoon record show. Single, draft exempt, willing to travel. Tape and references upon request. Box 879X, B•T.

Hillbilly disc personality-announcer. Country singer, guitar, piano. Staff work. Well experienced, sober, reliable, can bear investigation. Country-minded progressive station. Like Ohio, but all write. Available two weeks. Data, tape, on request. Box 880X, B•T.

Announcer. 4 years. Strong news write-edit, commercials that sell. Character voices. Run board. Prefer midwest. Box 881X, B•T.

Experienced announcer and electronic technician. B. A. Degree in radio; first class ticket. Distinctive, pleasing voice, dependable, 29 years old. Box 882X, B•T.

DJ-newsman, five years experience, details and tape by return mail. Box 887X, B•T.

Experienced young announcer (5 years) with 50,000 watt indie and network background. Veteran, married. Excellent references. Strong on news, DJ, MC, prefer southwest U. S. or Florida. Please write Box 890X, B•T.

Manhattan announcer, DJ, desires steady and permanent position available late October. Box 895X, B•T.

Newscaster-announcer, four years experience in Michigan, West Virginia and Virginia. Must be 200 miles from Trenton, N. J. Familiar with all boards. Singing personal appearances at remotes and ad-lib special events. Some TV experience. Box 899X, B•T.

Sports-staff. Excel sports play-by-play. 3 years experience. Korean vet, 23, married. Permanency. Box 901X, B•T.

Staff—single, veteran, 23. Would appreciate chance to get started. Disc, data on request. Box 903X, B•T.

Negro DJ, announcer, newsman, top personality, board, married vet, some experience. Well trained, tape available, versatile. James W. Byrd, 106-18 Ruscoe St., Jamaica 33, New York.

Topflight sportscaster, newscaster, announcer. College graduate. Two years specialized experience. Single, veteran. Play-by-play. Third ticket. Seek connection with sports-minded station. Travel. Jim Carrington, 228 Byrd, Scotch Plains, N. J.

Situations Wanted—(Cont'd)

Conscientious, reliable, all-round announcer featuring sports, light experience, good potential, single, veteran, 3rd class ticket, travel, resume, tape. Jay Corey, 127-04 Liberty Ave., Richmond Hill, New York.

Experienced announcer, versatile, good mature voice. Top New York references. Write, wire. Dick Martin, 26-11 25th Street, Astoria 2, New York.

Young, versatile, limited experience. Disc jockey position desirous. Good clear voice. Dave Millan, 14662 Wisconsin, Detroit 21, Michigan.

Experienced announcer—news, commercials, DJ solid. Specialize sports. Third phone. Available October. Fritz Van, 1004 New York Ave., Manitowoc, Wisconsin. Phone 5904.

Sportscaster—staff announcer. Experienced all phases staff announcing, 5 kw Philadelphia, Penna. Excellent references. Three years play-by-play. College graduate. Draft exempt. Details, audition on request. Bill Wright, 108 Bloomingdale Ave., Wayne, Penna.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75.00. Box 315, Rushville, Nebraska or telephone 286-J.

Technical

Engineer, first phone, three years experience, now available. Box 845X, B•T.

4 years experience in marine and aviation radio repair. 1st phone. Class A amateur. Married. Will relocate. Box 858X, B•T.

Engineer, 1st phone, 3 years experience. Metropolitan New York, New Jersey. Box 874X, B•T.

Engineer, 1st phone, desires board experience, east preferred, car. Box 875X, B•T.

First class phone. Eleven years continuous employment. Desire relocation as chief in Colorado or vicinity. Box 888X, B•T.

First phone. Chief Public Safety. Desire change, broadcast or TV. East preferred. No announcing. Car. Available November First. Box 889X, B•T.

Have first phone license and two years experience. Good knowledge of TV broadcast equipment. Wants TV or AM-TV position. Box 891X, B•T.

Competent first phone, employed, desires to relocate south or southeast. Box 902X, B•T.

Production-Programming, Etc.

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

News director now dominating important southeastern market with thorough local news reporting, forums, newsreels, commentaries. Competent, aggressive, experienced, ready to bulid outstanding radio TV news operation in your market. Present employer gives top reference. Box 839X, B•T.

Aggressive local newsman. One year experience. Wire correspondent. $75. minimum. Box 867X, B•T.

Newscaster. College man desires large market station in radio or TV. Distinguished background. Ten years journalism; three years radio. Box 869X, B•T.

I offer fifteen years experience in the program department of a 50 kw regional station to someone who wants a salesminded program diractor, or a program-minded salesman. If you are a small station in the middlewest looking for a program director-salesman combination, I'm your man. Box 896X, B•T.

Draft deferred, young, ambitious. Two years college, married. Willing to start at bottom—programming, production, radio or TV. Experience: originated and did production work for series on NYC TV station. Will put this program on as part of job, if desired. Dave Berkman, 1345 East 46 Street, Brooklyn 34, New York.

(Continued on next page)

Situations Wanted—(Cont'd)

Television

Salesmen

Topnotch salesman; 4 years successful advertising sales. Wants TV opportunity. Energetic, Personable, Missouri Journalism. Box 842X, B•T.

Manager-sales. West. AM and/or TV. Presently managing TV sales. While in radio, sales exceeded all others in history of station. Box 870X, B•T.

Production-Programming, Others

Fully experienced TV film production from story board to distribution. Presently active partner in modestly successful film company. Seek opportunity program production and sales with station. SRT-TV graduate. SMPTE member. Relocate readily. Box 853X, B•T.

Looking. Network calibre AM-TV announcer-newscaster. Presently employed, desires to make change. Also direct, produce and write copy. Can run board. Details, tape and picture upon request. Best references. Available on 2 weeks notice. Box 859X, B•T.

Experienced TV and radio weatherman desires position in TV as weatherman and director-producer. 15 months experience in present job. Box 884X, B•T.

Production assistant, writer, film editor. SRT-TV and college graduate. Korean veteran. Available November. Box 904X, B•T.

Commercial artist. Five years experienced-commercially. Have been under guidance of "artists" of KMTV and WOW-TV of Omaha in past two years. Desires job in television advertising. Robert Dawson, 3202 Monroe St., Omaha 7, Nebr.

For Sale

Stations

250 watter, approx. 2½ times. Earnings. $135,000. Near New York. Box 811X, B•T.

Controlling interest in small city radio station for sale. Will take $10,000.00 cash and background of success in station management. Do not write unless you have the cash or credit needed to handle the deal. Write to Box 854X, B•T.

Rocky Mountain: 250 w. Bills $65,000 year. Independent. Excellent field. Priced to sell. Box 862X, B•T.

Oklahoma, 250 watt fulltime. Exclusive market. Profitable. Good building, equipment. Bargain. $35,000.00. Jimmie Barry, Agent. P. O. Box 1588, Muskogee, Oklahoma.

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

One Federal Telephone & Radio Corp. 193A, 10 kw transmitter; one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truscon self-supporting insulated triangular tower, 229 feet above the insulators, complete with A-3 lighting equipment and insulators. Box 871X, B•T.

RCA 96A limiter. General Radio 475A frequency monitor (needs recalibrating). Both for $300.00. Contact Preston Bridges, Chief Engineer, KBBA, Benton, Arkansas.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas. Phone 3-3901.

Portable tape recorder—battery operated, dual track, two speeds, 14 lbs., leather case, recharges off 110 line, cubcorder, new $275. Tower Services, Inc., 613 15th St. N. W., Washington 5, D. C.

Wanted to Buy

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

Wanted to Buy (Cont'd)

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used Western Electric 23C console for spare parts. KSIG, Crowley, La.

300 feet 3⅛" coaxial cable. WJBF, Augusta, Ga.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins November 9. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Television

Managerial

ONCE IN A LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $20,000.00 total and which can be worth twice that much in another year or two? I'm quitting immediately on doctors' orders. If you can finance a stock purchase of around $25,000.00 and have the desire and know-how to manage a midwest indie, contact Box 833X, B•T, but soon.

GENERAL MANAGER WANTED

Radio and television operation in medium size eastern city needs experienced manager to assume full charge. Must have proven record of success in the industry and top qualifications in all respects. Salary commensurate with background and ability, plus bonus. Please give complete resume plus full references in first letter. Box 872X, B•T.

TELEVISION COPYWRITER

Gem of an opportunity at new midwest VHF outlet. Advise qualifications, references, date available, etc. Contact Paul McClelland, WGEM-TV, Hotel Quincy, Quincy, Illinois. Phone 6840.

Situations Wanted

Production-Programming, Others

PROGRAM DIRECTOR

Job Wanted

Somewhere in this great U. S. A. there must be a smaller station seeking a man as program director—not necessarily with such experience—but with plenty of background in staff announcing, news, music, etc. This man offers six years in station work; now employed at a 5 kw CBS affiliate. He can see his future lies in the programming, not announcing field, and he wants a chance to get into this end of the business by working with YOUR operation. How about it? For details write Box 877X, B•T.

Help Wanted

Salesmen

A Present With A Future

Midwest area TV station going on air this fall. Offers salesman good salary for the present and an excellent incentive plan for the future. Write sending full particulars regarding self and past experiences and billings to Box 840X, B•T.

Technical

Established midwest 100 kw TV station has openings for experienced TV technicians. Send resume and photo. Box 843X, B•T.

Situations Wanted

Television

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

For Sale

Stations

ONCE IN A LIFETIME OPPORTUNITY

Who wants my job which last year paid better than $20,000.00 total and which can be worth twice that much in another year or two? I'm quitting immediately on doctors' orders. If you can finance a stock purchase of around $25,000.00 and have the desire and know-how to manage a midwest indie, contact Box 907X, B.T, but soon.

Equipment, etc.

PORTABLE BROADCAST, TV BOOTH. Suitable for portable studio or control booth for traveling programs, expositions, or theatres. Specially built with double plate glass windows, fibre glass insulation, forced ventilation. Readily dismantled for shipping. Stored midwest. $600. Box 885X, B•T.

FOR SALE EQUIPMENT

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 bay FM antenna; 200 ft. 3⅛" coax with RCA isocoupler; Gates and Collins consoles; racks; patch pannels; GE and H-P FM monitors, plus many other items. Contact Box 900X, B.T.

for sale
GE FILM CAMERA
nearly new
Contact:
Chief Engineer
KGUL-TV
Galveston, Texas

WNCA Siler City, N. C.—William M. Wren, F. N. Justice, H. E. Stout, B. L. Spence and James E. Spence Jr. d/b as Chatham Bcstg. Co. granted voluntary assignment of license to William M. Wren, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. Due to previous business commitments the Spence brothers release all their interest. Remaining partners will each own ⅓ interest. Granted Sept. 9.

WTOB-AM-TV Winston-Salem, N. C.—Winston-Salem Bcstg. Co. granted voluntary relinquishment of positive control through stock transaction by President James W. Coan (15%), formerly 30%; Secretary-Treasurer John G. Johnson (13%), formerly 30%; Vice President Robert V. Brawley (8%), formerly 20%, and Assistant Secretary-Treasurer Archibald Craige (8%), formerly 20% to themselves and Jonas S. Rice (10%); Albert L. Butler Jr. (15%); Thomas B. Rice (11%) and Earl F. Slick (20%). Granted Sept. 9.

WCLI-AM-FM Corning, N. Y.—Elmira-Corning Bcstg. Corp. granted assignment of license to Radio Corning Inc. for $35,000. Principals are President Gordon M. Jenkins (23.1%), WCLI station manager, Secretary-Treasurer George P. Droelle (23.1%), WCLI program director and Vice President Rudolph M. Ochs (4.1%), insurance. Granted Sept. 9.

WISO Ponce, Puerto Rico—South Puerto Rico Bcstg. Corp. granted relinquishment of control by Jose R. Freyre Montero and Luis E. Freyere Montero through increase of 30 shares outstanding stock for $3,500. Principals include Jose R. Freyere Montero (2.78%), formerly 46.77%; Luis E. Freyere Montero (17.85%), formerly 16%; Juan Celon Medina (6.95%), Manuel Celon Medina (2.78%), Andres Grillasca (19.41%), Ramire L. Colon (0.5%), Manuel Piralle (27.78%), Carles Piralle (14.72%) and Jose L. Piralle Lopez (7.23%). Granted Sept. 9.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. granted application for assignment of license to James F. Coggins and Edward Osborne for $63,090. Transferors are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Mr. Coggins owns WEDK Newberry, S. C. and Mr. Osborne is WBCU general manager. Application was resubmitted because of inability of parties to safely carry out intention of parties as previously authorized on May 13 (B•T, May 25). To carry out this intention there was simultaneously filed an application for transfer of license from James F. Coggins and Edward Osborne to Broadcasting Co. of Union Inc. Messrs. Coggins and Osborne will own 100% of stock. Granted Sept. 10; announced Sept. 15.

KISD Sioux Falls, S. D.—KISD Inc. granted voluntary acquisition of negative control by Verl K. Thomson through purchase of 5.9% of stock from other stockholders. Principals include Vice President and general manager Verl K. Thomson (50%), formerly 44.1%, President H. R. Alton (16⅔), Vice President F. C. Walkup (16⅔%) and Secretary H. L. Dibble (16⅔%). Granted Sept. 9.

WSIX-AM-FM Nashville, Tenn. — Louis R. Draughon for himself and as executor of estate of Jack M. Draughon d/b as WSIX Bcstg. Station granted voluntary assignment of license to L. R. Draughon and as trustee of the estate. L. R. Draughon owns ⅗ interest and holds ⅖ interest as trustee for Jacquelyn Draughon. Granted Sept. 9.

KWBC Ft. Worth, Tex.—Worth Bcstg. Co. granted voluntary assignment of license to Associated Bcstrs. Inc. through sale of 100% of stock for $150,000. Principals include President **John Flood Jr.** (57%), district sales manager Ruberoid Co., roofing manufacturers; Vice President **Joe W. Evans** (38%), SW manager of Free and Peters, radio & TV representatives, and Secretary **George Q. McGown Jr.** (5%), Ft. Worth attorney. Granted Sept. 9.

WBOB Galax, Va. — Carroll-Grayson Bcstg. Corp. granted voluntary relinquishment of negative control by John W. Shultz and Heck A. Ford through sale of their interests in 1947 and 1948 respectively. Principals are President **Robert V. Morris** (50%); Vice President **B. C. Vaughan** (25%); Secretary-Treasurer **Joseph P. Crockett** (5%); **W. Edward Boyer** (5%); **John W. White Jr.** (5%); **Carl E. Dueckett** (5%), and **Homer D. Jennings** (5%). Granted Sept. 16.

APPLICATIONS

KCLF Clifton, Ariz.—Saguaro Bcstg. Co. seeks involuntary transfer of control (59.5%) to Harry L. Nace Jr., executor of estate of Harry L. Nace, deceased. Filed Aug. 31.

KTYL-AM-FM-TV Mesa, Ariz.—Harkins Bcstg. Inc. seeks involuntary transfer of control (59.5%) to Harry L. Nace Jr., Executor of the estate of Harry L. Nace, deceased. Filed Aug. 31.

KSBR (FM) San Bruno, Calif.—Radio Diablo Inc. seeks voluntary transfer of control of permittee corporation to H. Leslie Hoffman. Mr. Hoffman is to furnish $62,000 of interim financing and cause to be furnished $518,000 additional by purchase of stock and debentures. KSBR is TV applicant for vhf Ch. 13 assigned Stockton. Mr. Hoffman is stockholder in San Jose TV Bcstg. Co., applicant for vhf Ch. 11 in San Jose; president and stockholder Hoffman Radio Corp., manufacturer of TV sets; sole owner Hoffman Sales Corp., distributor of TV sets; president Hoffman Laboratories Inc., manufacturer of special devices for government services and president and 60% stockholder Lesco Corp., real estate. Filed Aug. 13.

KWAL Wallace, Idaho—Silver Bcstg. Co. seeks voluntary transfer of control to Metals Bcstg. Co. through sale of all outstanding stock by J. R. Binyon for $84,000. Principals are R. Lee Black (91%), vice president and 2.5% stockholder KIMA-AM-TV Yakima, Wash. and James G. Talbot (7.5%). Filed Aug. 24.

WABI-AM-TV Bangor, Me.—Community Bcstg. Service seeks voluntary acquisition of positive control by Horace Hildreth through sale of 50% interest by Murray Carpenter to Horace Hildreth, WPOR Portland and WTVL Waterville, Me. Hildreth purchases 10% interest for $25,000 and will own 60%. WPOR purchases 34% interest for $84,800 and WTVL buys 6% interest for $15,000. Mr. Hildreth is U. S. Ambassador to Pakistan, 35% stockholder WMTW (TV) Portland, former governor of Maine and president of Bucknell U. Filed Aug. 31.

WGEM Cambridge, Md.—Shore Bcstg. Co. seeks voluntary transfer of control to Pennington Richards through sale of all stock for $45,000. Mr. Richards is former general manager WHBL Sheboygan, Wis. Filed Aug. 25.

KATO Reno, Nev.—Sierra Bcstg. Co. seeks voluntary transfer of control to R. L. Stoddard through sale by Dana D. Little and Ralph K. Wittenberg of all stock for $47,600. Mr. Stoddard is manager of KATO. Filed Aug. 26.

WHCC Waynesville, N. C.—WHCC Inc. seeks voluntary assignment of license to Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC through sale of interest by Holt McPherson (89%) and James B. Childress (10%) for $36,250. Mr. Fry is former radio and TV director, Democratic National Committee and NBC director of news and special events. Filed Aug. 19.

FINAL DECISIONS

Denver, Colo.—New TV, vhf Ch. 4. FCC announced its decision granting the application of Metropolitan TV Co. for CP for new TV station on vhf. Ch. 4, subject to removal of presently existing condition under which NBC has an interest in Metropolitan TV Co.; and dismissed the competitive application of KMYR Bcstg. Co. which indicated it is no longer desirous of prosecuting. Action Sept. 9; announced Sept. 10.

Bay Shore, N. Y.—FM Allocation. FCC finalized its rule making and amended the Revised Tentative Allocation Plan for Class B Broadcast Stations to delete Ch. 290 from New York City and assign it to Bay Shore, N. Y. Great South Bay Bcstg. Co. is applicant for that channel at Bay Shore. Action Sept. 9.

TV Allocation—FCC finalized its rule making and assigned vhf Ch. 5 to Lake Placid, N. Y., changing the same channel assignment in Bangor, Me. from minus to plus, and the vhf Ch. 5 assignment in Boston, Mass. from plus to minus. Action Sept. 9.

INITIAL DECISIONS

Wilmington, Del.—New TV, uhf Ch. 85. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of the application of Delaware Bcstg. Co. (WILM) for CP for new TV station on uhf Ch. 85 with ERP of 13.2 kw visual and 7.1 kw aural; antenna height above average terrain 425 ft. Action Sept. 15.

Chester, Ill.—Hearing examiner Thomas H. Donahue issued initial decision looking toward denial, for default, of application of Cecil W. Roberts for CP for new AM station on 1450 kc, 250 w unlimited. Action Sept. 11.

Eugene, Ore.—New TV, vhf Ch. 13. Hearing Examiner James D. Cunningham issued initial decision looking toward dismissal of protest filed by W. Gordon Allen, permittee of KTVF (TV) in Eugene, directed against the Commission's action of May 13 granting the application of Eugene TV Inc. for CP for new TV station on vhf Ch. 13 in Eugene and rescinding the postponement of the effective date of that grant. Action Sept. 14.

Erie, Pa.—New TV, uhf Ch. 35. Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Great Lakes TV Co. for CP for new TV station on uhf Ch. 35. Action Sept. 8.

Superior, Wis.—New TV, vhf Ch. 6. Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of petition of Lakehead Telecasters Inc. (WREX) for dismissal without prejudice of its bid for new TV station on vhf Ch. 6 in Duluth, Minn. and grant of application of Ridson Inc. (WDSM) for new TV station in Superior, Wis. on vhf Ch. 6; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 791 ft. Action Sept. 9.

OTHER ACTIONS

KIRV (TV) Denver, Colo.—Mountain Sales TV Co. FCC designated for hearing application for additional time to complete construction of TV station on uhf Ch. 20. Action Sept. 16.

KOB Albuquerque, N. M.—Albuquerque Bcstg. Co. FCC announced order granting petition of KOB for postponement of oral argument on its application for extension of special service authorization to operate on 770 kc; postponed oral argument from Sept. 17 to Nov. 9. Action Sept. 10.

KEAR San Mateo, Calif.—Bay Radio Inc. FCC announced order dismissing protest by KFBK Sacramento and making effective immediately the grant of the application of KEAR for increase in power on 1550 kc from 1 kw to 10 kw unlimited directional. Action Sept. 9; announced Sept. 11.

Waterloo, Iowa—New TV, uhf Ch. 16. FCC by memorandum opinion and order denied petition by L. E. Kelly for conditional grant of his application for new TV station on uhf Ch. 16 which is in competition with application of Charles H. Gurney. Action Sept. 9.

Topeka, Kan.—New TV, uhf Ch. 42. FCC designated for hearing in Washington on Oct. 9 the competitive applications of Alf M. Landon and R. F. Schoonover for new TV station on uhf Ch. 42. Action Sept. 9.

Binghamton, N. Y.—New TV, uhf Ch. 40. FCC designated for hearing in Washington on Oct. 9 competitive applications of WINR, WENE and WKOP for new TV station on uhf Ch. 40. Action Sept. 9.

KCJB-TV Minot, N. D.—N. D. Bcstg. Co. FCC by memorandum opinion and order denied petition of Aug. 10 requesting that vhf Ch. 13 be reserved for noncommercial educational use and that vhf Ch. 6 be made available to petitioner for commercial operation. Action Sept. 9.

TV Allocation—FCC by memorandum opinion and order denied petition of United Bcstg. Co. (WHK) Cleveland, Ohio, filed Aug. 13 requesting assignment of uhf Ch. 71 to Cleveland. Action Sept. 9.

TV Allocation—On joint petition of H. L. Hunt and Coastal Bend TV Co., both of Corpus Christi, Tex., FCC proposed rule making to amend to add uhf Ch. 43 to Corpus Christi. This would mean a fifth assignment and a second uhf channel for that city. Comments may be filed on or before Oct. 13. Action Sept. 9.

TV Allocation—On petition by Lawrence A. Harvey, Los Angeles, Calif., FCC proposed rule making to add uhf Ch. 50 to Washington, D. C., thereby providing a second competitive TV commercial uhf channel in that area by changing the offset carrier requirements only from Rocky Mount, N. C., to 50 plus and Marion, Va. from 50 minus to 50. Comments may be filed on or before Oct. 13. Action Sept. 9.

Montpelier, Vt.—New TV, uhf Ch. 3. FCC announced order denying appeal filed by Colonial TV Inc. from an examiner's ruling which denied Colonial's request for continuance from Sept. 11 to Oct. 26 of hearing on its application and that

Miscellaneous

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of WCAX Bcstg. Corp. for CPs for new TV station on vhf Ch. 3. Action Sept. 10.

Wilmington, Del. — Independent Bcstg. Co. (WHAT Philadelphia). Comr. George E. Sterling granted petition for dismissal without prejudice of its TV bid for new TV station on uhf Ch. 83. Application of Delaware Bcstg. Co. (WILM) is retained in hearing. Action Sept. 4; announced Sept. 11.

Little Rock, Ark.—Little Rock TV Corp. Comr. George E. Sterling granted petition for dismissal without prejudice of its application for new TV station on vhf Ch. 11. Action Sept. 9; announced Sept. 11.

KCJF Festus, Mo.—Jefferson County Radio & TV Co. Comr. George E. Sterling granted petition for dismissal without prejudice of its application to change from 1010 kc daytime to 1450 kc unlimited. Action Sept. 9; announced Sept. 11.

Montgomery, Ala.—Southern Bcstg. Co. (WJJJ). Comr. George E. Sterling granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 32. Action Sept. 9; announced Sept. 11.

OPINIONS AND ORDERS . . .

TV Allocation—FCC proposed rule making to amend the Table of Assignments so as to allocate additional uhf channels in a number of cities across country. Such additional assignments can be made without affecting other assignments or applications which are on file with the Commission. Comments may be filed on or before Oct. 13. (For list of cities with proposed uhf channel allocation see B•T Sept. 14, p. 9). Adopted Sept. 9; announced Sept. 11.

Proposed AM Rule Change Affecting Territories—By notice of proposed rule making, FCC looks toward amending Sec. 3.25 of its AM broadcast rules to permit the use in Alaska, Hawaii, Puerto Rico and Virgin Islands of the clear channel frequencies 730, 800, 900, 1050, 1220 and 1570 kc by unlimited Class II stations with power up to maximum permitted by this class. Comments may be filed on or before Oct. 13. Action Sept. 9.

Routine Roundup . . .

September 11 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

International Bcstg. Corp., Shreveport, La. — Granted petition for extension of time to and including Sept. 4 to reply to petition of KTBS Inc., Shreveport, La., for review of examiner's order of Aug. 18, 1953, denying request of KTBS Inc. for subpoenas duces tecum (Action 9/4).

By Hearing Examiner Thomas H. Donahue

Notice is given of further preliminary conference in proceeding re application of Royaltel, Honolulu, T. H., for CP for new commercial TV station (Docket 10474; BPCT-923) on Oct. 7, 1953, at Washington, D. C. (Action 9/9).

By Hearing Examiner Annie Neal Huntting

The Lorain Journal Co., Lorain, Ohio; Elyria-Lorain Bcstg. Co., Elyria, Ohio—By order, granted petition filed on Aug. 14, 1953, by Lorain Journal for leave to amend its TV application (Docket 10525; BPCT-1116) to make certain changes in financing, programming and technical proposals, including change in effective radiated power; by memorandum opinion and order granted petition filed on August 19, 1953, by Elyria-Lorain (Docket 10526; BPCT-1124) for leave to amend its TV application to supply current factual data, staffing and program proposals and cost and revenue estimates; and denied, without prejudice to the filing of petition proposing specific amendments and showing good cause therefor, in keeping with provisions of Sect. 1.365 (a) of Commission's rules, request of Lorain Journal for period of at least 30 days to amend its TV application.

By Hearing Examiner Herbert Sharfman

Delaware Bcstg. Co., Wilmington, Del.—Granted petition to accept its late appearance in proceeding re its TV application and that of Independence Bcstg. Co. (Docket 10632; BPCT-1701), (Docket 10633; BPCT-1712).

By Hearing Examiner Elizabeth C. Smith

WIRL Television Co., Peoria, Ill.—Granted motion for continuance of commencement of taking of depositions by WMBD Inc. from Sept. 8 to Sept. 28, 1953, and hearing is continued from Sept. 21 to Oct. 12, 1953, in Washington, D. C.

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc.; Stark Telecasting Corp.; Tri-Cities Telecasting Inc., Canton, Ohio—Ordered that memorandum order after hearing conference dated Aug. 20, 1953 (Docket 10272; BPCT-264, et al) be amended as to time for filing stipulations of counsel, and time was continued to Sept. 25, 1953, in Washington, D. C.

By Hearing Examiner Basil P. Cooper

Tri-City Television Corp., Saginaw, Mich.—Granted motion for leave to amend its TV application (Docket 10634; BPCT-1158) to bring its engineering proposals into conformity with Commission's rules.

KARM, The George Harm Station, Fresno, Calif.—Granted petition for leave to amend its TV application (Docket 10650; BPCT-1061) to furnish certain information concerning its financial qualifications.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Chattanooga, Tenn.; Mountain City Television Inc., Chattanooga, Tenn.—After agreement of participants in proceeding involving applications for new TV stations to operate on Ch. 3 (Dockets 10438 and 10439; BPCT-676 and 882), extended time to file suggested corrections to transcript of record to 20 days after notification of certification of record, ordered each applicant to file proposed findings on its entire affirmative case by Oct. 15, 1953, with proposed counter findings and conclusions of law of each applicant and Chief of Broadcast Bureau to be filed by Nov. 5, 1953, and permitted (not required) filing by Nov. 20, 1953, of proposed counter findings and conclusions, upon which record will be closed (Action 9/4).

Music Bcstg. Co., Grand Rapids, Mich.—Granted petitions of July 30 and Aug. 21, 1953, for leave to amend its TV application (Docket 10552; BPCT-1275) to supplement information with respect to number of commercial and public service spot announcements and to show change in main studio location (Action 9/9).

September 11 Applications

ACCEPTED FOR FILING

Modification of CP

WABT (TV) Birmingham, Ala., The Television Corp.—Mod. CP (BPCT-847) which authorized changes in existing station, for extension of completion date to 10/15/53 (BMPCT-1378).

WALA-TV Mobile, Ala., Pape Bcstg. Co.—Mod. CP (BPCT-705) as mod., which authorized new station, for extension of completion date to 10/31/53.

WNBW (TV) Washington, D. C., NBC—Mod. CP (BPCT-1445) which authorized changes in existing station, for extension of completion date to 10/23/53 (BMPCT-1383).

KTVF (TV) Springfield, Ore., W. Gordon Allen—Mod. CP (BPCT-1511) which authorized new station, for extension of completion date to 1/2/54 (BMPCT-1377).

WMTV (TV) Madison, Wis., Bartell TV Corp.—Mod. CP (BPCT-1484) as mod. which authorized new station, for extension of completion date to 3/10/54 (BMPCT-1386).

WTMJ-TV Milwaukee, The Journal Co.—Mod. CP (BPCT-695) as mod., which authorized changes in existing station, for extension of completion date to 12/11/53 (BMPCT-1385).

KFBC-TV Cheyenne, Wyo., Frontier Bcstg. Co.—Mod. CP (BPCT-771) which authorized new station, for extension of completion date to 2/1/54 (BMPCT-1384).

Renewal of License

Following stations request renewal of license: KVSM San Mateo, Calif., Hugh H. Smith (BR-1327); KJCK Junction City, Kan., Junction City Bcstg. Co. (BR-2291); KFMB-TV San Diego, Calif., Wrather-Alvarez Bcstg. Inc. (BRCT-82); WGN-TV Chicago, WGN Inc. (BRCT-59).

License to Cover CP

WABI-TV Bangor, Me., Community Telecasting Service—License to cover CP (BPCT-1182) which authorized new station (BLCT-150).

KSTP-TV St. Paul, Minn., KSTP Inc.—License to cover CP (BPCT-765) which authorized changes in facilities of existing station (BLCT-149).

KMTV (TV) Omaha, Neb., May Bcstg. Co. — License to cover CP (BPCT-717) which authorized changes in facilities of existing station (BLCT-147).

KFDA-TV Nr. Amarillo, Tex., Amarillo Bcstg. Co.—License to cover CP (BPCT-1111) as mod., which authorized new station (BLCT-151).

APPLICATION RETURNED

Modification of CP

WJHL-TV Johnson, Tenn., WJHL Inc.—Application of extension of completion date returned to applicant (letter 9/9/53), unnecessary in view of Comm. action of 9/8/53 granting BMPCT-1329 and extending completion date to 1/28/54.

September 14 Applications

ACCEPTED FOR FILING

Modification of CP

WBAM Montgomery, Ala., Deep South Bcstg. Co.—Mod. CP (BP-7896) as mod., which authorized new station, for extension of completion date (BMP-6308).

WKSB Milford, Del., The Kent-Sussex Bcstg. Co.—Mod. CP (BP-8269) as mod., which authorized new station, for extension of completion date (BMP-6309).

WTUN (FM) Tampa, Fla., U. of Tampa—Mod. CP (BPED-220) as mod., which authorized new station, for extension of completion date. (BMPED-268).

WRAK-FM Williamsport, Pa., WRAK Inc.—Mod. CP (BPH-1768) which authorized changes in existing FM station, for extension of completion date. **(BMPH-4847).**

License to Cover CP

KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—License to cover CP (BP-8010) as mod., which authorized change frequency, increase power, installation of new trans. and directional ant. for day and night use, and change trans. location. (BL-5095).

WFMT (FM) Chicago, Ill., Gale Bcstg. Co.—License to cover CP (BPH-1669) as mod. which authorized new station. (BLH-920).

WEVD-FM New York, N. Y., Debs Memorial Radio Fund Inc.—License to cover CP (BPH-1857) which authorized changes in existing station. (BLH-919).

WKJF (FM) Pittsburgh, Pa., Agnes J. Reeves Greer—License to cover CP (BPH-1839) which authorized changes in existing station. (BLH-918).

Remote Control

Following stations request to operate transmitters by remote control: KOY Phoenix, Ariz., KOY Bcstg. Co. (BRC-172); WARE Ware, Mass., Central Bcstg. Corp. (BRC-171); WSOO Sault Ste. Marie, Mich., Hiawathaland Bcstg. Co. (BRC-174); WPTX Lexington Park, Md., Patuxent Radio Inc. (BRC-169); KVSO Ardmore, Okla., John F. Easley (BRC-170); WINA Charlottesville, Va. (BRC-168).

Renewal of License

Following stations request renewal of license: KUSC (FM) Los Angeles, Calif., U. of Southern California (BRED-12); KNOG Nogales, Ariz., Old Pueblo Bcstg. Co. (BR-2067); KIFN Phoenix, Ariz., Western Bcstg. Co. (BR-2385); KUBA Yuba City, Calif., Peach Bowl Bcstrs. Inc. (BR-2125); KVGB Great Bend, Kan., KVGB Inc. (BR-920); KTRC Santa Fe, N. M., J. Bibbs Spring and Bayne Spring (BR-1407); KSWO Lawton, Okla., Okla. Quality Bcstg. Co. (BR-1123); WBBL Richmond, Va., Grace Covenant Presbyterian Church (BR-384).

APPLICATIONS RETURNED

Modification of CP

WCIN Cincinnati, Ohio, Robert W. Rounsaville—Mod. CP (BP-8054) as mod., which authorized new station, for extension of completion date.

Renewal of License

KRDU Dinuba, Calif., Radio Dinuba Co.—Renewal of License. (BR-1434).

September 15 Decisions

BY BROADCAST BUREAU

Actions Taken September 11

Remote Control

The following stations were granted authority to operate transmitters by remote control: KVSO Ardmore, Okla.; WINA Charlottesville, Va.; WPTX Lexington Park, Md.

Granted License

WJVB Jacksonville Beach, Fla., Jacksonville Beach Bcstg. Co.—Granted license covering increase in power and installation of new trans. (BL-4968).

WSLS Roanoke, Va., Shenandoah Life Stations Inc.—Granted license covering changes in directional ant. pattern for daytime operation; condition (BL-5064).

WISP Kingston, N. C., Edwin J. Schuffman—Granted license for AM broadcast station; 1230 kc, 100 w unl.; condition (BL-5046).

Granted CP

WSTV Steubenville, Ohio, WSTV Inc.—Granted CP to erect new tower, remove FM ant., and change location 415 feet (BP-8968).

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown: WNBW (TV) Washington, D. C., to 10/23/53; WTMJ-TV Milwaukee, Wis., to 12/11/53; KFBC-TV Cheyenne, Wyo., to 2/1/54; KTVF (TV) Eugene, Ore., to 1/2/54; KTLN Denver, Colo., to 3/23/54; KECC Pittsburg, Calif., to 2/1/54; condition.

Actions of September 10

Granted CP

WCVS Springfield, Ill., WCBS Inc.—Granted CP to mount TV ant. on top of AM tower (increase in height); and change trans. location (coordinates only); condition (BP-8996).

Actions of September 9

Modification of CP

WISO Ponce, P. R., South Puerto Rico Bcstg. Corp.—Granted mod. CP to change type trans.; condition (BMP-6108); granted mod. CP for extension of completion date to 12/8/53; condition (BMP-6152).

WALA-TV Mobile, Ala., Pape Bcstg. Co. — Granted mod. CP for extension of completion date to 4/4/54.

Actions of September 8

Granted License

WLSD Big Stone Gap, Va., Gap Bcstg. Co.—Granted license for AM broadcast station; 1220 kc, 1 kw-D (BL-5096).

KGPH Flagstaff, Ariz., The Frontier Bcstg. Co.—Granted license covering change in facilities, installation DA for night use, new trans. and make changes in ant. system; 690 kc, 500 w-N, 1 kw-LS, unl., DA-N (BL-5069).

WHLS Port Huron, Mich., Port Huron Bcstg. Co.—Granted CP to install new trans. (BP-8984).

KFEL-TV Denver, Colo., Eugene P. O'Fallon Inc.—Granted CP to install auxiliary transmitters and ant. at main trans. site to operate on Ch. 2; ERP in no event is to exceed that authorized for main trans. and ant. (BPCT-1754) (Completion date 5/8/54).

Modification of CP

WKNY-TV Kingston, N. Y., Kingston Bcstg. Corp.—Granted mod. CP for extension of completion date to 1/22/54.

September 16 Decisions

ACTIONS ON MOTIONS

By Commssioner George E. Sterling

WXKW Albany, N. Y., Champlain Valley Bcstg. Corp.—Dismissed as moot application for modification of construction permit (Docket 9515; BMP-4580).

KTRM Inc., Beaumont, Tex.—Granted petition for extension of time to Sept. 14, 1953, within which reply brief may be filed to exceptions filed to initial decision in re its TV application (Docket 10288; BPCT-971, et al).

By Hearing Examiner James D. Cunningham

Badger Television Co., Madison, Wis.—Granted petition for leave to amend its TV application (Docket 10641; BPCT-1472) to submit technical information re increase in ant. height of fifty feet, financing plans and to include certified copies of plan for merger into Badger Television Co.; application as amended continued in hearing status.

By Hearing Examiner William G. Butts

Royal Oak Bcstg. Co., Ferndale, Mich.; Knight Newspapers Inc., UAW-CIO Bcstg. Corp. of Mich., Detroit, Mich.—Ordered that hearing in this proceeding be continued and rescheduled for 2 p.m., Sept. 25, at Washington, D. C., at which time record of hearing will be opened pursuant to procedure specified in Sect. 1.841 of Commission's rules (Docket 10662, BPCT-725 et al).

Booth Radio & Television Stations Inc.; Woodward Bcstg. Co., Detroit, Mich.—Record of hearing in this proceeding will be opened at 10 a.m., Sept. 25, in Washington, D. C. Attention of all parties is directed to procedure specified in Sect. 1.841 of Commission's rules (Docket 10660, BPCT-724) (Docket 10661, BPCT-1418).

By Hearing Examiner Fanney N. Litvin

Ordered prehearing conference in proceeding re applications of United Bcstg. Co. (Docket 8850, BPCT-216) and WJW Inc. (Docket 8742, BPCT-250) for CPs for new TV stations on Ch. 19 in Cleveland, Ohio, in Washington, D. C., Sept. 16, 1953.

Arkansas Television Co., Little Rock, Ark.—Granted petition of Aug. 6 for leave to amend its TV application to change estimated cost of operation for first year and changes re personnel; granted petition of Aug. 21 for leave to amend to show changes in dimensions of proposed ant. (Docket 10610; BPCT-1057).

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—In memorandum and order after hearing conference recited action and rulings taken which shall control subsequent course of hearing in this proceeding (Docket 10610, BPCT-1057) (Docket 10611, BPCT-1740).

By Hearing Examiner Basil P. Cooper

California Inland Broadcasting Co., Fresno, Calif.—Granted motion for continuance of hearing in proceeding re its TV application (Docket 9050, BPCT-413) and that of KARM, The George Harm Station, Fresno, Calif. (Docket 10650, BPCT-1061) from Sept. 21 to Sept. 28, 1953, in Washington, D. C.

By Hearing Examiner Herbert Sharfman

Scripps-Howard Radio Inc., Knoxville, Tenn.—Upon agreement of other participants, granted motion for indefinite postponement of further hearing of Sept. 14 to extent that further hearing is continued to Sept. 23, 1953, in Washington, D. C. (Docket 10512, BPCT-630 et al).

By Hearing Examiner J. D. Bond

Music Bcstg. Co., Peninsular Bcstg. Co., Grand Rapids, Mich.—In order after first hearing conference statements set out upon which further proceedings in this matter shall be conducted with provision given by hearing examiner to petitions or motions for modification of this order for good cause; and ordered that hearing conference in this proceeding be reconvened on Nov. 12, 1953 (Action 9/11) (Docket 10552, BPCT-1275 et al).

WDEF Bcstg. Co., Chattanooga, Tenn.—Granted petition for leave to amend its TV application (Docket 10473, BPCT-989) to show changes made by manufacturer in ratings of some of equipment specified by application (Action 9/15).

Tri-State Telecasting Corp., Chattanooga, Tenn.—Granted petition for leave to amend its TV application (Docket 10472, BPCT-983) to show changes made by manufacturers in ratings of some of equipment specified by application (Action 9/15).

Radio Roanoke Inc., Roanoke, Va.—Granted petition for leave to amend its TV application (Docket 10656, BPCT-1743) so as to show various changes in its proposed program plans (Action 9/15).

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BY COMMISSION EN BANC

McFarland Letters

WOKE Oak Ridge, Tenn., Air Mart Corp.—Is being advised that application (BMP-6148) to change facilities from 1 kw D, to 500 w N, 1 kw-LS, DA-N, U, operating on 1290 kc, indicates necessity of a hearing.

Gateway Radio & Television Inc., Broken Bow, Neb.—Is being advised that application (BP-8800) for new AM station to operate on 1490 kc, 250 w, U, indicates necessity of a hearing.

Rogersville Bcstg. Co., Rogersville, Tenn.—Is being advised that application (BP-8807) for new AM station to operate on 1490 kc, 250 w, U, indicates necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KCNA Tucson, Ariz.; KIDO Boise, Idaho; KLEA Lovington, N. M.; KOY & Aux. & Alt., Phoenix, Ariz.; KTAR Phoenix, Ariz.; KVOA & Aux., Tucson, Ariz.; KYUM Yuma, Ariz.; KYCA Prescott, Ariz.; KCLF Clifton, Ariz.

Granted renewal of licenses of the following stations on a regular basis, except that all auxiliary stations listed are subject to the final determination of matters raised in Docket 10345 with respect to changes in frequency assignment:

KYDL-TV, Salt Lake City, Utah; WBNS (TV) Columbus, Ohio; WEWS (TV) Cleveland, Ohio; WMAR-TV Baltimore, Md.; WTTG (TV) Washington, D. C.; WWJ-TV Detroit, Mich.; WNBW (TV) Washington, D. C.; KSL-TV Salt Lake City, Utah; KOB-TV Albuquerque, N. M.; KPHO-TV Meredith Engineering Co., Phoenix, Ariz.; WBAL-TV Baltimore, Md.; WJBK-TV Detroit, Mich.; WSPD-TV Toledo, Ohio; WKZO-TV Kalamazoo, Mich.; WTOP-TV Washington, D. C.

September 16 Applications

ACCEPTED FOR FILING

Remote Control

WTIX New Orleans, La., Mid-Continent Bcstg. Co.—Remote control. (BRC-173).

Renewal of License

Following stations request renewal of license:

KAVL Lancaster, Calif., Antelope Bcstg. Co. (BR-2519); KFSG Los Angeles, Calif., Echo Park Evangelistic Assn. (BR-15); KRKD Los Angeles, Calif., Radio Bcstrs. Inc. (BR-9); KROW Oakland, Calif., KROW Inc. (BR-29); KDAN Oroville, Calif., Oroville Bcstrs. (BR-1926); KFXM San Bernardino, Calif., Lee Bros. Bcstg. Corp. (BR-37); KVBC Farmington, N. M., Valley Bcstg. Co. (BR-2676).

UPCOMING EVENTS

Sept. 20-23: American Assn. of Advertising Agencies, Pacific Council regional convention. Empress Hotel, Victoria, B. C.

Sept. 21: Canadian BMI clinic, Central Canada Broadcasters Assn., Royal York Hotel, Toronto.

Sept. 21-23: Assn. of National Advertisers, annual meeting, Hotel Drake, Chicago.

Sept. 21-24: Premium Show, sponsored by Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 21-Nov. 23: Chicago Federated Ad Club-Women's Ad Club, Advertising workshop, Chicago.

Sept. 23: Counter comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

Sept. 23: Survey of advertising course, sponsored by AWRT, registration, Hotel Astor, New York.

Sept. 23-25: Board of Governors, Canadian Broadcasting Corp., meeting, Fort Garry Hotel, Winnipeg.

Sept. 25: Assn. of Canadian Radio & TV Artists, 10th anniversary banquet, Toronto.

Sept. 25-27: No. California Audio Show, Palace Hotel, San Francisco.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 5: Advertising and selling course, sponsored by Ad Club of New York, to run through Feb. 25, 1954.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 8-9: American Council on Education, annual meeting, Hotel Statler, Washington, D. C.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

Oct. 14-17: Audio Engineering Society, convention and audio fair, New York.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

Oct. 19: National Safety Council, convention, Chicago.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Nov.1-7: Lutheran Radio & Television Week.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehleback, Kansas City, Mo.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Jan. 6, 1954: Second session of 83d Congress begins.

Jan. 19-23, 1954: NARTB Combined Boards, Cat Cay, Fla.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

BROADCAST and TV ENGINEERS

RCA . . . has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

•

Please send detailed resume of training, experience and salary desired—which will be confidentially received and acknowledged—to:

Employment Division, Dept. H0220I

RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza
New York 20, New York

The Business Year Begins

HISTORICALLY, the business year in broadcasting begins with the fall season. The hiatuses are over. The old reliable top-rated programs are back. There are a covey of new ones that will vie for recognition. Some "SRO" signs are up for certain hours.

The predictions, generally, follow the usual pattern too. Business is going to be good, in radio as well as television, these perennial optimists, the sales executives, tell us. Generally, the schedules prove this—more time is on the books than in several years past, except for certain network radio periods.

Of course, what the sales people do not cite is that for most radio network affiliates, the revenue from network optioned time (and other time) is down, even though there may be no less in commercial hours. The average station return is down about 15%, we're told.

The overall economic outlook is cloudy. The stock market is from unsteady to downward. A recession, if not a depression, has been predicted for months. But employment and buying power remain at all-time highs. And certainly, the buyers of advertising haven't indicated any move to cut back budgets.

The contrary is true. The emphasis is on new consumer lines, now that defense spending is being curtailed. The tremendous capacity geared toward the military is being diverted to civil production. New automobile styling and new appliances will need exploitation. These account in considerable measure for increased budgets, not alone for the broadcast media, but for all advertising.

While the advertising prognosis is good, it is nevertheless dangerous. When merchandise is harder to sell, budgets usually go up. Heavy budgeting and heavy spending, during a period of economic uncertainty, could well trigger the reform elements within and outside of government who contend that all advertising is a waste. They are the "grade-labelling" zealots, who have been relatively quiescent during these past years of big military spending.

The danger is that, once the grade-labellers (usually backed by organized labor) get active in Congress, the larger advertisers may become gun-shy.

The broadcast media, because they're the most glamorous, as well as the most effective, attract the initial fire of the flannel-mouthed politicos. But—marketing men know that the target is advertising generally. So all avenues of advertising must continue the big job of increasing public confidence in advertising. They must be sold the truism that advertising actually decreases the cost of goods, by stimulating mass production and sales.

We should like to see radio and television broadcasters, in the business year just beginning, lead the way in stimulating public knowledge of the what and why of advertising.

Vital Link

HIGH praise was given operators of the more than 1,300 standard radio stations participating in last Wednesday's Conelrad test (see story this issue). It was voiced by officials of the FCC, administrator of the system; the Air Force, empowered to put it into effect, and the Federal Civil Defense Administration, whose local branches would coordinate emergency programming of participating stations.

These officials pointed out that the broadcasters who have modified their transmitting apparatus so that at a moment's notice it can be switched to one of the two Conelrad frequencies have done so at their own expense, representing an industry contribution of some $2.5 million in out-of-pocket costs to the nation's defense effort.

In addition, in times of emergency these patriotic broadcasters have volunteered to scrap their normal commercial operations in favor of civil defense broadcasts of public information and instruction, to go on around the clock for as long as necessary, committing themselves in advance to added expenses of operating and to the cessation of all revenue for the duration of the emergency.

But in lauding the broadcasters who are now cooperating in Conelrad, these officials urged more stations to join in the plan, to fill up the gaps that at present weaken the effectiveness of this national defense effort.

A number of American broadcasters played a major role in the development of Conelrad. Many more have joined them in making it a vital link in the nation's defense against surprise enemy attack. They deserve the full support of the entire broadcasting industry.



Drawn for BROADCASTING • TELECASTING by Sid Hi

". . . that new account executive refused a second martini!"

Code Crack-Down

AT THE time of the adoption of the television code, we expresse skepticism that it was needed or would work. It was, and is, ou view that such documents are chiefly put to cynical utility. The can be displayed to answer criticism while the conditions tha prompted the criticism remain unchanged.

Though our opinion of the code itself is still one of skepticism we must say that the TV Code Review Board has attacked its un rewarding work with commendable zeal and intelligence. As re ported in last week's B•T, the board announced it would tak action against subscribers who violate the code.

The importance of the announcement lies in the fact that it wa not forced by outside pressure; indeed it seems to us that lately th critics have been unusually quiet. The board's decision to crac down on violations was prompted from within the industry. It i an extremely healthy sign that public-minded telecasters shoul themselves urge self-discipline upon their erring colleagues.

The board has ordered Edward H. Bronson, director of TV cod affairs, to devote full efforts for the next three months to monitorin television stations in search of excess commercialism. We daresa that if he follows orders, Mr. Bronson will find much of what h seeks. It is a morose fact that double-, triple- and quadruple spotting has become the rule rather than the exception. And othe kinds of commercial excess are prevalent.

Three Little Words

THOUGH we are opposed to anything which unnecessarily limit the flexibility of use to which radio can be put as an advertisin vehicle, we side with the Station Representatives Assn. in objectin to the three-word spots that Southland Coffee Co. has tested.

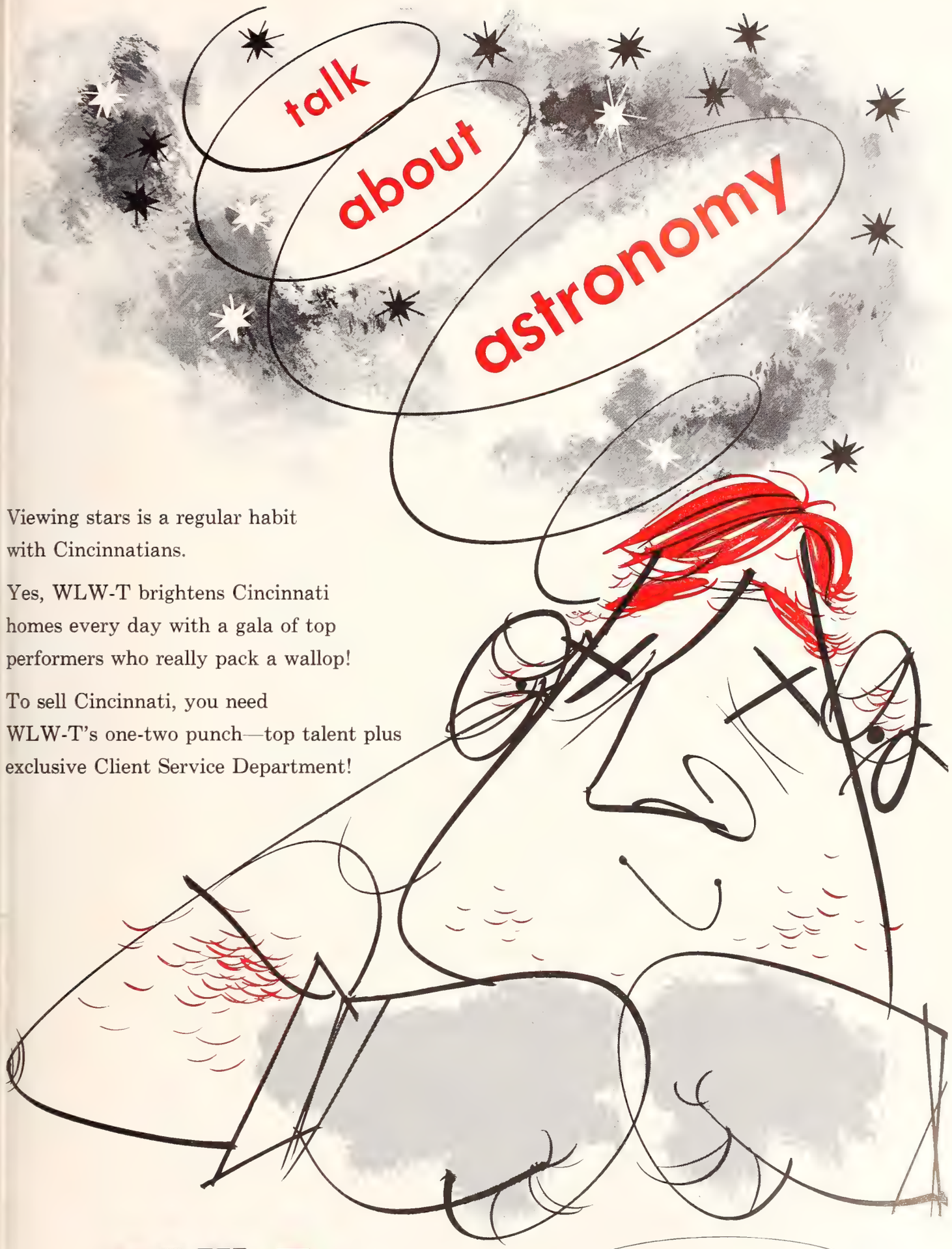
To introduce its new instant coffee, Chicafe, the advertiser use such announcements as "People say Chicafe" or "Doctors sa Chicafe" a dozen or more times per day.

Cutting a commercial down to three words, which can be spoke so fast they almost defy timing, does seem to be stretching radio' flexibility too far. Short copy is often desirable, both on the ai and in print, and certainly radio stations should do nothing t discourage its use—within sensible limits. The three-word spot however, is not reasonable, not only because it is a problem in itsel but also because it creates other problems.

To be effective, the Southland commercials must be repeate often, so often that the irritation factor is apt to set in. That is on problem.

Another is that they introduce a temptation to indulge in on-the spot price making, a second-cousin to rate cutting. Since no estab lished rate card that we know of contains a provision for a three word commercial, stations accepting the Southland business mus coincidentally decide on a new rate for it. Would the same charg be made to another client who had a four-word commercial, o would the charge be the three-word rate plus 33 1/3%?

Undeniably, commercials can be distressingly long. But, as has now been shown conclusively, they also can be distressingly short.



Viewing stars is a regular habit with Cincinnatians.

Yes, WLW-T brightens Cincinnati homes every day with a gala of top performers who really pack a wallop!

To sell Cincinnati, you need WLW-T's one-two punch—top talent plus exclusive Client Service Department!

WLW-T cincinnati's star station

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD



almost 10% of the nation's sales takes place HERE in WJR's primary coverage area!

WJR

the great voice of the great lakes

WJR MARKET DATA

		% of total U. S. market
Population	12,601,300	8.3
Radio Homes	3,785,540	8.6
Farm Radio Homes	328,990	5.9
Food Sales	$ 3,266,766,000	9.4
Retail Sales	$13,613,431,000	9.3
Drug Sales	$ 464,447,000	10.3
Filling Station Sales	$ 739,614,000	10.1
Passenger Car Registrations	4,116,934	10.2



WJR, Detroit, The Goodwill Station
CBS Radio Network
50,000 watts Clear Channel

This multi-billion dollar market, so vital to your national sales volume, is effectively and economically covered by one single sales voice. WJR reaches *all* of this great market every time of the day, every day of the year, with the most influential single voice in the area! Increase your sales in this rich 137 county area—use WJR, the Great Voice of the Great Lakes.

For more information on WJR's ability to sell in this great market area, contact WJR or your Christal representative today.



WJR, Fisher Building, Detroit 2, Michigan
WJR, Eastern Office: 665 Fifth Avenue, New York 22
Represented Nationally by the Henry I. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

SEPTEMBER 28, 1953

35c PER COPY

BROADCASTING TELECASTING

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ATURE SECTION
tarts on Page 107

22ND
year
HE NEWSWEEKLY
RADIO AND TV

24 YEARS of PUBLIC SERVICE

"STILL DOING THE REAL JOB FOR THE ADVERTISER"

1929 WCKY The L. B. Wilson Station 1953

50,000 WATTS OF SELLING POWER











THE JAMES G. GILL CO., INC. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

For 51 years the James G. Gill Company has been serving its customers with "Gill's Hotel Special Coffee." The business began in a small shop in Norfolk, Virginia, shown above. Its present day modern equipment is standing evidence that its owners know their business well.

The ever expanding services of the Havens & Martin, Inc. Stations speak well for its owners too. Pioneers in radio, then FM and TV, they established the only complete broadcast institution in Richmond. WMBG, WCOD, and WTVR always have been, and are today, the first-choice stations of listeners and advertisers alike. Try them yourself and see why!

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

165,000 WATTS

+ CIRCULATION FIGURES *that make sense*

+ LOWEST RATES

= CHANNEL 33

your best buy in the Reading, Pa., market!

	In Grade A Contour	In Grade B Contour
UHF Equipped Homes—	**37,191**	**54,633**

UHF homes as of Aug. 1, 1953 . . . Based on NBC Research figures for Berks County. Remaining county figures based on signed statements from survey among 300 dealers and service organizations engaged in TV installations.

* POPULATION —	Grade A Contour	1,208,397	Grade B Contour	2,437,365
FAMILIES —		343,952		775,509
TV HOMES —		259,000		551,724
RETAIL SALES —		$1,250,664,000.		$2,493,396,000.

* *TV homes estimated from county totals May 1, 1953—NBC Research. Population, Families, Retail Sales (estimated) from Broadcasting • Telecasting Marketbook, 1953. (Philadelphia market not included).*

ENGINEERED FOR DOMINANCE

NBC - ABC NETWORK AFFILIATION

HAWLEY BROADCASTING COMPANY

channel 33 WEEU-TV

NATIONAL REPRESENTATIVES
HEADLEY-REED TV
Television Station Representatives

THOMAS E. MARTIN
Exec. V. Pres., Gen. Mgr.
EWART M. BLAIN,
Dir. of Sales





Housewives and Advertisers
love Cosmopolitan Kitchen

WDEL·TV

CHANNEL 12

Wilmington, Delaware

Advertisers find Nancy Diehl's Cosmopolitan Kitchen a terrific sales producer. Thousands of enthusiastic buying housewives are loyal viewers—see the show, believe the commercial, buy the products advertised. Whether you buy WDEL-TV through participating spots on Cosmopolitan Kitchen, other vital diversified local programs, or top NBC and DuMont shows, you get enthusiastic sales response in this large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania:



	PER YEAR
Retail Sales	$1,054,410,000
Food Sales	263,997,000
General Merchandise Sales	54,272,000
Furniture, Household, Radio Sales	27,453,000
Drug Sales	56,225,000

Take advantage of this opportunity to increase your sales profitably, economically. Buy WDEL-TV.



In its Fifth Year of Operation

WDEL AM TV FM Steinman Station

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC TV AFFILIATE

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

closed circuit®

WILLIAM WEINTRAUB Co., N. Y., last week was querying tv stations in smaller markets as to whether they would accept *Revlon Theatre* film series, MCA package to which Weintraub holds first rights, on this basis: (1) Carry it under Revlon sponsorship on alternate weeks without pay; (2) on other weeks get it free for sale to local or national advertisers. Revlon currently sponsors program on 52 CBS-TV stations every other week. Weintraub executive explained to B•T that one station manager's suggestion that series be made available to stations free on non-Revlon sponsored weeks started string of queries to other stations.

★ ★ ★

BIG political mystery these days is what's happened on FCC vacancy, created three months ago with expiration of term of Paul A. Walker, Oklahoma Democrat. Last official word was that Republican Committee had cleared Robert J. Dean, KOTA Rapid City, S. D., but it afterward got hung up at White House and presumably is still in that state. Mr. Dean hasn't given up hope but there are other names too. Newest name heard is Robert E. Lee, 41, of Illinois, expert on House Appropriations Committee, who reportedly has strong Republican backing. Other names in running include Paul Hawkins, young Washington attorney, formerly assistant to Sen. Butler (R-Neb.); Robert T. Mason, WMRN Marion, Ohio, and Robert Owen, KOA Denver.

★ ★ ★

ANA COLOR TV showing last week (see story page 29) was by direct order of RCA-NBC Chmn. David Sarnoff, who overrode objections of his staff executives who wanted to hold up until after formal color demonstration for FCC Oct. 15. Relay to Chicago was by microwave and worked without hitch.

★ ★ ★

REPUBLICAN patronage appointments to FCC staff (examiners, attorneys, etc.) being checked at Republican National Committee under new standard operating procedure for all government agencies. Figuring prominently on clearances at FCC is not only GOP Chmn. Hyde but also Wisconsin Republican John C. Doerfer, FCC's newest member, who gradually is assuming stronger voice in FCC affairs.

★ ★ ★

JAMES E. SCHWENCH, vice president and account executive, Schwab & Beatty, N. Y., resigning to become president of Paul Grant Inc., Chicago. Mr. Grant to become chairman of agency's board, effective early in October. Banker's Life & Casualty account, resigned by Schwab & Beatty several months ago, has named Grant as its new affiliation. Switch in accounts is just coincidental with Mr. Schwench's move, S & B executive told B•T.

★ ★ ★

AFTER MANY months of staff scrutiny, FCC promptly will resume consideration of what to do about specialized fm services (Storecasting, now almost morabund Transitcasting, Functional Music and related "beep" services). Best guess is that some method of reclassification (with lower power) to accommodate most of services will be evolved without establishing new type of service under regulation. Multiplexing also may be authorized.

★ ★ ★

WURRA, wurra, color wurra. NTSC thought it had site for demonstrations Oct. 15 for FCC pretty well set at Homestead Hotel in Kew Gardens, Long Island, but found hotel couldn't provide enough space, power, phone facilities, for direct communication with studios and transmitters, nor right location for uhf (it's in hollow). Western Union Bldg., in New York, next best bet, but Friday site-finding committee (Dr. Robert M. Bowie, Sylvania, chairman) turned it down too: multipath problems. Midtown hotels, seemingly logical choice, unable to provide sufficient space for sufficient time (installation of equipment requires five days). RCA has offered Centre Theatre, which has all facilities and good location, but NTSC site-hunters feel tests should be on neutral territory.

★ ★ ★

EXPRESSION of official attitude on freedom of speech in radio and tv, as well as printed journalism, may come if President Eisenhower accepts invitation of Radio-Television News Directors Assn. to address Washington convention Oct. 26-28.

★ ★ ★

WILL FCC exercise its flexible authority under tv expediting procedure by promptly selecting hardship or "manifest injustice" cases for quick hearing? This issue has been tossed around at Commission meetings virtually since adoption of new order Aug. 24. Outlook now is since most of critical areas should be reached within next few weeks anyway, it might follow normal procedure for present. Such cities as Memphis, Miami, Spartanburg, Orlando, St. Louis, Pittsburgh had been dubbed "hardship."

★ ★ ★

RELEASE OF OLD Samuel Goldwyn movies to tv soon is possibility since meetings in Hollywood last week between Goldwyn and top company executives. Block of theatrical films was transferred to Mrs. Frances Goldwyn some time ago, followed by formation of Howard Pictures. Total of 13 features has reportedly been edited to fit hour-long time slot.

★ ★ ★

U.S. ATTORNEY's office for D. C. is concerned over continuing bait advertising problem in newspapers, radio-tv and has begun prosecutions upon consumer complaints, only to be stopped by settlements. If problem continues, spokesman explains, offending station, paper and/or agency may become defendant in criminal suit since local law doesn't exempt media. Such suit could be precedent for other areas.

★ ★ ★

GULF OIL Co. has turned down projected radio network show and will put money into local radio buys instead, using everything from news to sports show, with local dealers expected to make recommendations. Young & Rubicam, N. Y., is agency.

IN THIS ISSUE

LEAD STORY

Problems created by the burgeoning growth of tv are aired by national advertisers attending the 44th annual ANA convention in Chicago. *Page 27.*

After seeing RCA's demonstration of NTSC color tv, delegates at ANA's Chicago convention concede that color is ready. *Page 29.*

FILM

Motion Pictures for Television announces plans to spend $30 million on six film series featuring name stars. *Page 32.*

CBS-TV begins world-wide Newsfilm service for individual stations. *Page 33.*

FACTS & FIGURES

Network radio—and tv—looks up for July with nine of the top 10 advertisers in each case spending more in July 1953 than in July 1952, PIB figures show. *Page 34.*

TELESTATUS weekly summary of tv stations on the air and tv set distribution. *Page 37.*

PROGRAM SERVICES

Ascap and the tv networks reach impasse in negotiations for a new blanket license for use of Ascap music. *Page 42.*

TRADE ASSNS.

Greater operating responsibilities on station licensees is advocated by Comr. E. M. Webster at NARTB's Dist. 14 meeting at Sun Valley. *Page 44.*

Congress should make the final decision on subscription tv, Comr. E. M. Webster tells Dist. 14 broadcasters at Sun Valley. *Page 46.*

KVOO Tulsa's William B. Way wants to form a new trade association for radio alone. *Page 48.*

GOVERNMENT

FCC brings into the open its study of network affiliation policy and practice involving vhf and uhf tv station grantees. *Page 50.*

STATIONS

Nine tv stations take the air during the week, including WVEC-TV Hampton, Va., which succeeds to the NBC-TV affiliation vacated in that area by WTAR-TV Norfolk's switch to CBS-TV. *Page 58.*

NETWORKS

NBC-TV and CBS-TV plan "hot kinescopes" to enable showing of programs on the East and West Coasts at the same clock hours. *Page 70.*

ABC-TV plans $750,000, nine-week promotion campaign for its fall tv shows and stars. *Page 74.*

EDUCATION

The Ford Foundation's Fund for Adult Education issues a report showing it made radio-tv grants of about $3 million and spent more than $2 million on them for the 18 months ending last June 30. *Page 102.*

FEATURES

NBC Spot Sales shows new way to make a pitch. It's called "Electronic Spot Buying." *Page 109.*

A report on the first year's operation of uhf KPTV (TV) Portland, Ore. *Page 109.*

A veteran agency executive tells how commercials got that way. *Page 118.*

FOR THE RECORD

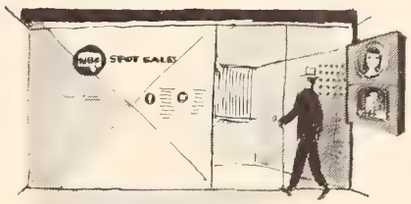
New grantees commencement target dates. *Page 132.*

introducing

A GREAT NEW concept in TELEVISION SPOT BUYING

Electronic Spot Buying . . .
available only through NBC Spot Sales

THE EXCITING NEW national sales offices of NBC Spot Sales in the RCA Building, New York, are headquarters for a revolutionary spot-buying technique called Electronic Spot Buying. It's the dramatic use of TV to buy Spot TV.





ELECTRONIC SPOT BUYING enables advertisers to see live local TV shows originating at the stations represented by NBC Spot Sales. Now, over a closed circuit, you can on specific occasions see local TV personalities, station facilities, your commercials on-camera and even your markets—all without leaving the NBC Spot Sales headquarters.



EVER-INCREASING SERVICES: A new sales office in Detroit . . . salesmen with an intimate knowledge of our stations gained through travelling more than 175,000 miles since the first of the year to those markets . . . copy clearance specialists . . . research staffs that provide data for scientific time buying . . . experts in TV film and slide specifications . . . all these added to Electronic Spot Buying make NBC Spot Sales a better spot than ever to do business.

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.

Chicago
Cleveland
Detroit
Washington
San Francisco
Los Angeles
*Charlotte**
*Atlanta**
**Bomar Lowrance Associates*

representing TELEVISION STATIONS:

WNBT	*New York*
KNBH	*Los Angeles*
WNBQ	*Chicago*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
KSD-TV	*St. Louis*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
KPTV	*Portland, Oregon*
KONA	*Honolulu, Hawaii*

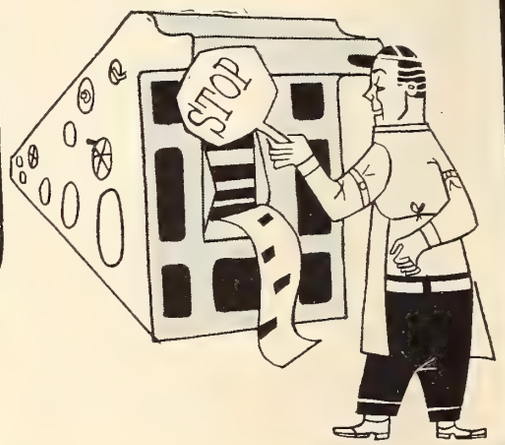
representing RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
KSD	*St. Louis*
KGU	*Honolulu, Hawaii*

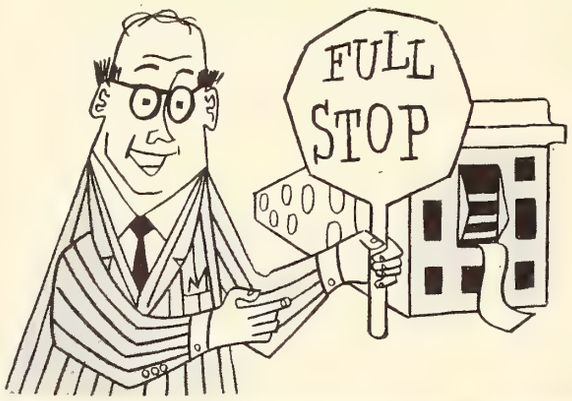
Now EXIST Magazine was real big, and we mean
That its readership all others doubled!



When, despite this success, the boss stopped the press,
People wondered just what had him troubled.



Then the publisher said, "We've just had to stop dead—
For KOWH has our readership swelling . . .



Till our presses and all are now simply too small
To print what our schedule is selling!"



KOWH
35.6%
AVERAGE HOOPER

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru August, 1953)
- *Largest share of audience,* of any independent station in America! (August, 1953.)

Kowh
OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Sen. Peace Negotiating For WWNC, Newspaper

NEGOTIATIONS for sale of WWNC Asheville, N. C., 5 kw station on 570 kc, and its associated *Asheville Citizen-Times* to Roger C. Peace interests, principals in WFBC Greenville, S. C., and *Greenville News* and *Piedmont* were underway Friday. Price had not been fixed.

Don S. Elias is president of WWNC and owns approximately half of common stock (1,994½ of 4,001 shares) in Asheville-Times Co., licensee of station, according to FCC records. Licensee of WFBC is Blue Ridge Radio Corp., with Greenville News-Piedmont Co. as holding company for all of stock.

Mr. Peace is ex-U. S. Senator from South Carolina, having filled unexpired term of Sen. James F. Byrnes when latter became Secretary of State.

Negotiations are being handled by Allen Kander, newspaper-station broker.

NARTB Attendance Gaining; Minneapolis Session Opens

REGISTRATION at NARTB meetings continued to run ahead of 1952 as sixth of 17 nationwide sessions convened Friday at Minneapolis (see main story page 44). Monday-Tuesday meeting of District 14 at Sun Valley drew attendance of 72 despite remote location. This compares with 84 year ago at Denver. Cedar Rapids meeting Wednesday-Thursday drew 98 registrations compared to 86 year ago. Attendance at Minneapolis weekend meeting was 77 compared to 67 last year.

District 11 meeting opened with John F. Meagher, KYSM Mankato, Minn., presiding. He named following resolutions committee: David Gentling, KROC Rochester, chairman; Lee Whiting, KEYD Minneapolis; Evans Nord, KELO Sioux Falls, S. D.; Orville Burda, KDIX Dickinson, N. D.; Ken Tharsh, KWNO Winona.

Among those taking part in Friday closed-door session were F. E. Fitzsimonds, KFYR Bismarck; Dalton Le Masurier, KDAL Duluth; Robert R. Tincher, WNAX Yankton; F. Van Konynenburg, WCCO-TV Minneapolis; Tom Barnes, WDAY Fargo; Morton H. Henkin, KSOO Sioux Falls; Kenneth M. Hance, KSTP St. Paul. RCA provided "hospitality house" facilities, feature of current district meetings.

WOR Negotiations Continue As World Series Nears

SPECULATION that six-week-old strike of WOR-AM-TV N. Y. engineers might be settled before Wednesday's opening of World Series mounted last Friday, after virtually all-night negotiating session. Mutual, whose New York key is WOR, is slated to carry series under Gillette Co. sponsorship. If station's dispute with engineers, represented by Local 1212 of IBEW, is not settled by Series time, it was reported, originations for network would be handled by WINS N. Y. in case of games at Yankee Stadium and by WMGM N. Y. in case of those at Ebbetts Field. During regular season WINS and WMGM carry Yankees and Dodgers games, respectively, and even if WOR is able to originate World Series for network, they will broadcast series locally.

ABC-TV SEEKS RADIO

AS PART of ABC-TV's campaign to promote awareness of ch. 7 (see story page 74), advertising and promotion manager Mitchell Degroot reported Friday that network is attempting to buy time for announcements and jingles on independent radio stations in ABC-TV's o & o station cities. He said BBDO has been conferring with station executives and added project is under consideration by stations.

Stanton Sees Bright Radio, Tv Future at WTAR Ceremony

FRANK STANTON, president of CBS, predicted bright futures for both radio and television in address Friday at Norfolk commemorating 30th anniversary of WTAR and its new affiliation, along with WTAR-TV, with CBS.

CBS Television, he said, will exert every effort to retain leadership in color tv and will unveil its plans at color clinic for affiliates in New York Oct. 9. He ventured color would not have achieved present impetus had it not been for "the drive and energy" of CBS Labs in original competition.

Extending his best wishes in brief talk, FCC Chairman Rosel Hyde congratulated WTAR on achieving 30 years of "dedicated service." At luncheon meeting, presided over by Campbell Arnoux, WTAR president, head table guests introduced included Adrian Murphy, CBS Radio president; H. V. Akerberg, CBS-TV station relations vice president; Merle S. Jones, CBS-TV vice president; William A. Schudt, CBS Radio vice president; William B. Lodge, vice president and engineering director, CBS; Edward Petry, president of radio and television representation firm; CBS executives Charles Oppenheim, Fritz Snyder, Ed deGray.

Program concluded Friday night with anniversary show emceed by Ed Sullivan.

New NARTB Committee To Study Film Contracts

NEW committee has been formed by NARTB to study problems centering around sale and use of television films. Harold See, KRON-TV San Francisco, is chairman. Titled NARTB Television Film Committee, group will hold exploratory meeting Oct. 13 at Conrad Hilton Hotel, Chicago. Contract standardization formulas for film buying will be discussed.

Authorized in June by Tv Board, committee membership includes, besides Chairman See, Martin Campbell, WFAA-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB tv vice president, and Howard Bell, his assistant, will attend Chicago meeting.

NBC Postpones Color Show

CONCENTRATING on preparations for demonstration of color tv to FCC Oct. 15, NBC-TV color division has postponed date of first colorcast of regular commercial program from tonight, when that honor was to have gone to *Robert Montgomery Presents,* to Oct. 24, when *Shows of Shows* will be telecast in color.

• BUSINESS BRIEFLY

P & G IN CANADA • Procter & Gamble, Cincinnati, through Dancer - Fitzgerald - Sample, N. Y., buying five, ten and fifteen-minute segments of daytime radio shows for Dreft and Oxydol in half-dozen major Canadian markets, starting Oct. 5 for 52 weeks.

SPOTS FOR NASH • Nash Cars, through Geyer Inc., N. Y., asking for availabilities for radio and television spot campaign to be launched Nov. 19 for three days in radio and five days in television in number of markets.

TIDE CAMPAIGN • Procter & Gamble, Cincinnati, for its Tide, adding radio spot announcement campaign to start Oct. 4 for 26 weeks in several states. Benton & Bowles, N. Y., is agency.

BIG MUELLER DRIVE • C. F. Mueller Co., New York (food products) starts largest campaign in history, using 17 stations in 16 cities plus newspapers. Radio series includes 65 spots per week and 19 newscasts in cities, contracts running to Thanksgiving. Agency, Scheideler, Beck & Werner, New York.

CIGARETTE CAMPAIGN • R. J. Reynolds Tobacco Co., for its Cavalier cigarettes, starting radio spot announcement campaign on higher-powered stations, effective Oct. 1. Firm also is placing some spots in college towns for Camels. William Esty Co., N. Y., is agency.

New Buys on 'Today'

LEVER BROS., N. Y., Hathaway Mfg. Co., N. Y., and Tetley Tea Co., N. Y., have bought five-minute participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m., EST and CST) in amounts of 104 participations for Lever Bros., 26 for Tetley and 11 for Hathaway. Agencies are Hewitt, Ogilvy, Benson & Mather and J. Walter Thompson (Lever Bros.) Fletcher D. Richards (Hathaway) and Geyer Adv. (Tetley).

Orders: One Million Plus

FIRST 24 hours of selling on *Ramar of the Jungle* and Edward Small films produced orders totaling $1,125,000 in 21 tv markets, Michael M. Sillerman, executive vice president of newly formed Television Programs of America, said Friday in announcement which claimed this was "a world's record."

Scully Replaces Barber

SPORTSCASTER Vince Scully has replaced Red Barber as announcer, along with Mel Allen, of World Series games over NBC-TV, it was reported by network Friday (see page 32). Mr. Barber withdrew from assignment voluntarily, according to his agent, William McCaffrey, because he felt he was entitled to more than $250 fee for each game offered by Maxon Inc., Gillette agency. CBS Radio announced Friday Mr. Barber has been assigned to cover World Series for Edward R. Murrow's news program (Mon.-Fri., 7:45-8 p.m. EST).

OUT-OF-HOME LISTENING IN ATLANTA GIVES YOU A WHOPPING 20% BONUS

and

waga gives you

* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B" —AND TWICE AS MANY OR MORE THAN ANY OTHER STATION

* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.



Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you'll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

WRITE FOR THIS FOLDER



590 on the dial 5,000 watts

waga CBS-Radio in Atlanta

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Uhf Petitioner Asks Dismissal; Other FCC Actions

FINDING "remote" in foreseeable future any prospect "of there being a worthwhile potential uhf audience through conversion of vhf receivers in the Detroit area," WEXL Royal Oak petitioned FCC Friday for dismissal of its uhf ch. 62 application, leaving uncontested bid of UAW-CIO Bcstg. Corp. of Mich. Earlier, Knight Newspapers dropped its ch. 62 bid there [B•T, Sept. 21].

WWNY-TV Awaits Carthage Case

WWNY-TV Watertown, N. Y., new uhf ch. 48 permittee, announced Friday it has ceased construction pending disposition of proposed allocation of vhf ch. 7 at nearby Carthage, N. Y. Brockway Co., ch. 48 grantee, petitioned FCC earlier in week to make ch. 7 addition final so it could tender application.

Second Uhf for Portland Area

SECOND uhf station for greater Portland, Ore., area authorized by FCC Friday in final decision to grant uhf ch. 21 to KVAN Vancouver, Wash., and deny competitive bid of KGON Portland. Commission upheld initial decision of examiner [B•T, June 22].

California Bids Denied

ALLEGING "lack of candor and honesty as to essential facts of the applications," FCC issued final decision Friday to deny new am station bids of Balboa Radio Corp., Escondido, Calif., and Oceanside Bcstg. Co., Oceanside, Calif., both seeking 1450 kc, 250 w fulltime. Earlier, examiner had proposed grant to Balboa in initial ruling.

Deletion of Owensboro Ch. 14

DELETION of uhf ch. 14 WVJS-TV Owensboro, Ky., made final by FCC Friday at request of station which plans to file for vhf ch. 9 newly allocated to nearby Hatfield, Ind. [B•T, Sept. 21]. It's 17th post-thaw cancellation, WNOR (TV) Northampton, Mass., dropping uhf ch. 36 earlier in week (story page 58).

Five Drop Uhf Bids

FIVE applications for new uhf tv stations dismissed by FCC Friday at request of applicants, all but one leaving channels unsought. Dropouts: Anderson Tv Co., ch. 58, Anderson, S. C.; Standard Tobacco Co. (WFTM), ch. 24, Maysville, Ky.; Parish Bcstg. Corp. (KAPK Shreveport), ch. 30, Minden, La.; Northwestern Schools Bible College (KTIS), ch. 23, Minneapolis; Valradio Inc., ch. 16, El Centro, Calif. Still seeking ch. 16 at El Centro are Valley Empire Telecasters and Sidney A. Franklin Jr.

Kerner Made MPTV V. P.

APPOINTMENT of Lew Kerner, production and programming supervisor of Motion Pictures for Television Inc., as a vice president of company was to be announced today (Monday) by Matthew Fox, chairman of board. Prior to joining MPTV in January 1951, Mr. Kerner was executive talent director for Samuel Goldwyn Productions Inc.

CLEVELAND HARMONY

END of baseball and beginning of football season brought cooperation between WXEL (TV) and WEWS (TV) Cleveland Sunday. WXEL found itself stacked with Indians baseball game at home and Detroit Lions-Pittsburgh Steelers game at Detroit, both played at same time.

WEWS agreed to realign its Sunday afternoon schedule to carry football game from Detroit. Bill McColgan, WGAR, handled play-by-play, John Fitzgerald, WXEL, did color and WXEL provided commercials for Carling's beer and Atlantic Refining Co. for the WEWS football. Agreement resulted from conference between Franklyn Snyder, WXEL general manager, and J. Harrison Hartley, WEWS station director.

NCAA Denies KOTV (TV)

NATIONAL Collegiate Athletic Assn.'s 1953 Tv Committee announced Friday it had turned down request by KOTV (TV) Tulsa to carry last Saturday's telecast of Oklahoma-Notre Dame football game. It was explained that NCAA policy permits sellout games to be telecast locally on one station only, as two stations are considered "a network," and noted permission had been granted to WKY-TV Oklahoma City to carry contest. It added another rule prescribes only one network appearance by a team and pointed out that both Notre Dame and Oklahoma are scheduled for network television later in season.

MBS Committeemen

WINNERS of balloting for metropolitan market representatives on Mutual Affiliates Advisory Committee announced Friday. Roy Thompson, WRTA Altoona, elected from district No. 1; Carter Peterson, WCCP Savannah, district 2; M. C. Watters, WCPO Cincinnati, district 3; Don Campbell, WILD Birmingham, district 4; John M. Walter, WJPG Green Bay, Wis., district 5; Boyd Kelley, KTRN Wichita Falls, Tex., district 6, and Collin Lowder, KLO Ogden, Utah, district 7. Non-metrolopitan market representative from each of MAAC's seven districts will be elected next year. First meeting of new, full committee slated in late October, with election of chairman on agenda.

UPCOMING

Sept. 28-29: NARTB Dist. 9 meeting, Plankinton Hotel, Milwaukee.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 30-Oct. 1: NARTB Dist. 8 meeting, Columbia Club, Indianapolis.

Sept. 30-Oct. 2: Direct Mail Advertising Assn. convention, Hotel Statler, Detroit.

Oct. 1-3: NARTB Dist. 7 meeting, Sinton Hotel, Cincinnati.

For other Upcomings see page 145

PEOPLE

HELEN HARTWIG, timebuyer, formerly with Grey Adv. and Ruthrauff & Ryan, N. Y., expected to join N. W. Ayer & Son, N. Y., in same capacity.

ED LIER, Shell Oil Co. advertising department, N. Y., resigning to join Avery-Knodel, N. Y., station representatives, as account executive.

CRAIG WOOD, Kudner Agency, N. Y., to Collins & Aikman Corp., N. Y., as assistant to advertising and sales promotion manager Bruce Alexander.

MICHAEL J. BERMONT, district superintendent for New England area, Western Union Telegraph Co., who supervised company service at many major news events, including Bretton Woods Monetary Conference, Dr. Sanders mercy killing trial and World Series baseball games, appointed general sales manager of Western Union's International Communications Dept.

HAL DAVIS, timebuyer, Doherty Clifford, Steers & Shenefield, N. Y., resigning to join Erwin, Wasey & Co., N. Y., in same capacity. Lee Gainer of DCS&S will succeed Mr. Davis at that agency.

KOIN-TV Expanding Staff

KOIN-TV Portland, Ore., expanding staff preparatory to Oct. 15 debut as first vhf station in city, Howard Lane, managing director, said Friday. Mr. Lane announced addition of nine technicians. They are Lloyd Street, Holt Cookingham, Frank Thorsteins, Albert Bishop, Daryl Swenson, Paul Pederson. Art White, Harold Nelson and Kenneth Lite. All have been active at radio and tv stations.

Egyptian Electronics Meet

AMERICAN firms which wish to take part in first electronics (including radio, tv) conference in Egyptian history Nov. 23 - Dec. 23 at Cairo, must notify Egyptian Signal Corps in Cairo by Oct. 1, U. S. State Dept. reported Friday. Egyptian government notified U. S. products from all over world will be shown, including latest contributions and research apparatus in field.

RTDG Renews Contracts

RADIO-TELEVISION Directors Guild has renewed contracts with ABC-TV, CBS-TV and NBC-TV covering about 70 directors, associate directors and floor managers in Chicago, Alan Fishburn, RTDG Chicago local president, told B•T Friday. Renewals retroactive to July 1 at ABC-TV and NBC-TV and June 1 at CBS-TV place them on equal parity for schedule of commercial network fees with New York and Hollywood locals. Network directors at NBC-TV and CBS-TV in Chicago are boosted from $450-$550 class to $758 monthly, and local directors from $75-$90 weekly to $120. ABC-TV flat rate on network and local shows also increased.

CBS Hollywood Publicists Pact

CONTRACT granting 12½% wage increase to 11-man press information unit signed by CBS Hollywood and Publicists Guild. It is retroactive to May 1 and extends 20 months, affecting eight radio and three tv publicists. Starting weekly pay raised from $86.75 to $97.59 with top lifted from $125 to $140.62. Scale lower than NABET-NBC contract but above NABET-ABC pact.

More Advertisers Use WGAR LOCALLY!

Greater than Our Greatest Year

1953 sets an all-time high for local advertisers using WGAR! National products, too, must win local acceptance to win sales. WGAR has demonstrated its powerful local influence through quality programming and topnotch promotion.

More People Working



With nearly two million on the job in the area served by WGAR, there's a tremendous market of people willing and able to buy.

More Spending

Nearly 8 billion spendable income; average income nearly double the national average; here's a market where it *pays* to use the effectiveness of WGAR!



More Selling Power

For results use WGAR! WGAR reaches more listeners, more often and more effectively than any medium in Northern Ohio! For results, use WGAR!

In Northern Ohio

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
50,000 watts
CBS

Eastern Office: at
665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Louis Rosenman, Harriet Sinrod, Don West; *Editorial Assistants:* Ruth Barker, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

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NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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In Washington, D. C.



More people watch WTOP-TV than any other television station*

. . . it delivers 46% more viewers than the next most popular station!

*Telepulse, August 1953

WTOP-TV

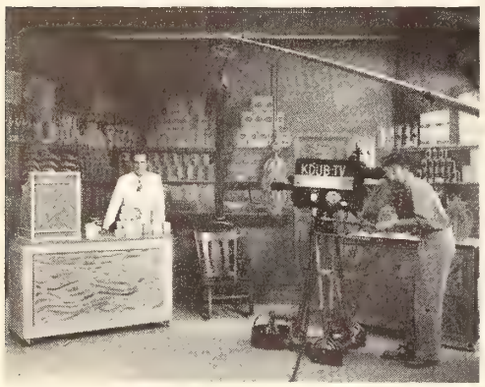
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES



K"DUB"-TV
LUBBOCK, TEXAS
the station with



METROPOLITAN PRODUCTION

CBS TELEVISION NETWORK

AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 . . . . ask your Avery-Knodel man.

W. D. "Dub" ROGERS
president

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

MIKE SHAPIRO
asst. mgr., director of sales

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

AFFILIATES: CBS DUMONT PARAMOUNT

THE RED BUTTONS SHOW

Network: CBS-TV
Time: Mon., 9:30-10:00 p.m. EDT
Producer: Leo Morgan
Director: Burt Shevelove
Music: Elliot Lawrence
Sets: Jack Landau
Star: Red Buttons
Guest: Janet Blair
Cast: Joe Silver, Jean Carson, Sara Seegar, Jimmy Little, Ralph Stantley, Sammy Birch, Michael Dreyfull, Joe E. Ross
Writers: Larry Gelbart, Hal Collins, Bob Schiller, Woody Kling, Buddy Arnold
Sponsor: General Foods for Instant Maxwell House Coffee

COMEDIANS ought to love television. If tv has accomplished nothing else, it certainly has rendered them a great service. Before the new medium really got rolling, many of its now top laugh men were unknown. One of them was Red Buttons, whose rise to stardom has been confined exclusively to a tv studio. Mr. Buttons arrived on the scene last year with a theme song and a collection of sketches that promptly established him in show business. On Sept. 21, he returned to CBS-TV for a second season with a comedy style that is occasionally humorous but seldom side-splitting.

Mr. Buttons' success rests largely on his four comic characterizations—an other-side-of-the-tracks type called the Kupke Kid, a prize-fighter, a German who turns up in different roles each week and a juvenile delinquent. The show pivots around skits in which Mr. Buttons plays one of these parts. When he isn't clowning around, he is usually talking his way through "Ho-Ho," a novelty song which he adopted for his very own last year. The number, now synonomous with Red Buttons, is his aural trademark.

A good portion of the first telecast was devoted to introducing a fifth type to Mr. Buttons' comedy foursome—Red Buttons, the adult, playing Red Buttons, the teenager. The new character, amusing enough, is not sufficiently broad to be very funny. The fault may have been in the skit material. It was the old routine of an apartment dweller who found himself a roommate only to discover finally that both his landlady and landlord had each found him one too. The situation didn't give him too much with which to work.

Mr. Buttons' appeal lies more in his boyish personality than in his comic talent. He is not a "born" comedian, and although he has acquired a comedy technique, it is his material rather than a natural wit on which he must depend. He is, however, a fairly competent performer who has learned the value of timing in a comedy series. His skits are well directed and well paced. If his writers deliver, Mr. Buttons' place in tv will remain secure.

STUDIO ONE

Network: CBS-TV
Time: Mon., 10:00-11:00 p.m. EDT
Show: 1984 (9/21/53)
Adapted for Television by William Templeton
Producer: Felix Jackson (Premier Production for *Studio One*)
Director: Paul Nickell
Cast: Eddy Albert, Norma Crain, Lorne Green, Noel Leslie, Truman Smith, Susan Hallaran
Settings: Henry May, Kim Swados

IF THE SHOW marking *Studio One's* entrance into its sixth season on CBS-TV was indicative of the sort of production viewers may expect to see, they have a great dramatic treat in store during the next several months. Last Monday, the hour-long series returned to the air with "1984," a show every bit as consuming and intense as the late George Orwell's novel from which it was so skillfully adapted.

In a fantasy framework, Mr. Orwell envisioned our world some 30 years from now as a drab, patterned and thoroughly controlled civilization where "War Is Peace, Ignorance Is Strength, Slavery Is Freedom." People, robbed of all individuality, had succumbed to the dictates and ideas of the state. Mr. Orwell's world was one dedicated to negativism —to hate instead of love, to despair instead of hope and ultimately to "Big Brother," the mastermind of the state, instead of God. It is a difficult assignment to adapt a novel—particularly a fantasy where mood shares importance with content—from narrative to dramatic form. William Templeton who took on the job did it superbly. As a television play "1984" retained the suspense and continuity that made it a gripping novel.

The adaptation was entrusted to Paul Nichell, a capable director who succeeded in extracting all the dramatic forcefulness inherent in the story by making the most of the actors he had to work with and the sets designed for the show. Eddy Albert, who played the lead role of a sensitive idealist completely out of harmony with his utilitarian world, turned in a fine performance. Norma Crain, cast as the girl with whom he fell in love, had a tendency to over-play the role and because of it scenes between Mr. Albert and Miss Crain fell slightly short of the quality of the rest of the production.

Henry May and Kim Swados designed the stylized sets. They were stark, barren sets as they should have been, made up largely of steps and levels which Mr. Nickell used most effectively. In "1984" the set was not merely a backdrop. It was an integral part of the play.

The same was true of the lighting. Some pain was taken with the light plan for "1984." It was not treated as a source of illumination alone but as a dramatic tool capable of creating a mood before an actor ever spoke a word.

"1984" was a classic example of the potentialities of television drama. It was video fare at its very best, convincingly acted, artfully directed and imaginatively staged.

* * *

BOOKS

PRINCIPLES OF TRANSISTOR CIRCUITS, by nine co-authors, members of General Electric Co.'s Electronics Lab., Syracuse, edited by co-author Richard F. Shea. John Wiley & Sons Inc., 440 4th Ave., N. Y. 16. 535 pp. $11.

THIS book gathers "a large portion" of the existing research material on transitor circuits. Divided into three parts covering low-frequency, high-frequency and large-signal, non-linear applications, it gives a "general treatment, existing research material to transistor circuits which can be used to conveniently represent the great majority of transitors."

* * *

1953 COPYRIGHT PROBLEMS ANALYZED, published by Commerce Clearing House Inc., Chicago and New York. 280 pp. $6.75.

THIS volume is designed to furnish a clearer understanding of copyright problems and their effective solution. In main it consists of the full texts of seven lectures presented before the Copyright Institute of the Federal Bar Assn. of New York, New Jersey and Connecticut.



TSC rear screen projection

SAVES MONEY

Cuts personnel costs and program set-up time. Saves set construction and equipment costs.

TSC rear screen projection

BUILDS PROFITS

Attracts local sponsors. Provides invaluable aid to time sales. Cost of equipment can be regained by nominal facilities charges.

Design your studio around

TSC REAR SCREEN PROJECTION *for as little as*

$1292

The Rear Screen system that is designed to *your* station. 80 TV stations from coast to coast contributed the ideas and design specifications that make this the ideal Rear Screen equipment for television stations.

With a TSC installation your screen can be rolled up like a window shade. Three minutes before air time the screen is pulled down, slides placed in the automatic slide changer—and you are ready for the air with the most economical, most convenient TV scenery ever developed. Entire backgrounds can be changed in two seconds—merely by pushing a button in the control room.

Your sponsors will like your TSC Rear Screen facilities too. You can project backgrounds of their supermarket, department store, or product display for the perfect tie-in with their sales story. TSC Rear Projection provides that "priceless plus" that makes your operation stand out as the most complete and up to date station in your area.

TSC salesmen have sold more Rear Projection equipment than all others combined. The valuable experience gained in more than 80 TV stations is available to help you profit from the use of TSC Rear Projection equipment. Write today for our free booklet "Profitmaking Rear Screen Projection."

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Provides multiple background changes for variety and flexibility in News Shows, Disc Jockey Shows, Weather Shows and Commercials.

TSC rear screen projection

SAVES SPACE

Converts scenery and prop storage space into valuable usable studio area. Back-to-back shows can be played in the same area. Reduces space needed for scenery construction.

DELUX "PACKAGE" INCLUDES:

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8′ X 10′ screen
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Please send me, free of charge, your booklet "Profitmaking Rear Screen Projection" DEPT. B-1

NAME ..... TITLE .....

STATION ..... ADDRESS .....

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE



KSTP-TV
NBC
REPRESENTED BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

OPEN MIKE

A Short in Closed Circuit

EDITOR:

The attention of the Airspace Subcommittee of the Air Coordinating Committee has been drawn to an item which appears in your column CLOSED CIRCUIT in the Sept. 21 issue of B•T.

It pertains to certain erroneous comments relating to the recent American Airlines crash at Albany, N. Y., which are attributed to "Executives of the Airspace Subcommittee" in an "informal meeting" held Thursday, Sept. 17, 1953.

I would like to say that this meeting of the subcommittee was a regular weekly meeting at which I was in attendance as the committee's secretary throughout the entire session. At no time was the aforementioned accident discussed by any of the members, either formally or informally. This would, in no case, be a matter for Airspace Subcommittee deliberation, and, if it were, I can assure you that the committee members would certainly not express themselves in the manner you claim. . .

W. A. Simpson, Secretary
Air Coordinating Committee
Washington, D. C.

Chicago Sequel

EDITOR:

Your coverage in today's issue [Sept. 21] of BROADCASTING•TELECASTING of my recent address at the meeting of NBC Radio affiliates in Chicago was excellent. Your handling of the news end of the story and the presentation in general, including the headline, was highly pleasing to me.

I congratulate you and your staff on giving your readers a full story which I hope will be most helpful and encouraging to all broadcasters.

David Sarnoff
Chairman of the Board
Radio Corporation of America
National Broadcasting Co.
New York

EDITOR:

I cannot refrain from comment on what I consider a rather unhappy selection of a verb in the otherwise excellent lead story in the issue of Sept. 21 pertaining to the NBC affiliates meeting in Chicago.

The statement is made that a subcommittee "wrangled" for about 90 minutes over the press release. As a matter of fact, the subcommittee session was characterized, as was the entire meeting, by a complete absence of wrangling.

Robert D. Swezey
WDSU-AM-FM-TV New Orleans
Chairman, NBC Radio Affiliates Committee

Scientific Survey

EDITOR:

Stop the presses. Radio has an answer for Medill's survey ["Newspapers Are Wonderful," B•T, Sept. 7].

Following publication of the results of Medill's study, I took it upon myself to do a very scientific study in this area. A completely unloaded question was posed before a very scientific cross section (comprised of radio majors at the U. of Denver). Naturally, I knew radio would shine, but the results were even a little surprising to me.

The question: "What kind of advertising is most useful to you?"

The reply: Radio 100%
Other 0%

Suggest BAB print these results! Gad! What

KITE

Local Automotive Accounts sponsor more programs on KITE than any other station in the market—Radio or TV!

KITE

AIMS
San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.



Check First

CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S Chief STATION

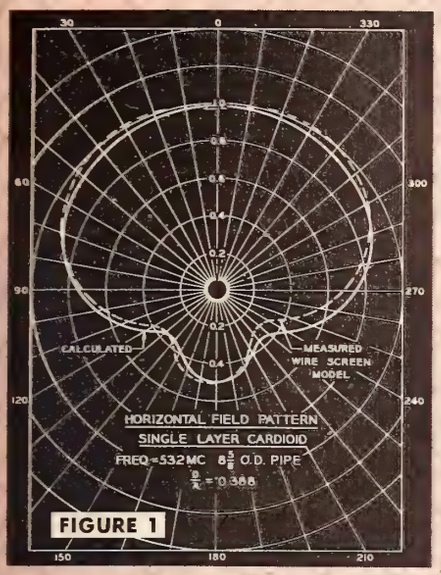


FIGURE 1

Put your UHF signal where the population is

Use an RCA "contour-engineered" UHF Pylon Antenna

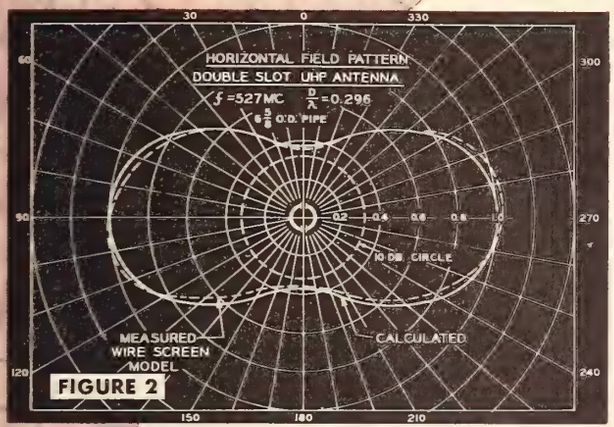


FIGURE 2

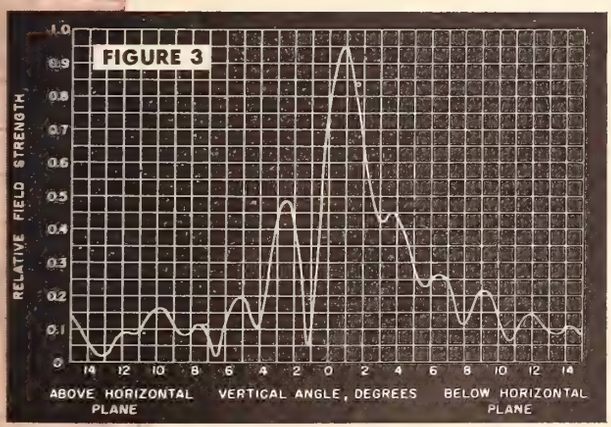


FIGURE 3

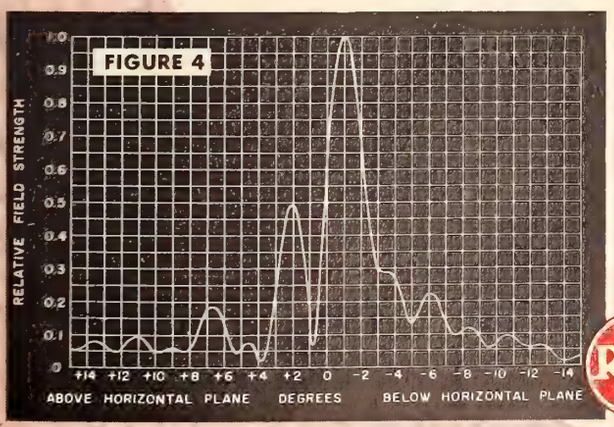
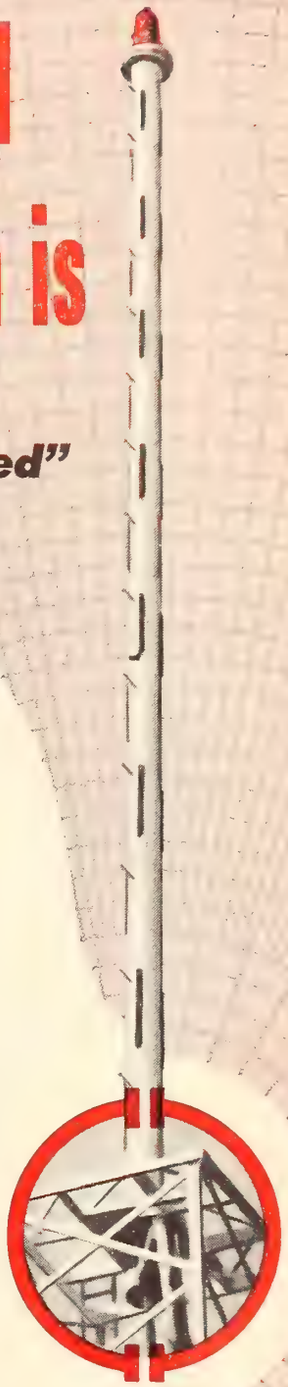


FIGURE 4

- **For "single-direction" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- **For "elongated" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- **For "circular" coverage,** RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- **For better overall coverage,** RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- **For better "close-in" coverage,** RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- **The gain that's published is the gain you get.** RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- **RCA has all UHF antenna accessories:** towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filterplexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!


RCA Adjustable Beam High-Gain UHF Pylon —installed

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.

RCA®
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

it's here . . . NOW!

TV in CHARLESTON, W. VA.

with WKNA-TV



selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks



the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED TELEVISION

sales ammunition. (Please keep it under your hat, but we're between summer and fall quarters so almost everyone is on vacation. I could only find two people to interview, and had to disqualify the guy who said "newspapers" because he was only a freshman, and don't know from nothin'.)

Robert W. Fouse
Senior
U. of Denver

Federal Reports

EDITOR:

As chairman of the Advisory Council on Federal Reports, I wish to express the appreciation of the council for your excellent editorial [B•T, Aug. 31] in connection with reporting information required by the government . . . I hope that the council will be requested to review the [FCC] financial report mentioned in your editorial and I am certain that a radical change can be made in this reporting form.

I wish to extend my thanks to you for the compliments you have paid to Mr. David Cohn. Many people do not know the excellent work which Dave is doing for the industry as a representative of the Bureau of the Budget . . .

Edward E. McConnell,
Chairman
Advisory Council on Federal Reports
Washington, D. C.

EDITOR:

It pleased me very much to read your editorial regarding the Radio Committee of the Advisory Council on Federal Reports.

There are many (other than myself) who put in long hours on the work of this committee under the splendid leadership of Ben Strouse. But I think if one person is to be singled out for a word of praise, it should be Dave Cohn who has cooperated and assisted in every way possible to coordinate the views and actions of government and industry.

E. K. Jett
Vice President
WMAR-TV Baltimore, Md.

Alabama Bound

EDITOR:

I have been covering Alabama as part of my Southeastern territory for MCA-Tv for the last three months.

I am still looking for KPIK (TV) Los Angeles which has been listed by your great magazine in the FOR THE RECORD column under Alabama.

Please let me know when Los Angeles was moved to Alabama, and if you have plans for the transfer of any other cities in the near future, since this would be of vital interest to me in the coverage of the territory.

Henry Curth
MCA-Tv Ltd.
Atlanta

[EDITOR'S NOTE: B•T was temporarily bewitched by city limits claims of the Los Angeles Chamber of Commerce. No further geographical rearrangements are planned.]

Honest Count

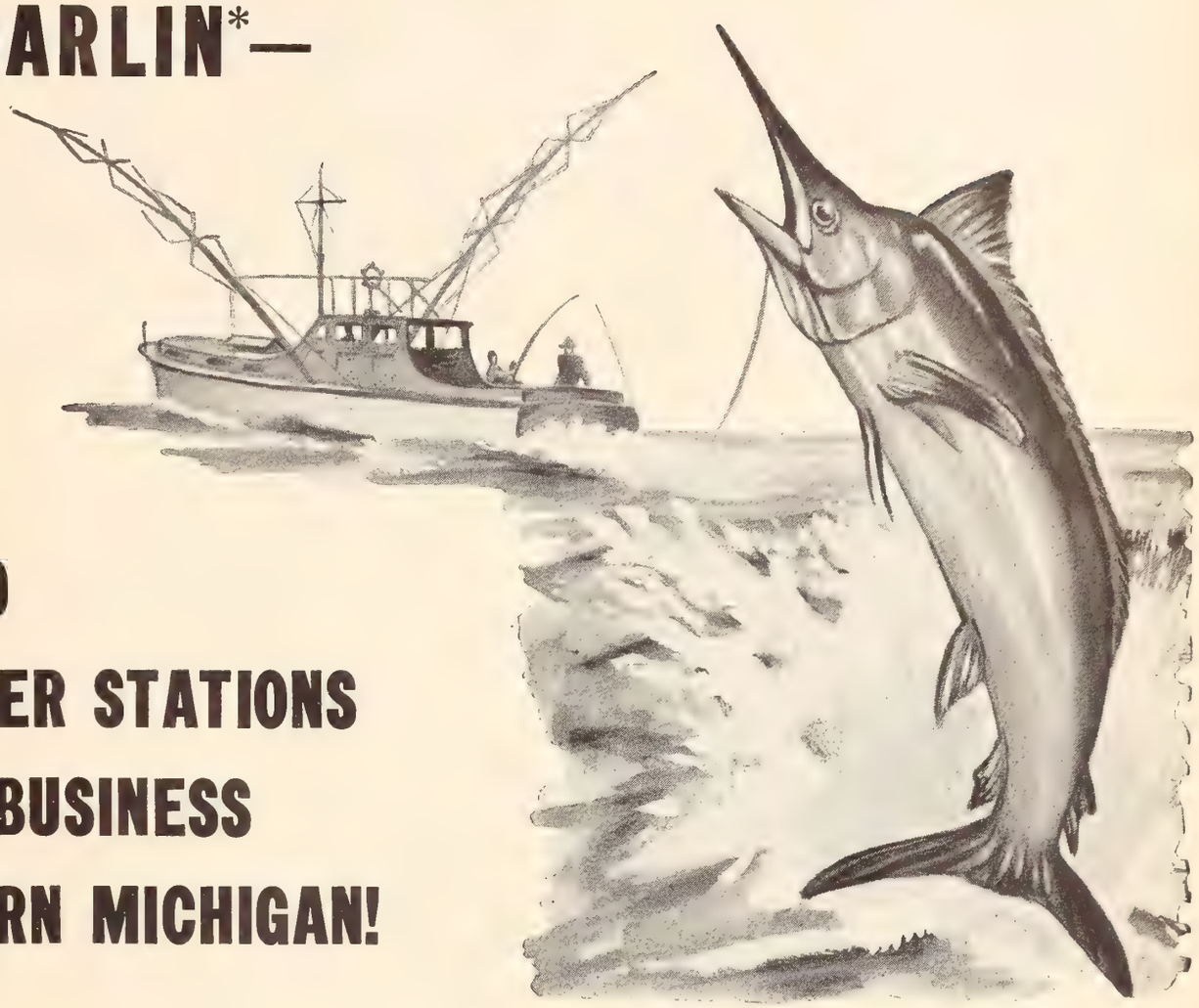
EDITOR:

I was interested in reading Victor Sholis' letter which appeared in the OPEN MIKE [B•T, Sept. 7]. I agree with the gentleman from Louisville. I do not question the integrity and honesty of the nation's licensees but I do question the methods used to secure data [on television set distribution] and hope that sound methods will be developed, approved by proper validation. . . .

Edgar Kobak
Owner
WTWA Thomson, Ga.

OU MIGHT GET A 12′ 8″ LACK MARLIN*—

UT . . .



YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO-WJEF RADIO

KZO, Kalamazoo and WJEF, Grand Rapids, rank gh among America's most attractive radio buys. Acrding to March, 1953 Nielsen figures, WKZO-WJEF ve a 12-county radio audience of 151,050 daytime mes, 130,530 nighttime homes. February, 1953 lse figures for Kalamazoo-Grand Rapids credit KZO-WJEF with more than 40% of the radio audice, *morning, afternoon and night!* The next-best twotion combination in these two cities gets only 24%, % and 29%—*yet costs about 14% more!*

WKZO-TV

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—the nation's 23rd television market. Latest Nielsen and Pulse figures prove that WKZO-TV is the overwhelming favorite in more than 300,000 Western Michigan and Northern Indiana television homes. The April, 1953 Videodex Report, for example, credits WKZO-TV with *107.3% more afternoon viewers than the next station—188.4% more evening viewers!*

Get all the Fetzer facts, and be convinced!

In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES




As the mountains of our mighty land
rise from strong foundations,
so the Storer Broadcasting Company
is built on the bed rock of
firm capital structure,
. . . purple mountain majesties . . .
the finest technical equipment
and station personnel,
and programming policies
that truly serve
the needs of communities
and advertisers.
STORER BROADCASTING COMPANY
WSPD-TV — Toledo, Ohio
WJBK-TV — Detroit, Mich.
WAGA-TV — Atlanta, Ga.
KEYL-TV — San Antonio, Texas
WBRC-TV — Birmingham, Ala.
WSPD — Toledo, Ohio
WJBK — Detroit, Mich.
WAGA — Atlanta, Ga.
KABC — San Antonio, Texas
WWVA — Wheeling, W. Va.
WGBS — Miami, Fla.
WBRC — Birmingham, Ala.
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Algy writes to:

Mr. Wendell Moore
Grant Advertising, Inc.
Detroit.



Dere Pete:

Down here in Charleston we're rilly goin' to town with our Old Farm Hour evry Fri. nite in th' Municiple Auditoriem. We're havin' big stars like Lulu Belle & Scotty and Homer & Jethro to head th' cast of regulars.

Right acrost th' street is anothur famous Charleston place, th' spot where they sell Dodge cars. Th' Dodge dealer here is one of th' biggest in th' nation and Dodge is th' largest sellin' medium price car in this here markit. Of course, this feller uses WCHS with 5,000 on 580 in a reel big way to help sell.

Yrs.

Algy



WCHS

580 KC | 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

our respects

to LEONARD F. ERIKSON



"HE'S ALREADY brought a new calm to the organization; Leonard F. Erikson has taken the tremor out of the Voice of America."

This is how an employe characterized the quiet effectiveness of the new boss of the VOA whose first and most important task was to soothe the seething morale problem he inherited when he took office on July 27, 1953.

"Leonard Erikson," a life-long acquaintance amplified, "is a good man in both the Biblical and professional sense of the term. He's a gentleman and an executive."

These estimates of the man—a rare blending of dignity and belief in the dignity of others—were borne out as early as the occasion of his acceptance speech when he said, "I'm deeply conscious of the responsibility that goes with the new post I am assuming as head of the Voice of America, but I am encouraged by the fact that there are hundreds of capable and dedicated people in the organization who have been doing an excellent job and will continue to do so."

But greater even than his generous fund of good will is the formidable backlog of experience that Mr. Erikson takes with him to his new job. No visionary monastic in the vineyards of communication, he has been associated importantly, over the past 20 years, with three major advertising agencies and with CBS. Before assuming his current post he was vice president and director of radio and television for McCann-Erickson, New York.

In his present position with the Voice of America, Mr. Erikson is directly in charge of the agency's world-wide radio network, which broadcasts more than 85 programs a day around-the-clock in 41 languages to a potential audience of 300 million on both sides of the Iron Curtain.

Through radio, the Voice of America, a part of the U. S. Information Agency under Theodore C. Streibert, former MBS board chairman, works for the attainment of the foreign policy objectives of the U. S. by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counter-acting anti-American slanders and by exposing the fraud of international communism.

Leonard F. (for Frederick, which he does not use) Erikson was born into an immigrant publishing family, June 4, 1897. He attended public schools in Madison, Wis., before enrolling at the U. of Wisconsin in the School of Journalism.

He broke off his studies to enlist in the Navy where he served as a petty officer in World War I. He returned to complete his course at Wisconsin in 1920. He received his masters degree at Harvard in the graduate School of Business Administration.

After a year of study abroad, young Mr. Erikson joined the family newspaper, a Swedish language publication, the *Tribune-News*.

In 1930 he moved to CBS as western sales manager for the network in Chicago, where he specialized in automotive accounts. He is credited with bringing the first automobile client to CBS.

After 14 years with the network, rising to the position of general sales manager in the New York office, he accepted a bid to join BBDO, New York, as assistant to Ben Duffy, president of the agency. He served at BBDO as liaison man between top management and the agency's radio department.

Eventually he was appointed manager of the latter department primarily to supervise the U. S. Steel Corp.'s *Theatre Guild* program, then an hour-long radio series.

He left BBDO to accept an offer from Kenyon & Eckhardt, New York, where he served as vice president, director of radio and television and as a member of the plans board.

During his stay with K & E, Mr. Erikson pioneered in the development and production of one of the first hour-long television series, *The Ford Theatre*.

In 1949 he moved to McCann-Erickson, an international advertising agency, as vice president in charge of radio and television.

In naming him to his present post with the Voice of America, Dr. Robert L. Johnson, then head of the International Information Administration, observed that Mr. Erikson had been chosen "to reorganize the entire radio effort of the overseas information program."

The broadcast division of USIA under Mr. Erikson will move all its offices to Washington by June 30, 1954.

As of last August, the Voice operated more than 100 separate programs ranging from 15 minutes to one hour, and amounting to about 34 program hours, broadcast daily in 41 languages.

Among these programs are eight hours daily broadcast to the USSR and to Soviet-controlled areas in 10 different languages. Mr. Erikson indicated his special interest in these particular broadcasts when he said that the importance of the Voice of America stems from the fact that it is "the only means of reaching behind the Iron Curtain" to provide the millions under Soviet domination with "unbiased news, to clear up misunderstandings and to answer enemy propaganda."

Mr. Erikson married Lorraine Thompson in 1928. They have a son, Gilmore Erikson. The family lives in Greenwich, Conn., where Mr. Erikson belongs to the Greenwich Country Club. His hobby is swimming.

NOW ON THE AIR!

KFEQ-TV.

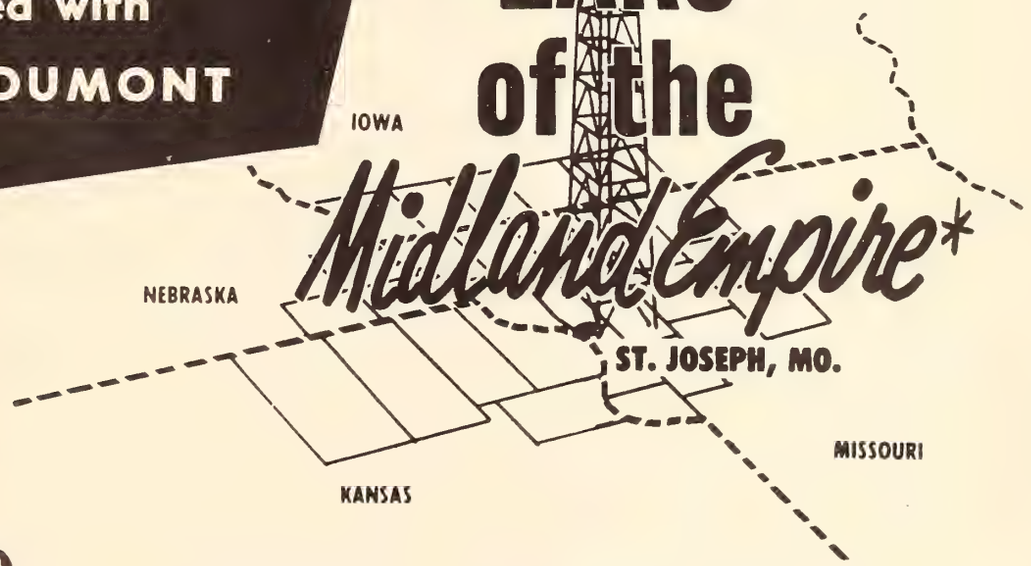
CHANNEL 2

ST. JOSEPH, MO.

Affiliated with

CBS and DUMONT

the EYES and the EARS of the Midland Empire*



52,000 full-powered, far-reaching watts plus an 810 foot antenna (above average terrain) insure the **49,055** unduplicated homes *now available* the best possible reception of local, CBS and DuMont network programming.

* **THE MIDLAND EMPIRE**

. . . a 28 county, 4 state area containing 468,345 people and 159,080 homes, whose retail sales amount to $412,242,000. This rich high-consuming, heavy-spending farm area has an average per home income of $6,963!

SEE HEADLEY-REED TV FOR THE FULL STORY



• there is no substitute
for the confidence founded on
recognized and merited

PRESTIGE

Behind a leading and successful scientist, invariably stand years of *experience,* of prestige that *only a proven record* can attain. Such prestige is earned by a radio station, too.

Beyond all *measurable* standards, WMC has merited, by its consistent policy of public service broadcasts, a listener loyalty, a public acceptance unmatched by any radio station in Memphis. Such acceptance is a plus value that can never be seen on a rate card, but is actually a plus that no other Memphis station can deliver.

"Dedicated to our listeners"

1st IN PUBLIC SERVICE TO MEMPHIS AND MID-SOUTH

With this motto, WMC was launched more than thirty years ago. It is the constant credo of the station today.

WMC

WMC MEMPHIS

MEMPHIS
NBC Affiliate 5000 Watts 790 K. C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid South
Owned and Operated by The Commercial Appeal



Robert Long

on all accounts

ART is the cornerstone upon which Rober Long has built a career in radio and televisio from the vantage point of the agency.

An accomplished artist in his own right, Mr Long finds the experience invaluable in th pursuance of his duties as radio-tv director o the Buchen Co. in Chicago. He finds hi ability to "visualize" campaigns a major asse with Buchen's clients who use the broadcas media. Visual aids abound in his office.

Among Buchen's more active radio and/o tv users are Club Aluminum Products Co. Chicago Title & Trust Co., Fairbanks, Mors & Co., Hobart Mfg. Co. and Hines Lumber.

A native of Chicago, where he was born o Aug. 8, 1916, Bob Long attended Calvin Par High School until 1934 and then went for fou years to the Chicago Art Institute. He re ceived a fellowship, enabling him to travel t Mexico and Europe in the fulfillment of hi artistic ambitions. In 1941, he attended th U. of Chicago (Humanities).

During the '40s young Long and his wif set up an art studio in Chicago and free-lance for such firms as Abbott Labs, George May Co and other companies. He served in the Navy from 1944 to 1946.

In 1950 he got the urge to get into writing and, particularly, the broadcasting field.

This led him eastward, to WNAE Warren Pa., where he became continuity manager handling stories, interviews and other chores

Early in 1951, Mr. Long returned to th midwest, joining Schwimmer & Scott, whic had begun specializing in tv accounts. He compiled story-boards and wrote commercia radio-tv copy for such clients as Walgreen Drug Co. and National Tea Food Co.

Mr. Long came to the Buchen Co. abou 15 months ago. There he makes a specialty o preparing visual aids as well as writing an producing copy for live and filmed programs for the agency's broadcast clients. (One of his pet projects: Chalked drawings of musicians i the Chicago Symphony Orchestra, whose ses sions were sponsored by Chicago Title & Trust.)

"Television has just scraped the surface o its possibilities," Mr. Long believes. "A com bination of co-sponsorship and development of production techniques will gradually mak the price of production itself commensurat with the returns. But it still boils down t old-fashioned timebuying based on what the client needs."

Mr. Long lives in Wilmette, a Chicag suburb, with his family—his wife, the forme Anne Edwards, Christine 10 and Eric 4. He likes swimming—and, of course, art.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS



now operating at television's top power

. . . the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

KWKH

is heard by 22.3% more families than all other Shreveport stations combined!



AVERAGE DAILY LISTENERS (S.A.M.)

Total the number of Average Daily Listeners to Shreveport's four other radio stations *combined*, and you find KWKH is still 22.3% ahead, in the rich Arkansas-Louisiana-Texas area.

Yet KWKH costs only 55.8% as much as that whole competitive group.

The audience figures above are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Ask your Branham man to give you the whole KWKH story.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

September 28, 1953 Vol. 45, No. 13

ANA CROSS EXAMINATION PROBES RADIO–TV FUTURE

Chicago convention sessions put agencies, networks and government on the stand. All the old problems were discussed—plus a new one: what will color tv mean to the advertisers?

RADIO and television advertisers—some of the best in the business—are getting more than their money's worth out of the electronic media, the Assn. of National Advertisers was told by its own members at last week's Chicago convention.

These advertisers, supported by agency spokesmen, countered the familiar ANA theme song about the excessive cost of radio and television with specific examples showing that big budgets can bring bigger results, and smaller budgets are practicable, too.

Informative discussions covering color television (story page 29), FCC problems and time-buying techniques were high-spotted by success and technique stories narrated by spokesmen for such advertisers as Reynolds Metals, Folger Coffee and Buster Brown Shoes. The last-named sponsor has developed a radio-tv cooperative project.

Quality of commercials came in for scrutiny, too, with suggestion that all media do a bit of house-cleaning.

Even so, radio and tv emerged from the 44th annual ANA meeting without any new scare. Actually, these leading national advertisers had a chance to learn many facts of media life because they gave practical media men a chance to tell their side of the advertising story.

In a well-defined project to cast light on what ANA considers as "five basic problems of concern to advertisers," its radio-tv steering committee set up a representative television panel comprising network executives, advertising managers of leading firms, an agency representative and FCC Chairman Rosel Hyde. The purpose: to help tv buyers and provoke sounder advertising policies and practices.

Stimulating Period

The questions and answers were stimulating —on such broad areas as FCC policy of issuing new tv permits, future dimensions of tv, network policies and practices, interests of regional advertisers, and colorcasting.

The questioning suggested that advertisers are deeply concerned over certain network practices requiring them to use specified numbers of stations and the need for better radio-tv rating methods to show them they are getting their money's worth.

There was an indication that many of them, particularly large advertisers, felt they should receive more appreciable discounts when they use more stations.

"The future of tv" was explored last Tuesday morning by a panel comprised of J. Leonard Reinsch, managing director, Cox Stations; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver, vice chairman of the NBC board in charge of tv programs; Robert Kintner, ABC president; J. L. Van Volkenberg, CBS Television president—representing the broadcasters; FCC Chairman Hyde—representing a Government agency; A. N. Halverstadt, broadcast - media manager, Procter & Gamble Co.; Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co.; Wallace T. Drew, advertising manager, Bristol-Myers Co.; Stanley Pulver, media-



PRE-TV panel session gathering outside ballroom of Drake Hotel during ANA Chicago convention last Tuesday brought together (l to r) Comr. Rosel Hyde; A. N. Halverstadt, broadcasting manager, Procter & Gamble Co., and Marvin Harms, vice president and general manager, H. W. Kastor & Sons Adv. Co., Chicago.

broadcast manager, Lever Bros.—representing advertisers, and William Weddell, vice president in charge of broadcasting, Leo Burnett Co., Chicago, for the agencies.

Edwin Ebel, advertising-merchandising director, General Foods Corp., and head of the ANA Radio-Tv Steering Committee, served as moderator with Ellis Redden, advertising and sales promotion chief of Motorola Inc., presiding over this and other panels under the general theme of "The Future and Present Successful Use of Tv and Radio."

Joe Allen, ANA radio-tv director, also sat in.

J. Ward Maurer, advertising director, Wildroot Co., and outgoing ANA chairman, set the pattern when he cited the significance and value of an open session comprising a representative group in helping ANA resolve "perplexing problems." The panel was described as the first of its kind at any ANA convention.

It was noted, too, that half of all ANA members are smaller or regional advertisers and this question was raised in advance by Mr. Maurer: How can tv be sold to them? Other questions: What is the value of film programming? What opportunities are there for them to use "name" talent programs? What provisions will be made for those who want to cover a wide segment of tv ownership in a limited geographical area?

To get the answers, the panel first called on Chairman Hyde, special ANA guest, with Mr. Halverstadt firing the questions. The latter noted that most national advertisers have been "vitally concerned" with increasing tv expenditures. He also wondered about the latest engineering data on tv coverage.

Chairman Hyde explained general Commission policy and its tv allocations plan.

FCC has authorized 525 tv stations, of which 250 are in operation in 166 markets, and has on file applications which would permit 200 more outlets—perhaps 750 stations when mutually exclusive hearings are settled by next year's end. This figure would cover about 80% of the U. S. population, he said. By the end of 1955 perhaps another 100 stations will be added. The Commission has about 1,000 applications on file, or about two and a half for each permit. He added that the high cost of tv station construction "cannot continue indefinitely," but he did not elaborate. He said that 48 additional stations have been authorized in 112 one-station markets, and there are competing applications in 24 of these markets.

Market Considerations

Asked about Commission policy seeming to favor issuance of permits to small-market stations, Chairman Hyde countered that it "appears to look bad for the Commission to seem to overlook" large markets in its processing line. However, he observed, many non-hearing applications come from small-market broadcasters, and "we can act promptly" on non-competitive applications.

Queried on local and spot revenue, Chairman Hyde said the Commission "does not conclude that a station must have a network affiliation to exist."

Mr. Reinsch asked whether FCC is doing anything to speed up the tv processing line. Mr. Hyde said it has given considerable thought to the length of hearings and has asked lawyers to shorten their presentations.

With Mr. Van Volkenburg on the receiving end, Mr. Donaldson asked about rising costs to advertisers, reliable data for national coverage, and the number of stations that should be used for "maximum coverage and minimum cost."

Mr. Van Volkenburg said CBS-TV has 140 stations but has added 12 basics, with advertisers required to use only 41 for some 21 million tv homes. By next January, the network hopes to deliver 22 million families, with advertisers permitted to use all or select groups of stations. The advertiser utilizes 63 stations on the average, but some are using as many as 100. The 1955 figure should be somewhere between the 1954 and 1956 figures, he said. By 1956, he guessed, set ownership will approach 95% saturation. CBS-TV ultimately hopes to have 225 stations in line—adding 125 supplemental.

Breaking these figures down, the CBS-TV

president said CBS's minimum group will consist of 59 stations serving over 35 million homes and accounting for 80% of all total retail sales. Mr. Van Volkenburg forecasts 1956 as tv's "ultimate" year.

A half-hour show in prime time now costs $25,875 and will jump to about $27,800 next year and $48,000 by 1956, he estimated. The minimum group of 59 stations will be a mixture of uhf and vhf, based on circulation only, he added.

Mr. Weddell claimed that a $48,000 charge for a tv show in prime hours would limit sponsorship to about 5% of the nation's advertisers. Mr. Van Volkenberg cited increased set ownership and market coverage, and said this would probably be the highest rate offered by CBS-TV



AMONG representatives of advertisers and agencies at ANA Chicago convention were (l to r) Oliver Goldsmith, north regional assistant to the advertising manager, Pure Oil Co.; Hale Talbot, Pure Oil advertising manager, and Strother Cary, vice president for advertising, Leo Burnett Co.

Speaking for ABC on questions posed by Mr. Drew, Mr. Kintner said network policy should be flexible on station coverage and reported his network plans to "add every station in the country that will give viewers a new signal." He expressed hope for development of a bonus system "for small markets" to keep costs down, or some sort of frequency discount system.

Mr. Kintner said he didn't feel rates should come down where new outlets are authorized in previous one-station markets, and that one- and two-station markets are too high-priced. Rates, he observed, should be based on true value of programming, circulation, ability to get into homes, and other factors, not on the number of competing stations in any one city.

In response to another question, Mr. Kintner said the melding of various creative abilities was the only solution to the dispute over network—and advertiser or packager-owned shows. A network has the right, he believes, to allocate better programs to prime time, whatever the advertiser may feel.

Another question plaguing advertisers, Mr. Drew said, is why daytime rates should be, say, 50% of nighttime rates when sets-in-use figures are not necessarily proportionate. Mr. Kintner cited Nielsen surveys, indicating daytime rates were not too high and that, in fact, daytime may well be underpriced.

Mr. Kintner also conceded a need for better research data, but said NARTB is compiling figures on this project.

An exchange between Mr. Case and Mr. Witting brought a protest that the regional advertiser has been "forgotten and treated no better than the single-station advertiser." Mr. Witting said DuMont affords regional advertiser discounts and recounted lack of cable facilities and thus prime network time, involving negotiations with AT&T. He related DuMont network's success with regional sponsorship on five different series of football telecasts.

Film Valuable

Film programming is the regional advertiser's best bet, he felt, with network selling regional sponsorship on name talent shows. While co-op planning is limited by facility considerations, he acknowledged, network cost to the initial advertiser is lowered. DuMont has "spent millions" on projection equipment and kinescoping, he noted.

Mr. Witting characterized regional advertising prospects as "bright," claiming that 1,876 out of 2,000 such advertisers have bought spot. Local budgets also drew discussion.

Mr. Reinsch cited instances in Dayton and Altanta where small firms "shot the works"—ranging from as little as $35 per week budgets—and got a "justifiable return." He said: "It doesn't take a fortune to get into television." Mr. Reinsch also felt "tall towers" help a station do a sales job for advertisers.

FCC Chairman Hyde interposed that "long distance reception" such as an example of 170 miles given by Mr. Weddell won't be eliminated but will be curtailed. He said FCC is getting a lot of mail protesting interference from new tv stations.

Mr. Pulver noted that many ANA members are wondering about color tv—principally whether stations will be network or local, cable interconnections and kinescopes, screen sizes, converters and compatibility, widespread market coverage, and new production techniques.

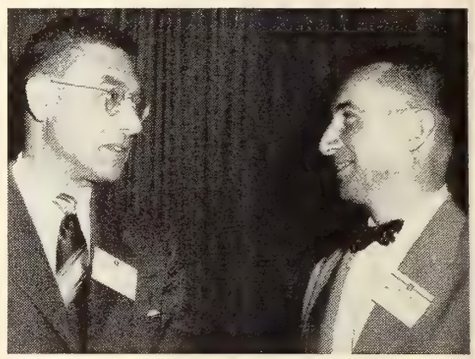
Mr. Weaver summarized cost of station conversion to color, nationwide colorcasting prospects, competition in the home between monochrome and color sets, set manufacturing estimates, NBC color plans, and other factors.

(See Mr Weaver's comments on color tv, page 29.)

But if advertisers were preoccupied with high tv costs, they also received glowing testimonials from brethren who had used tv—and radio, too—and were happy to pass along their case histories.

John H. Boyle, radio-tv director, Reynolds Metals Co., told how his firm uses NBC-TV's *Mr. Peepers* to open the door for its salesmen. He said it was "expensive" in view of an estimated $2 million annual tab for the show—the largest single item in its budget.

"But when you look at it from the viewpoint of results . . . the tremendous audience it reaches . . . the traceable sales response it has stimulated . . . then television can be regarded as very inexpensive, indeed. We can say that television . . . has been inexpensive and resultful on the basis of its record last season," he said. *"Mr. Peepers,"* he noted, "helps us to sell aluminum."



OTHER interested parties at ANA convention were Morris Mines (l), advertising manager of Celanese Corp. of America for campaigns and chemicals, and Charles W. Rice Jr., advertising manager, American Viscose Corp.

Jack De Weese, assistant to the advertising manager of J. A. Folger Co., recounted how his company has used spot tv successfully as a supplement to other media on behalf of its coffee. He claimed that "costs of producing and filming a program are so astronomical that for regional advertisers it is completely out of the question" and that syndicated programs have certain disadvantages. With tv spots, he observed, Folger has been able to amortize costs over enough telecasts to bring them within price range.

Folger believes, he concluded, that "television is a great and powerful addition to the advertising media available for our use. We don't think it replaces radio, or any other of our media. But we do believe that, used in conjunction with them, television enables us to do a better, more complete advertising job."

Robert Stolz, advertising manager of Brown Shoe Co. and president of the St. Louis Advertising Club, described a plan that expanded tv coverage in terms of a transitional radio method. His firm transferred the cost of a network show *(Buster Brown Gang)* to its dealers.

The plan is known as the Buster Brown Radio-Tv Cooperative Project and originally called for a 52-station tv network. Dealers

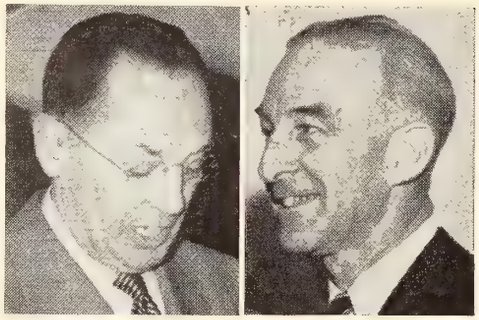
WEST RE-ELECTED TO ANA PRESIDENCY

PAUL B. WEST was re-elected president and B. R. Donaldson, advertising and sales promotion director of Ford Motor Co., was elected board chairman of the Assn. of National Advertisers at its 44th annual convention in Chicago last week.

Mr. Donaldson, who will serve for one year, succeeds J. Ward Maurer, advertising director of Wildroot Co. Guy Berghoff, Pittsburgh Plate Glass Co., was elected vice chairman.

William Brooks Smith, director of advertising, Thomas J. Lipton Inc. and Harry J. Deines, general advertising manager, Westinghouse Electric Corp., were re-elected to the ANA board for three, and two-year terms, respectively, and Charles W. Rice, advertising manager, American Viscose Co., was elected to the board for a one-year term.

Elected for three-year terms were Storrs Case, advertising manager, Sun Oil Co.; Edwin W. Ebel, director of advertising and merchandising, General Foods Corp.; George Park, manager, advertising and sales promotion department, marketing services division, General Electric Co., and M. F. Peckel, manager, consumer relations department, International Harvester Co.



Mr. Donaldson **Mr. West**

were urged to buy time on their local radio outlets, with Brown providing half-hour tapes. Same arrangement was afforded dealers in uhf-vhf areas where it had no tv outlets. The formula proved successful only this year.

Small part of the budget goes into radio tapes and extra film prints. The firm now uses 75 tv stations and 203 radio outlets—"a great part of the charge being carried on by our own dealer organizations who want radio and know it is still a bargain in their trading area." Plan is described as one bridging the gap between radio and television, particularly in uhf-only markets without too many sets in operation.

Wednesday morning sessions included talks by Ben Duffy, BBDO president, who spoke on "Evolution or Revolution in Media," and Sigurd Larmon, president of Young & Rubicam Inc.

Mr. Duffy called for more media research in view of increased media costs—especially in tv —and lauded work done by the Advertising Research Foundation which operates on a tripartite basis for media, advertisers and agencies. He felt that "already we are beginning to get the benefits of excellent three-way cooperation." Among its projects, he said, is a comprehensive study of radio-tv rating methods. He urged media people to check ARF before spending a dime on any major circulation studies, and foresaw the day when it might serve the same function as the American Audit Bureau of Circulation.

Mr. Larmon launched a severe attack on tv commercials and radio-tv programs, and also urged media to clean house by "frequent audit and self-examination." (See separate story, following page.)

Advertising "abuses" also cropped up in another report. Mr. Maurer reported on the liaison program with the Federal Trade Commission. Advertising, he said, "has a great responsibility to see to it that advertising's effectiveness is not jeopardized through abuses by a small minority of individual advertisers."

Other Activities

Other ANA highlights included a presentation by the Advertising Council—"Advertising and Today's War for Survival," with a talk on "Three Tales from Moscow" by Ad Council President Theodore Repplier, and a luncheon address by Sherman Adams, special assistant to President Eisenhower. Mr. Repplier discussed Radio Free Europe.

ANA's new slate of officers (see story, opposite page), was elected at a Monday luncheon session following open meetings that morning dealing with economic trends and maximum use of advertising's resources. Closed session topical sessions were held that afternoon. Seymour Mintz, Admiral Corp., was one of the moderators.

Profitable new advertising strategies were taken up Tuesday afternoon, with Ray Weber, Swift & Co., advertising manager, presiding. Included were talks by John Tinker, McCann-Erickson, who discussed creative abilities in media; C. J. Allen, Gardner Adv. Co., who urged as much applied study and research at the point-of-sale level as in radio-tv and other media; and John McLaughlin, Kraft Foods Co. advertising and sales promotion manager, who talked on retail advertising at the case history level.

Annual banquet was held Tuesday evening, with Gordon MacRae, radio-tv-movie singing personality, as m.c. for talent and music supplied by NBC.

ANA DELEGATES PRAISE CHICAGO COLOR SHOWING

On the color tv front last week: In Chicago, delegates to the ANA convention acclaim RCA's demonstration of NTSC color; at Sun Valley, Idaho, Comr. E. M. Webster tells NARTB Dist. 14 the FCC will not be hurried in approving the compatible system, and in Washington, the deadline for oppositions and comments to NTSC passes with no significant filings.

COMPATIBLE color tv, demonstrated by RCA, won the acclaim of advertisers, agency representatives and press observers last week in its midwestern premiere during the convention of the Assn. of National Advertisers in Chicago's Drake Hotel.

Consensus was that color tv has technically arrived, with virtually no imperfections, and that it remains for the FCC to approve the standards and the industry to proceed with colorcasting plans.

Meanwhile, in Sun Valley, at the NARTB Dist. 14 meeting Sept. 21, FCC Comr. Edward M. Webster cautioned broadcasters not to expect a hurried decision—as far as he was concerned, not until he had had sufficient time to study the documents and see the demonstrations.

And, in Washington the Sept. 23 deadline for replies and counter-comments to those advocating the compatible color standards developed by the all-industry National Television System Committee came and went with no significant filings. Four documents were submitted. Two of them, from unidentified individuals, were oppositions to the NTSC signal specifications. The third was a suggestion regarding 3-D tv. The fourth was a restatement of a recommended method of making the field sequential system compatible [B•T, Sept. 14].

The three closed circuit Chicago demonstrations—for ANA members Monday and Tuesday evening and for the press Tuesday afternoon—were telecast from New York's Colonial Theatre.

After the showings—and during an ANA tv panel session—NBC plans for conversion of top shows into "color premieres" were revealed by Sylvester L. (Pat) Weaver, vice chairman of the NBC Board in charge of tv. He was accompanied by O. B. Hanson, NBC vice president and chief engineer.

Slated for colorcasting are an opera and Bob Hope and Donald O'Connor programs, it was reported. Upon FCC approval the "premieres" will go out over the air in color. If they are telecast before the Commission gives its approval, they will be in the form of dress rehearsals, with regular broadcasts following in black and white. The opera color telecast is slated for Oct. 31 and the other programs sometime in November, Mr. Weaver reported.

Comparative Showing

At the Chicago demonstrations, RCA spotted three 14-inch developmental receivers, each alongside a monochrome set, throughout the room enabling observers to make quick comparisons. There was no color spill-over, such as in the earlier CBS disc system, the colors remained sharp and stable throughout.

Pastel and primary colors of the performers —Nanette Fabray and the *Hit Parade* dancers —came out realistically, and there was no color "run" even when George Burton's tropical birds fluttered in view. The same held true when the picture flashed a bouquet of flowers.

Observers also commented on the fact that the color pictures were just as sharp as the black and white images, and some even felt that the monochrome version of the compatible system—whereby color was shown on black and white receivers—was better than ordinary monochrome transmission.

Answering questions put to him by Stanley Pulver, Lever Bros., during ANA's tv panel session Tuesday, Mr. Weaver said transcontinental connection with the West Coast for



EXECUTIVES of ABC and Kraft Foods Co. engaged in informal discussions before panel session on the future of television got underway at ANA convention in Chicago. L to r: John B. McLaughlin, advertising and sales promotion manager for Kraft; Alexander Stronach Jr., vice president in charge of programming, ABC-TV; Ernest Lee Jahncke Jr., vice president and assistant to the president, ABC, and John Platt, vice president in charge of advertising, Kraft Foods.

color will be completed this year. He felt kinescopes would be considered satisfactory "at this stage of its development."

Noting the Oct. 15 date set by the FCC for color demonstrations in New York and cocking an eye toward FCC Chairman Rosel H. Hyde, another panel member, Mr. Weaver elicited a few chuckles when he said that it is "expected within the industry that action will be taken promptly" on approval of color tv.

Mr. Weaver said the average cost to a station would run about $22,000—"5% of profits last year"—but, with respect to cost to advertisers, he felt that "the extra cost of color alone in television is not anything like the extra cost of growth and development within the industry itself"—like station coverage, etc. He attributed advertisers' qualms to "radio-thinking" and claimed "any advertiser with a budget of $100,000 could get national coverage, including color tv."

The NBC vice chairman noted that programming must be good enough to stimulate set sales and that "there is no reason to believe black and white sets will be replaced in the home, when color arrives. They will be shifted to the bedroom or other rooms."



TALKING things over at ANA convention were J. Ward Maurer (l), advertising director, Wildroot Co., and Bill Smith, advertising director, Thomas J. Lipton Co. Mr. Maurer, outgoing board chairman of ANA, presided over special luncheon and business session Monday.

Mr. Weaver predicted perhaps 50,000 color sets on the market by the fall of 1954 although probably "everybody will be wrong on their estimates." He guessed that there will be between three and four million sets by the end of 1955.

Color Commercials

Advertisers who make commercials on film should do them in color and "learn a lot about techniques," Mr. Weaver said. He disagreed with William Weddell, Leo Burnett Co., who suggested that the first link in the color tv chain might be the colorcasting of commercials. "This would hardly move sets," Mr. Weaver countered, stressing the value of good programs first.

Comr. Webster's admonition not to expect FCC approval of the NTSC specifications too quickly, echoed what FCC Chairman Rosel H. Hyde has said previously.

Both base their caution on the fact that color standards, when adopted, will remain fixed for a long period of time once the public has a substantial investment in color tv receivers.

Comr. Webster put it this way:

I cannot impress upon you too strongly the fact that once this decision is made and color television becomes an actuality in all likelihood there will be no turning back. Once color television receivers are in general use by the public it will be impracticable to change the standards should we subsequently find that an error has been committed. . . . I feel that I must examine the proposal in an extremely critical manner to be absolutely sure that my trust to the public is carried out. . . . This does not mean that I am going to be dilatory . . . our ultimate goal is a correct decision based on a thorough analysis of the reports and tests rather than a quick decision superficially made.

Further, he said:

While we have been apprised from time to time of the progress being made by the NTSC, certainly no fair-minded, serious thinking person would insist that the Commission could, in a few days, thumb through more than a thousand pages of NTSC reports contained in sixteen volumes and arrive at an appropriate decision based on such a cursory examination. I cannot permit myself to be forced into a premature conclusion by those whose special interests would place them in a position of benefiting by an early decision.

Comr. Webster recalled that he expressed the hope that a compatible system would be developed when he appeared before the Senate Commerce Committee on his renomination as a commissioner in 1949. He also recalled that he had voted in favor of the CBS field sequential, non-compatible system in 1950 on the ground that no compatible color method had been shown to be feasible.

That the commissioner-engineer is impressed with the NTSC recommendation was made clear. He paid tribute to the members of NTSC for the results of their development and added: "Preliminary examination of these petitions indicate that the proposal has excellent possibilities of meeting the criteria established by the Commission in 1950, with compatibility as an additional feature."

Filed during the last week was a proposal for a 3-D color system by Otto Luther, New Preston, Conn. Also filed were documents in support of a "compatible field sequential system" by Marshall Soghoian and S. L. Cooke Jr., engineers employed by Research Instrument Inc., Richmond, Va. In discussing their proposal, the two scientists estimated that color receivers using their "window" method would cost about $425 for a 14-in. picture, compared to the $800-$1,000 predicted for initial receivers with the NTSC standards.

Individually, there also were filed communications from Eugene H. Ostrow, Forest Hills, N. Y., and from Philip J. Grimm, Port Jefferson, N. Y. Both questioned the sincerity of the NTSC proposals.

Passing The Color Buck

ONE of the laugh-getters during ANA's tv panel discussion last week was an exchange involving ABC President Robert Kintner, NBC Vice Chairman Sylvester L. (Pat) Weaver, and J. Leonard Reinsch, Cox Stations. Mr. Kintner asked Mr. Weaver what he thought it would cost to equip a television studio overall for color. This paraphrased dialogue followed:

Mr. Weaver: Oh, I can't guess. You should know that, Bob. Let's ask Leonard.

Mr. Reinsch: It would cost around $450,000 for a complete studio job including transmitter, but that can be modified for about $22,000.

Mr. Kintner: I would say it would cost between $800,000 and $1,000,000 to equip a complete studio. Incidentally, Pat just whispered to me that $450,000 was the average profit for a tv station last year.

LARMON CLAIMS TV CODE VIOLATED

Young & Rubicam's president asserts at ANA convention that tv is not doing so well in living up to its voluntary standards. He also hits other media, asking for an 'audit' of advertising activities.

HOW well is television living up to its Code of Good Practices?

Not so well, in the opinion of Sigurd Larmon, president of Young & Rubicam, who last Wednesday spoke at the Assn. of National Advertisers' convention in Chicago. He also called on other media to "audit" their activities as well.

Mr. Larmon said he checked Y & R's radio-tv department a few weeks back and found "there were 160 cases of programs exceeding the standard commercial time, ranging from a few seconds to single commercials over 10 minutes long in a 15-minute program." He said "frequent instances of triple-spotting" during station breaks and "other abuses" also were noted.

Mr. Larmon said a total of 21 stations in six cities—ranging from one- to seven-station markets—were monitored one day each, amounting to 280 hours and 50 minutes of television. "In all but one case, network and independent alike," he said, "there was found what can only be called obvious abuse of the standards set up by the industry itself to regulate commercials." Mr. Larmon said:

. . . These audits should cover all phases of advertising activity.

Not only television commercials, but television and radio programs as well. There is too much blood and thunder, crime and violence, especially during hours when children are watching. There are complaints, as you well know, of too many giveaway shows, promoting the idea that it is not only possible but easy to get something for nothing. There is too much public parading of private miseries.

So it is to be hoped that the plan of the NARTB to make an audit of the excessive use of commercials is the first step along a path that will get longer and wider until it makes Lake Shore Drive in Chicago look like a pony track.

We have been using television as an example. But our slip is showing in other directions. You cannot be unaware of criticism of publication and outdoor advertising—some of it, in my judgment, merited—of conflicting, confusing and often extravagant claims; of testimonial advertising for alcoholic beverages and cigarettes that associate success and distribution with the use of these products.

And, while we are about it, let's not just point the finger at media. How about the advertisers and the agencies who attempt to introduce unethical claims and questionable practices into our channels of communication to the public

B•T BEGINS 23RD YEAR OCT. 15 WITH MOVE TO NEW BUILDING

BROADCASTING PUBLICATIONS Inc., will move into its own building in Washington on Oct. 15, starting its 23rd year as publisher of BROADCASTING • TELECASTING.

The modern eight-story BROADCASTING • TELECASTING Bldg., 1735 DeSales St. at Connecticut [P.O. Zone 6], was acquired a year ago and has been completely rebuilt. It is located across DeSales St. from the Mayflower Hotel in the heart of Washington's fastest-developing business and hotel area, and two blocks from NARTB headquarters.

Designed as a radio-television center, the building will include such tenants as Washington headquarters of CBS, of which Earl H. Gammons is vice president; ABC, with Robert H. Hinckley as vice president; executive offices of Jansky & Bailey Inc., radio and television consulting engineers; McKenna & Wilkinson, attorneys; Pike & Fischer Inc., legal publishers; Fischer, Willis & Panzer, attorneys.

One of Washington's most modern structures, the building will house the executive, editorial, advertising and circulation offices of Broadcasting Publications Inc. It represents an investment in the neighborhood of $700,000.

Starting Oct. 15, 1931, with two rooms at 870 National Press Bldg., BROADCASTING • TELECASTING has outgrown its present quarters as the staff has expanded to three score employes.

The new building contains a central radio and television antenna system. The structure is faced with Cold Spring, Minn., red granite topped by golden-veined Alabama limestone and buff brick. The lobby is decorated with Tennessee red marble.

Architect was Leon A. Chatelain Jr., FAIA. Contractor was M. Cladney Construction Co. Inc.



Architects' Sketch of New Broadcasting • Telecasting Building at 1735 De Sales St. at Connecticut, Washington, D. C.

ADVERTISERS & AGENCIES—

WHITE SETS ENTIRE AD BUDGET FOR TV

Sewing machine firm will place quarter of a million dollars into the nationwide campaign —and will skip newspapers and magazines.

WHITE Sewing Machine Corp. has allocated its entire advertising budget of a quarter of a million dollars into its first national television campaign, forsaking newspapers and magazines to do so.

Sidney A. Small, vice president, last week announced the campaign for the company's department store division, which will use television spot announcements in the country's major market areas. He said "television has been employed to reach more women at times when they are in a buying mood in cities where the greatest volume of sewing machines are sold."

The announcements, which were launched on Sept. 22, have been planned to reach more than 2,000,000 viewers per day in areas carefully selected to coordinate with White's department store distribution.

The spots will be carried in 200 markets, varying from one to four announcements per day, five days a week, for 26 weeks.

With the accelerated interest in home sewing, Mr. Small said he is optimistic about the sales quota set for the last quarter of 1953. "Television brings the sales message right into the home, and is expected to produce the sales boom," he said, "because films heighten women's instinctive interest in creative sewing, tv strengthens local department store newspaper advertising and film commercials invite sales with a concluding announcement each day offering a free home trial to the customer."

The films include a cut-in at the conclusion for the names of the stores where White sewing machines are sold locally. The theme of each film is that "you can dress yourself and your family, easily and inexpensively with the aid of a White, the American-made sewing machine."

The films were made by Robert Lawrence Film Productions in conjunction with the television staff of BBDO, New York.

New York State CIO Plans $100,000 Radio-Tv Drive

NEW YORK State CIO plans to spend about $100,000 in the next 10 months on radio and television programs and on pamphlets designed to "educate" the general public on state and national affairs, Louis J. Hollander, president of the organization, announced last week.

Mr. Hollander stressed that the radio and tv broadcasts, as well as the pamphlets, will be directed not only to a labor audience but also to farmers, small business men, professional persons and government employes.

Hutchinson Expands Budget

HUTCHINSON Chemical Corp. has set a $200,000 radio-tv budget for 12 months starting Oct. 1 on behalf of its automobile wax. Agency is Roberts, MacAvinche & Senne, Chicago. Firm will expand 10-minute film show to some 60 tv markets and air spots on radio stations jointly owned with tv outlets. Commercial message utilizes mail order pitch, according to the agency. Radio-tv campaign has been underway for some months and represents an expansion of the budget.

Gillette Sponsors Series Again on Mutual NBC-TV

RADIO and television coverage of the World Series between the New York Yankees and Brooklyn Dodgers, starting this Wednesday, will be provided again by Mutual and NBC-TV under the sponsorship of the Gillette Safety Razor Co., Boston. The agency is Maxon Inc., Detroit.

Air time will be at 12:45 p.m. EST, except for a potential Sunday game, which will be at 1:45 p.m. EST. Mel Allen and Red Barber will handle play-by-play and commentary on television, and Al Helfer, Gene Kirby and Bill Corum on radio.

Gillette also is sponsoring a 15-minute pregame program on Mutual and NBC-TV, featuring Frankie Frisch in interviews with Series participants. This is said to be the first time in World Series history that players and other personnel have been permitted to appear on radio and television immediately before each game.

Under the joint sponsorship of Gillette and Bacardi Importing Co., the games will be carried for the first time on the CMQ Network in Cuba. By means of equipment from General Precisions Labs., set up in the studios of WTVJ-TV Miami, the tv action will be received, recorded and produced in time to be flown to Cuba and placed on the CMQ Network 90 minutes later.

NEW BUSINESS

International Harvester Co., which started Mon.-Fri. quarter-hour Alex Dreier's *Man on the Go* series on 65 NBC stations Sept. 7, has signed for network expansion which will bring total to 135 stations by Oct. 5. Advertiser added 27 stations Sept. 14, another 27 last Monday, has signed for 15 more starting today (Mon.) and will add another next Monday. Agency: Young & Rubicam, N. Y.

Reynolds Metals Co., N. Y., will sponsor Little Brown Jug Harness Race for three-year old pacers from Delaware, Ohio, over CBS Radio on Thursday, 7:30-7:45 p.m. EST. Agency is Buchanan & Co., N. Y.

Miles Labs to sponsor quarter-hour *Break the Bank* five times weekly on NBC Radio, Mon.-Fri., 10:45-11 a.m., effective Sept. 28 [CLOSED CIRCUIT, Sept. 14]. Agency: Geoffrey Wade Adv., Chicago.

Lever Brothers, N. Y., signs for two one-minute weekly participations on *Today,* NBC-TV, Mon.-Fri., 7-9 a.m. effective in November. Good Luck Margarine and Lux Liquid will be first products promoted on spots with other products to follow on rotating system. Lever contract was placed direct.

Smith, Kline & French Labs., Philadelphia (pharmaceutical products), will sponsor six special *March of Medicine* programs over NBC-TV in October, November, December, April, May and June, with first telecast on Oct. 8 from 10-10:30 p.m. EST. Agency is Doremus-Eshleman, Phila.

Armour & Co.'s segment of NBC-TV's *Your Show of Shows,* alternate Saturdays, 8-8:30 p.m. CST, is being carried live by 60 stations. Agency: Foote, Cone & Belding.

MPTV TO PUT $30 MILLION INTO SERIES

Six 'top name' tv film series will be produced under the program. Project is estimated at $30 million.

A PRODUCING-releasing program described as the "most ambitious in television history" was announced Thursday by Matthew Fox, chairman of the board of Motion Pictures for Television Inc., in disclosing plans for producing six "top name" television series at an estimated cost of $30 million.

Mr. Fox made his announcement in Culver City where *Duffy's Tavern,* the first of new films being financed by his company, started production with Hal Roach Jr. as producer. The series, which is a project distinct from the six planned programs, will be produced in 117 filmed shows at the rate of 39 a year for three years at an estimated total cost of $4,680,000.

Three-Year Schedules

Details on the six new tv shows, Mr. Fox continued, will be announced within the next four weeks. He said that, where possible, each of the shows will be budgeted on a three-year schedule costing about $5 million each for 117 programs at a total cost of about $30 million.

Mr. Fox declared that the new MPTV program launches two "revolutionary strides in television." He pointed out that the *Duffy's Tavern* show and subsequent programs will be produced both in Eastman color and in black-and-white, and that all of the series will be made available to local television station operators only, not to national networks.

"Heretofore, top 'name' programs and properties have been filmed or produced only for national networks," Mr. Fox said. "As a result, the local television operator, unable to compete because of vast expenditures, has been forced to get all his top 'name' talent and properties from national networks only.

Strength in Locals

"We, however, feel that the true strength of television's future lies in the strength of the local television stations. Accordingly, we will not consider network offers for *Duffy's Tavern* under our rigid principle of creating healthy new competition by giving the local television operator direct access to the top 'names' in the entertainment world, something never before possible."

Solid Tv Backing Asked To 'Combat Block Booking'

TELEVISION stations throughout the country were urged last week to put up a "solid industry facade" to combat "block booking" by certain tv film distributors.

The call for action by stations was sounded by Mark Hawley, president of Mark Hawley Assoc., New York, tv film program brokerage firm, who described "block booking" as a "major threat to the television industry." He charged some "distributing monopolists" are insisting that tv films be purchased on their terms or "you don't buy at all."

Mr. Hawley said the solution lies in "block buying," with stations banding together to create "immense buying power . . . to be able to obtain the product they need at a fair and equitable price."

Argosy Gets Offer

SUBSTANTIAL offer has been made to Argosy Pictures Corp., Hollywood, to produce films for tv, the firm's president, Merian C. Cooper, admitted last week. He declined further comment until his partner, John Ford, returns from the East sometime this week. The independent firm produced "The Quiet Man," "Rio Grande," and "The Sun Shines Bright" for release by Republic Studios.

Tv, Movies Merger Seen Only on Pay-See Basis

MERGER of television and motion pictures will be feasible only on a pay-as-you-see basis, Adolph Zukor, board chairman of Paramount Pictures Corp., said at a Hollywood news conference Sept. 18.

Mr. Zukor said motion picture exhibitors should view subscription tv as merely another form of theatrical exhibition, under their absolute control and with them sharing in revenue from such showings. Paramount has an interest in the Telemeter subscription system to be tested in Palm Springs this winter, he admitted.

No Union

However, no union between commercial tv and the motion picture industry could be seen by the veteran theatre man. Pointing out difficulties in nation-wide showings of films, including coaxial cable costs and time differences, he could not see how such single showings could be made economically possible.

"I can hardly imagine sponsors footing the bill for picture showings on tv, which is one reason why commercialized showings of studio films would prove unfeasible," he said.

Grillo to Head ATFP; Stabler, Cobey, Morley Named

ALLIANCE of Television Film Producers, at its annual election Tuesday in Hollywood, named Basil Grillo, executive producer for Bing Crosby Enterprises, president. Robert Stabler, associate producer, William Boyd Productions, was elected vice president. Phil Cobey, comptroller, Flying A Productions, and Richard Morley are treasurer and executive secretary, respectively.



Mr. Grillo

The executive board consists of Chairman William Broidy, head of William F. Broidy Productions; Armand Schaefer, executive producer, Flying A, and Mr. Grillo.

New members, which bring total membership to 16 video film firms, are Guild Films Inc., Superman Inc. and Revue Productions.

CBS-TV NEWSFILM BEGINS OPERATION

KLZ-TV Denver is the first station to sign for CBS-TV Newsfilm's world-wide daily newsfilm service, which begins today (Monday). Heading the operation is Howard Kany, manager of CBS-TV news and newsfilm.

CBS-TV's world-wide Newsfilm service will be syndicated to individual stations, starting today (Monday), it was announced last week by Sig Mickelson, CBS-TV director of news and public affairs.

The first station to sign for the new service, Mr. Mickelson said, was KLZ-TV Denver. Service also will begin immediately to CBS-TV's WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Hollywood.

Non-Exclusive Basis

Sales to stations will be made on a non-exclusive basis. In order that stations may use the film on the same day as it is shipped, shipments will be made Monday through Friday by air express. Each shipment is said to consist of 12 minutes of news coverage, including feature, national, international, and spot news.

The contract for KLZ-TV was signed by Hugh Terry, general manager.

The syndication service will offer daily, fully scripted newsfilm, including both sound-on-film and silent film coverage of spot news, newsfeatures and news background stories from all parts of the world. The Newsfilm syndication will be sold to television stations everywhere through CBS Television Film Sales.

"The organization of Newsfilm last May and the inauguration of the syndication service next week," Mr. Mickelson said, "are decisions made by the network after several years of observation of the present and consideration of the future of television news. . . . The future of news on tv is crystal clear. It will undoubtedly become a constantly increasing and ever more important part of our lives in the future. For these reasons, and to assure the continued superiority of CBS Television in the field of broadcast news coverage, the network has created its own world-wide news gathering organization and is now offering it in a daily syndicated service to any purchaser."

250 Correspondents

CBS-TV Newsfilm currently has more than 250 correspondents in this country and abroad. The overseas division, headed by Newsfilm Foreign Editor Frank Donghi, has staffmen in London, Rome, Paris, Berlin, Frankfort, Vienna, Tokyo and Korea and correspondents in other important news centers. Foreign news gathering companies associated with Newsfilm include such organizations as BBC, London; Actualite Francaise, Paris; INCOM, Rome; Nordisk Film, Copenhagen, and Austrian Newsreel, Vienna. Other similar arrangements are being worked out, according to Mr. Mickelson, and will be announced shortly.

National Newsfilm Editor Chester Burger has built a coast-to-coast news gathering organization, with correspondents and cameramen available in principal news centers. An estimated quarter of a million feet of newsfilm from all areas in the country flow into the New York offices every month, Mr. Mickelson said.

In charge of the entire Newsfilm operation is Howard Kany, manager of CBS-TV news and Newsfilm. Other Newsfilm executives include Jack Bush, syndication production manager; Karl MacIlvain, supervisor of technical operations; Elmer Lower, Washington manager; Frank Latourette, West Coast office manager; Joe McDonals, chief librarian, and Frank Baker, traffic manager. James Connors is business manager of CBS-TV news and public affairs. Assisting him as production controller for news and newsfilm is Dick Low.

UTP-Hayward Film Series

PARTNERSHIP deal involving over $2,800,000 has been made by Gross-Krasne Inc., actor Louis Hayward and United Television Programs Inc. for the production and distribution of 78 half-hour films based on the "Lone Wolf" stories. Under the contract, similar to those negotiated by major motion picture studios with stars, Mr. Hayward becomes a part owner in the series.

With a budget set at approximately $35,000 per half-hour film, the first 13 programs will be ready for UTP release by Jan. 1.

Filming starts this week at California Studios, Hollywood, with playwright William Kozlenko adapting the Louis Vance stories.

Murray, Bergen Plan Series

RADIO-TV stars Ken Murray and Edgar Bergen have formed Murray-Bergen Productions to film half-hour tv series, *Where Were You.* Mr. Murray will narrate the series, which is to be built around historic events of the near past. Ralph Staub, producer-director with Columbia Pictures on *Screen Snapshot* joins the new firm as director. Mr. Bergen will produce and handle distribution for the series.

Film Sales

SALES of the *Ethel Barrymore Presents* film tv show in 15 markets were reported last week by **Interstate Television Corp.,** which produces and distributes the series of 13 half-hour films.

•

Guild Films, N. Y., announced last week that *Life With Elizabeth,* half hour tv film comedy show, was sold in 12 tv markets in its initial week of showing to sponsors and agencies. Sales in major cities included New York, Washington, Baltimore, Detroit and Seattle.

•

INS Television Dept. announced last week that the *This Week in Sports,* filmed program, has been sold in six new markets under the sponsorship of **Schick Inc.,** Stanford., Conn., through **Kudner Agency Inc.,** N. Y. Stations are **WTAR-TV** Norfolk, **KSD-TV,** St. Louis, **WMCT (TV)** Memphis, **WJAR-TV** Providence, **WTVR (TV)** Richmond and **WDTV (TV)** Pittsburgh.

•

WFIL-TV Philadelphia has purchased a **Tele-Pictures Inc.** film package of 26 feature length films, some including tv release dates of December 1953, for use on the *Ford Film Playhouse* it was announced by **Walter L. Tillman,** director of films for WFIL-TV.

Production

Alexander Film Co., Colorado Springs, Colo., announces recent tv commercial productions for the following organizations. **The Red Arrow Laboratories,** Waco, Tex., one 60-second and one 20-second film through **Ruthrauff & Ryan; Chrysler Airtemp Division,** Dayton, Ohio, eight 13-second and one 60-second film through **Grant Adv. Co.; Columbia Diamond Rings,** New York, three 46-second films; **Ralston-Purina Co.,** St. Louis, six 39-second and two 6-second films; **Edge Rite Corp.,** Brownwood, Tex., one 60-second and one 20-second film.

•

Superman Inc., Hollywood, has completed filming second series of 26 half-hour programs in *Superman.* Executive producer **Whitney Ellsworth,** also editorial director of **National Comics Publications Inc.,** the production firm's parent company, announces preparation has started on a video film version of the cartoon property, "Tomahawk." New York negotiations are being conducted with a national sponsor, as are those for the sponsorship of a proposed dramatic film series aimed at the adult audience.

Random Shots

Three-panel story boards originated and copyrighted by **Harry Wayne McMahon,** president of **Five Star Productions,** Hollywood, have been mailed to 500 advertising agency tv directors and account executives throughout the country. The device aids writers of tv commercials in communicating ideas clearly to other creative personnel, according to Mr. McMahon.

•

Les Hafner & Co., Culver City, which has tv film rights to over 5,000 **Mark Hellinger** short stories and comic strips, "Kerry Drake" and "Rex Morgan, M.D.," will pre-sell the proposed video versions with a full-length feature film treatment of each for theatrical release. "Kerry Drake," being written by **Malvin Wald,** goes into production next month. Mr. Hellinger's final screenplay, "Thousand Dollar Window," goes before the cameras in December.

Film People

Eugene M. Hoge, NBC-TV sales manager in Chicago, to Television Programs of America as account executive in the Chicago area.

•

Robert S. De Tchon, until recently sales manager of WHK Cleveland, appointed account executive for TPA in Cleveland, covering Ohio, Western Pennsylvania, West Virginia and Kentucky.

•

Gene Martel has been signed to a new contract by **Princess Pictures Inc.,** N. Y., to produce a series of feature films in Munich, Paris, Casablanca and Rome. The films will be released and distributed by **Vitapix Corp.** under an agreement with Princess Pictures [B•T, Sept.7].

•

James E. Necessary, supervisor of tv coordination and production for the Bruce Brewer Adv. Agency, Kansas City, named midwest regional sales representative for **United Television Programs Inc.** with headquarters in Kansas City. He replaced **George Weiss,** who has been appointed UTP sales manager in New York.

•

Irene Ryan, from New York office of George F. Foley Inc., tv package and film producer, to Hollywood office as assistant to Kingsley F. Horton, vice president in charge. **Helen Wheeler** of George F. Foley Inc., returned from Rome where she was production coordinator of a film on the Italian photographic industry produced by Foley for the Italian government, assigned to production staff of *Tales of Tomorrow,* Foley package being filmed for tv in New York.

JULY GOOD MONTH FOR RADIO NETWORKS; 9 OF TOP 10 ADVERTISERS SPEND MORE

General Mills is the only radio network advertiser purchasing less time in comparison to July last year. New names in top 10 are Manhattan Soap and Kaiser Motors. Tv picture for July is similar, with Lever Brothers the only advertiser spending less this July than last. New tv top 10 name: Philip Morris.

UPTURN in network radio billings is clearly indicated by the table of top 10 network clients for July. Nine of the advertisers spent more money for radio network time than in July 1952 [B•T, Sept. 22, 1952], according to data compiled by Publishers Information Bureau. General Mills is the sole radio network advertiser whose time purchases in this medium decreased in comparison to its July 1952 billings.

Eight of the 10 leading radio network clients this July also were in the top 10 for July of last year. The new names are Manhattan Soap Co. and Kaiser Motors Corp., replacing William Wrigley Jr. Co. and American Home Products Corp. Same trend is noted in the product groups billings table, which shows 17 classes whose radio network time purchases were larger this July than last, and only seven classes with smaller billings than a year ago.

The tv network picture for July is almost identical to that of radio in comparison to July 1952, as shown by the PIB data. Of the top 10 tv network clients, nine increased their billings for the month over the same month of last year, Lever Brothers Co. being the exception. Philip Morris & Co. is the new name on this July's list, replacing Kellogg Co., which appeared on the list of July 1952 top 10 tv network advertisers.

The tv network product group billings breakdown for July shows 13 classes with increased time purchases, eight with decreased, as compared to July of last year.

Totals for both radio and tv network billings do not afford a fair comparison, as last year's figures do not include the time purchased for sponsored radio and tv broadcasts of the national political conventions, which were not available when the July 1952 figures were compiled. Adjusted network totals [B•T, Aug. 31] show this July ahead of last for both radio and tv network billings, however, even after the convention broadcast charges for July 1952 are included.

* * *

TOP TEN RADIO NETWORK ADVERTISERS IN JULY, 1953

1.	Procter & Gamble Co.	$1,184,268
2.	Miles Labs	650,244
3.	General Foods Corp.	528,173
4.	Gillette Co.	504,100
5.	Colgate-Palmolive-Peet Co.	443,022
6.	Sterling Drug	390,010
7.	Manhattan Soap Co.	311,278
8.	General Mills	294,805
9.	Lever Brothers Co.	284,874
10.	Kaiser Motors Corp.	266,770

TOP TEN TV NETWORK ADVERTISERS DURING JULY, 1953

1.	Procter & Gamble Co.	$1,024,752
2.	Colgate-Palmolive-Peet Co.	976,235
3.	R. J. Reynolds Tobacco Co.	752,950
4.	Gillette Co.	704,801
5.	Liggett & Myers Tobacco Co.	513,496
6.	American Tobacco Co.	478,028
7.	General Mills	473,691
8.	Lever Brothers Co.	467,600
9.	General Foods Corp.	463,821
10.	Philip Morris & Co.	389,733

* * *

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

Product Class	Advertiser	Gross Time Purchased
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013
Apparel, Footwear & Access.	Seeman Brothers	16,306
Automotive, Auto. Access. & Equipment	Kaiser Motors Corp.	266,770
Beer, Wines & Liquor	Falstaff Brewing Corp.	115,499
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	71,555
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,906
Consumer Services	A T & T Co.	62,996
Drugs & Remedies	Miles Labs	650,244
Foods & Food Products	General Foods Corp.	520,147
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,696
Household Equipment & Supplies	Philco Corp.	133,717
Household Furnishings	Owens-Corning Fiberglass Corp.	71,850
Insurance	Prudential Insurance Co. of America	72,090
Jewelry, Optical Goods & Cameras	Jaques Kreisler Mfg. Corp.	22,500
Publishing & Media	First Church of Christ, Scientist	14,432
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	63,634
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	315,323
Soaps, Cleansers & Polishes	Procter & Gamble Co.	762,562
Toiletries & Toilet Goods	Gillette Co.	504,100
Transportation, Hotels & Resorts	Assn. of American Railroads	63,392
Miscellaneous	American Federation of Labor	103,980

* * *

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

Product Class	Advertiser	Gross Time Purchased
Apparel, Footwear & Access.	Griffin Mfg. Co.	$ 34,900
Automotive, Auto. Access. & Equipment	Ford Motor Co.	354,690
Beer, Wines & Liquor	Pabst Brewing Co.	222,180
Confectionery & Soft Drinks	Coca-Cola Co.	221,200
Drugs & Remedies	American Home Products Corp.	247,917
Foods & Food Products	General Mills	473,691
Gasoline, Lubricants & Other Fuels	Gulf Oil Co.	121,725
Household Equipment & Supplies	General Electric Co.	356,163
Household Furnishings	Simmons Co.	36,060
Industrial Materials	Owens-Corning Fiberglass Corp.	64,521
Insurance	Mutual Benefit Health & Accident Assn.	50,920
Jewelry, Optical Goods & Cameras	Speidel Corp.	62,490
Office Equipment, Writing Supplies, Stationery & Access.	W. A. Shaeffer Pen Co.	57,893
Publishing & Media	Crowell-Collier Publishing Co.	9,366
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	157,941
Smoking Materials	R. J. Reynolds Tobacco Co.	752,950
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,024,752
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	762,019
Miscellaneous	Quaker Oats Co.	55,800

* * *

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED

	1953		1952	
	July	Jan.-July	July	Jan.-July
Agriculture & Farming	$ 75,384	$ 696,045	$ 34,491	$ 407,907
Apparel, Footwear & Access.	30,477	609,672	14,751	161,563
Automotive, Auto Access. & Equip.	606,665	3,698,637	195,521	2,239,884
Beer, Wines & Liquor	131,760	1,032,342	146,350	1,456,984
Bldg. Materials, Equip. & Fixtures	108,809	554,576	87,259	570,932
Confectionery & Soft Drinks	256,705	1,806,650	436,542	3,423,045
Consumer Services	135,285	1,465,497	129,639	1,351,468
Drugs & Remedies	1,580,388	12,868,346	1,364,235	12,424,835
Food & Food Products	2,728,011	21,624,316	2,150,616	21,505,090
Gasoline, Lubricants & Other Fuels	412,341	2,880,810	381,007	3,102,587
Horticulture	.....	107,324	.....	109,923
Household Equip. & Supplies	615,610	4,293,497	520,122	2,444,753
Household Furnishings	145,636	1,244,784	103,236	686,562
Industrial Materials	.....	733,827	12,907	1,178,361
Insurance	169,695	1,161,439	269,671	2,028,583
Jewelry, Optical Goods & Cameras	34,488	545,870	.....	527,048
Office Equip., Stationery, Writing Supplies & Access.	.....	366,312	.....	361,557
Political	.....	.....	10,182	97,335
Publishing & Media	16,768	132,094	48,048	468,298
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	142,491	1,255,683	107,419	866,574
Retail Stores & Direct By Mail	1,236	8,961	2,688	15,054
Smoking Materials	989,213	9,244,353	699,761	10,217,403
Soaps, Cleansers & Polishes	1,334,567	8,908,342	1,078,865	10,693,003
Toiletries & Toilet Goods	2,034,700	15,797,214	1,290,656	13,207,133
Transportation, Hotels and Resorts	63,845	475,467	57,512	541,435
Miscellaneous	438,427	3,092,539	396,916	2,908,034
TOTAL	$12,052,501	$94,604,597	$9,538,394*	$92,995,351*

Source: Publishers Information Bureau
*Does not include time charges for sponsored broadcasts of National political conventions.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED TO 1952

	1953		1952	
	July	Jan.-July	July	Jan.-July
Agriculture & Farming	.....	4,303	.....	.....
Apparel, Footwear & Access.	60,564	1,406,041	39,325	1,853,349
Automotive, Auto. Access. & Equip.	1,332,868	10,341,238	903,234	8,386,982
Beer, Wine & Liquor	422,990	3,795,311	292,948	3,423,818
Bldg. Materials, Equip. & Fixtures	.....	136,655	.....	329,014
Confectionery & Soft Drinks	271,645	3,215,616	273,751	2,922,927
Consumer Services	.....	367,590	65,132	175,385
Drugs & Remedies	586,186	5,139,680	312,074	3,003,896
Food & Food Products	3,387,205	22,293,992	1,922,254	19,133,492
Gasoline, Lubricants & Other Fuels	151,350	1,788,252	120,000	2,163,168
Horticulture	.....	6,113	.....	12,370
Household Equipment & Supplies	1,143,118	10,041,315	605,545	5,839,640
Household Furnishings	48,620	1,530,515	103,726	1,322,380
Industrial Materials	178,491	2,562,119	242,945	2,354,769
Insurance	50,920	679,832	46,958	226,568
Jewelry, Optical Goods & Cameras	115,581	1,609,389	151,511	1,270,144
Office Equip., Stationery & Writing Supplies	57,893	751,664	89,070	923,905
Political	.....	.....	.....	133,152
Publishing & Media	12,085	184,758	98,228	473,360
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	281,716	2,069,513	198,293	2,460,974
Retail Stores & Direct By Mail	.....	23,175	90,930	686,780
Smoking Materials	2,919,519	19,831,819	1,791,589	15,767,830
Soaps, Cleansers & Polishes	1,854,388	12,452,250	1,122,528	10,590,317
Sporting Goods & Toys	.....	51,723	.....	.....
Toiletries & Toilet Goods	3,096,048	19,804,744	1,832,826	14,489,768
Transportation, Hotels & Resorts	.....	222,774	.....	.....
Miscellaneous	154,080	1,328,799	48,310	1,052,598
TOTAL	$16,125,267	$120,639,180	$10,351,177*	$98,996,586*

Source: Publishers Information Bureau
*Does not include time charges for sponsored telecasts of national political conventions.

Bingo chips in the land of Paul Bunyan



Bingo parties require only a fraction of the corn grown each year in Paul Bunyan Land. 175 million bushels produced here last year! Much of it is fed to hogs, poultry, etc.; and thus makes more income for our farmers than by selling it.

With corn to shell and hogs to feed—home entertainment is important on the farm. In 82 counties they *listen* to WCCO more than any other station and *watch* WCCO in more than 62 counties.

One Station Coverage — Unmatched!

MINNEAPOLIS **WCCO** SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • **TELEVISION—100,000 Watts—Ch. 4**

(Radio Spot Sales) clear channel (Free and Peters)

ALMOST LIKE HAVING A LOCAL STATION

THE INCREASE IN POWER OF WMAR-TV CHANNEL 2 BALTIMORE

HAS CHANGED OUR LOW FREQUENCY CHANNEL RECEPTION FROM SUPER FRINGE AREA TO SEMI FRINGE AREA

Checking reception on all types of receivers in many different locations locally and with all types of aerials for the past few weeks we know the increase in power of WMAR from 25KW to 100KW has eliminated The Bad Night on TV for us.

To Those Who Own TV Sets

Sometimes you may notice course lines in the picture of a black bar move across the picture. This is Hot Weather atmospheric conditions causing channel 2 New York to interfere with WMAR Baltimore. This will be less prevalent now with the power increase but you can usually get rid of this interference by moving your aerial around further to the West from where you usually get Baltimore. Try it.

To Those Who Don't Own TV Sets Yet

If you plan to buy TV, Now is the time. The New 1954 sets are here. The Prices are even lower than last year. All our sets have THE NEW CHANNELS already on them so you can get channel 16 Salisbury when it comes in a few months. No more 3 or 4 nights a week reception. You get it every night.

To WMAR-TV Baltimore

Thanks. The power increase has meant more pleasure for the viewers, stronger signal to the service bench for the TV servicemen. Easier demonstration facilities for the TV dealer. We appreciate this.

ONE YEAR FREE SERVICE WITH EACH INSTALLATION

MERRITT TELEVISION COMPANY

RADIO AND TELEVISION SALES AND SERVICE

Repairs on Irons, Toasters, Mixers and Cleaners

709 N. Division St. Phone 4832 Salisbury, Md.

This advertisement appeared in the Salisbury Times. Salisbury Times is 86 airline miles from Baltimore

NOW ON MAXIMUM POWER

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

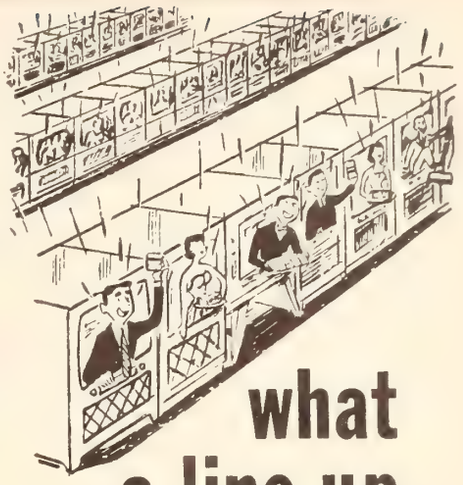
TELESTATUS®

Sept. 28, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	39,900
Montgomery	WCOV-TV	.....	13,400
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	15,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	40,458
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,652,206	.....
	KETH	.....	.....
Monterey	KMBY-TV	.....	.....
Salinas	KSBW-TV	.....	.....
San Diego	KFMB-TV, KFSD-TV	189,900	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	14,494
New Britain	WKNB-TV	.....	80,135
New Haven	WNHC-TV	635,190	.....
Waterbury	WATR-TV	.....	.....
DELAWARE			
Wilmington	WDEL-TV	150,927	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	39,000
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV	.....	15,200
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV	27,000	.....
	KONA	34,000	.....
IDAHO			
Boise	KIDO-TV	8,200	.....
ILLINOIS			
Belleville	WTVI	.....	127,000
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	66,300
Peoria	WEEK-TV	.....	86,005
Quincy	WGEM-TV	27,200	.....
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	215,000	.....
INDIANA			
Bloomington	WTTV	266,915	.....
Indianapolis	WFBM-TV	394,000	.....
Lafayette	WFAM-TV	.....	23,850
Muncie	WLBC-TV	.....	32,500
South Bend	WSBT-TV	.....	71,469
IOWA			
Ames	WOI-TV	142,085	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	59,493	.....
KANSAS			
Hutchinson	KTVH	45,440	.....
Wichita	KEDD	.....	32,026
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	285,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ	.....	9,800
New Orleans	WDSU-TV	204,589	.....
MAINE			
Bangor	WABI-TV	36,500	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	498,556	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,089,696	.....
Springfield	WHYN-TV, WWLP	.....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	10,700
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,100,000	.....
Grand Rapids	WOOD-TV	256,874	.....
Kalamazoo	WKZO-TV	306,124	.....
Lansing	WJIM-TV	227,000	.....
	WILS-TV	.....	7,734
Saginaw	WKNX-TV	.....	40,100
MINNESOTA			
Austin	KMMT	56,547	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	394,300	.....
St. Paul	KSTP-TV, WMIN-TV	394,300	.....
Rochester	KROC-TV	40,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	24,103
MISSOURI			
Hannibal	KHQA-TV	70,000	.....
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	323,062	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	534,500	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,360	.....
Omaha	KMTV, WOW-TV	200,000	.....
NEVADA			
Las Vegas	KLAS-TV	8,700	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,635
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOAT-TV, KOB-TV	30,744	.....
Roswell	KSWS-TV	8,327	.....
NEW YORK			
Binghamton	WNBF-TV	152,787	.....
Buffalo	WBEN-TV	533,306	.....
	WBES-TV, WBUF-TV	.....	37,734
Elmira	WTVE	.....	9,500
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,570,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	279,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....



what a line up..

394,000 STRONG!

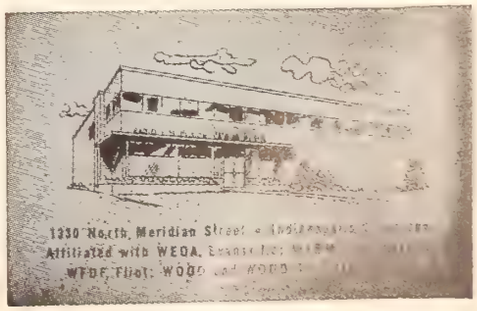
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

2,500
60,000
90,000
today

there are 394,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



City	Outlets on Air	Sets in Station Area vhf	uhf
Greensboro	WFMY-TV	179,740	.....
Raleigh	WNAO-TV	.....	31,200
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	787,389	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	300,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	80,510
Zanesville	WHIZ-TV	.....	8,905
OKLAHOMA			
Lawton	KSWO-TV	31,221	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	156,325	.....
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	108,007
PENNSYLVANIA			
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Chambersburg	WCHA-TV	.....	.....
Easton	WGLV	.....	33,020
Erie	WICU	197,000	.....
Harrisburg	WHP-TV, WTPA	.....	78,300
Johnstown	WJAC-TV	680,018	.....
	WARD-TV	.....	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	48,123
Philadelphia	WCAU-TV, WFIL-TV	1,267,186	.....
	WPTZ	1,627,798	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	100,000
Reading	WEEU-TV	.....	54,633
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	75,000
Wilkes-Barre	WBRE-TV, WILK-TV	.....	104,000
York	WSBA-TV	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	35,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	37,855	.....
TENNESSEE			
Memphis	WMCT	218,200	.....
Nashville	WSM-TV	122,657	.....
TEXAS			
Abilene	KRBC-TV	9,140	.....
Amarillo	KFDA-TV, KGNC-TV	30,853	.....
Austin	KTBC-TV	43,844	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	29,392	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	6,000	.....
San Antonio	KEYL, WOAI-TV	155,053	.....
Texarkana	KCMC-TV	16,526	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV, KSL-TV	131,200	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	282,900	.....
Spokane	KHQ-TV, KXLY-TV	37,644	.....
Tacoma	KMO-TV, KTNT-TV	282,900	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV	69,223	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	570,437	.....
	WCAN-TV	.....	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 248*
Total Cities with Stations on Air 169*
Total Sets in Use 27,159,511

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

AR STUDY REPORTS SUMMER MEDIA USE

Radio and magazine circulation was up during this summer over last, but time spent with them was down. Tv and newspapers slipped both in circulation and time spent with them, Advertest Research says.

MORE people heard radio and read magazines this summer than last, but the amount of time they spent doing so was less, reports Advertest Research in its August issue of *The Television Audience of Today*. The study is based on a survey of 751 New York area tv homes.

Similar to a report made last summer, AR's study found 9% fewer persons read a daily newspaper than in 1952, that newspaper reading time was down 32%, that 2% less watched tv daily and that tv viewing time was down 9%.

Some 5% more people listened to the radio daily, but daily viewing time was down 3% from the summer of 1952. Magazines had 2% more readers but reading time was down 2%. This year tv families were not at home as much as last summer, the 71% average availability being 4% lower than in 1952.

But this cannot be blamed on vacations, AR said, for although more people left home for vacations (42%), their average vacation time was 1½ days less. Of those on vacation, tv was available to one-third, compared to one-fifth last summer.

The report studied 11 tv programs each in the categories which continued through the summer and which used summer replacements.

Those continuing: *Robert Montgomery Presents, Suspense, Burns & Allen, Martin Kane,* CBS Wednesday Night Boxing, *Rocky King, 20 Questions, Lone Ranger, Life Begins at 80, Chance of a Lifetime* and *Date With Judy.*

Those using summer replacements: *I Love Lucy—Racket Squad, Comedy Hour—Big Payoff, Red Buttons — Masquerade Party, Man Against Crime—I've Got a Secret, Fireside Theatre—Nothing but the Best,* Perry Como—Bob Eberle, Dennis Day — *The Goldbergs, Mama — Pantomime Quiz, Life of Riley — Drama Playhouse, Winchell & Mahoney—Name That Tune,* NBC Friday Night Boxing—*Sports Newsreel.*

Of the programs which continued through the summer, AR found: The summer audience was 28% smaller than the winter audience, 31% of the winter audience did not watch in the summer, 97% of the summer audience includes persons who also watch in winter, with 3% of the summer audience newly acquired viewers.

Of the other programs and their replacements: The replacement show audience was 37% smaller than the winter program, 59% of the winter audience did not watch the replacement, 65% of the replacement's audience included persons who also watch in the winter, with 35% of this audience newly acquired viewers.

Pulse Rates Comedy-Variety First in 30-City Tv Report

THE PULSE Inc. reported last week that quiz-audience participation programs led all program types in the number of quarter-hours presented on network television while comedy variety shows were in first place in average ratings.

(From Multi-Market TelePulse, Aug. 1-7, 1953)

	No. ¼ Hrs.	Avg. Rtg.
Quiz-Audience Participation	134	10.1
Drama and Mysteries	80	17.0
News	62	4.5
Daytime Variety	52	7.2
Kid Shows	45	9.8
Serial Stories	40	6.0
Education and Science	33	4.7
Interviews	30	8.5
Comedy Situation	24	13.8
Westerns and Serials	24	7.5
Boxing	21	12.1
Wrestling	20	5.9
Comedy Variety	19	23.1
Musical Variety	19	8.8
Talent	14	11.2
Baseball	12	14.5
Music	10	5.1
Forums and Discussions	7	5.4
Religion	7	2.2
Film Shorts	6	6.7
Feature Film	4	3.9
Miscellaneous	3	4.4
Racing	2	5.6
Sports News	1	10.1
Total	669	

BIG ADVERTISERS TRIPLE SINCE '39

NUMBER of advertisers spending $25,000 a year or more in any of four media—network radio, network television, magazines or newspapers—increased from 936 in 1939 to 2,538 in 1952 while their combined expenditures for time and space in these media went up from $333,157,000 in 1939 to $1,208,223,000, according to a comparison made by Magazine Advertising Bureau.

While the number of $25,000-a-year advertisers has increased nearly three times in the period 1939 to 1952 and their combined expenditures nearly four times, MAB said their average expenditure was only about a third greater in 1952 than in 1939 ($476,053 from $355,900).

"The 1939-1952 gain of only 34% contrasts with a gain of 302% in the national income and an increase of 290% in the dollar volume of retail sales," MAB said, stating, "We believe that the facts shown above point up a dangerous trend in advertising: the increasing inadequacy of the budget of the typical company."

Breaking down the overall figures on a medium-by-medium basis, MAB tabulated the results as follows:

Number of National Advertisers Spending $25,000+ in Each Medium:

	1939	1944	1949
Magazines	660	1,153	1,747
Newspapers	520	639	927
Network Radio	128	213	172
Network Tv	...	...	71
Total*	936	1,498	2,198

	1950	1951	1952
Magazines	1,793	1,961	2,104
Newspapers	928	937	959
Network Radio	165	165	182
Network Tv	133	203	202
Total*	2,223	2,384	2,538

*This is the total number of advertisers spending $25,000 or more in any medium; because of multiple media users, columns do not add up to these figures.

Dollar Volume of National Advertising in Four Media (in thousands):

	1939	1944	1949
Magazines	$130,777	$243,763	$395,713
Newspapers	121,243	134,786	332,619
Network Radio	81,137	185,408	184,418
Network Tv	.....	.....	11,951
Total	$333,157	$563,957	$924,701

	1950	1951	1952
Magazines	$416,598	$467,101	$503,698
Newspapers	362,604	379,571	370,281
Network Radio	177,741	169,744	156,477
Network Tv	39,744	126,062	177,767
Total	$996,687	$1,142,478	$1,208,223



which one will make the sale?



We can't tell you his name. But you can be sure he's the salesman best equipped to understand the problem—and best able to give the buyer a profitable answer.

Specialization is today's key to successful selling. That's why we maintain that quality TV station representation demands *exclusive* attention, uncompromised by demands of other media. Television is that important.

(. . . don't try to guess which hat above belongs to the Harrington, Righter and Parsons man. He made his call ahead of the pack, and probably added to the spot billing of the distinguished TV stations listed here.)

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television—no newspapers, no radio

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

SYNDICATED TV HAS

Stature–*Sound Business Practice*–
and *Quality*–have been brought
to this new industry by the

NBC FILM DIVISION



BADGE 714 which as "Dragnet" has been consistently one of the four top-ranking TV shows on the air. It's also proved itself one of the most effective selling tools in the industry. Ready!

Through the medium of syndicated TV Films, ever sponsor, every station can offer local audiences pr grams equal to the best network quality. This gre new industry, capable of raising the quality of tel vision programming throughout the nation, worthy of the best programs, the best services, t best practices known.

With this objective, the NBC FILM DIVISIO functions as a completely separate operating div sion of the National Broadcasting Company . . . the service of every advertiser . . . every televisio station.

NBC FILM DIVISION LEADERSHIP IN THE GREAT TRADITION OF NBC

The NBC FILM DIVISION has brought leadership Syndicated TV just as the NBC networks brough leadership to radio, television, and color.

The basic commodity of the NBC FILM DIVISIO is the finest show you can buy, for exclusive loc sponsorship at a local price. From this one gre source, you have available outstanding half-ho and quarter-hour film series, feature pictures, yo pick of 18,000,000 feet of library footage, con pletely cross-indexed. Each program is backed b the excellent service, the resources and the reput tion of the NBC FILM DIVISION.

So for top production, for show-businesslike r sults, for quality in every aspect, it will pay you deal with the foremost organization of its kind . . the NBC FILM DIVISION . . . to be assured of

1 Widest choice of high-rating hits in the i dustry.

2 Million-Dollar production for exclusive loc sponsorship at local budgets.

3 Market-tested advertising, promotion, pub city, exploitation and merchandising as an i tegral NBC FILM DIVISION service.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NBC FILM DIVISION—*30 Rockefeller Plaza, N.Y. 22, N.Y. • Merchandise Mart, Chicago, Ill. • Sunset & Vine St., Hollywood, Calif. • In Canada: RCA Victor Company Ltd., Royal York Hotel, T*

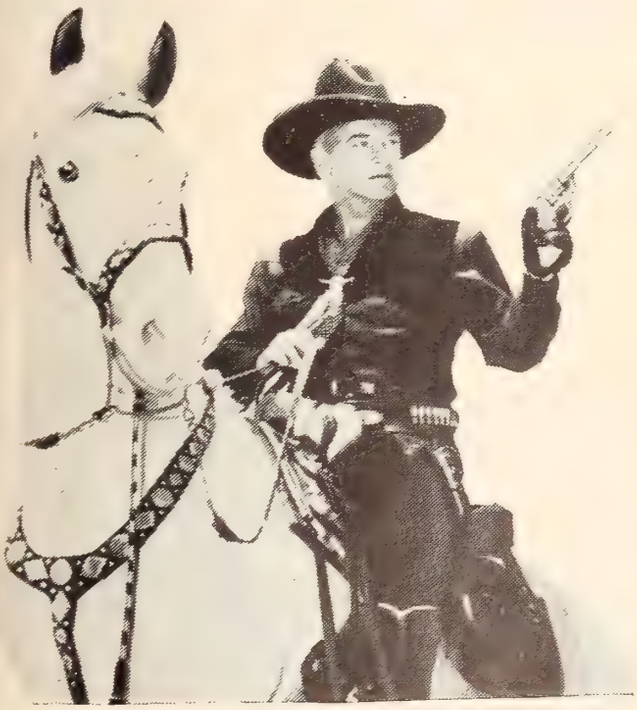
FOUND LEADERSHIP!



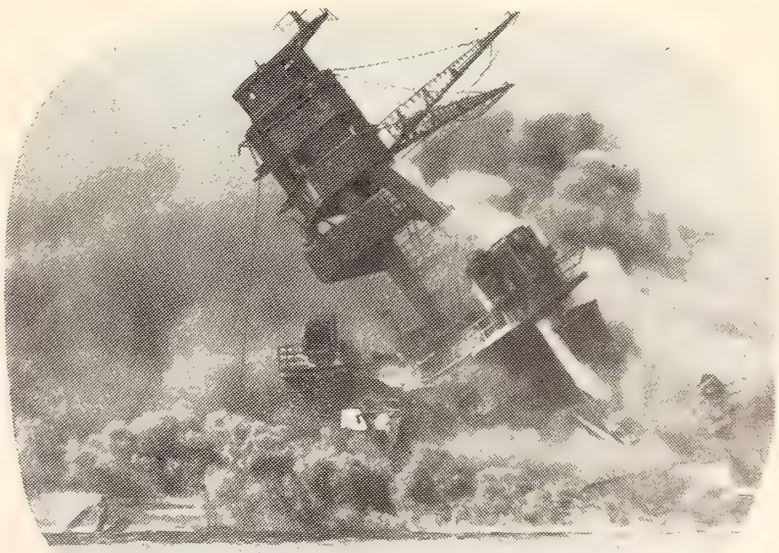
DOUGLAS FAIRBANKS, Jr. PRESENTS which has proved itself one of the finest dramatic shows of all TV. And one which can move mountains of merchandise for smart local or regional sponsors!



INNER SANCTUM which has been radio's smash-hit thriller for 12 record-breaking, sales-pushing years. Now on film—ready for alert local or regional sponsors! *Yes, NBC offers you by far the industry's finest programs.*



HOPALONG CASSIDY which has been—is—and will continue to be one of the outstanding sales-getters in TV history. It has a tremendous and loyal following—ready to buy *your* product!



VICTORY AT SEA—the greatest prestige entertainment program ever put on the air—and one which virtually guarantees any local or regional sponsor one of the highest ratings in TV history.

OTHER HIGH-RATING NBC FILM DIVISION SHOWS:

Dangerous Assignment • Lilli Palmer Show • The Visitor • Weekly News Review • Watch the World • Captured • The Life of Riley • 26 First-Run Feature Films

TV NETWORKS AGAIN MEET WITH ASCAP, AND AGAIN REPORT IS: 'NO PROGRESS'

Resumption of tv broadcaster efforts to arrange for continued right to use Ascap music in connection with video programs at fair and reasonable rate marked by New York meeting and return to court by group of tv stations.

REPRESENTATIVES of the tv networks met Tuesday with Ascap officials to try to work out mutually satisfactory terms of a new blanket license to replace the current one which expires at the end of this year.

A group of tv stations, which two years ago asked the Federal court to set appropriate fees for per program licenses for Ascap music on television, has gone back to court seeking to block Ascap's attempt to drop per-program licenses altogether.

A report of "no progress" followed the meeting of the tv networks and Ascap. Neither side has moved from its position on rates, which is said to be the only issue in question. Both broadcasters and the licensing society reportedly are willing to continue all other terms of their present agreement.

The networks' position is that the present blanket license fee for tv—the radio blanket license fee plus 10% or 3.025% of gross revenue—is excessively high in view of the high operating expenses of television. Contending that instead of a higher percentage than radio, tv rates should be appreciably lower, they have offered to sign a new agreement at 50% of the radio blanket license rate.

Ascap negotiators to date have shown little sympathy with the networks' position. Ascap maintains that with the rising gross income of tv networks, which has surpassed the radio network gross, the networks can well afford a higher fee. Ascap has offered to extend the present blanket licenses at the present scale. There also is no agreement on the relative value of music to tv as compared to radio.

The broadcasters contend the addition of sight to sound makes music less important, Ascap maintains that the most popular video programs depend largely on music for their effectiveness.

Back to Court

On the per program front, the 56 stations who went to court two years ago after long-term negotiations had failed to produce a suitable per-program license fee, have returned to the same court—U. S. District Court, Southern District of New York—asking the right for one of their number, WATV (TV) Newark, to intervene in Ascap's move to "change and sharply limit the types and terms of the licenses" which the Consent Decree between the government and Ascap makes available to stations. This petition, filed by Simon H. Rifkind of Paul, Weiss, Rifkind, Wharton & Garrison, and Stuart Sprague, who with Mr. Rifkind are acting as counsel for the tv group, request hearing Oct. 6.

Reviewing the history of the litigation, Mr. Rifkind pointed out that in 1941 the government brought action against Ascap under the anti-trust laws, charging the Society with illegally controlling performance rights to the "vast bulk of American popular music."

The Consent Decree accepted by Ascap March 4, 1941, required Ascap to offer per program as well as blanket licenses. In 1950 the Decree was amended to include, among other provisions, one empowering prospective licensees to ask the court to set a reasonable rate of payment if they and Ascap are unable to arrive at one themselves. This provision, together with the continued choice between blanket and per program licenses, Mr. Rifkind commented, "gave substantial assurance that Ascap would not make unreasonable use of its monopoly position."

When a number of stations and the DuMont network declined to accept the Ascap blanket licenses previously agreed to by the three other tv networks, and negotiations of a group now known as the All Industry Local Tv Music License Committee with Ascap for per program licenses broke down, the owners of 56 tv stations on July 18, 1951, asked the court "to set reasonable fees for both per program and blanket Ascap licenses so that each station might choose the form of license which was better suited to its needs," Mr. Rifkind recounted.

On Aug. 2, 1951, with its answer to the stations' petition, Ascap also moved to further amend the Consent Decree and argument on this motion, in which WATV is asking permission to intervene, is expected to be heard within the next few weeks, Mr. Rifkind said.

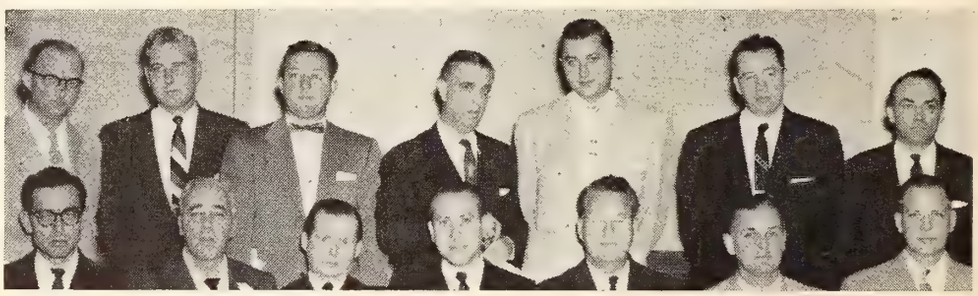
ASCAP'S ADAMS TO VISIT STATIONS

TO FIND OUT what Ascap's best customers, the radio and tv broadcasters, think of the organization to which they pay some $14 million a year in license fees for the right to broadcast Ascap music, Ascap's President Stanley Adams is going to go calling on stations in half a dozen cities during the next few weeks.

Mr. Adams will make his station visits on his way back to New York from Los Angeles, where he went to make his first report as Ascap president to the Society's West Coast membership at its annual meeting Wednesday. He plans to stay in Los Angeles until the end of the week, going to San Francisco on Sunday and staying there through the following Tuesday, Oct. 6.

From there his itinerary reads: Denver and Colorado Springs, Oct. 8-10; Chicago, Oct. 12-15; Detroit Oct. 16-17.

"I'm not going to collect any money or audit any books," Mr. Adams told B•T Thursday, "nor am I going to try to persuade any broadcaster to switch from a per program to a blanket Ascap license. What I do want to do is to talk to broadcasters on their home grounds, to find out first hand what they think of the service we give them, what they like and what they don't like."

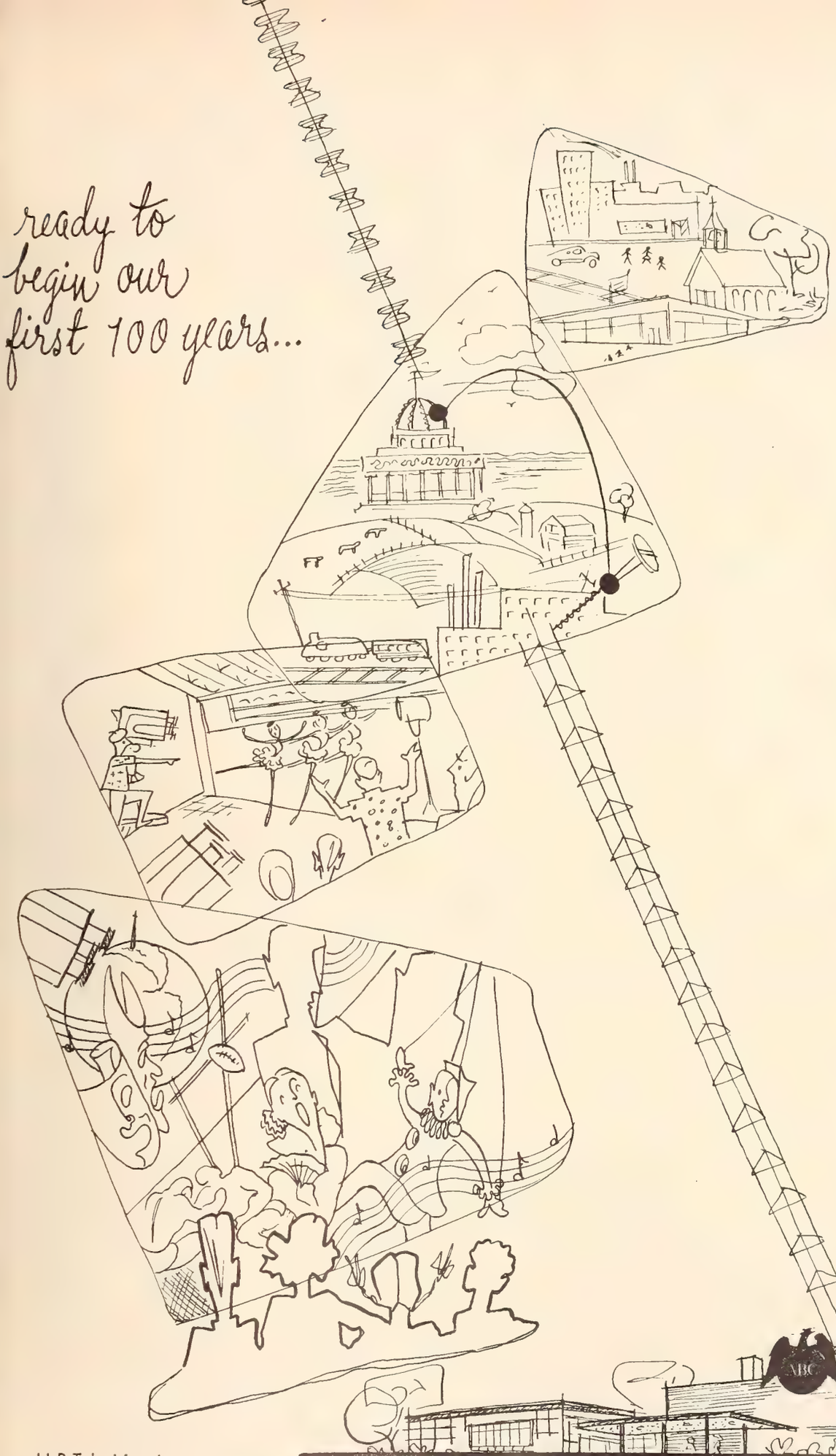


AT the broadcasters meeting on subscription tv Sept. 17 [B•T, Sept. 22] were (l to r, seated) Ralf Brent, WIP-TV Philadelphia vice president and director of sales; Benedict Gimbel Jr., WIP-TV president and general manager; Hugh Boyd, general manager, Home News Publishing Co. and grantee for WDHN (TV) New Brunswick, N. J.; Will Baltin, tv consultant to Home News and WDHN (TV); Wendell Lund, co-owner, WSTF (TV) Stamford, Conn.; Richard Davis, president, WELI-TV New Haven; Joseph Evans, vice president, Associated Broadcasters, Fort Worth; standing, Julian Skinnel, operations manager, WLBR-TV Lebanon, Pa.; Dwight Martin, MBS; John Doley, WACH (TV) Newport News, Va.; Fred Weber, president, WFPG-TV Atlantic City; Fred Bernstein, general manager, WTTM-TV Trenton and Peoples Broadcasting Corp., Columbus, Ohio; Vincent Gaughan, secretary-treasurer, WBES-TV Buffalo, and vice president, WSTF (TV), and Ewart M. Blain, director of sales, WEEU-TV Reading, Pa. More than 20 tv operators and grantees met at WIP's studios in Philadelphia.



BROADCASTERS group at the subscription tv meeting included (l to r): seated, Ewing Hawkins, president and general manager, WILM Wilmington, Del.; Gorden Giffen, vice president and station manager, WKDN Camden, N. J.; Gerald Morey, president, WNLC-TV New London, Conn.; Fred King, chief engineer, WELI-TV New Haven; Rudy Frank, WELI-TV, and E. Stratford Smith, Welch, Mott & Morgan; standing, Charles Truitt, general manager, WBOC-TV Salisbury, Md.; C. J. Thornquest, vice president, WIFE (TV) Dayton; Robert Booth, attorney, Washington; Clifford Harris, WIP-TV chief engineer; Henry Solomon, E. Anthony & Son Inc. and WTEV (TV) New Bedford, Mass., and Joseph Lang, vice president, WIBG Philadelphia.

ready to begin our first 100 years...



WREX-TV

vhf channel 13

blankets the rich Rockford-Madison market

over 1 million people

high income

strongly industrialized

backed by a wealthy farm belt.

intelligently planned facilities.

extensive studio space.

high tower.

twelve bay antenna.

powerful transmitter.

assured top quality reception.

terrific coverage.

no wasted signal.

plenty of local mid-west flavor in live programming.

completely experienced expert staff.

plenty of TV "know-how'

realistically low-priced rate schedule.

test pattern now on the air..

consider the strong Rockford-Madison market

we can do a job for you.

WREX-TV Channel 13 Rockford, Ill.

Contact: H-R Television, Inc.,
New York, Chicago, Hollywood, San Francisco

Soren Munkhof, Gen. Mgr.
WREX-TV Executive Offices
618 Gas-Electric Bldg.,
Rockford, Illinois

EVEN ZURICH WATCHES

W·H·E·N



ECHOING yodels are hard to find in Alp-less Zurich, N. Y., but the world's best TV entertainment is found there every day over WHEN.

Zurich is another of more than 250 communities brought to the Syracuse market area by WHEN. It's just a small segment of a growing market of 2¼ million people — people in 26 counties who earn their living in every conceivable way — who outspend the national average annually — whose buying habits are formed by what they see on WHEN. With over 85% TV penetration — one of the highest percentages in the nation — and an audience insured by the best programs of 3 major networks, WHEN has the punch to sell your product.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

NARTB DIST. 14 HEARS WEBSTER REVIEW INDUSTRY

FCC Commissioner tells NARTB District 14 that relaxation of station operator requirements is but first of several steps which could be taken in placing greater operating responsibility on licensee. Other district sessions held are 10 and 11, with 7, 8 and 9 set for this week.

GREATER freedom in technical requirements placed on station operators was advocated by FCC Comr. E. M. Webster in addressing NARTB District 14 (Mountain States) last week as three regions held the second series of three-a-week district meetings.

Comr. Webster's address, delivered last Monday at Sun Valley, Idaho, high-spotted sessions that included Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., S. D.). Presiding at the meetings were William C. Grove, KFBC Cheyenne (14); E. K. Hartenbower, KCMO Kansas City (10) and John F. Meagher, KYSM Mankato, Minn. (11). District 14 met Monday-Tuesday at Sun Valley; District 10 Wednesday-Thursday at Cedar Rapids, and District 11 Friday-Saturday at Minneapolis.

Vernon A. Nolte, managing director of WHIZ-AM-TV Zanesville, Ohio, conducted the small-market television clinics that featured the second morning of each meeting.

Meetings will be held this week by District 9 (Ill., Wis.), Monday-Tuesday at Milwaukee; District 8 (Ind., Mich.) Wednesday-Thursday at Indianapolis; District 7 (Ohio, Ky.), Friday-Saturday at Cincinnati.

Representing NARTB headquarters at the three meetings last week were President Harold E. Fellows; Robert K. Richards, administrative vice president, and Richard P. Doherty, labor relations vice president.

Resolutions adopted at the District 14 meeting at Sun Valley emphasized importance of the move to remove discrimination against radio and tv in covering public events; commending trade media and the New York court ruling that partially opened the Marciano-LaStarza fight to coverage; lauded E. K. Hartenbower, KCMO Kansas City, district director, and the NARTB officials for their leadership and participation in the meeting and encouraged research of the type dealing with profitable station operation.

Closed Sessions

Among those taking part in closed-door discussions covering sales practices, payment of salesmen and other media problems were Harry Burke, KFAB Omaha; Bob Dillon, KRNT Des Moines; Dietrich Dirks, KCOM Sioux City; Frank Fogarty, WOW Omaha; George Higgins, KMBC Kansas City; Al Hilliard, KOLT Scotts Bluff; Robert Morrison, KCRI-TV Cedar Rapids; Gordon Pentz,, KWBE Beatrice, Neb.; Owen Saddler, KMTV (TV) Omaha; Ernie Sanders, WOC Davenport; Virgil Sharpe, KOWH Omaha, and Earl Williams, KFNF Shenandoah, Iowa.

Fred Palmer, management consultant, addressed the luncheon session on "How to Close a Sale."

Broadcasters going into small market television must do it on a sound financial basis, amply prepared to meet emergencies, if they plan to survive, Mr. Nolte cautioned during his off-the-record talk at District 14's Small Market Television Management Clinic Tuesday. Pointing out that it was a costly venture, he warned there are no short cuts to successful tv station operation.

He figured the minimum operating costs for small market tv at $150,000 annually, without depreciation.

Mr. Nolte stated it will be between four and five years before color television for small markets will be practical.

James Russell, manager, KKTV Colorado Springs, cautioned those attending the tv clinic that every new station that goes into a major market is a direct competitor to the small market station for that advertising dollar.

"There are bound to be some cancellations in the smaller markets, by national advertisers, with that business going to new stations in the larger areas," he said.

In a strongly worded resolution District 14 joined the protest against any discriminatory action interfering with radio and tv coverage of sports events. At the final business session late Tuesday, NARTB was petitioned to "exert every effort to combat this creeping evil of such dominating control."

NARTB also was petitioned to continue its efforts for a "per program" basis agreement from Sesac "to the end that equitable performance rights may be secured and present discrimination be eliminated."

Pointing out that vast areas of the country are without daytime radio service, another resolution requested NARTB to consider for presentation to the FCC the granting of such increase in daytime power to stations as will satisfy that need without causing undue interference to existing am outlets.

Another resolution asked NARTB to allow nomination and election from the floor at the annual district meeting, rather than the ballot method now in force for a new director.

Conelrad Resolution

That the Conelrad plan be made 100% effective so that broadcasters can fulfill their responsibilities to the public and defense of the nation was urged in a resolution which asked NARTB to take necessary steps with the Federal Civil Defense Administration.

District 16, at its final Los Angeles session Sept. 18, adopted resolutions deploring discrimination in the news furnished radio-tv by wire services; endorsing cooperative area sales drives such as those in Tulsa and San Antonio; opposing presence of studios or transmission facilities in the U. S. designed to serve foreign station licensees not under FCC jurisdiction; paying tribute to NARTB officers and their work; calling on NARTB to continue efforts to obtain access for radio and tv to public and sports events, and endorsing the NARTB study of principles of profitable operation.

Also see district meeting pictures, page 106

WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

LET SOLONS JUDGE PAY TV—WEBSTER

FCC member tells Dist. 14 broadcasters Congress should be the body to act on pay-see tv, in an apparent reference to GOP Rep. Hinshaw's bill to make subscription tv a common carrier.

CONGRESS should decide whether and how subscription tv should be permitted on the American air, FCC Comr. Edward M. Webster told NARTB Dist. 14 members at Sun Valley, Idaho, last week.

And, if Congress approves, there are still problems which are bound to "haunt" the Commission, the former Coast Guard chief communications officer and one-time assistant FCC chief engineer declared.

Meanwhile, members of the steering group of the Broadcasters Committee for Subscription Tv met Friday in Washington to decide on next steps in their pursuit of FCC approval of pay-tv. The committee was formed two weeks ago at a meeting of subscription-tv broadcaster advocates in Philadelphia [B•T, Sept. 21].

Mr. Webster's implied belief that the Commission should not decide on the question of fee broadcasts until Congress has legislated undoubtedly has reference to the activity of Rep. Carl Hinshaw (R-Calif.). Mr. Hinshaw, at the end of the last Congressional session, introduced HR 6431 which would redefine the term "broadcasting" in the Communications Act to make subscription tv and theatre tv a common carrier type service. The bill was referred to the House Commerce Committee, which so far has not yet taken up the bill.

Referring to the idea of subscription tv as "revolutionary," Mr. Webster said he intended to press for an FCC hearing on the subject because of the legal problems involved. He emphasized that he had an open mind on the merits of subscription tv, but there were questions which it raised.

Subscription tv would involve "such a fundamental change in the American system of broadcasting," Mr. Webster said, that the Commission may conclude that any change in the present free broadcasting system should come only after Congress has established a policy by amending the Communications Act.

Premise of some subscription tv adherents that fee-tv is necessary because advertising revenues will prove unable to provide high quality programming is "conjectural," Mr. Webster said.

On the assumption that Congress would authorize the charge of fees for a broadcast service, Mr. Webster had this to say:

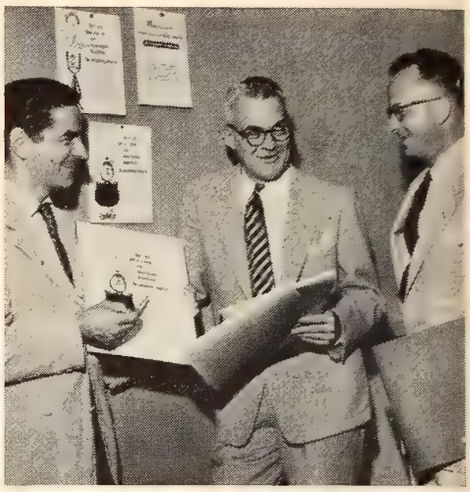
Very little vision is required to see that if subscription television is authorized and it proves to be the most profitable method of operating a television station, the best hours of every day will obviously be devoted to subscription rather than free television. Every tv station licensee will be clamoring for subscription rights and will be pounding on the Commission's door for regulations insuring that there will be no discrimination in the issuance of such rights or the rates charged therefor. At the same time owners of television receivers will be fighting to retain free programming, or, at the very least, will expect the Commission to promulgate rules which will provide the public with a choice of free programs during the best viewing hours, and which will insure the viewers of reasonable and non-discriminatory fees for the subscription programs. Those considerations point to common carrier rather than broadcast type regulations.

Here Mr. Webster pointed to the terminology of Section 3(h) of the Communications Act, which provides that "a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier."

Under the law, Mr. Webster said, radio broadcasting is intended to be received by the public "directly or indirectly by the intermediary of relay stations." Since subscription tv involves a distorted signal, only those paying for it would be able to receive it intelligibly, Mr. Webster said, and immediately asked:

Is this broadcasting, or is it a method of point-to-point communications closely analogous to the system of multiple addressed commuications, i.e., programs addressed to *selected* receivers? Is a subscription television service, in which only subscribers who pay a fee on a "per program" basis can view the program, a broadcast service as the American public knows it, or is it a common carrier service for hire? Is that segment of the population which either feels it cannot afford the subscription service or who does not want it, to be denied the right to view programs on publicly owned channels which are presently available to them on a no-charge basis? (Italics are Comr. Webster's.)

The Washington meeting Friday comprised the executives of the original four uhf tv grantees who initiated the current appeal to the FCC to hasten authorization of subscription tv [B•T, Aug. 10]. All asked quick action on the petition by Zenith Radio Corp. seeking commercialization of pay-as-you-look television filed in February 1952. No action has been taken on that petition. Since the first uhf request last month, two other uhf tv grantees have seconded the motion; they were WACH (TV) Newport News, Va., and WOCN (TV) Atlantic City, N. J.



AGENCY people are asked to report objectionable advertising they notice to the American Assn. of Advertising Agencies by series of posters being examined by (l to r): Robert Pliskin, McCann-Erickson Inc., who designed the posters; Ken R. Dyke, Young & Rubicam, chairman of the AAAA Committee on Improvement of Advertising Content, and Otto W. Prochazka of Anderson & Cairns Inc., committee member.

RADIO AND TV ARE PREMIUM PROMOTERS

Young & Rubicam's Moran tells Premium Adv. Assn. of America the broadcast media can 'sell premiums to people who can't even read or write.' Radio and premiums or tv and premiums can be used to healthy advantage, he says.

RADIO and television are "two of the most powerful media used to promote premiums," media that "can sell premiums to people who can't even read or write," Joseph A. Moran, Young & Rubicam vice president and associate director of radio-tv, said Tuesday in an address before the premium conference of the Premium Advertising Assn. of America, at the Hotel Astor, New York.

(For an article by Mr. Moran on development of radio and television commercials, see page 118.)

Many Y & R clients, "notably Borden, Lipton and General Foods, for many of their products, have used a combination of radio and premiums or television and premiums to very healthy advantage," Mr. Moran reported. Speaking as a consumer instead of an advertising man, he said that through the reactions of his two little sons to what they see and hear via radio and television he has one of the largest collections of premiums in existence.

Long before going to school and learning to read and write, they could repeat full descriptions of broadcast premium offers, complete with directions for sending for them, Mr. Moran said. "They have rings and compasses and wind-finders and telescopes and magnifying glasses and stamps and trading cards and airplanes and magic tricks and puzzles and beanies and badges and special comics and they didn't miss a correct address once.

"Yes sir, radio and television can sell premiums to people who can't even read or write. Wait 'til we start selling premiums in color, and three dimensions. That'll be the day."

Manufacturers of radio and tv sets and appliances find premiums effective in attracting people into their dealers' stores and in getting them to buy their brand instead of some other line, according to Seymour Mintz, vice president in charge of advertising of Admiral Corp. Premiums also are of value in combatting cut-price stores, he said. "We have found that when we offer a dinette set to customers buying an Admiral product they do not ask for cut prices on merchandise."

Premiums are being used in the sale of tv sets, where trade-ins of small screen sets for large screen present a problem for the retailer in dealing with customers who think their old sets are worth $50 to $100 or more while he knows he can't resell them for more than $15 or $20. "Many of our dealers have found that instead of taking the old small screen tv in trade, they offer the customer a dinette set or some other particular premium and tell him to keep his old set," Mr. Mintz said.

Use of premiums in the retail food field was described by Donald R. Grimes, president, Indepedent Grocers' Alliance, and L. R. Bressler, purchasing agent, Stanley Home Products, who told how his company buys and uses premiums. Conference which lasted from 9 a.m. until noon Tuesday, was held in conjunction with the annual Premium Show, at the Astor Monday through Thursday.

WBA Sets Annual Meet

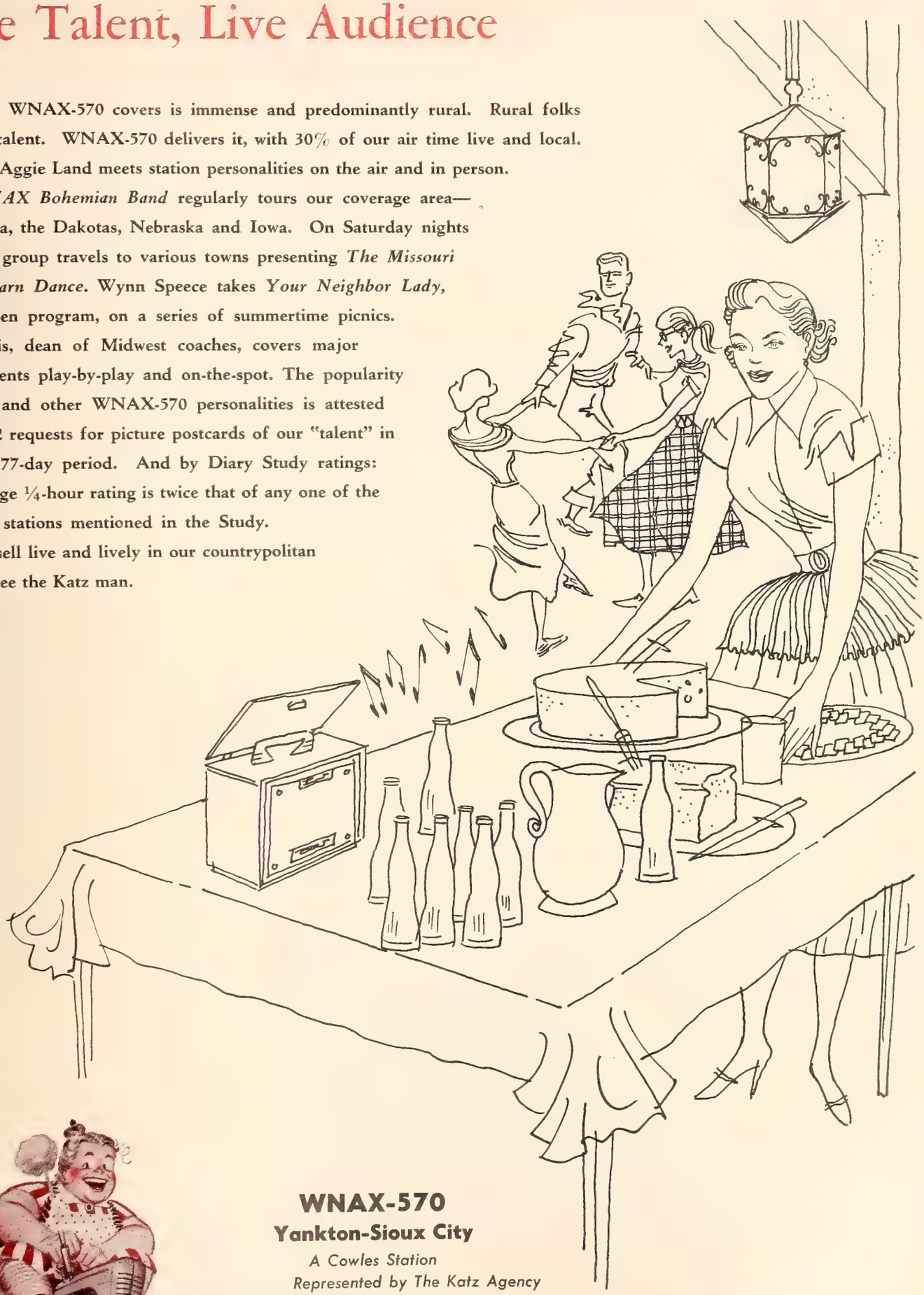
EDUCATIONAL tv activity of the state of Wisconsin will be discussed by the Wisconsin Broadcasters Assn. when its members convene for the annual WBA meeting at the Plankinton Hotel in Milwaukee Oct. 6, Ben Laird, WDUZ Green Bay, WBA president, has reported. Annual election of officers and plans for 1953-54 also will be taken up.

Live Talent, Live Audience

The area WNAX-570 covers is immense and predominantly rural. Rural folks like live talent. WNAX-570 delivers it, with 30% of our air time live and local.

Big Aggie Land meets station personalities on the air and in person. The *WNAX Bohemian Band* regularly tours our coverage area—Minnesota, the Dakotas, Nebraska and Iowa. On Saturday nights a sizable group travels to various towns presenting *The Missouri Valley Barn Dance*. Wynn Speece takes *Your Neighbor Lady*, her kitchen program, on a series of summertime picnics. Les Davis, dean of Midwest coaches, covers major sports events play-by-play and on-the-spot. The popularity of these and other WNAX-570 personalities is attested by 31,462 requests for picture postcards of our "talent" in a recent 77-day period. And by Diary Study ratings: our average ¼-hour rating is twice that of any one of the 45 other stations mentioned in the Study.

To sell live and lively in our countrypolitan market, see the Katz man.





WNAX-570

Yankton-Sioux City

A Cowles Station

Represented by The Katz Agency

CBS Radio

WAY URGES NEW RADIO ASSOCIATION

KVOO's William B. Way, as president of Associated Tulsa Broadcasters, says industry needs new 'militant' radio organization devoted only to aural broadcasting and not committed to serve television as well.

PROPOSAL to form a "militant radio organization" with a name such as "Federation of American Radio Broadcasters" has been made by William B. Way, KVOO Tulsa, circularizing stations as president of Associated Tulsa Broadcasters Inc. The idea could be carried out through state organizations, he suggested. Mr. Way also said that radio lacks "a trade journal that stands up for radio and radio only."

"For years we have not deemed it consistent or reasonable to support the NARTB," Mr. Way wrote, "not because we have any fight with NARTB but the fact that they are supposed to represent both broadcasting and television is to our mind inconsistent and this cannot be properly done in one organization."

Pros and Cons

Asked what reaction he had received from broadcasters, Mr. Way telegraphed B•T: "So far all pros and no cons. Advise later."

Comments sent to B•T included these, in excerpted form:

Allen B. Woodall, WDAK Columbus, Ga.—"All of our stations, and I am interested in four, sincerely feel that NARTB can, and is, doing the job for the industry. If your boys want an organization to 'stand up for radio and radio only,' you would get solidly in behind Broadcast Advertising Bureau."

Ben Strouse, WWDC Washington — "What this country needs least is another trade organization. From the sales end—our life blood—BAB in my estimation is doing a tremendous job for radio and radio only. The services that NARTB is effectively rendering to our industry are numerous. WWDC has just saved half of its substantial annual NARTB payments through the savings it made on tower insurance as a result of NARTB's intensive work.

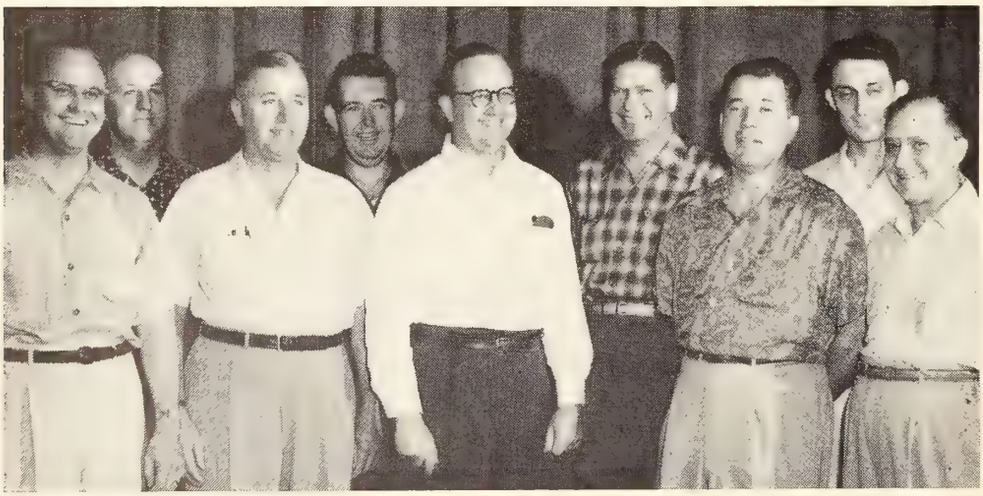
"I believe we are singularly blessed in this industry with an effective, able trade press. The most important segments of the press have in my opinion given radio a fair shake. In short, I could not more vehemently disagree with the sentiments in your letter and that, despite the fact that I have great admiration for the work your organization has done locally. State associations have their value but they should work with NARTB and BAB and not against them. I would frankly work actively to fight the formation of unnecessary and additional trade organizations."

Frank Procter, WTJS Jackson, Tenn.—"Have written Bill Way would consider new radio association only after radio broadcasters have given NARTB and BAB sufficient support to prove their worth. Too few stations belong to these organizations from which all broadcasters benefit. Only two of six Tulsa stations listed as members NARTB."

Joseph L. Brechner, WGAY Silver Spring, Md.—"I have found NARTB and BROADCASTING • TELECASTING eminently fair in telling radio's story. Until conditions change, I think it would be a mistake to have another trade association or a new trade magazine as suggested."

Attempt to Discredit

Robert E. Williams, WFML (FM) Washington, Ind.—"You are vainly attempting to discredit one of the strongest industry organizations I have ever had the privilege to work with. Possibly the operator rule change did not affect your station, but for everyone that it did not, a half-dozen were benefited. You get out of an organization only what you put into it. I am amazed that a man of your years of experience is not familiar with the Federation of State Broadcasters. May I ask if you ever, in your apparent years of membership in the NAB, wrote as many letters or worked as hard for the association as you apparently are against it?"



OFFICERS and directors of the Texas Assn. of Broadcasters met for their semi-annual directors' meeting at the Kritser Ranch, owned by Tom Kritser, general manager of KGNC-AM-TV Amarillo. Ranch is 20 miles north of the Texas city. L to r: Mr. Kritser; J. M. McDonald, KFDA-AM-TV Amarillo, TAB past president; Bill Deason, KVET Austin, TAB vice president; Richman Lewin, KTRE Lufkin; Ray Herndon, KTRH Houston; Barney Ogle, KRGV-AM-TV Weslaco; Boyd Kelly, KTRN Wichita Falls, president of TAB; George Marti, KCLE Cleburne; Louis Cook, KNOW Austin, secretary-treasurer of TAB. At the meeting the broadcasters planned details of the TAB convention to be held Oct. 9 at Mineral Wells.

SCBA Sets 'Whingding'

SOUTHERN California Broadcasters Assn. will hold its 1954 "Whingding" Oct. 14 at Inglewood Country Club. Chairmanned by Mark L. Haas, vice president and program director of KMPC Hollywood, the afternoon golf tournament and evening dinner and entertainment is open to SCBA male members and friends.

BAB'S PLANS UNIT DRAFTS CAMPAIGN

Local-national drive to boost radio will be coordinated by the new Plans Committee.

PLANS for BAB's coordinated, local-national level drive to broaden advertiser acceptance of radio's sales effectiveness were developed last week at the first meeting of the bureau's new 22-man Plans Committee, with Oct. 1 set as campaign kickoff date.

As a corollary move the committee also established a subcommittee to study and devise ways of advancing the sale of nighttime radio.

The drive will be conducted by local committees working in conjunction with BAB headquarters personnel to sell the sales power of radio to national advertisers and their local representatives simultaneously. The project will be coordinated so that, at the same time BAB headquarters executives are calling on a national advertiser, the local committees throughout the country will be calling on that advertiser's district managers, distributors, jobbers, etc.

Subcommittee to study promotion of nighttime radio sales consists of Oliver Treyz, ABC; Ridgway Hughes, NBC Radio; George Bristol, CBS Radio; James Tyler, Mutual, and from station representation firms, Gene Katz of The Katz Agency and Robert Meeker, Robert Meeker Assoc.

Other focal points of discussion at the meeting, held Wednesday at BAB headquarters in New York and presided over by committee Chairman Donald W. Thornburgh of WCAU Philadelphia, included further development of joint sales efforts by all stations in a community banding together to sell advertisers on the use of radio, wider use of radio as a means of promoting radio, and merchandising radio advertising.

BAB President William B. Ryan and other BAB executives conferred with the new committee, formed a few weeks ago in a merger of the promotion and research committees [B•T, Aug. 31]. All committee members were on hand except Arden X. Pangborn, WOAI San Antonio, and Mr. Treyz, who was represented by Gene Acces, also of ABC.

Members of the committee:

Station executives: Edward Breen, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KOIN Portland, Ore.; Winslow Leighton, WSNY Schenectady; Henry Johnston, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuineas, WGN Chicago; Arden X. Pangborn, WOAI San Antonio; Daniel C. Park, WIRE Indianapolis; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; Ralph N. Weil, WOV New York.

Network officials: George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual, and Ridgway Hughes, NBC Radio.

Station representative presidents: Eugene Katz, The Katz Agency; Robert Meeker, Robert Meeker Assoc.

Now on the Air

KHQA-TV

THE TELEVISION STATION OF

WTAD

Serving the

KEOKUK - HANNIBAL - QUINCY AREA

IOWA MISSOURI ILLINOIS

CHANNEL 7

CBS TELEVISION

DUMONT

Lee STATIONS

Represented by Weed & Company

KHQA-TV, *QUINCY, ILLINOIS*

Channel 7

Effective Radiated Power—Video 316,000 Watts,
Interim 36,300 Watts
Audio 158,000 Watts
Interim 18,150 Watts

Tower Height { **804 Feet High**
886 Feet Above Average Terrain
1539 Feet Above Mean Sea Level

For availabilities write:
Walter J. Rothschild, National Sales Manager
Lee Stations, Quincy, Illinois

WSAB SETS DUES ON VOLUME BASIS

REVISION of the dues rate structure for membership in the Washington State Assn. of Broadcasters was decided upon at the semi-annual WSAB membership meeting in Seattle September 15. The afternoon meeting, chairmanned by WSAB president Leo H. Beckley, president-general manager of KBRC Mt. Vernon, followed the NARTB Dist. 17 sessions, also held in Seattle.

Seeking to insure its $12,000 annual budget, the association decided to gear membership dues to the stations' gross business volume, with a $10 monthly minimum, a $100 monthly maximum for stations grossing in excess of $500,000 a year, and a scaling of dues between the two for stations whose volume falls in intermediate brackets.

Specific figures for the brackets and dues are to be determined by the WSAB board of directors after a mail survey in which member stations will be asked to indicate the broad volume-categories in which they fall.

The dues for 1954, 1955 and 1956 will be based on station volume in 1952, and dues for the succeeding three years (1957-59) will be determined in advance on the basis of 1955 income. The board was authorized to make adjustments during the three-year period, however, in the event of special circumstances such as the loss of network affiliation.

The WSAB also invited television stations to join the association for a year, at monthly dues of $10, to determine what services the association can provide for tv outlets.

Thomas C. Bostic, KIMA Yakima director of station operations, was elected to the board, succeeding R. Lee Black.

Arkansas Broadcasters Bar Tv, Fm Membership Bid

MEMBERS of the Arkansas Broadcasters Assn. rejected a proposal to admit tv and fm stations to membership at a meeting held Sept. 13-14 in Little Rock.

Meeting included an engineering conference arranged by Kermit F. Tracy, KLRA Little Rock. Speakers included Jack Tudor, KRTV (TV) Little Rock; Ernest C. Thelemann, Conelrad central supervisor; Arthur D. Evans, Texas Instruments Inc., and S. H. Van Wambeck, Hammarlund Mfg. Co.

A sales clinic was conducted by Kermit Richardson, KGHI Little Rock.

RTNDA Sets Awards Judging For Radio-Tv News Oct. 2

JUDGING for the 1953 radio-tv news awards given by the Radio-Television News Directors Assn., has been set for Oct. 2, it was announced last week by Northwestern U., Evanston, Ill. The contest will take place at the Orrington Hotel.

The competition is sponsored annually by RTNDA in cooperation with Northwestern's Medill School of Journalism, with awards for outstanding radio and television news operation.

Judges include Sol Taishoff, editor and publisher of B•T; E. R. Vadeboncoeur, president-general manager of WSYR-AM-TV Syracuse, N. Y., and Erle Smith, radio newsman and former news director of KMBC Kansas City, Mo. Baskett Mosse, professor of journalism and radio-tv chairman at Medill, is head of the awards committee.

FCC SEEKS NETWORK DATA ON POST-THAW TV OUTLETS

Commission letters go to stations, networks and RETMA in effort to gain better insight on programming.

FCC last week took into the open its study of network affiliation policy and practice involving post-thaw vhf-uhf grantees—an inquiry which it has been conducting for some weeks at staff level [CLOSED CIRCUIT, Aug. 31, 24].

The Commission disclosed letters being sent to all operating post-thaw vhf and uhf stations, the four national tv networks and the Radio-Electronics-Television Mfrs. Assn. for up-to-date information on "the progress being made by the new post-thaw television stations in establishing themselves as an integral part of a nationwide television service."

FCC officials acknowledged that an informal staff survey shows that nearly all operating post-thaw uhf grantees have acquired some network affiliation. They said the Commission has received scanty complaint of affiliation refusal, but explained there is concern over what calibre of network affiliation is being afforded the new stations, especially uhf.

Therefore, these officials explained, the problem requiring detailed exploration does not appear to be refusal of networks to affiliate, but rather the program and payment practices which exist under the new affiliation agreements.

Answers Wanted

What kind of programs are available, when are they available, how many can be obtained and how much, if anything, are post-thaw affiliates getting for network shows? These are the questions for which FCC wants answers.

Requesting answers from the networks and RETMA by Oct. 5 and from post-thaw operating stations by Oct. 19, the FCC letters were directed by the Commission over the signature of Chairman Rosel H. Hyde.

Commission representatives said they have received verbal expressions of fear on the part of uhf permittees concerning network affiliation prospects, but in recent weeks only one written comment concerning a local situation. This was from WIFE (TV) Dayton, Ohio, new uhf ch. 22 outlet, which momentarily hoped to begin operation with slim prospects of network service.

Written to the Commission Sept. 8 by Ronald B. Woodyard, president-general manager, WIFE explained DuMont will supply only those programs for which it cannot clear time on WHIO-TV Dayton while ABC will not place any program unless specifically requested to do so by a sponsor or agency.

WHIO-TV operates on vhf ch. 7, carrying ABC, CBS and DuMont programs. WLWD (TV) Dayton, on vhf ch. 2, is an NBC outlet.

Mr. Woodyard noted that "there is not at the present time a legal code by which the FCC can coerce the networks into aiding us to broaden and widen our audience." But he questioned whether the facts "would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area."

In its letter to post-thaw operating tv stations, FCC wrote as follows:

The Commission is interested in the progress being made by the new "post-freeze" television stations in establishing themselves as an integral part of a nationwide television service.

We would therefore appreciate submission by you of figures showing your total television broadcasting revenues and total television broadcast expenses for each month since you have gone on the air. Total broadcast revenues are defined to include total sale of station time less commissions plus the incidental broadcast revenues such as sale of talent, furnishing material or service, etc. (line 25, Schedule 5, Annual Financial Report, Form 324). Total broadcast expenses include the technical, program, selling general and administrative expenses but no federal income taxes (line 33, Schedule 6, Annual Financial Report).

The Commission will maintain the above information on a confidential basis.

Receipt of the requested data by Oct. 19, 1953 or earlier, would be appreciated.

The Commssion letters to the national tv networks said:

The Commission is interested in the progress being made by the new "post-freeze" television stations in establishing themselves as an integral part of a nationwide television service. Because network affiliation and programming is an important aspect of such development, we would appreciate obtaining the following information

(1) As of the latest date available, a list of all your affiliated television stations.

(2) Please define a "basic" affiliate, as compared with other affiliated stations, and list all stations considered to be "basic" affiliates. Similarly, specify differences between "primary" and "secondary" affiliated stations.

(3) For the week of September 14-20, for each network program, please specify the following (a) The call letters and city of each station carrying the program. (b) The time the station carried the program. (c) Whether the program was carried simultaneously, or on a delayed basis. (d) Whether the program was commercial or sustaining. (e) Which stations, if any, carried the program on a "bonus" arrangement, and which stations, if any, paid line charges to obtain the program. (f) Please indicate if there are any arrangements for adding or substracting any stations carrying the above program.

(4) With respect to each television station, and for the period from January 1, 1953, to August 31, 1953: (a) Commercial time delivered to station—total clock hours. (b) Sustaining time delivered to stations—total clock hours. (c) Total compensation paid to stations.

In each case when payments to a station thus far in 1953 have totalled less than $50,000, please set forth the information requested in (4) in month-by-month detail.

The Commission will treat all such information on a confidential basis.

Your cooperation in submitting such data by Oct. 5, 1953, or earlier if possible, would be appreciated.

In its letter to RETMA, the Commission asked for current basic information as to the manufacture of tv transmitting and receiving equipment. "Accordingly," FCC said, "we would appreciate the receipt of data showing for your constituent members the status of the manufacture of both vhf and uhf transmitters with particular reference to those of high power, and of vhf and uhf receivers, including tuners and converters permitting the receipt of uhf programs on vhf-only receivers."

In addition, FCC's letter asked for "a statement delineating the present and proposed policies of your constitutent members with respect to the manufacture of such equipment." FCC said the data supplied about individual manufacturers would be kept confidential.

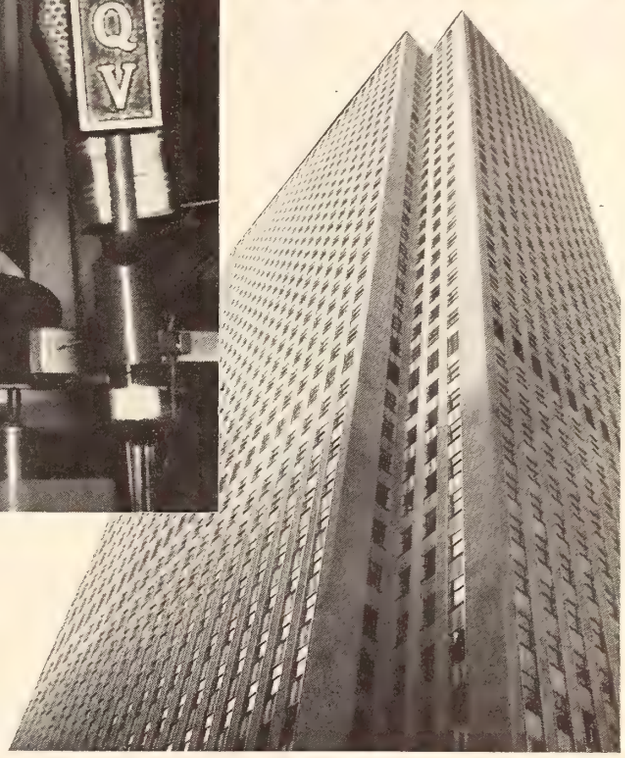
Meanwhile, the tv networks last week began compilation of the data sought by FCC although officials privately expressed the view that they would be lucky if they finish the job by the Oct. 5 deadline.

NBC-TV circulated questionnaires among its affiliates to expedite the collection of information and also to permit double-checking of data. If stations encounter delays in getting the information back to NBC-TV, it was felt, the network may be forced to ask FCC for an extension of time.

There was considerable speculation about



In the NEW Pittsburgh . . . On the NEW KQV . . .



Nationally Famous Disc Jockey *JOE DEANE* Brings You Two New *Sales Packed* Shows!

There's definitely something *new* in Pittsburgh radio this Fall! He's Joe Deane, one of the nation's leading disc jockeys. Joe is already the talk of the town with his two KQV platter shows—the fresh new "Morning Mayor" from 6:30 to 9:30 a.m. Monday through Saturday . . . and the sparkling new "Deane-Agers Show" from 4:20 to 5:45 p.m. Monday through Friday. Even in his first week, Joe rang up an outstanding sales success story for a 'teen-age cosmetic!

Wherever we go, *people tell us* these are the two best buys in Pittsburgh Radio this Fall! Who are we to argue? And look at these attractive availabilities and rates!

Morning Mayor:

Fourteen-minute segments, rotating basis, six days a week, $225, fully commissionable.

Minute announcement: $17.50, 6:30—8:29 A.M.
$30.00, 8:29—9:30 A.M.
Station Break: $10.00, 6:30—8:29 A.M.
Discounts as earned.

Deane-Agers Show:

Quarter-hour, $85 base plus minimum AFRA talent rate.
Minute announcement, $30
Station break, $22
Discounts as earned.

Joe is backed all the way by a strong lineup of top-rated CBS shows. It's a combination that can't miss. And we can prove it if you'll call or write!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

Coming to Oklahoma City...

KTVQ TELEVISION

CHANNEL 25



on the air October 11!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED CBS ABC DUMONT PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—

JOHN ESAU, *President*

or

H-R TELEVISION, INC.

NEW YORK 17, N. Y
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

FCC's intentions. But it seemed generally agreed that the Commission's queries probably were prompted by complaints from stations who say they have experienced difficulty in getting network affiliation, or, in the case of some affiliates, that they haven't been getting as much network programming as they'd like.

Prime objection of network legal experts, however, was directed against the mass of records to be combed and the volume of detail.

It appeared unlikely that FCC will get all its requested information in exactly the form prescribed, but network spokesmen said they would do the best they could.

CBS-TV, for example, found that to supply the clock-hour program figures and compensation data for the Jan. 1 to Aug. 31 period specified by the Commission would require—since Jan. 1 and Aug. 31 fall in midweek—more than twice as much working time as if the data were shown for full weeks ending on Saturdays. Accordingly FCC informally approved CBS-TV's submission of this data for the period Jan. 5 to Sept. 5.

ABC-TV authorities pointed out that affiliates do not always give immediate reports on which network sustaining shows they carry and expressed fear that answers to FCC's questions in this category may be incomplete.

DuMont spokesmen had no comment respecting FCC's letter.

Text of Mr. Woodyard's letter to FCC:

Within a few days we expect to place in operation our uhf television station for which we hold a construction permit for ch. 22. As we launch this station we are hampered by several handicaps which seriously threaten the development of uhf television.

Because there have been two vhf television stations operating in Dayton for more than four years, practically every home in the area has a television set. Yet, hardly any of them are equipped to receive a uhf station. Any medium of communication depends upon audience circulation. This, in turn, will be governed by how rapidly the people convert their present sets or buy new ones to receive our ch. 22 signal. This in turn, will largely be determined by the caliber of the programs we are able to offer in competition against the two established network vhf stations.

Therefore, we have discussed the matter of a network affiliation with officials of the DuMont Television Network and the American Broadcasting Co. In the case of DuMont, we have been informed that we will be permitted to carry only those programs for which time cannot be cleared by the vhf station, WHIO-TV. This station is operated by the James Cox interests who also control the only two daily newspapers in Dayton, as well as radio station WHIO. In the case of the American Broadcasting Co., we have been informed that we can expect no affiliation at this time, no effort will be made by that network to place programs on our station, and we can only expect to carry programs from this network if the advertiser and/or its advertising agency specifically requests ABC to place the program on our station.

Thus, the two existing vhf stations, with the blessing of all four television networks, will monopolize nearly all the network programs despite the fact that it is obviously impossible to accommodate all of the programs at the desirable live times convenient for Dayton citizens. Therefore, WIFE on ch. 22 will lack those programs which will expand the circulation and audience for the station vital for the station's survival.

Without network affiliation, many outstanding public service and sustaining programs will be denied the people of the Dayton area, as they have in years past, even though we are now ready and able to broadcast such programs. We feel our public service obligations most sincerely. The corporation which holds the construction permit for WIFE is owned by 74 local people many of whom have widely diversified business and philanthropic interests. They want to serve the public interest of . . . Dayton . . . with WIFE.

Although we realize our public service obligations as set forth by precedent and rulings of the FCC, we now find that it will be most difficult for us to discharge these obligations. We further appreciate that there is not at the present time a legal code by which the FCC can coerce the networks into aiding us to broaden and widen our audience. Furthermore, we also appreciate that the policies of the networks are now largely determined by the interests of the advertisers and their advertising agencies, and not in accordance with the spirit under which the FCC operates.

Surely, these facts would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area.

All Southern California in ONE GIANT ECONOMY PACKAGE

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

Do it with KBIG, the convenient, efficient way to reach the *whole Southland* direct from Catalina!

Not just America's Third Market (Los Angeles), or America's 25th Market (San Diego), or America's 62nd Market (San Bernardino)—but *all* of them PLUS lots more in between. A total of over six million people, at a KBIG base hour rate of only $118.

KBIG Does It Alone? Yes, KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices—as little as $9 a spot! One medium, one set of copy, one bill.

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the best way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be Better! Call Meeker or us—get the whole KBIG story—and place your schedule on



10,000 WATTS AT 740

KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

REPRESENTED BY Robert Meeker Associates, Inc.

STUDIOS IN AVALON AND HOLLYWOOD

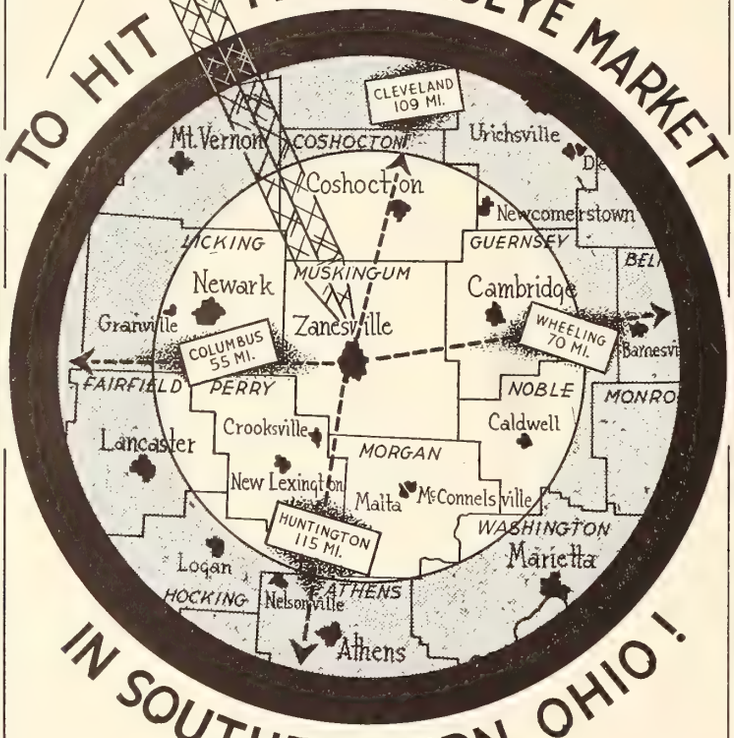
John Poole Broadcasting Company

6540 Sunset Blvd., Hollywood 28, Calif. • HOllywood 3-3205

KBIG Los Angeles • **KBIF** Fresno • **KPIK-TV** Los Angeles • **KBIC-TV** Sacramento

It Takes... WHIZ-TV

TO HIT THE BULLSEYE MARKET



IN SOUTHEASTERN OHIO!

(✓) **Check Ohio's NINTH Largest Trading Area For Results**

(✓)	Population	552,416
(✓)	1953 Eff. Buying Income	$803,036,000
(✓)	1953 Retail Sales	$479,717,000
(✓)	1953 E. B. I. Surplus	$323,319,000
(✓)	1953 Food Sales	$146,147,000
(✓)	1953 Drug Sales	$ 13,034,000

(✓) Television programing from NBC-CBS-ABC-Dumont Networks.

(✓) Complete film department service.

(✓) Complete services for art work and set design.

WHIZ-TV CHANNEL 50

Established May 23, 1953

National Representative - John E. Pearson, Inc.

First in Southeastern Ohio

FTC SOFTENS POLICY ON 'FREE' IN ADS

Revised ruling allows 'honest' use of the term—but 'not as device for deceiving public.'

DRASTIC softening of the Federal Trade Commission's policy since January 1948 on use of the word "free" in advertising was contained in an FTC policy statement Sept. 18 accompanying dismissal by that body of its complaints against Walter J. Black Inc., trading as The Classics Club and Detective Book Club.

The FTC, under the new policy, revised its interpretation of "free" to permit its use to describe goods given without cost upon purchase of other merchandise so long as the term is used "honestly" and not as a "device for deceiving the public."

Under FTC's former "administrative interpretation" published in the *Federal Register* Jan. 30, 1948, the agency had prohibited the use of "free" to describe merchandise to which any strings were attached.

Use of "free" will be considered unfair or deceptive in future, FTC said, under these conditions:

"(1) When all of the conditions, obligations or other prerequisites to the receipt and retention of the 'free' article of merchandise are not clearly and conspicuously explained or set forth at the outset so as to leave no reasonable probability that the terms of the advertisement or offer might be misunderstood; or

"(2) When, with respect to the article of merchandise required to be purchased in order to obtain the 'free' article, the offerer either (1) increases the ordinary and usual price; or (2) reduces the quality; or (3) reduces the quantity or size of such article of merchandise."

Carretta Opinion

In an opinion written by Comr. Albert A. Carretta, FTC's majority opinion said that a person enrolling in the Detective Book Club upon accepting a "free" book for such enrollment, obligated himself to buy additional books during the ensuing 12 months. Chairman Edward F. Howrey and Comr. Lowell B. Mason concurred in the FTC opinion, while Comrs. Stephen J. Spingarn and James M. Mead, although concurring in the complaint dismissal, dissented from views expressed in FTC's majority opinion. Comr. Mead said he would file a separate opinion later.

Posing the question, FTC said U.S. businessmen are entitled to a clear and unequivocal answer, saying that the practice of offering an article free upon purchase of another article has been in use almost a hundred years. Describing "free" as a comparative adjective with no definite and absolute meaning, FTC cited a Pennsylvania court case in 1873 where use of the word was contested.

Educ. Fm Procedure Revised

REVISION of noncommercial educational fm license procedure to conform to procedure now employed for regular am and fm stations was announced by the FCC last week. Under the new procedure, noncommercial educational fm licenses will expire upon a geographic basis rather than a frequency basis at the same time licenses of stations located in contiguous areas expire. License renewal applications must be filed 90 days prior to the expiration of the license. The next renewal of license granted will run for the full three-year period.

WNJR Employes Protest Proposed Stations Transfer

PROTEST was made to FCC last week by a group of 17 employes of WNJR Newark calling for hearing on the pending transfer applications whereby the Newark Evening News Pub. Co. sells WNJR and acquires WVNJ there. The employes challenge program representations made to the Commission in view of proposed reduction in staff.

The *Evening News* has sold WNJR for $145,000 to Rollins Broadcasting Inc., operator of WJWL Georgetown, Del.; WRAD Radford, Va.; WFAI Fayetteville, N. C., and WRAP Norfolk, Va. [B•T, Sept. 7]. The *News* has purchased WVNJ from Arthur Walsh and associates for $96,750 plus assumption of 4% bearer notes which totaled some $300,000 as of July 1.

Both independent outlets, WNJR is assigned 5 kw on 1430 kc, directional night, while WVNJ is assigned 5 kw on 620 kc, directional day and night.

The employes' petition contends Rollins will cut the staff of WNJR in half and suspects, because of a blind box trade advertisement, that WNJR will be programmed to the Negro audience. Similarly, the petition charges major programming changes will be made at WVNJ. Because of the many "unanswered questions" involved in both transfer applications, the employe group asks hearing.

Gwynne Sworn in for FTC

JOHN W. GWYNNE, Waterloo, Iowa, attorney who served seven terms as a GOP Congressman (1935-48) from Iowa's 3rd District, was scheduled to be sworn in late Friday for a seven-year term as a member of the Federal Trade Commission, succeeding Stephen J. Spingarn, New York Democrat, whose term expired Friday after he had filled the last three years of an unexpired vacancy. Mr. Gwynne's appointment, confirmed by the Senate Aug. 3 after President Eisenhower nominated him July 30, gives Republicans a majority on the FTC.



VOA Uses New, $5 Million Transmitter in Munich

U. S. Information Agency's Director Streibert says the Voice's longwave transmitter is many times more powerful than strongest commercial radio station in U. S. Signal carries to satellite areas on frequency also used by Radio Moscow, cutting down Soviet propaganda effectiveness.

A $5 MILLION longwave transmitter "is now sending a stronger Voice of America behind the Iron Curtain," Theodore C. Streibert, Director of the U. S. Information Agency revealed Thursday. The new U. S. station is located near Munich in Germany.



Mr. Streibert

Mr. Streibert is former board chairman of MBS. He took office as head of the new USIA in August.

He said the transmitter has its power furnished by a 4,800 kw diesel plant. The transmitter was described as "many times more powerful than the strongest commercial radio station in the U. S."

Mr. Streibert said the station began testing Aug. 15 and now is sending regular programs on the European longwave broadcast band to Soviet satellites near Germany, Austria and Yugoslavia. The new facility augments existing shortwave and medium facilities now operated by Voice in Munich, he said. The station is on 173 kc, one of several frequencies also used by Radio Moscow.

On Air Full Power

Mr. Streibert said, "Since our new Munich station has been on the air full power, it is clearly heard by the peoples of the satellite countries where heretofore Radio Moscow was the predominant longwave station. At the same time it has materially reduced the effective coverage of Western Europe and the satellite countries by Soviet broadcasters."

The new station broadcasts in 11 languages. Programs total seven hours, 15 minutes daily; about 80% of them originating in New York. Programs are shortwaved to Munich from where they are relayed. The other programs are prepared and broadcast in the German city.

The Munich longwave facility is operated by 13 American engineers and technicians and 30 local employes. Estimated annual cost of operation is about $400,000. Construction was begun February 1952.

KIRV (TV) Hearing Scheduled

FCC last week scheduled for Oct. 29 hearing a request by KIRV (TV) Denver for a time extension to complete construction. The uhf ch. 20 outlet was authorized Sept. 18, 1952, and was the first of a group of post-thaw stations to receive McFarland letters indicating the need for hearing on their extension pleas [B•T, Sept. 21, Aug. 17].

1953 Composite Week

DATES constituting the composite week for 1953 program log analysis in connection with renewal applications of all am, fm and tv stations whose licenses expire in 1954 were announced by FCC last week. The dates:

Sunday	Dec. 28, 1952
Monday	Jan. 19, 1953
Tuesday	March 31, 1953
Wednesday	April 15, 1953
Thursday	May 7, 1953
Friday	July 24, 1953
Saturday	Sept. 12, 1953

FCC drew attention to the fact that additional program data may be submitted if the applicant believes the statistics based on one composite week do not adequately reflect program service rendered.

PHENIX CITY PROTEST DENIED

PROTEST by the City of Phenix City, Ala., against FCC's grant of vhf ch. 4 at adjacent Columbus, Ga., to Columbus Broadcasting Co., was denied by the Commission last week on the ground that the new tv grantee promised in its application to carry programs of interest to Phenix City.

The Alabama city had charged that Columbus Broadcasting, representing a merger of WRBL Columbus and the *Ledger-Enquirer* (WGBA) there, would effect further concentration of mass media control [B•T, Sept. 21, 14; Aug. 31]. Phenix City alleged that the newspapers slanted news against it and in favor of Columbus, which charges were denied.

Comr. Frieda B. Hennock dissented, indicating her desire for further inquiry concerning the charges.

Applications Filed

Meanwhile, transfer applications were tendered at the Commission last week for sale of WGBA as required in the ch. 4 grant. R. W. Page Corp., 51% owner of the ch. 4 permittee and publisher of the *Ledger-Enquirer*, has sold WGBA for $25,000 to Roy M. Greene and associates, owners of WPNX Phenix City, who in turn have sold WPNX for $30,000 to L. H. Christian and C. A. McClure, principal owners of WRFC Athens, Ga.

The present WPNX owners proposed to move WGBA to Phenix City while the prospective buyers of WPNX will transfer it to Columbus. WPNX is assigned 1 kw day on 1270 kc while WGBA is on 1460 kc with 1 kw fulltime, directional. WGBA is affiliated with ABC and MBS.

Brown Protests WARC Sale

GORDON P. BROWN, operator of WSAY Rochester, N. Y., petitioned FCC last week to reconsider its approval for the sale of WARC Rochester by S. W. Townsend and associates for $105,000 to Star Broadcasting Co., licensee of WGVA Geneva, N. Y. [B•T, Aug. 31]. Mr. Brown charged that in acting on the sale, FCC failed to consider his earlier protest that WARC refused to allow WSAY to rebroadcast network programs of sponsors who desire their programs to be rebroadcast by WSAY. Alleging violation of Sec. 325(a) of the Communications Act, Mr. Brown contended the transfer is not in the public interest.

WDRC, WTIC Propose Vhf Ch. 3 Tv Merger

Hartford contest is reduced to two applicants, WTIC and Hartford Telecasting Co. If WTIC wins, it will give WDRC principals part interest.

THREE-WAY contest for vhf ch. 3 at Hartford, Conn., was narrowed to two last week as pioneer competitors WDRC and WTIC there concluded an agreement which will join their radio and tv activities in the event WTIC's bid wins out in contest with Hartford Telecasting Co. WDRC gives up its own ch. 3 application.

Should the application of Travelers Broadcasting Service Corp. (WTIC) win out over Hartford Telecasting Co., according to the WTIC-WDRC pact, WDRC would be sold and Connecticut Broadcasting Co., WDRC licensee, would purchase "a substantial minority interest" in Travelers. Travelers would continue operation of WTIC-AM-FM in addition to the tv station.

To Be Directors

Franklin M. Doolittle and Walter B. Haase, respectively president and vice president of WDRC, in which they are principal stockholders, would become directors of Travelers and hold executive positions in that company. Mr. Doolittle would become vice president in charge of engineering. The present WDRC employes "will have employment preference in the necessary expansion of the WTIC organization," the announcement stated.

The proposed merger of WTIC and WDRC in the event of a ch. 3 grant was made public in a joint statement by Mr. Doolittle and Paul W. Morency, vice president and general manager of WTIC.

Meanwhile, Hartford Television, headed by contractor Clifford S. Strike and broadcaster Capt. Harry C. Butcher, filed with FCC an amendment of its ch. 3 bid to show expansion of ownership and stock subscription among local and New York businessmen. Capt. Butcher is owner of KIST and part owner of vhf ch. 3 KEYT (TV) Santa Barbara, Calif.

European Group Says U. S. Is Stalling on Global Tv

A REPORT from Strasbourg, France, last Thursday said The Council of Europe accused the U. S. of delaying the development of international tv. The report was by the council's Committee on Cultural and Scientific Questions.

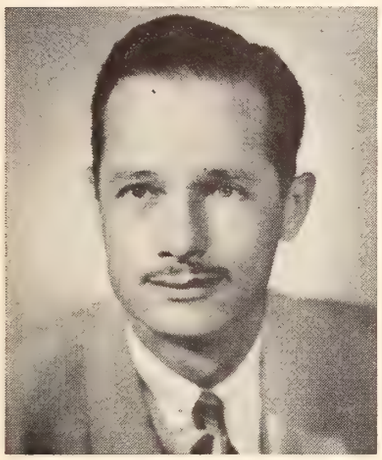
The report asserted American stalling on standardizing world copyright laws has set up a roadblock to a worldwide tv network. Reason: Copyright bottleneck prevents exchange of program material. The report, which also said European nations are making big strides in developing tv technical facilities, was up for debate in the assembly session.

Waco, Des Moines Hearings

TWO MORE comparative tv hearings were scheduled by FCC last week for Des Moines and Waco, Tex. Both will be heard in Washington commencing Oct. 23. Seeking vhf ch. 8 at Des Moines are KSO and KRNT. Vhf ch. 10 contestants at Waco are KWTX and Waco Tv Corp.

AT YOUR SERVICE....

Meet the folks who **SELL** *for* **YOU** *in* **TWO** *major markets of the great Southwest. (one of a series)*



L. A. (BUD) BLUST, JR.

L. A. (Bud) Blust, Jr., vice president-general manager of KTUL, Tulsa, and KFPW, Fort Smith, is a staunch believer that Radio is the greatest mass medium of advertising.

With 17 years of Radio sales and management experience behind him, Blust is well acquainted with the problems of radio advertisers—and has the "know how" to make radio produce results for the client's advertising dollar.

Blust started with KTUL in 1940 in the sales department, progressing as sales manager and assistant general manager. He was named vice president and general manager August 15, 1953.



Avery-Knodel, Inc., National representative

Affiliated with KOMA, Oklahoma City

Consider KMPC, KCBS, KBIG Renewals Jointly, Latter Urges

RENEWAL applications of KMPC Los Angeles and KCBS San Francisco should be made part of the same proceeding involving its own license application, KBIG Long Beach, Calif., told the FCC last week.

KBIG, owned by John H. Poole, began operating from Catalina Island off the coast of Southern California, last year, on 740 kc with 10 kw daytime only. When its application for license was filed, KMPC, on 710 kc with 50 kw day, 10 kw night, directional, objected that there was overlap between its 25 mv/m contour and that of KBIG. This is contrary to FCC regulations. At the same time, CBS' KCBS opposed the grant of the KBIG license on the ground that KBIG's signal cut into its 0:5 mv/m contour. The Commission, last June, ordered a hearing on the KBIG license application.

Petitions seeking the inclusion of the license renewal applications in that hearing were filed by KBIG on the ground that neither KMPC nor KCBS objected when it was originally granted a CP, nor when it applied for its program test authority, under which it now operates. Since it is on the air under "competent" authority it should not be alone in undergoing a hearing, KBIG averred, but should be considered along with the license renewal applications of KMPC and KCBS. Thus, if the Commission does find interference, as alleged by KMPC and KCBS, it will have to determine who among the three stations should rectify the situation, KBIG reasoned.

Uhf Licensee Seeks to File For New Duluth Vhf Channel

WFTV (TV) Duluth, operating on uhf ch. 38, petitioned FCC last week for modification of the temporary processing procedure rules so as to allow it to file a competing application for vhf ch. 12, proposed to be allocated there in substitution for uhf ch. 32. WFTV does not feel that a post-thaw pioneer station should be penalized by forbidding it to seek a vhf assignment made available after the Sixth Report.

FCC has issued an initial decision to grant vhf ch. 6 to WDSM Superior, Wis. KDAL and WEBC Duluth are in contest for vhf ch. 3, but if ch. 12 is added, it is expected that one of the two will amend to the new channel. WFTV explained that if all three vhf stations are approved, they will acquire the top three networks and it will be left without a network service. WFTV said it has pioneered tv there "at a considerable loss to date."

WJIV's Petition Turned Down

PETITION of WJIV Savannah, Ga., requesting FCC to dismiss the competitive vhf ch. 3 tv application of WSAV there, was turned down last week by the Commission on the ground that WJIV's charges of premature construction on the part of WSAV cannot be resolved prior to the completion of the hearing now in progress. FCC said the petition has been rendered moot by the fact that the hearing is scheduled for further hearing today (Monday) before Examiner James D. Cunningham.

16th Turned Back

DELETION of the 16th post-thaw tv permit, that of WNOR (TV) Northampton, Mass., for uhf ch. 36, was announced last week by FCC. Regional Tv Corp., headed by John S. Begley, owner of WACE Chicopee, Mass., told FCC it was returning the WNOR permit because a study showed it is economically unwise to establish a third uhf station in the area with two vhf channels in nearby Connecticut. WNHC-TV New Haven is operating on vhf ch. 6. At Hartford, vhf ch. 3 is in contest.

WIND TRANSFER GRANTED BY FCC

WITHDRAWAL of H. Leslie Atlass Sr., Philip K. Wrigley and the *Chicago Daily News* from principal ownership of WIND-AM-TV Chicago was approved by FCC last week after satisfactory explanation of questions which the Commission had posed earlier concerning the transfer [B•T, Aug. 31]. Total consideration involved is $2.9 million.

All stock in Johnson-Kennedy Radio Corp., WIND licensee and WIND-TV permittee, is transferred to WIND Inc., a new firm. Of the three, only the *Chicago Daily News* has part interest in WIND Inc.

The Commission had expressed concern because of continued interest in the WIND properties by other members of the Atlass family. H. Leslie Atlass Sr. was required by the Commission to give up his entire WIND holding as condition to granting of uhf ch. 20 for WIND-TV, since he is vice president of the CBS Central Division and general manager of CBS' WBBM-AM-TV Chicago. He received $564,495 for his Johnson-Kennedy stock.

FCC, excepting Comr. Frieda B. Hennock who dissented, approved the transfer after Mr. Atlass agreed to transfer the interests of two children who reside with him, Frank and Harriet, to H. Leslie Atlass Jr. as voting trustee. John T. Carey, vice president and 5.5% owner of WIND Inc. and WIND-AM-TV sales manager, also agreed to resign as officer and director of Atlass Amusement Co., owned by Frank, Harriet and H. Leslie Atlass Jr.

Mr. Wrigley sold his entire interest in Johnson-Kennedy for $1,126,566 to provide for his heirs, four of whom hold stock in WIND Inc. The *Chicago Daily News* also received $1,126,566 for its Johnson-Kennedy stock and has purchased 27.7% of WIND Inc. for $12,500.

Four members of the Atlass family are stockholders in WIND Inc., including Ralph Atlass (11.1%), president of the new corporation and manager of WIND-AM-TV. Ralph is the brother of H. Leslie Sr. WIND Inc. has issued 9,000 shares of stock at par value of $5.

Seek Ch. 8 for Selma, Ala.

WGWC Selma, Ala., petitioned FCC last week for the allocation of vhf ch. 8 there, contending uhf ch. 58, already allocated, is not usable economically because the population of the area is too scattered. Selma's 1950 population was 22,840.

FCC, CBS Briefs Say Zenith Lost Right for Tv Hearing

BECAUSE Zenith Radio Corp. failed to participate in the tv allocation proceeding and the WBKB (TV) Chicago renewal hearing, lost its right to a comparative hearing, the FC and CBS said last week in briefs filed wi the U. S. Court of Appeals in Washington.

The briefs were filed in answer to Zenith appeal from the FCC's dismissal of its 19 application for ch. 2 Chicago earlier this yea The case (No. 11772) arose when the FC finalized its tv allocations table, deleting ch. from Chicago and substituting therefor ch. When the Commission renewed the license WBKB on ch. 4 (part of the Paramount case it also approved the sale of the station to CB requiring it to move to ch. 2. Zenith's reque for a permanent stay order was denied by th court, which permitted the Commission temporarily assign WBBM-TV (successor WBKB) to ch. 2.

That CBS and Zenith might still be involve in a comparative hearing became a possibili two weeks ago when the FCC sent "McFa land" letters to each indicating that CBS' a plication for renewal of WBBM-TV could n be made without a hearing in view of Zenith pending application for the same facilitie [B•T, Sept. 21]. Following the end of th freeze, Zenith revised its 4-year-old applicatio

Zenith's brief, filed last month [B•T, Aug. 17 claimed the Commission had switched the rul to the detriment of its application. It claime the Commission must hold a comparative hea ing on its application and CBS' move WBBM-TV from ch. 4 to ch. 2.

Date for oral argument before the Court Appeals has not yet been set.

ODM Returns TPC to Government Scene

THE HIGH-POLICY Telecommunicatio Planning Committee is operating again.

Its return on the government scene wa announced last week by Director Arthur Flemming, Office of Defense Mobilizatio The committee advises ODM on telecommun cations matters necessary to national defens by setting policy on the allocation of the radi spectrum to government use.

The original committee was set up May 1 1952, by Haraden Pratt, IT&T executive wh is telecommunications advisor to the Pres dent. His post was abolished in June. A fortnight ago, William A. Porter, Washingto radio attorney, took office as assistant directo of ODM in charge of telecommunication [B•T, Sept. 14].

Mr. Porter will be chairman. Names o other officials who will serve on the committe were not given. The vice chairman will b an FCC Commissioner. Other agencies t be represented are State, Treasury, Defens and Commerce Depts.; Central Intelligenc Agency; U. S. Information Agency; Bureau o the Budget (observer only).

Baker Meets With FCC

WARREN E. BAKER, newly appointed genera counsel of FCC, participated in his first regula Commission meeting last week after reportin for duty Sept. 18. Mr. Baker, former executiv assistant to Oswald Ryan, chairman of the Civi Aeronautics Board, was named to the FCC pos in August, succeeding Benedict P. Cottone, wh resigned to enter private law practice [B•T Aug 24.].

Justice Dept. Perks Up At Sooner-Irish Tv Tangle

DEPT. OF JUSTICE took a look at the Oklahoma-Notre Dame football television tangle on the eve of the Saturday game (Sept. 26) but produced no affirmative action to extend video coverage beyond WKY-TV Oklahoma City. WKY-TV was the lone station holding a coverage permit from National Collegiate Athletic Assn. as of Friday afternoon. The game was a sell-out.

U. of Oklahoma regents had voted to abide by the NCAA monopoly and had not accepted a suggestion of Gov. Johnston Murray that they ignore the NCAA ruling. The Governor arranged to make all armories within WKY-TV range available as football tv centers. He had urged the university to defy the NCAA.

A Dept. of Justice spokesman said Thursday that Stanley N. Barnes, head of the Antitrust Division, had conferred with NCAA attorneys but explained any action was up to NCAA. The department has been looking into NCAA from an antitrust angle for more than a year.

State Sen. George Misovsky, of Oklahoma, said the department had informed him it was taking appropriate steps in connection with the monopoly.

FCC Office Changes

FCC Comr. Frieda B. Hennock has moved her office to enlarged quarters at Room 7111 in the New Post Office Bldg., Washington headquarters of FCC. Comr. E. M. Webster has enlarged his offices at Room 6239 in the same building. Comr. John C. Doerfer recently moved to Room 7207 [B•T, Sept. 7].

A Grappler for FCC

WHAT price fame (on television)? FCC may get a new "headache," because of a recent action of the National Wrestling Alliance. At its fifth annual convention in Chicago, the mat group sanctioned a complaint by some grapplers that stations are showing old television films of "undated" matches, to the wrestlers' financial distress. Officers suggested the "injured" participants file their protests with FCC.

Quick Decisions Seen In Three Channel Bids

PROSPECTS for prompt initial decisions in three tv hearing cases appeared last week upon approval of petitions by a competitive applicant in each case to withdraw its bid.

FCC allowed R. F. Schoonover to give up his uhf ch. 42 application at Topeka, Kan., leaving free for approval the ch. 42 bid of Alf M. Landon, operator of WREN Topeka. Tri-City Tv Corp. dimissed its uhf ch. 51 at Saginaw, Mich., freeing Booth Radio & Tv Stations Inc. (WSGW) there.

At Baltimore, WFBR gave up its application for uhf ch. 18, leaving uncontested the bid of Chesapeake Tv Bcstg. Inc.

Doerfer Recommends Local Aid on Interference Problems

SUGGESTION that local governments work more in cooperation with FCC to overcome instances of local communication interference was voiced last fortnight by FCC Comr. John C. Doerfer at the Washington meeting of the National Institute of Municipal Law Officers.

Comr. Doerfer recommended that detection and proof of interference be on the federal level. "The facts could then be submitted to the local officials who, if they acted wisely and promptly, could retain control over their local affairs," he said. Through this policy, Comr. Doerfer indicated, FCC could devote major efforts to education or contacting of manufacturers concerning equipment or appliances causing interference.

Comr. Doerfer said he is personally in accord with the FCC's policy to continue educational television reservations for "a reasonable time." In his opinion, "education is a state function, not a federal one. Hence, I would favor a policy of continuing the reservation of such channels for a reasonable time long enough for the respective states to determine whether they themselves wish to utilize them in their educational functions."

KUSD Seeks Night Games

KUSD Vermillion, S. D., has asked FCC for permission to broadcast night football games of the U. of South Dakota, it has been announced by Keith Nighbert, station manager. The station, which is run by the university, is daytime only with 1 kw directional on 690 kc. Five games have been scheduled for broadcast while three others await FCC action.

WISCONSIN'S BRIGHTEST SPOT . . .

MADISON

HIGH INCOME FAMILIES

IN DENSITY OF WIBA COVERAGE

IN LOW COST COVERAGE

dominated by WIBA listening!

WIBA has more listeners in Metropolitan Dane County among families listening 6 or 7 days or nights per week than all other Madison stations combined! For better results at lowest cost per family always use WIBA.

a Rich RADIO AUDIENCE

Daytime Listening Data

	Dane Cty.	City of Madison	16 Cty. SAMS
Radio homes	48,120	27,310	183,660
Weekly Audience, Families	40,834	22,471	83,975
	85%	82%	
6-7 Days, Nights Families	29,758	15,211	53,942
	62%	56%	



For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

NBC IN MADISON

AM WIBA FM

28th Anniversary Year

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

Hardy, McKenzie Named To Commission Positions

APPOINTMENT of Claire W. Hardy as hearing examiner was announced last week by FCC, raising the total number of Commission examiners to 14. Mr. Hardy formerly was chief, Field Operations and Legal Control, Office of Price Stabilization.

The Commission also announced appointment of Edward C. McKenzie, formerly with the Alien Property Division, Justice Dept., as attorney in the FCC Office of Opinions and Review.

Mr. Hardy, prior to OPS service, was with Veterans Administration and during the war was a colonel in the Advocate General's Office. Before the war he was in private practice of corporate law in Chicago and New York. He received his LL.B. degree in 1911 at Cornell. Mr. McKenzie from 1946-50 served as civilian attorney with the Army in Tokyo. He received his LL.B. degree in 1930 from the U. of Wisconsin and for a time practiced law at Menasha, Wis.

Dallas, Houston, Durant Hearing Case Issues Set

REVISED issues were announced by FCC last week in the hearing scheduled on the application of Texas Star Broadcasting Co. for a new station at Dallas on 740 kc and the bid of KTRH Houston to change its daytime directional antenna on that channel. No date is set for the case, long in litigation before FCC and in the courts.

The issues involve the extent of interference which may result to KSEO Durant, Okla. Another issue includes a determination of whether the qualifications of Texas Star are affected by "changed circumstances" as to the ability of part owner Roy Hofheinz, now mayor of Houston, "to devote as much time to the proposed operation as was contemplated at the time of the original hearing."

After the original hearing, FCC awarded a new-station permit to Texas Star for 10 kw day, 5 kw night on 740 kc directional and denied KTRH's application. KSEO appealed the decision and the court remanded the case to FCC for further inquiry. KTRH's bid was put back into the case by FCC order earlier this year [B•T, June 1].

FCC Grants Two Am CPs, One Fm During Week

ONE fm and two am construction permits were granted by FCC last week.

Clarence E. Franklin, engineer at WBAL-TV Baltimore, Md., was granted a new am station at Parkersburg, W. Va., for 1050 kc with 250 w daytime. The second am grant went to Abbeville Broadcasting Co. for 1380 kc with 1 kw daytime for Abbeville, S. C. Abbeville Broadcasting is a partnership of T. Lamar Simmons, owner of Cruise-In Theatre, Lillington, N. C., and M. T. Pack, manager of WFVG Fuquay Springs, N. C.

A new Class B fm station on ch. 290 (105.9 mc) with effective radiated power of 20 kw and antenna 125 ft. above average terrain for Bay Shore, N. Y., was granted to Great Bay Shore Broadcasting Co.

Share-Time Breaks

SHARE-TIME stations may delay switching breaks for short periods where crucial program material such as a football play is involved, FCC advised last week, but may not use the same studio and facilities for production and airing of commercials for both stations.

The explanation of policy was set forth by FCC in a letter to WTCN-TV Minneapolis, which shares time on vhf ch. 11 with WMIN-TV St. Paul. As to switching breaks, FCC agreed that in "crucial" circumstances such as action in a football game, the station could remain on the air for a brief time period necessary before signing-off to the other outlet, but "it should be emphasized that such period should be of an extremely brief duration."

On Permission

Respecting the request for permission to produce and broadcast all commercials for both stations in the WTCN-TV studios "so that continuity in production staff and efficiency can be maintained," the Commission wrote:

It is pointed out that the fundamental concept involved in share-time operations is that the two stations share only the channel, being completely separated and independent in their operation since they are two distinct licensees of this Commission. While the desired arrangement would appear to raise substantial questions as to the separateness of the two operations, the Commission believes that no definite answer can be made to your inquiry. It is the responsibility of the licensees and permittees involved to operate independently and the Commission will determine whether that obligation has been carried out on an overall review of the several practices and arrangements entered into, since a particular practice, while permissable when standing alone, may be found to be one of several factors which, viewed as a whole, establish a lack of independent operation. In short, the Commission recognizes that the practices engaged in by share-time licensees or permittees may take on a variety of forms and, in the absence of exceptional circumstances, believes it inappropriate to advise licensees on the validity of each particular practice on an isolated or individual basis. In conclusion, we emphasize that the share-time licensees or permittees must govern their actions so as to maintain separate, independent operations.

All-Recorded Fm Granted

ALL-RECORDED music fm station has been granted by FCC for New Orleans as the Commission issued a Class B station permit to Fidelity Broadcasting Co. in that city. Effective radiated power will be 48 kw. The station will operate 8 a.m. to midnight daily, the application stated, with programming 8 a.m. to 6 p.m. listed 100% "recorded commercial" and 6-11 p.m. 80% "recorded commercial" and 20% "recorded sustaining."

Equal owners are President George Montgomery, who will be manager and program director; Secretary-Treasurer Macy O. Teetor Jr., president and 91.7% owner of Custom Electronics Inc., high fidelity equipment firm; and Vice President Peter H. Walmsley, vice president and 8.3% owner of Custom Electronics. Other local fm stations are WDSU-FM and WRCM-FM.

FCC Argues on Tv Allocations Legality in Logansport Case

LEGALITY of making the tv allocations table part of its rules was argued a fortnight ago by the FCC in its brief to the U. S. Court of Appeals in Washington in the Logansport Broadcasting Corp. (WSAL Logansport, Ind.) case (No. 11601).

Commission also countered other arguments of the Logansport station that its failure to assign vhf ch. 10 to Logansport and Owensboro, Ky., instead of to Terre Haute, violated the equitable distribution of frequencies provision of the Communications Act, that the Sixth Report and Order differed "materially" from the Third Report, and that the FCC abandoned its assignment principles enumerated in the Third Report when it issued its Sixth and final order on the tv allocations.

Throughout the allocations proceedings and subsequently, WSAL has sought to have vhf ch. 10 assigned to Logansport and to Owensboro in lieu of Terre Haute. The Commission denied the Logansport petitions, and the Indiana station appealed to the Court of Appeals earlier this year. No date has yet been set for oral argument.

In its argument in behalf of its right to establish a table of allocations, the FCC referred to the court's decision last month in the Peoples Broadcasting Co. case [B•T, Aug. 10]. The court ruled that the Commission had the right to incorporate the table of allocations in its rules. The Peoples' case involved the change of WGAL-TV Lancaster, Pa., from ch. 4 to ch. 8.

'Sound Reasoning'

In the Logansport situation, the Commission claimed that its decision to assign ch. 10 to Terre Haute was based on sound reasoning (Terre Haute is larger than either Logansport or Owensboro and one of the assignment principles was to allocate a vhf channel to the larger cities because they covered a wider area).

Emphatic was the Commission's premise that there should be no distinction between vhf and uhf; that the allocation table was based on a national television service, not two types of service.

Matthews Identified As Ex-NBC Consultant

J. B. MATTHEWS, former staff member of Sen. Joseph R. McCarthy's (R-Wis.) investigations subcommittee, was on NBC's payroll during the years 1946-48, an NBC spokesman has admitted to B•T.

Mr. Matthews quit the McCarthy unit in July during national controversy over an article he wrote on Communists in the Protestant clergy. He, Sen. McCarthy and eight others are being sued for $5.1 million in an assault-libel-conspiracy charge by Drew Pearson, news columnist and radio-tv commentator. During pre-trial questioning in Washington, D. C., Mr. Matthews testified he once had functioned as a paid consultant for NBC on "un-American activities of persons appearing on radio and television."

The network spokesman said Mr. Matthews had been retained "by an executive who is no longer with us." The executive involved was not identified.

According to the NBC spokesman, payments to Mr. Matthews were in varying but "very modest" amounts and made at irregular intervals.

'Round-by-Round' News Permitted by N. Y. Court

In a compromise decision, New York court denies IBC's motion to enjoin WOV New York from making round-by-round summaries of the title bout last week, but forbids present-tense re-creations.

IN a compromise move, a decision was handed down last Tuesday in New York State Supreme Court permitting radio and television stations to carry "a news report summary" at the conclusion of each round of last Thursday night's Marciano-LaStarza heavyweight championship fight.

The ruling by Justice Irving I. Levey resulted from a motion for injunction by the International Boxing Club against WOV New York, which had indicated intention to carry a description of the action at the end of each round and a re-creation at the end of the bout, "if we see fit" [B•T, Sept. 21].

The court decision revoked the IBC directive to wire services which limited radio and tv stations to reporting a 75-word summary of the fight's progress at the end of every three rounds, and at the same time blocked any station intentions of re-creating the bout while it was in progress. There were reports that some stations might undertake to present recreations, complete with sound effects, in which case IBC officials said they would "take appropriate action."

Under terms of Justice Levey's ruling any radio or tv station may broadcast the wire services' "news report summary," but is banned from presenting a blow-by-blow description or phrasing the reports in the present tense.

The ruling held:

"This motion for the injunction *pendente lite* is granted in connection with Items (A) and (B) of the moving papers and denied as to Item (C) to the extent that the defendant is limited to broadcasting at the conclusion of each round a news report summary of what has transpired. As modified herein above, the motion with respect to Item (D) is also denied.

"This disposition in effect is in substantial accord not only with respect to the requests of the plaintiffs, but also with representations of the defendant corporation as expressed in the affidavit of its vice president and general manager. . . ."

Items (A) and (B) in IBC's motion referred respectively to a blow-by-blow description of the bout and to an account in the present tense. Item (D) enjoined WOV from "advertising or representing in any manner" that it intended to take any action described in Items (A), (B) and (C).

Ralph N. Weil, executive vice president of WOV, hailed the decision, declaring that WOV had succeeeded "in upsetting the news blackout" and calling the ruling "a historic victory for the principle that a news broadcaster, like a newspaper, is free to publish all the news as soon as it can be legally obtained."

Acting Secretary

DEE W. PINCOCK, acting legal assistant to FCC Chariman Rosel H. Hyde, has been designated by the Commission to be acting secretary during the vacation of William P. Massing, who was named acting secretary upon the resignation of T. J. Slowie.

WILS-TV

CHANNEL 54 LANSING, MICHIGAN

NOW ON THE AIR

Here are conversion findings of Michigan State College study . . .

MICHIGAN STATE COLLEGE
EAST LANSING

SCHOOL OF SCIENCE AND ARTS
DEPARTMENT OF SPEECH, DRAMATICS, AND RADIO EDUCATION

Conclusions that may be reached from this survey, include:

A sampling of 1 in 30 is a fairly accurate reflection of the total set owners in this area, Lansing and East Lansing. (Set ownership based on a Board of Water and Light Survey of December 31, 1952.)

The fact that 14.7% of set owners have already installed UHF prior to WILS-TV going on the air is a good indication of owner acceptance.

The additional facts that 42.7% of the set owners already have or are going to convert, and that 77.1% in one way or another have indicated an interest in UHF show that there is a considerable desire and demand for an additional TV program service in this area.

Sincerely yours,

Robert P. Crawford, Ph.D.
Director, Radio-TV Training,
Speech Department.

NETWORK PROGRAMMING — from ABC and DuMont

LOCAL PROGRAMMING—the only Lansing station with exclusive local programming—news, sports, weather, kids, kitchen, westerns and music.

Represented nationally by

O. L. TAYLOR COMPANY

NINE START TV COMMERCIALLY; WVEC-TV BEGINS IN HAMPTON

NBC-TV affiliation in Tidewater taken by new outlet as WTAR-TV completes switch to CBS-TV.

NORFOLK, Va., got its second tv signal last week—WVEC-TV (Hampton) on uhf ch. 15—and for the first time since 1950 Tidewater Virginia viewers were watching NBC programs on a station other than WTAR-TV. WTAR-TV officially switched to CBS-TV affiliation last week [AT DEADLINE, Sept. 21].

WVEC-TV went on Sept. 19, with a half-hour inaugural program featuring NBC stars Margaret Truman, Faye Emerson and Skitch Henderson and FCC Comr. Robert T. Bartley.

Week also saw first tv signal in Augusta, Ga., when WJBF-TV put out a vhf ch. 6 test pattern five days after receiving its Sept. 16 CP [B•T, Sept. 21]. Using a 500 w DuMont transmitter, shipped the day of the grant, station used temporary crossed dipoles, planned to have RCA 5-bay antenna in operation this week. With arrival of DuMont 5 kw transmitter, expected in two weeks, and completion of tower, construction of which is due to begin Oct. 1, WJBF-TV plans regular commercial operation Nov. 15.

Also in Norfolk, WTOV-TV has leased a 410-ft. tower, and contracted for a new studio building to be ready in 90 days. Station hopes to begin test patterns Oct. 15 and commercial programming a week later.

WVEC-TV was one of nine stations to take to the air commercially last week. The nine were:

KERO-TV Bakersfield, Calif., vhf ch. 10 (CBS, NBC), represented by Avery-Knodel Inc.

KCCC-TV Sacramento, Calif., uhf ch. 40, represented by Weed Television Inc.

WIRK-TV West Palm Beach, Fla., uhf ch. 21, represented by Weed Television Inc.

WILS-TV Lansing, Mich., uhf ch. 54 (ABC, DuMont), represented by O. L. Taylor Co.

KHQA-TV Hannibal, Mo., vhf ch. 7, represented by Weed Television Inc.

KYTV (TV) Springfield, Mo., vhf ch. 3 (ABC, NBC), represented by George P. Hollingbery Co.

KOAT-TV Albuquerque, N. M., vhf ch. 7, represented by George P. Hollingbery Co.

WICA-TV Ashtabula, Ohio, uhf ch. 15, represented by Gill-Perna Inc.

WVEC-TV Hampton, Va., uhf ch. 15 (NBC), represented by Joseph Hershey McGillvra Inc.

Scheduled to commence operations Sunday were these 14 stations: KVOA-TV Tucson, Ariz.; KIEM-TV Eureka, Calif.; WPFA-TV Pensacola, Fla.; WMAZ-TV Macon, Ga.; WTVH-TV Peoria, Ill.; WMT-TV Cedar Rapids, Iowa; WEHT (TV) Henderson, Ky.; KNOE-TV Monroe, La.; WTAO-TV Cambridge, Mass.; KCMO-TV Kansas City, Mo.; KFEQ-TV St. Joseph, Mo.; KZTV (TV) Reno, Nev.; KGGM-TV Albuquerque, N. M.; KTVE (TV) Longview, Tex.

Other stations taking to the air with tests last week were: WICS (TV) Springfield, Ill.; WROL-TV Knoxville, Tenn; KJEO-TV Fresno, Calif., and WREX-TV Rockford, Ill.

Tabulation of other station starting plans for next 30 days.

ARIZONA

KOOL-TV Phoenix, vhf ch. 10, represented by Blair-TV Inc. (share time with KOY-TV), Oct. 11.

KOY-TV Phoenix, vhf ch. 10, represented by Blair-TV Inc. (share time with KOOL-TV), Oct. 11.

KVOA-TV Tucson, vhf ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf ch. 11; represented by W. S. Grant, Oct. 4.

CALIFORNIA

KIEM-TV Eureka, vhf ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf ch. 47 (ABC), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28; began tests Sept. 24).

KCCC-TV Sacramento, uhf ch. 40, represented by Weed TV Inc., Sept. 26.

KICU (TV) Salinas, uhf ch. 28, Fall.

KCOK-TV Tulare-Fresno, uhf ch. 27, represented by Forjoe TV Inc., Oct. 10.

COLORADO

KRDO-TV Colorado Springs, vhf ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 30 (began testing Sept. 21).

FLORIDA

WJDM (TV) Panama City, vhf ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.

WPFA (TV) Pensacola, uhf ch. 15, represented by Adam Young TV Inc., Sept. 27.

GEORGIA

WDAK-TV Columbus, uhf ch. 28 (ABC, NBC), represented by Headley-Reed TV, Oct. 1.

WMAZ-TV Macon, uhf ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 13.)

IDAHO

KTVI (TV) Boise, vhf ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 1.

KWIK-TV Pocatello, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS

WTVH (TV) Peoria, uhf ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 27.



DESIGNED to protect KVOA-TV Tucson, Ariz., from RF groundwave and magnetic interference from three am transmitters located within 1,000 ft., engineers are shown here soldering sheets of copper which completely underline floors of station's transmitter and projection rooms. Ch. 4, NBC-affiliated station, was due to begin operations Sunday.

WICS (TV) Springfield, uhf ch. 20, represented by Adam Young TV Inc., Oct. 1 (began testing Sept. 17.)

IOWA

WMT-TV Cedar Rapids, vhf ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 9).

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WEHT (TV) Henderson, uhf ch. 50 (CBS), represented by Meeker TV Inc., Sept. 27 (granted STA Sept. 14).

WKLO-TV Louisville, uhf ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf ch. 56 (DuMont), Sept. 27 (granted STA Sept. 16).

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co. Inc., Oct. 15.

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co. Inc., Oct. 31.

MICHIGAN

WTAC-TV Flint, uhf ch. 16 (ABC), represented by Paul H. Raymer Co. Inc., Oct. 1.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by Wiliam G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, October.

WTOK-TV Meridian, vhf ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KCMO-TV Kansas City, vhf ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27 (began testing Sept. 9).

KFEQ-TV St. Joseph, vhf ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27 (granted STA Sept. 9).

KSTM-TV St. Louis, uhf ch. 36 (ABC-TV), represented by H-R Television, Oct. 15 (granted STA Aug. 25).

MONTANA

KOOK-TV Billings, vhf ch. 2, represented by George P. Hollingbery Co., Oct. 1.

NEVADA

KZTV (TV) Reno, vhf ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO

KGGM-TV Albuquerque, vhf ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

NEW YORK

WROW-TV Albany, uhf ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

WECT (TV) Elmira, uhf ch. 18 (NBC), represented by Everett-McKinney Inc., Oct. 1. (granted STA Sept. 14).

NORTH CAROLINA

WCOG-TV Greensboro, uhf ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf ch. 9 (CBS-TV), represented by John E. Pearson Tv Inc., Oct. 15.

WSJS-TV Winston-Salem, vhf ch. 12 (NBC), represented by Headley-Reed TV, Oct. 1.

WTOB-TV Winston-Salem, uhf ch. 26 (ABC-



SCHEDULED to have been completed Sept. 20 is transmitter building of KCEN-TV Temple, Tex., only vhf between Dallas and Austin. Building houses ch. 6 equipment, office space and stand-by studio. Station plans regular programming Nov. 1 from 670-ft. tower, due to be finished this week.

Big Mo Is Ready to Go!

ABC, CBS Programs

KSTM-TV is a basic affiliate of the American Broadcasting Company. In addition, "Big Mo" will carry many popular CBS shows as well as novel local productions. The best in programming . . . KSTM-TV's promise to St. Louis!

$750,000 Modern Plant

A brand new $750,000 plant gives KSTM-TV the very latest and best in equipment, studios and offices. Centrally located in the heart of metropolitan St. Louis, "Big Mo's" facilities are on a par with the nation's best.

Top programs . . . the latest and best in equipment and facilities . . . a prosperous market with millions of potential buyers . . . that's KSTM-TV's offering . . . and . . . at incomparable rates. You can't afford to pass up the St. Louis market . . . and without "Big Mo" you can't adequately cover it. Fire away now . . . let "Big Mo" fight . . . and *win* . . . your sales battles!

A Million Plus Viewers in St. Louis

St. Louis is the nation's eighth market . . . a wealthy and prosperous home port for "Big Mo." There are more than 500,000 television sets in the area . . . tangible evidence of the popularity of *good* television entertainment.



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL



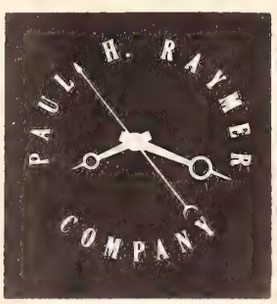
Is Your Light Under a Bushel?

Do your special features, those advantages you have over your competitors, get the attention they deserve with national advertisers . . . or is your light, like the proverbial candle, hidden from the view of your prospects?

Each station has these advantages . . . but first, they must be found . . . then aggressively promoted and sold.

Twenty-one years of experience has developed in the Raymer Company a program of individualized service which allots every one of our stations the necessary time and effort to uncover these special features. A high ratio of manpower per station represented permits Raymer men to present these competitive selling factors consistently and effectively to the buyers of national advertising.

If you have advantages which are not being developed properly, perhaps we may be able to bring them to light. Let us show you how Raymer "Personalized Representation" has been successful for our stations . . . and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

TV), represented by H-R Television Inc., Oct. 1 (began testing Sept. 18).

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair-TV Inc., October.

OHIO

WIFE (TV) Dayton, uhf ch. 22, represented by Headley-Reed TV Inc., Fall.

WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.

WUTV (TV) Youngstown, uhf ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Oct. 1.

KTVQ (TV) Oklahoma City, uhf ch. 25 (ABC, CBS), represented by H-R Television, Oct. 11.

OREGON

Eugene TV Inc., Eugene, vhf ch. 13, represented by George P. Hollingbery Co., October.

KOIN-TV Portland, vhf ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15.

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

RHODE ISLAND

WPRO-TV Providence, vhf ch. 12, represented by Blair-TV Inc., Oct. 15.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., October.

TENNESSEE

WJHL-TV Johnson City, vhf ch. 11, represented by John E. Pearson Tv Inc., October (granted STA Aug. 27).

WROL-TV Knoxville, vhf ch. 6, represented by Avery-Knodel Inc., Oct. 1 (Test Patterns began Sept. 24).

WTSK (TV) Knoxville, uhf ch. 26, Oct. 1 (granted STA Sept. 4).

WHBQ-TV Memphis, vhf ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KGBS-TV Harlingen, vhf ch. 4 (CBS), represented by John E. Pearson Television Inc., Oct. 1.

KNUZ-TV Houston, uhf ch. 39 (DuMont), represented by Forjoe Tv Inc., Sept. 28.

KTVE (TV) Longview, uhf ch. 32, represented by Forjoe Tv Inc., Sept. 27 (granted STA).

KANG-TV Waco, uhf ch. 34 (ABC-TV), represented by John E. Pearson Tv Inc., Oct. 1.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Oct. 1.

WSVA-TV Harrisonburg, vhf ch. 3 (NBC-TV) represented by Devney & Co., Oct. 1. (granted STA Sept. 14).

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont) represented by Forjoe-TV Inc., Oct. 22.

WEST VIRGINIA

WKNA-TV Charleston, uhf ch. 49 (ABC), represented by Weed Tv, Sept. 30 (began testing Sept. 17).

WTAP (TV) Parkersburg, uhf ch. 15, Oct. 1.

WTRF-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN

WRBJ (TV) Beloit, uhf ch. 57, represented by George W. Clark Inc., Sept. 30.

WOKY-TV Milwaukee, uhf ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (test pattern Sept. 15).

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS) Oct. 15.



FORMAL ground-breaking last Tuesday for construction of Storer Broadcasting Co.'s home office building at Bay Harbor Island, Miami Beach, Fla., includes (l to r) Shepard Broad, mayor of the Town of Bay Harbor Island; John L. Volk, architect; Leon C. McAskill, publisher of the Storer-owned Miami Beach *Florida Sun;* Stanton P. Kettler, vice president for Storer's Southern District, and Miller N. Babcock, managing director, WGBS-AM-FM Miami.

TOPS IN TV!

The best proof of a station's prominence in a market is what the station does in producing results for local and national spot advertisers.

WGN-TV's the station for results in Chicago—opening the fall television season with *twelve* top national and regional advertisers sponsoring *programs* in Class A time (7:00-10:00 P.M.)

If results are what you want—at lowest possible cost—it's WGN-TV in Chicago.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

WBRC-TV Names Naylor

OLIVER V. NAYLOR has been named local sales manager of Storer Broadcasting Co.'s WBRC-TV Birmingham, J. Robert Kerns, vice president and managing director of WBRC-AM-TV, has announced. Mr. Naylor, Birmingham native, joined the WBRC sales staff some five years ago and transferred to WBRC-TV sales when the television station started operations during the summer of 1949.



Mr. Naylor

William Dowdell Dies

WILLIAM DOWDELL, 54, one-time news editor for WLW Cincinnati, died in Rome, Italy, last Wednesday. He was owner and editor of the *Rome American News,* a weekly newspaper.

advantages of the modern concept to AM broadcasters



Functional, simple, economical — these are the qualities which make up the modern concept in automobiles, houses or furniture.

It's true of Collins' new one-kw transmitter too. Go beyond the simple lines and handsome two-toned gray exterior — look into the engineering that puts the 20V high on the list of cost-conscious broadcasters.

You'll find simplicity . . . the 20V is entirely contained in a single ruggedly-constructed cabinet; the unit occupies up to 75% less space than ordinary one-kw transmitters.

You'll find functional convenience . . . all controls are located on the front; blower cooled tubes; oversized components; terminals quickly accessible from the rear; all tubes visible at a glance.

You'll find minimum operating and maintenance costs built into the 20V . . . a result of extensive research and new engineering techniques.

These qualities added to Collins experience and on-the-job testing result in superior performance, maximum dependability.

Whether you're planning a new station, increasing power or replacing an obsolete one-kw transmitter, get all the facts about the Collins 20V.

Your nearest Collins Office will serve you.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

COLLINS

11 W. 42nd St.,
NEW YORK 18

1930 Hi-Line Drive,
DALLAS 2

2700 W. Olive Avenue,
BURBANK

Dogwood Road, Fountain City,
KNOXVILLE

WOI-TV COMMERCIAL OPERATION OPPOSED

Iowa broadcasters protest educational outlet's continuing commercial programming after other tv stations come to the state. The Bureau of Internal Revenue wants a 47% cut of the profits.

WOI-TV Ames, Iowa, has the blessing of the State Board of Education in its desire to continue operating as a commercial station but it faces (1) a U. S. Internal Revenue Bureau levy of 47% on its profits and (2) the vigorous opposition of Iowa telecasters.

Strongly worded resolution opposing WOI-TV's commercial operation was adopted at a Wednesday-Thursday meeting of Iowa Broadcasters Assn., held in conjunction with the NARTB District 10 meeting at Cedar Rapids (see NARTB story page 44).

IBA said continued WOI-TV operation after tv is on the air in Des Moines, Fort Dodge and Waterloo is an invasion of private rights, destructive of private enterprise and a "fearsome threat to freedom of speech and freedom of the press."

Two committees were named by IBA. On the legal committees are Edward Breen, KVFD KQTV (TV) Fort Dodge, and Dietrich Dirks, KCOM Sioux City. Members of the steering committee are Paul Norris, KFJB Marshalltown; William B. Quarton, WMT Cedar Rapids; Ken Gordon, KDTH Dubuque, and Gene Flaherty, KCSJ Sioux City.

Mr. Breen has written a letter to the Interim Committee, Iowa State Legislature, condemning WOI-TV's commercial status and calling for legislative action.

The state board of education will contest the Federal tax ruling in the courts. It instructed Marion Hirschburg, Ames attorney, to handle the case. He said the station has a gross income of around $500,000.

The state Board of Education had received a ruling by R. C. Dunlap, chief of the Bureau of Internal Revenue's Exempt Organizations Branch, contending WOI-TV is not a related part of the educational process of an exempt institution. This would require a tax of 47% on profits earned since Jan. 1, 1952.

The Dunlap letter pointed out that only 18½ hours of the weekly broadcast time of the college station are devoted to educational programs and all receipts are from commercial sources except for those from Ford Foundation.

The state board had authorized WOI-TV to continue commercial telecasting indefinitely at a meeting held Sept. 11. This was a change in board policy. Heretofore it had been understood that WOI-TV would cease commercial operation when commercial tv stations went into operation in the state. The board vote was 5-1.

Mr. Breen denounced the board action and said he may appeal to the courts. "As a publicly-owned institution, I don't think Iowa State has any right to go into the advertising business on a large scale," he said.

"sales service" that helps sell time

John F. Patt, President, WJR, Detroit, says:



"We consider it good sales service to our present and prospective clients to provide coverage, market data and other information about the Goodwill Station in an ad next to the WJR rate listings in STANDARD RATE & DATA."

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.

2 It helps *unknown* prospects to decide to call in your representatives.

3 It goes to agency-client conferences.

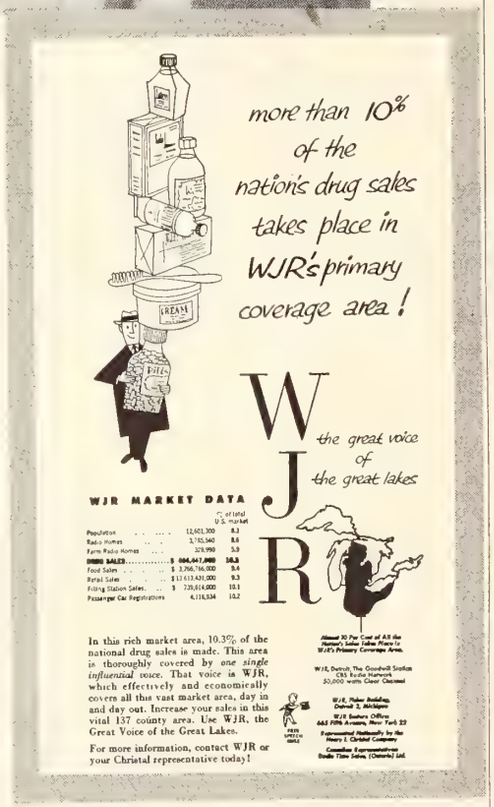
4 It remains instantly accessible to the SRDS user who is working nights or weekends.

5 It provides liftable material for inclusion in media proposals.

6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast.*

7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then.*

8 It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.



Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

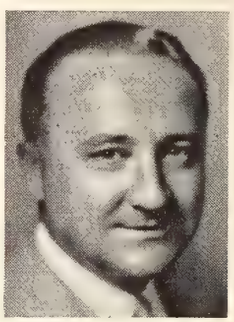
SRDS Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher,
1740 Ridge Ave., Evanston, Ill.
Sales Offices: New York • Chicago • Los Angeles

WGR To Put $1 Million in Tv; Fitzpatrick Moves to Buffalo

WGR Buffalo is earmarking $1 million in television, according to Leo F. Fitzpatrick, board chairman of WGR Broadcasting Corp. Mr. Fitzpatrick, who has moved his residence from Detroit to Buffalo to take a more active part in WGR's affairs, said the money will be used to obtain a second tv outlet to service Buffalo and the western New York area.



Mr. Fitzpatrick

Mr. Fitzpatrick said nearly $100,000 already has been invested in our preliminary plans." WGR is an applicant for vhf ch. 2 in Buffalo. His move to Buffalo, according to WGR, will permit Mr. Fitzpatrick to concentrate "on the continued development of radio broadcasting" and in the station's tv application.

WGR has purchased 90 acres on Whitehaven Rd., Grand Island, where a transmitter and building, including offices, studios and laboratories, will be built as soon as the tv application is granted. The station said it anticipated a hearing on the WGR application within the next three months.

Mr. Fitzpatrick, formerly an owner of WJR Detroit, divested his interests including those in WGAR Cleveland and KMPC Los Angeles, when he purchased WGR in 1946.

DENIM INIQUITY

or, the law of supply and demand has teeth in it



WE used to think farmers and ranchers had a lock on denim. Then dudes took up Levis, rivet pockets and all. Chipp in New Haven made Yale safe for faded blue jackets, and you could even pry a denim number out of Brooks. One of our local merchants got carried away and laid in a supply of assorted plaid, brass-buttoned, denim smoking jackets. Luckily an orchestra was passing through and took all but one off his hands. That one hung around until the merchant was sick and tired of it. One day he finally told a clerk to get rid of it or leave Texas. He returned from lunch to find the clerk dazed, his clothes tattered, pretty well roughed up, but triumphant. "I don't have to leave Texas," he exulted. "It's sold!"

The merchant, full of late compassion, told him he needn't have gone so far as to take a beating from a customer just to sell the old thing.

"Hell, the customer liked it fine. My trouble was with his Seeing-Eye dog."

* * *

Folks around Amarillo who buy so much that they averaged $5,794 per family in retail sales last year (highest in the nation) can take their denim or leave it alone. But KGNC—radio and TV—is woven into the fabric of the Panhandle and beyond. For availabilities to suit, see the O. L. Taylor Company.



NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

Advertisement



From where I sit
by Joe Marsh

Modern Art Takes a Licking!

Did you know we had a real artist in town? Yes sir! Our Handy Jackson was a contributor to the Sculpture Exhibition over at the Centerville Fair last week.

His work was streaky pink and curved all around—sort of streamlined. Caused quite a big stir. Nobody was sure what it was supposed to represent, but some people liked it and thought it was good art. Handy gave me the lowdown:

"Why, it was nothing but a piece of cattle salt our cows have been lickin' at for months. I just had it mounted. Fooled a lot of folks—one fellow even wanted to buy it!"

From where I sit, Handy's "modern art" shows how some people can go astray. Some even get to be "experts" —especially about the other fellow's business. Whether it's art or music, or a simple thing like choosing, say, beer or milk with a snack, we should live and let live. There's no call for any of us to set ourselves up as a "model" for others!

Joe Marsh

Copyright, 1953, United States Brewers Foundation

STATIONS

WCAU Publicity-Promotion Unveiled at Sales Meet

"IT'S Time to Buy WCAU Radio" is the slogan used on desk clocks to be distributed to timebuyers throughout the country by WCAU Philadelphia. This is part of a major promotional campaign unveiled by Robert N. Pryor, vice president in charge of promotion and publicity for WCAU, at the annual radio sales meeting held there last week, with representatives from Los Angeles, San Francisco, Atlanta, Detroit, Chicago and New York.

At the sales meeting Joe Connolly, vice president in charge of radio programming, presented "Five for Fall" as a showcase for five new shows scheduled by WCAU this fall.



WCAU Philadelphia Vice President Robert N. Pryor (l) shows CBS Radio Spot Sales representative Harold Davis some of WCAU's continuing merchandising and exploitation at the station's annual radio sales meeting

Jack deRussi, radio sales manager, presented "WCAUSA," the story of WCAU radio, on Sept. 15. This included program ratings, signal coverage, surveys and marketing data.

The program was followed by a luncheon and an address by Theodore G. Heck, field representative of Greater Philadelphia, Delaware and South Jersey Council, in which he predicted Philadelphia's population would increase about one million by 1960. He said the area now embraces 17% of the nation's buying income.

KFH-AM-FM Terms Rate Card 'Unique'

KFH-AM-FM Wichita's latest rate card, which has been in effect since July 1, is a "unique departure" from the average radio station rate card, according to Frank V. Webb, KFH vice president-general manager.

Mr. Webb said his station has increased its budget substantially in the past year for more and better talent for better programs, and that advertisers use KFH's facilities "on our own terms."

The KFH rate card lists its commercial policies and guarantees that time is sold only at the published rate.

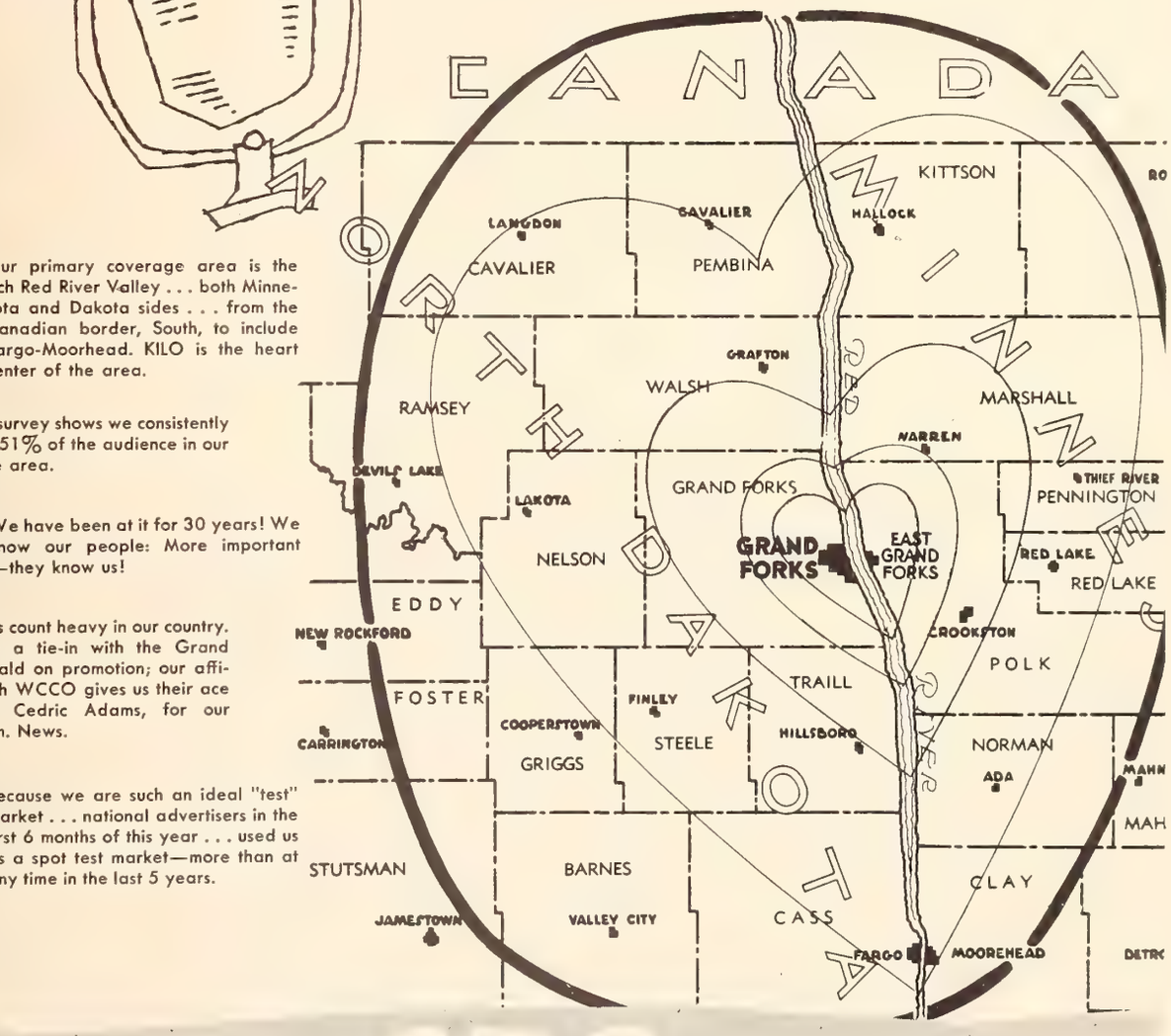
Defining an advertiser acceptable to the station as "an honorable advertiser, devoid of trick deals, fast words, and fast dollars with questionable merchandise or services for sale," KFH says: " 'Quickies' or other substitutes for proved broadcast advertising standards or rates are not acceptable."

KILO

N.D. MINN.

Grand Forks N. Dakota

RADIO CROSSROADS OF THE RED RIVER VALLEY



1 Our primary coverage area is the rich Red River Valley . . . both Minnesota and Dakota sides . . . from the Canadian border, South, to include Fargo-Moorhead. KILO is the heart center of the area.

2 A Conlan survey shows we consistently own over 51% of the audience in our immediate area.

3 We have been at it for 30 years! We know our people: More important —they know us!

4 Affiliations count heavy in our country. We have a tie-in with the Grand Forks Herald on promotion; our affiliation with WCCO gives us their ace newsman, Cedric Adams, for our 10:00 p.m. News.

5 Because we are such an ideal "test" market . . . national advertisers in the first 6 months of this year . . . used us as a spot test market—more than at any time in the last 5 years.

the only CBS station in the Red River Valley

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

KNXT (TV)'s New Rate Card Increases Basic Hour Costs

NEW KNXT (TV) Hollywood rate card No. 2 has increased the station's Class A time from $1,500 to $1,750 per hour for 7-10:30 p.m. Sunday-Saturday, according to James T. Aubrey Jr., general manager. Class A Group I one-minute film announcements and 20-second station breaks were increased from $375 to $450.

Other increases include Class B rates from $1,000 to $1,150 per hour, 6-7 p.m. Monday-Saturday, 5-7 p.m. Sunday, 10:30-11:30 p.m. daily; Class C rates from $600 to $700 per hour, noon-6 p.m. Monday-Saturday, noon-5 p.m. Sunday, 11 p.m.-midnight daily; Class D rates from $300 to $350 per hour for all other time.

New rates went into effect Sept. 15. Advertisers under contract to the station, as of that date, will be protected for six months under rate card No. 1, Edmund C. Bunker, station sales manager, said. In advising sponsors and agencies of the change, he said set ownership in the KNXT signal area has increased 78% to an estimated 1,895,700 families since rate card No. 1 was established Dec. 1, 1951.

Mitler Buys WRJM

WRJM Newport, R. I., has been sold by Columbus O'Donnell for $22,500 to Milton E. Mitler of New York, it was announced last week. Sale of the 1 kw daytimer on 1540 kc is subject to FCC approval. Mr. Mitler has been with a number of stations in the East and most recently was president of American Adv. Assoc., Newark. Sale was negotiated by Blackburn-Hamilton Co.



COMMON ownership of WCLI-AM-FM Corning, N. Y., with *Evening Leader* there is ended after six years as Corning Radio Inc., a new corporation, buys the stations. Signing, l to r: George P. Droelle Jr., WCLI secretary-treasurer and program director; E. S. Underhill Jr., former WCLI owner and secretary-treasurer of the *Evening Leader*, and Gordon Jenkins, WCLI president-general manager.

WCPO-TV Sets Power Boost; To Add More Live Programs

FINAL baseball game of the season between the Cincinnati Reds and the Milwaukee Braves was to have been telecast Saturday on WCPO-TV Cincinnati immediately after the station's scheduled increase to 250 kw effective radiated power, Mort C. Watters, vice president-general manager, said last week.

Ed Weston, program manager, said WCPO-TV "probably will have more live local programming on a daily basis than any other local tv station in the country," with 9½ hours of live shows daily, of which one hour will be fed to DTN and a half-hour weekly to ABC-TV.

KATV (TV) Adds Staffers

SEVEN people have been added to the KATV (TV) Pine Bluff, Ark., staff, James P. Walker, general manager, said last week. KATV, CBS affiliate to be on vhf ch. 7 with 80 kw effective radiated power, expects to be on the air by Dec. 1.

Bruce Compton, formerly at WJTV (TV) Jackson, Miss., has been named sales manager, and David W. Crockett, who formerly managed KPLN and KAMD at Camden, Ark., and more recently has been an account executive at KTHS Little Rock, will hold a sales position in Little Rock, together with George Dickinson, formerly an account executive with KXLR Little Rock, Mr. Walker said.

Rex Cole, a Pine Bluff resident who formerly had his own brokerage business, has been appointed Pine Bluff sales representative. Roy Pickett and Louis Brown join KATV from KTUL Tulsa as program director and chief engineer, respectively. Don Curran, new sales promotion manager, formerly was at KOMA Oklahoma City.

Mr. Walker, who formerly managed KFPW Fort Smith, Ark., said construction of transmitter building and studios "is moving along nicely."

Free & Peters Moves

FREE & PETERS television division has moved eastern sales and administrative offices to larger quarters in Room 1707, 444 Madison Ave., N. Y. 22. Telephone number remains Plaza 1-2700. Move joins tv division of station representative firm with radio division on 17th floor of building.



Tidewater Virginia's Powerful UHF Station

WVEC-TV

chooses GPL cameras

for Flexibility and Performance



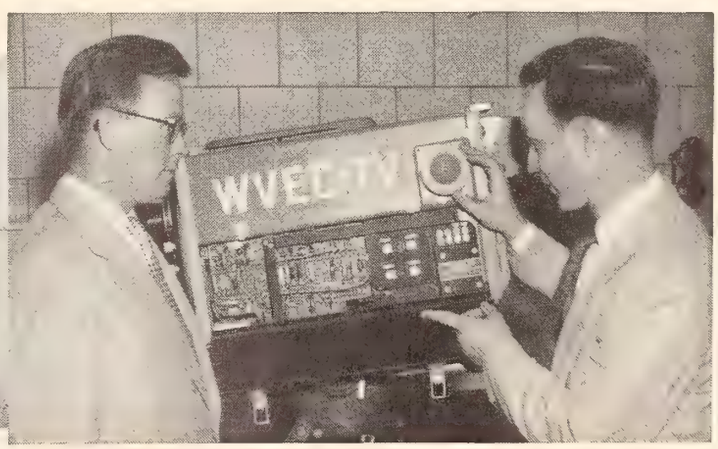
■ Focus of nationwide attention is NBC's new UHF outlet at Hampton, Va., which blankets the rich Norfolk market. With a test pattern on the air in advance of Fall network programming, UHF converters sold at over 1,000 per day in this area.

"For our local programs, which come from both our studio and surrounding towns," says WVEC president Thomas P. Chisman, "we had to pick cameras for flexible, portable use. We chose two General Precision camera chains, with remote control of iris, lens change and focus. We can take these GPL's in and out of a field truck easily, and in the field the remote controls are especially useful. In our film studio we're using two GPL Projectors."

WVEC-TV picks GPL for portable flexibility. Networks pick the same cameras for sheer quality. New or existing stations can have both, with GPL equipment, covering every requirement from cameras to transmitters.

Write for data, and compare.





During studio construction, station president Chisman and chief engineer William C. King, Jr., examine GPL camera. "Heat, dust and dirt really gave this camera a beating," says King, "but it never showed it."

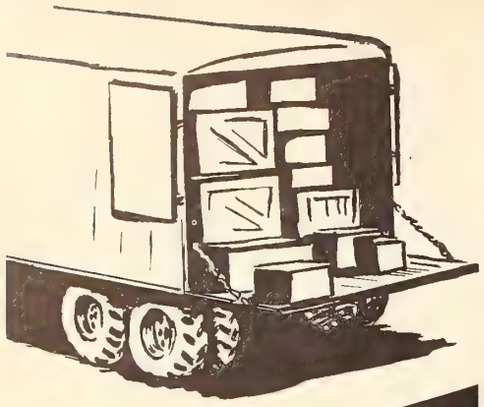
General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

GPL

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters



KMAC DELIVERS . . .

1 76 COUNTIES
in prosperous, fast-growing South Texas

2 979,177
RADIO HOMES

3 3,329,205
LISTENERS
in its 0.5 Mv/M coverage

More people listen to KMAC because KMAC serves more people

REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC 26 YEARS OF SERVICE
MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

CBS-TV, NBC-TV OUT TO BEAT TIME LAG

Networks plan 'hot kinescope' systems to enable showing of tv programs on East and West Coasts at approximately the same hours. Initial trials came with the time change yesterday. At the same time, NBC-TV reduced transcontinental circuit charges.

NBC-TV and CBS-TV reported last week they were all set to go with new approaches to overcome the three-hour time difference between the East and West Coasts [CLOSED CIRCUIT, Sept. 21], effective with the change back to standard time yesterday (Sunday).

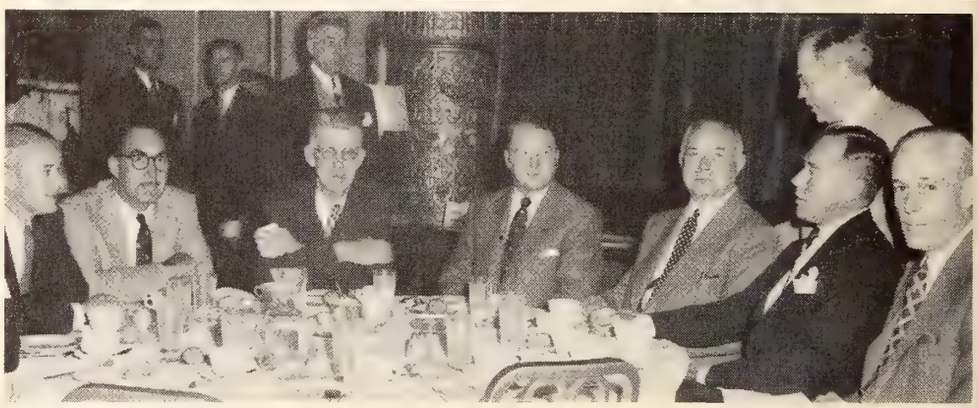
NBC-TV said that by means of "quick kinescopes" its programs would be presented on the West Coast at the same clock hours they are seen in the East. At the same time NBC-TV announced a substantial reduction in East-West and West-East transcontinental circuit charges, also effective yesterday.

CBS-TV took a somewhat different approach to the cross-country time lag, although it too is based on the hot kinescope. Programs that are telecast in New York between 6 and 7 p.m. New York time will be recorded by hot kinescope and released on the West Coast between 6 and 7 p.m. Coast time. Those released in New York between 10 and 11 p.m. EST will go through "live" to the coast and thus will be seen there between 7 and 8 p.m. PST. Those which are released in New York between 8 and 10 p.m. EST will be seen via kinescopes on the West Coast between 8 and 10 p.m. PST, some on the same day, some a week later.

Both NBC-TV and CBS-TV planned to make their West Coast quick kinescopes in Los Angeles and originate them there for their respective affiliates in that area. Non-interconnected affiliates, of course, would put on the kinescopes one or more weeks after the original telecast.

While CBS-TV's plan applies only to its evening programs, NBC-TV said the only ones of its own shows which will not conform to the new Pacific Coast scheduling pattern "will be those which by nature require simultaneous transcontinental release."

George Frey, NBC vice president and di-



NBC affiliate executives chat with Brig. Gen. David Sarnoff at this table during the radio affiliate meeting in Chicago [B•T, Sept. 21]. L to r: Robert Hanna, WGY Schenectady; Milton Greenebaum, WSAM Saginaw, Mich.; Harold Essex, WSJS Winston-Salem, N. C.; Clair McCollough, WGAL Lancaster, Pa.; Gen. Sarnoff; E. R. Vadeboncoeur (standing), WSYR Syracuse; Robert D. Swezey, WDSU New Orleans, and John Norton, WAVE Louisville.



NBC executives at the radio affiliates meeting in Chicago were (l to r): Seated, Fred Horton, in charge of radio network sales; Charles Denny, vice president in charge of owned and operated stations; Ted Cott, operating vice president of the radio network; William F. Fineshriber Jr., vice president in charge of the radio network, and David C. Adams, vice president for administration. Standing, John West, vice president in charge of the Pacific Divison; Manie Sacks, staff vice president of NBC and RCA; Robert W. Sarnoff, vice president in charge of the Film Division, and Joseph W. Heffernan, vice president for finances and services.

"Top Spot" IN SPORTS



- **GREEN BAY PACKERS**
  'Pro' Football, with WEMP's Earl Gillespie feeding 35 stations in four states
- **MILWAUKEE BRAVES**
  Big League Baseball
- **MARQUETTE UNIVERSITY**
  Varsity Football
- **WISCONSIN UNIVERSITY**
  Varsity Basketball
- **MILWAUKEE HAWKS**
  'Pro' Basketball

MILWAUKEE-Tops In The Nation-WEMP-Tops In Milwaukee

People everywhere are calling Milwaukee America's "hottest" sports town. And in Milwaukee, people call WEMP the "Sports Station."

The reason? It's simple. Milwaukee has known for years that if it's a *major* sport, it'll be on WEMP play-by-play with the inimitable Earl Gillespie, WEMP Sports Director, at the mike.

Advertisers, too, like Miller Brewing Co. and Allis-Chalmers, demand WEMP and the fresh vigorous Gillespie style. These sports broadcasts added to smart round-the-clock music, news and public interest programs make WEMP the top spot* for your Milwaukee radio dollar. Get details from Headley-Reed or contact WEMP today.

*On WEMP you can get up to twice the Milwaukee audience per dollar of any Milwaukee network station. (Based on latest available Milwaukee Pulse survey and SR & DS rates).

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS . . .

WEMP

AM-FM 24 HRS. • MUSIC • NEWS • SPORTS
1340 K. C. • MILWAUKEE

rector of tv sales, who announced that network's plan, said that "for the past 12 months NBC has been conducting an extensive research project to determine the most desirable method of scheduling network programming on affiliated stations in the Pacific Coast time zone. We are convinced that this plan . . . will be of considerable advantage to advertisers and the viewing public."

Merle S. Jones, CBS-TV vice president in charge of CBS owned stations and general services, who led in the development of the CBS-TV plan over a period of many months, said it was his network's belief that hot kinescoping certain shows but sending others through "live" would lead to development of a stronger block for West Coast viewers.

The CBS-TV plan was announced by William H. Hylan, vice president in charge of network sales, who explained its workings in a letter to advertisers, agencies, and clients. He said the plan should benefit both sponsors and viewers.

As an example of how the hot kinescope system works, Kudner Agency, New York, agency for Buick, reported that NBC-TV's *Buick-Berle Show,* which originates in New York at 8 p.m. EST on Tuesdays, will be kinescoped to seven California cities at 8 p.m. PST on the same day: Los Angeles, San Diego, Santa Barbara, Fresno, San Francisco, Bakersfield, and Chico.

ABC-TV and DuMont said they planned to continue with their established systems of sending East Coast originations to the West Coast live, or via delayed kinescope.

The reductions in NBC-TV's transcontinental circuit charges brings the east-west charge down from $1,000 to $200 an hour and the west-east charge from $2,000 to $500 an hour.

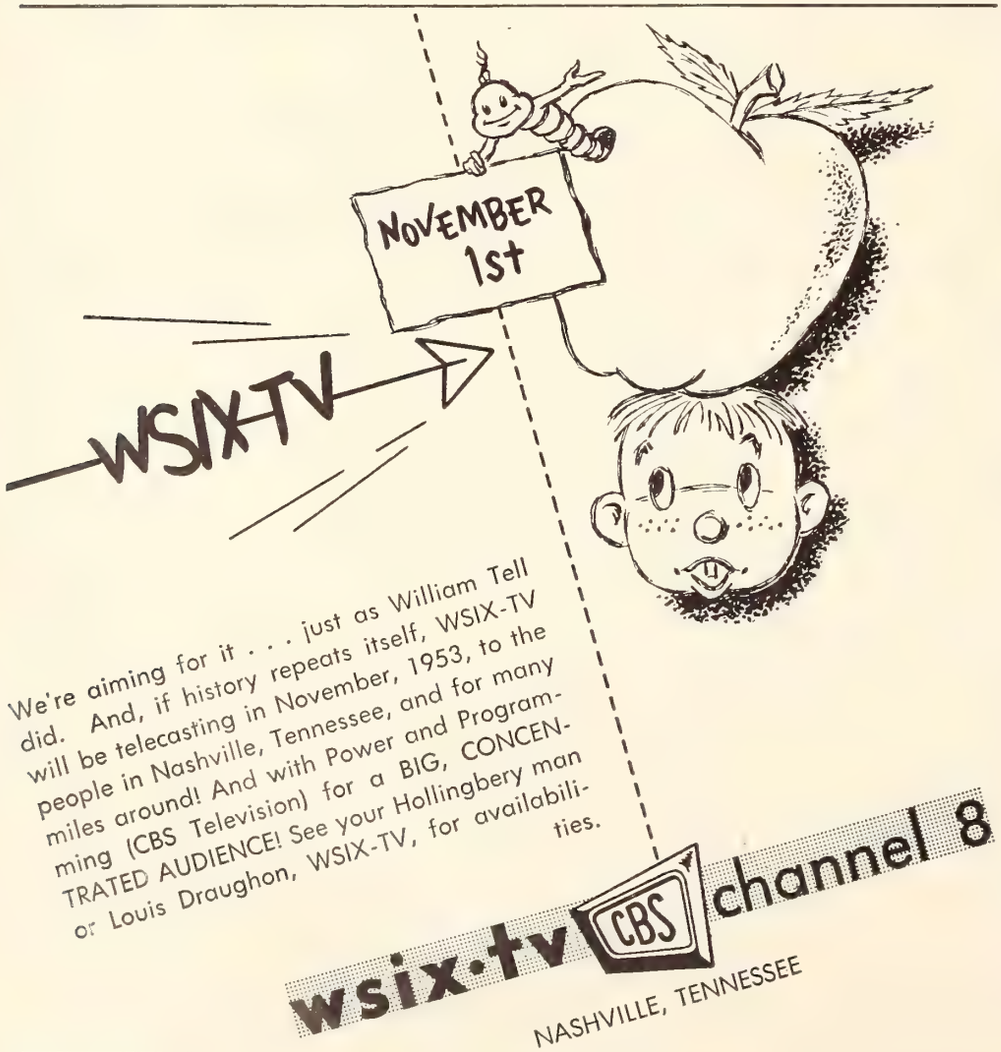
NBC-TV Evening Time Sold As Dow Buys on 'Show of Shows'

NBC-TV's available evening commercial time was marked "sold out" last week as the network reported sales to Adolph Ltd., Lewis Howe Co., and Dow Chemical Co. which disposed of the last 10 minutes available in *Your Show of Shows* [B•T, Sept. 14].

Purchase by Dow Chemical was one of four made by that company in NBC-TV time in its first use of network television [B•T, Sept. 14]. Other sales reported by NBC-TV during the week included one to Consolidated Cosmetics on *Kate Smith Hour,* one to A. C. Gilbert Co. for 12 participations in *Today,* effective Nov. 24, and one to Crowell-Collier Pub. Co. for six *Today* participations, effective Sept. 18.

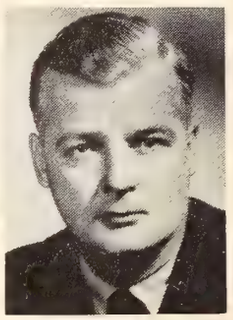
NBC Spot Sales in Detroit

CREATION of a Detroit office of NBC Spot Sales with Allen W. Kerr in charge of tv sales [B•T, Sept. 21] and Robert Miller handling radio sales, was announced last week by Thomas B. McFadden, NBC Spot Sales director. The Detroit office opens Oct. 15. Mr. Kerr formerly was with H-R Representatives and previously served with WCBS New York, Hearst Radio, and Transit Radio. Mr. Miller moves to Detroit from the Spot Sales staff in Cleveland. He joined NBC-owned WTAM-WNBK (TV) Cleveland in 1948. NBC Spot Sales also has offices in New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta and Charlotte.



ABC UPS UNDERHILL TO TV PROGRAMS VP

CHARLES M. UNDERHILL, national director of ABC's tv program department since August 1951, has been named vice president in charge of ABC's television network programming, Robert E. Kintner, ABC president, announced last week.



Mr. Underhill

Mr. Underhill graduated from Harvard U. in 1930. His first position was with BBDO on such network programs as *The Kate Smith Le Palina Program, Happy Wonder Bakers, The O'Neills* and *Ruth Etting.* He was with BBDO until 1942, serving several years as head of its motion picture department.

He was in the U. S. Navy from 1943-1945 as writer-producer of educational and short feature motion pictures, then joined RKO Pathe as head of commercial production. He joined CBS in 1948 as director of tv programs and was appointed general manager of CBS tv program department before going to ABC.

NBC's 'Three Plan' Detailed to Agencies

NBC last week sent agencies details of its "Three Plan" which offers one-minute participations in three 15-minute Monday-Friday programs, with a minimum purchase of three a week for four consecutive weeks [B•T, Sept 21]. Announcements will be scheduled on a non-rotating basis, three to a quarter-hour but only one for any advertiser in a single 15-minute period.

Programs included in the plan and the price of a single participation in each are: *Second Chance,* 11:45 a.m. - 12 noon, $2,250; *It Pays To Be Married,* 5:45 - 6 p.m., $2,025; *Fibber McGee & Molly,* 10 - 10:15 p.m., $3,200. NBC estimates that the morning series will have a rating of 3.3, the afternoon show a rating of 3.7 and the evening series a rating of 4.0. Discounts are allowed for 78 or more participations as follows: 78-116 participations, 4%; 115-155, 6%; 156 or more, 8%.

Participations in the "Three Plan" unsold by Nov. 1 will be released to stations for local or national sale.

DuMont to Offer Symphony

COMPLETION of arrangements for televising weekly concerts by the Chicago Symphony Orchestra on the DuMont TV Network was announced last week.

The symphony will be sponsored locally by the Chicago Title & Trust Co., with WGN-TV as originating outlet, starting Oct. 7. It was understood DuMont would offer the hour-long concert to its stations on a cooperative sponsorship plan. Telecast will be each Wednesday, 7:30-8:30 p.m. CST. Agency is the Buchen Co.

MBS SETS LINEUP FOR PROGRAM PLAN

AS PART of Mutual's new plan to pay stations in "top-quality" programs instead of cash [B•T, Aug. 31], the network announced last week the addition of 18 new "star-name" shows, effective Thursday and thereafter. The new programs are:

Nightmare, starring Peter Lorre, Thursday, 8:30-9 p.m. EST; *Mr. District Attorney*, starring Jay Jostyn, Sunday, 3:30-4 p.m. EST; *Counter-Spy*, with Don McLaughlin, Monday, 8:30-9 p.m., EST; *High Adventure*, starring George Sanders, Tuesday, 8:30-9 p.m., EST; *Bulldog Drummond*, starring Sir Cedric Hardwicke, Wednesday, 8:30-9 p.m., EST; *Starlight Theatre*, starring Madeleine Carroll, Friday, 8:30-9 p.m., EST; *The Woody Woodpecker Show*, with Mel Blanc, Saturday, 10-11 a.m. EST; *Welcome Ranch*, with Vic Bellamy and the Pine Mountain Boys, Monday through Friday, 4:30-5 p.m., EST; *The Three Suns*, with Betty Clooney, Thursday, 7:15-7:30 p.m., EST.

Spotlight Parade, Monday through Friday, 10:25-11 a.m., EST, with the following segments and their stars: "Star Spotlight," with Joe King, 10:25-10:30 a.m., EST; "Spotlight on Food," with Duncan Hines, 10:35-10:40 a.m., EST; "Spotlight on Sports," with Al Helfer, 10:40-10:45 a.m., EST; "Anniversary Spotlight," with David Ross, 10:45-10:50 a.m., EST; "Spotlight Story," with Edward Arnold, 10:50-10:55 a.m., EST; "Spotlight on Humor," with Arlene Francis and Bill Cullen, 10:50-10:55 a.m., EST; and news programs with H. R. Baukhage, Monday through Friday; 4-4:15 p.m., EST; Everett Holles, Monday through Friday, 3-3:15 p.m., EST, and Ed Pettitt, Monday through Sunday, 11-11:15 p.m., EST.

Under its new affiliation plan, to go into effect Thursday, Mutual will give affiliates a total of 14 hours of free programs a week as payment for carrying network commercial shows, and these 14 hours may be sold locally or on a national spot basis. The amount of time "optioned" by the network is reduced from nine hours a day to an average of five, and in the event Mutual sells any time outside the "option" periods, net receipts from such sales will be turned over to the station except for a 15% "selling commission" for MBS.

CBS-TV AAB Elects Saddler as Member

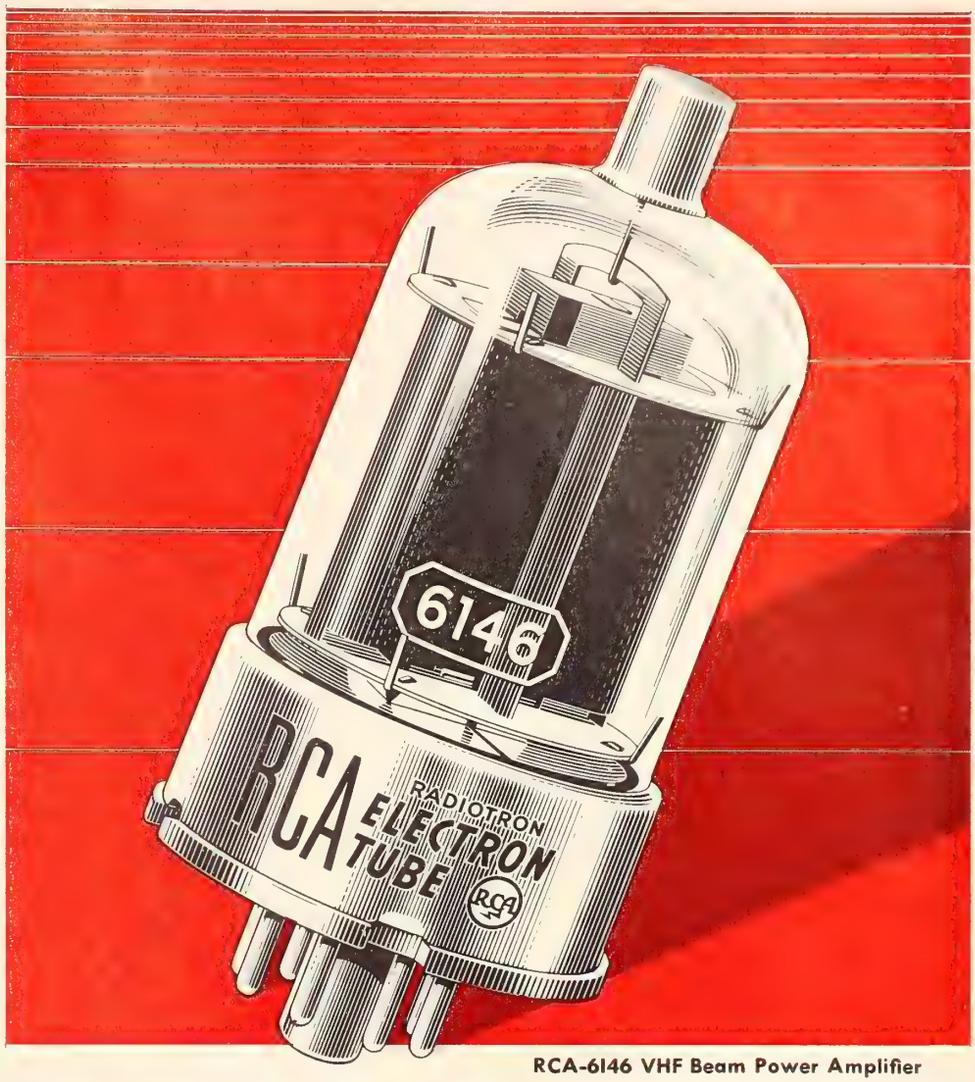
ELECTION of Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, to the CBS-TV Affiliate Advisory Board was announced last week in a move designed to expand board membership as the number of television affiliates increases.



Mr. Saddler

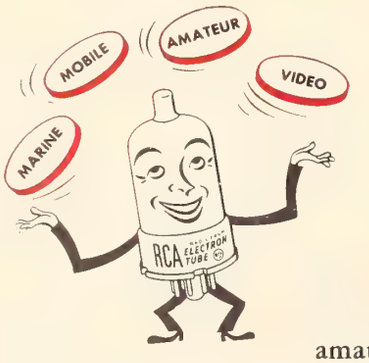
Other members of the board, which confers with network officials on problems common to network and stations, are Glenn Marshall Jr., general manager of WMBR-TV Jacksonville, chairman; E. K. Jett, vice president and director of television, WMAR-TV Baltimore; James C. Hanrahan, vice president and general manager, WEWS-TV Cleveland; Philip C. Lasky, general manager, KPIX (TV) San Francisco, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

KMTV (TV) has been a CBS-TV basic station since 1950.



RCA-6146 VHF Beam Power Amplifier

The little tube that . . .



earned its way

HERE'S A NEW RCA Beam Power Tube, scarcely more than a year old, that has quickly made a great name for itself because of its outstanding versatility.

Already a favorite in marine, mobile and amateur transmitters, the RCA-6146 has also won a place as a buffer, video amplifier, and low-level modulator in the new RCA 1-kw UHF Television Transmitter.

The RCA-6146 is rated for operation up to 175 Mc and combines low cost, small size, high power sensitivity, and unusual ruggedness.

Your RCA Tube Distributor carries a complete line of RCA Tubes in stock. Call him for fast and friendly service.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

ABC-TV'S $750,000 FALL PROMOTION SET

To promote ABC-TV's fall programming and stars, the network today launches a $750,000, nine-week promotion campaign.

A NINE-WEEK, $750,000 advertising campaign to promote ABC-TV's fall programming and stars is being announced today (Monday) by Mitchell DeGroot, ABC director of advertising and promotion.

The campaign is believed to involve the largest advertising appropriation ever set aside by a national network, the announcement said. Its major features will be newspaper advertising, subway poster campaigns, a jingle campaign, and special filmed station identifications on ABC's five owned tv stations.

Of the $750,000 total appropriation, Mr. DeGroot said $325,000 will be spent on newspaper ads and the special car card campaigns.

"We believe," Mr. DeGroot asserted, "that ABC has created an advertising campaign for its fall programming that will encompass the greatest nation-wide visibility any network has yet accomplished. The campaign, which we have launched, has been undertaken after long and exhaustive study and research, and we are confident that it will have the desired effect of establishing the name of the ABC-TV network, together with its new properties and stars, firmly in the minds of nationwide viewers."

Focal points of the drive, which opened Sept. 13 with the start of the newspaper campaign, center around ABC's five owned tv stations—WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—with all copy pointing up these stations' ch. 7 positions and stressing "everybody's talking 7."

During the nine-week period which started Sept 13, officials reported, ABC is inserting a total of 131,180 lines of advertising in 19 daily newspapers in the five cities where there are ABC-owned tv stations.

The subway poster campaign will be conducted in New York and Chicago, using 4,000 cards in one city alone.

The jingle campaign employs recordings by a Dixieland jazz band and chorus emphasizing the "Everybody's Talking" theme. The recordings are used as station breaks on ABC-owned radio and tv stations, starting last Friday.

Also, Mr. DeGroot said special film trailers have been prepared for use by the owned outlets in promoting stars and programs, and promoton kits with copy, pictures, mats and other materals have been distributed to owned stations and ABC-TV affiliates.

WAYS-TV Joins ABC-TV

WAYS-TV Charlotte, N. C., will become an affiliate of ABC-TV on or about Nov. 1, it was announced last week by Alfred R. Beckman, national director of ABC's radio and tv station relations departments. WAYS-TV (ch. 36) is owned and operated by the Inter-City Advertising Co. of Charlotte Inc. James Poston is general manager.

Hoover To Be on 'Excursion'

FORMER President Herbert Hoover agreed last week [B•T, Sept. 7] to appear on *Excursion*, the Ford Foundation's Tv-Radio Workshop television program, on Oct. 18 (NBC-TV, 3:30-4 p.m.). His appearance follows that of the only other living former President, Harry S. Truman, on *Excursion* on Sept. 20.

NBC o&o's Begin Network-in-Network

Initial telecast of the plan in which network-owned stations will use each other's programs put 'Falkenburg's Diary' of WNBT (TV) on WNBW (TV).

THE COORDINATED television programming—network within a network—plan of NBC's owned-and-operated stations division was launched last week when *Jinx Falkenburg's Diary* was fed by coaxial cable on Monday from WNBT (TV) New York to WNBW (TV) Washington.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's o & o division, calls for exchange of top flight local programs during hours when the co-axial cable is not in use by the network. NBC's o & o tv stations are WNBT (TV) New York, WNBW (TV) Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KNBH (TV) Los Angeles.

WNBT (TV) carries *Jinx Falkenburg's Dairy* every weekday from 1:45-2:30 p.m., New York time. Since the Washington "feed" begins at 2 p.m., WNBW (TV) audiences will receive a half-hour version of the show.

Sponsorship for the program is available through NBC Spot Sales on a two-city basis, according to Thomas B. McFadden, director of NBC Spot Sales, and will be offered on a multiple city basis when co-ordinated programming is in full operation next month.

Mr. Denny said that the second and third programs to be offered under the plan will be available, starting next Saturday. On that date, he said, the *Creative Cookery* program from WNBQ (TV) will be fed to WNBK (TV) Cleveland, WNBT (TV) New York and WNBW (TV) Washington from 11 a.m.-12 noon, EST. From 12 noon-12:30 p.m. EST Richard Willis' *Here's Looking at You* program from WNBT (TV) will be fed to the same stations carrying *Creative Cookery*.

The first major radio effort under coordinated programming, according to Mr. Denny, will be *Light Up Time*, a half-hour nightly music and news show, Monday through Friday, to be heard over WNBC New York, WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, starting Oct. 5. It will be sponsored by the American Tobacco Co. for Lucky Strike cigarettes.

Yankee-Mutual, WAAB Sign

FINAL arrangements have been made for affiliation of WAAB Worcester, Mass., with the Yankee-Mutual network Oct. 15. WAAB, 5 kw on 1440 kc, feels that concentration on sports, news and music will increase its depth of audience, according to George F. Wilson, president.

MORLOCK TO HEAD NEW GE ENTITY

FORMATION by General Electric Co.'s Elec tronics Division of a Commercial Equipmer Department to concentrate the division's effort in expanding marke in such areas a monochrome an color tv statio equipment, industri radio and microwav communications an germanium product was announced la week by Dr. W. R G. Baker, GE vic president and div sion general mar ager.



Mr. Morlock

Announcing ap pointment of Wi liam J. Morlock, general manager for commer cial department activities since 1951, as genera manager of the new department, Dr. Baker sai the GE Electronics Division now has five proc uct departments. The others: Tube, Radio an Tv, Government and Components.

Mr. Morlock, a native of McKeesport, Pa and an Ohio State U. graduate, joined GE a Syracuse in January 1948 and served in severa executive engineering positions before his ap pointment in June 1950 as assistant manage of the Commercial and Government Equipmer Department. The commercial equipment activ ties he most recently headed were designate earlier this year as a sub-department.

Before joining GE, Mr. Morlock helpe develop interior communication and soun equipment for the U. S. Navy and other gov ernment agencies, and was a wartime com mittee member of the Office of Scientific Re search and Development. Before the war h served several years as manager of distributiv products engineering for RCA.

17 Television Stations Get Equipment Shipments

FIRST helical tv antenna contract for a vh facility has been signed by GE, with deliver to WHEC-TV and WVET-TV Rochester, N. Y. sharing time on ch. 10, scheduled for nex spring. Antenna, developed for uhf, will b mounted on top of the six-bay WHAM-TV antenna on Pinnacle Hill, outside New Yorl state city.

GE also reported it has shipped 12 kw uh transmitters to KETX (TV) Tyler, Tex. (ch 19) and to WKJG-TV Fort Wayne, Ind. (ch 33). It also shipped some units of a ch. 6 transmitter to WJMR-TV New Orleans.

To KCBJ-TV Minot, N. D., now operating DuMont shipped a 5 kw amplifier for the vh ch. 13 station.

Federal reported it shipped complete equip ment, including transmitters and studio gear, t WTSK (TV) Knoxville, Tenn. (ch. 26) an WACH-TV Newport News, Va. (ch. 33).

RCA shipped a 25 kw transmitter to KTVE (TV) Hutchinson, Kans., operating since las June. It also shipped 50 kw transmitters t KLZ-TV Denver (ch. 7) and WHBQ-TV Memphis, Tenn. (ch. 13). A 25 kw ch. 8 trans mitter was shipped to KNOE-TV Monroe, La 1 kw uhf transmitters were delivered t KGTV (TV) Des Moines (ch. 17), WLAM TV Lewiston, Me. (ch. 17), WDAN-TV Dan ville, Ill. (ch. 24), WNAM-TV Neenah, Wis (ch. 42), WFIE (TV) Evansville, Ind. (ch. 62) and WSIL-TV Harrisburg, Ill. (ch. 22).

Advertisement

SEPTEMBER 16, 1929

WCKY BROADCASTING

Advertisement

SEPTEMBER 28, 1953

The L. B. Wilson Station
CINCINNATI

N THIS ISSUE

peration Service
he WCKY Story
pages 2, 3

VCKY Personnel
pages 4, 5

In The Public Interest
pages 6, 7

By Their Words
pages 8, 9

Our Thanks
pages 10, 11

Helping to Sell
pages 12, 13

A Worthwhile Sales Story
pages 14, 15, 16

24 YEARS of PUBLIC SERVICE

"STILL DOING THE REAL JOB FOR THE ADVERTISER"



50,000 WATTS OF SELLING POWER

In front of -- and behind the WCKY microphones -

Administrative



JEANETTE HEINZE
Ex. Sec. & Traffic Mgr.
22 years



R. M. FLEMING
Prom. & Pub. Rel. Dir.
11 years



ESSIE RUPP
Continuity & Music Dir.
16 years



CEIL SPRECKELMEYER
Auditor
2 years



JUNE ANN McDONOUGH
Asst. Traffic Mgr.
6 years

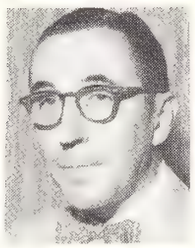


WILLIAM BRADSHAW
Promotion Asst.
4 years

Sales



GEORGE MOORE
Local Sales Mgr.
24 years



MIKE SPANAGEL
Account Executive
1 year

New York Office

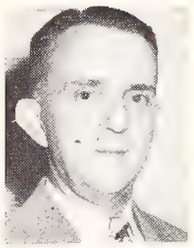


THOMAS W. WELSTEAD
Eastern Sales Mgr.
5 years



MARY FLYNN
Associate
2 years

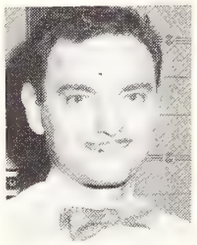
Technical



ARTHUR GILLETTE
Studio Tech. Sup.
20 years



NORMAN PONTE
Transmitter Supervisor
6 years



BUD SPENLEN
Studio Control Engineer
17 years



JACK DICKERSON
Transmitter Engineer
10 years



ADRIAN LENTZ
Studio Control Engineer
13 years



NORMAN MATLACK
Transmitter Engineer
5 years



CARL BESSLER
Studio Control Engineer
5 years



JAMES RANNEY
Transmitter Engineer
5 years



GILBERT FULLER
Studio Control Engineer
5 years



GEORGE HANNA
Transmitter Engineer
5 years



L. B. WILSON
Pres. & Gen. Mgr.
24 years

Air Personalities



REX DALE
"Make Believe Ball Room"
5 years



LEO UNDERHILL
"Breakfast Time"
5 years



NELSON KING
"Hit Parade"—
"Jamboree"
7 years



MARTY ROBERTS
"Jamboree"—
"Nightriders"
2 years



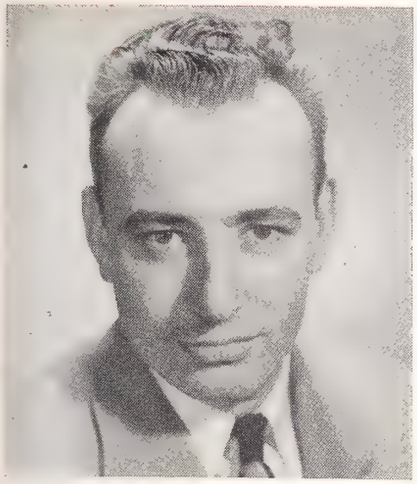
DICK WILLIAMS
Staff Announcer
2 years



PAUL MILLER
The Paul Miller Show
2 years

54 associates with an aggregate of 35 years of service with WCKY; 14 of the with service totalling 229 years. Loyal

-- the loyal people who make WCKY go -- and grow



C. H. TOPMILLER
Exec. Vice President
23 years

Air Personalities



WAYNE BELL
Staff Announcer
1 year



BOB FLAHERTY
"Night Hawks"
3 years



GEORGE WINTERS
Staff Announcer
4 years



VIRGINIA JAMES
"The Vee James Show"
1 year



JIM THOMAS
"America Outdoors"
1 year



DICK BRAY
Sports Announcer
1 year

is an attribute which is reflected in the service rendered to the station's advertisers and listeners.

News



JOHN E. MURPHY
News Director
11 years



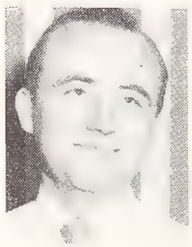
PAUL SOMMERKAMP
News Writer
10 years



EDDIE DONNELON
News Reporter
7 years



SILAS SHULMAN
News Writer
4 years



DeLOSS JORDAN
News Writer
2 years



FRANK RILEY
News Writer
2 years



FRED HOLT
News Commentator
5 years



DON PAVEY
News Commentator
1 year

Mail



JEANNE HUTCHINSON
Mail Room
2 years



HENRIETTA SPRECKELMEYER
Mail Room
2 years

Music



JANET KENDALL
Librarian
3 years



FAY HAUER
Librarian
3 years



JANE KORTE
Librarian
2 years



BETTY DURKIN
Librarian
1 year

Reception



GAYE WINGET
Day Receptionist
1 year



CATHERINE BAUMER
Night Receptionist
1 year



AGNES MUETHING
Relief Receptionist
6 months

Maintenance



ALEC SANFORD
Equipment Maintenance
12 years



THOMAS WARE
Offices & Studios
17 years



JOE VOSCULL
Transmitter Maintenance
7 years

"In The Public Interest"

For all of its 24 years, WCKY has served the people of the community: the civic, charitable and other worthwhile organizations and institutions of Greater Cincinnati. Here are some of the facets of that wide-spread and diversified service . . . "in the public interest".



One of 14-car train carrying WCKY listeners to Ohio State Fair.



Late Sen. Robert A. Taft discusses world problems with Lt. Gen. R. A. Wheeler and Col. B. C. Dunn, U. S. Engineers Corps.



Constant cooperation with Police safety dept. keeps WCKY listeners aware of safety problems.



Cincinnati's Mayor Rich presents roses to wife of Ohio's Gov. Lausche at WCKY State Fair booth.



WCKY's Leo Underhill receiving Community Chest award from Chest Director Brenton Grant.



Cleveland, Chattanooga and Cincinnati editors join L. B. Wilson in round table chat.



Annual Christmas parties bring cheer to underprivileged children. At right, Santa arrives at Cincinnati's airport.





Fire prevention Day brings annual cooperation with Cincinnati's fire fighters.



City Mgr. Kellogg reports on Cincinnati's affairs.



Air ace of aces Capt. Don Gentile's homecoming at nearby Piqua, O. is covered by WCKY microphones



The Day The Japs surrendered.



Navy Choir broadcasts to the nation from WCKY.



The weather—"direct from the Weather Bureau" . . . long a daily WCKY service.



WCKY's microphones bring listeners a meeting of city's Safety Council.



Leo Underhill with Safety Council Dir. Jack Maish, awards a school boy patrolman.



A once lonesome G.I. in Korea shares his thousands of letters received thru a WCKY appeal.



Rex Dale frequently brings cheer to Children's Hospital fans.



Boy Scout camp visited by WCKY mobile unit.



Rex Dale's "Chapel" program during an Easter service.



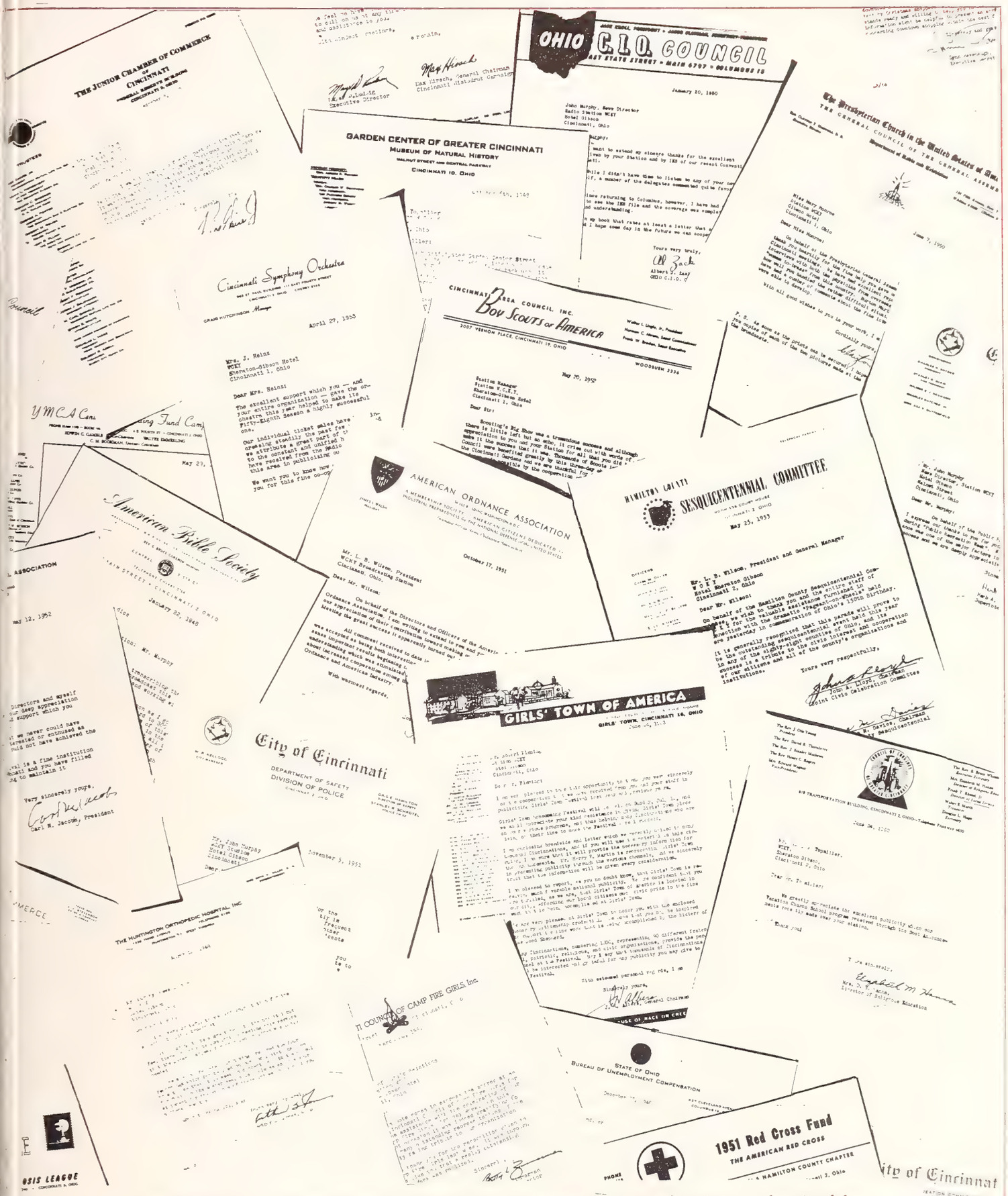
June Haver, movie star, auctions thorobred colt for $100,000 in War Bonds to Benjamin Katz, Pres. Gruen Watch Co.



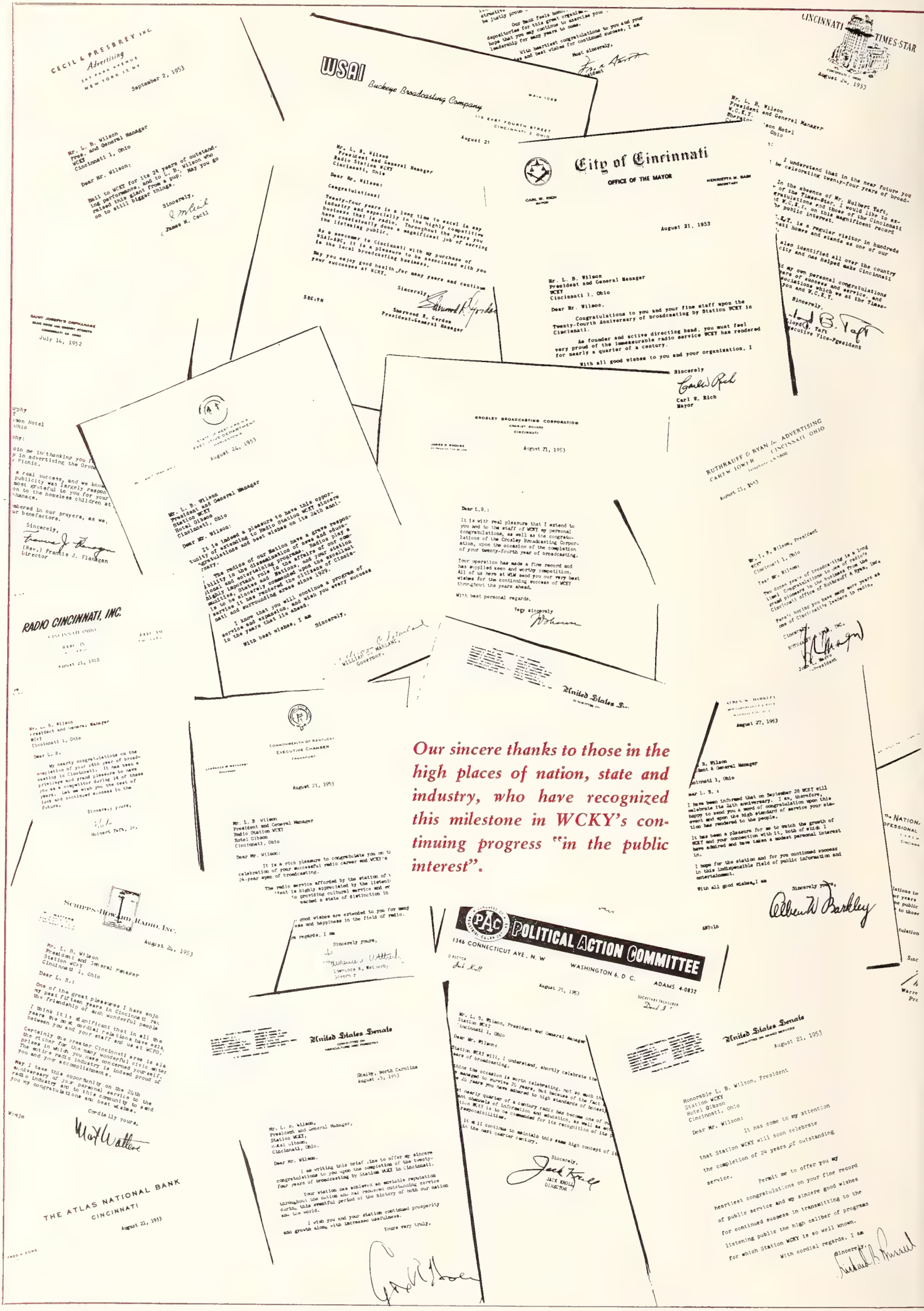
Senator John Bricker, with former Ohio Gov. M. Y. Cooper at Hamilton Co. fair.

By Their Words - - -





WCKY's constant and effective cooperation with civic, charitable and other worthwhile organizations and projects, is reflected in the literally thousands of letters of appreciation received annually.



Our sincere thanks to those in the high places of nation, state and industry, who have recognized this milestone in WCKY's continuing progress "in the public interest".



Sales Promotion
helps WCKY's Advertisers
realize fullest measure of results

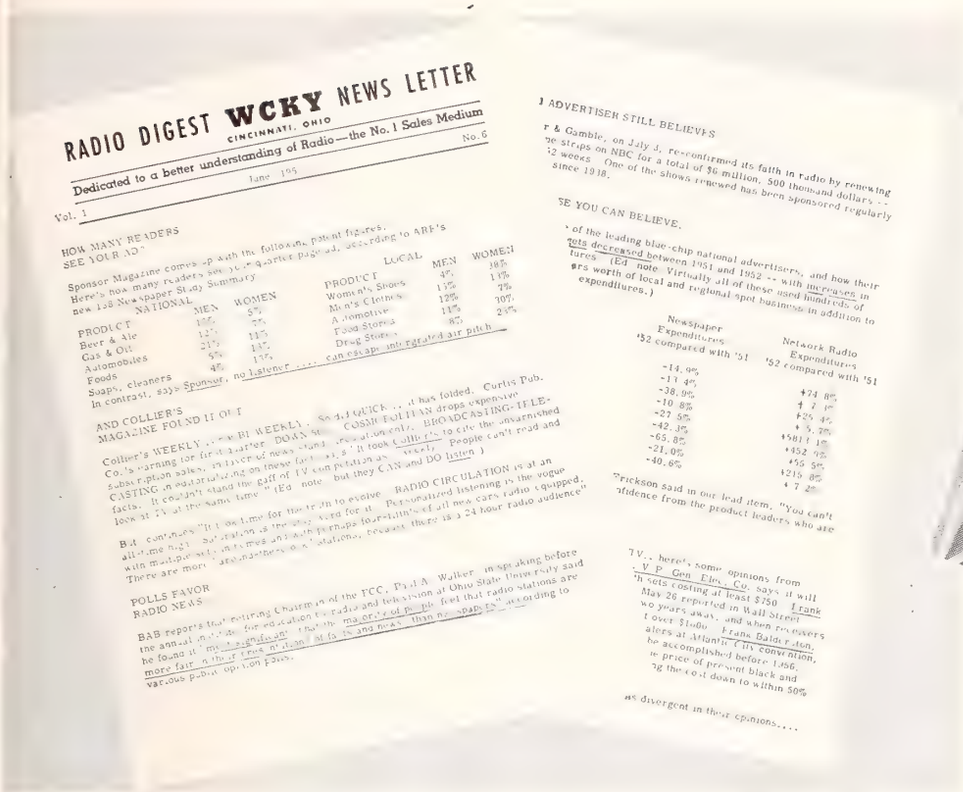


WCKY's famous travelling News-O-Graph sign overlooking historic Fountain Square, flashes news and advertising messages to a daily traffic circulation in excess of 200,000.



Colorful jumbo post cards remind retail outlets in Greater Cincinnati area of product advertising on WCKY, to help increase their sales.





RADIO DIGEST **WCKY** NEWS LETTER
CINCINNATI, OHIO
Dedicated to a better understanding of Radio—the No. 1 Sales Medium
Vol. 1 June 195 No. 6

HOW MANY READERS SEE YOUR AD?

Sponsor Magazine comes up with the following recent figures. Here's how many readers saw the average page ad, according to ARF's new 130 Newspaper Study Summary

PRODUCT	NATIONAL MEN	NATIONAL WOMEN	PRODUCT	LOCAL MEN	LOCAL WOMEN
Beer & Ale	12%	5%	Women's Stores	4%	18%
Gas & Oil	21%	11%	Men's Clothes	13%	7%
Automobiles	9%	14%	Automotive	12%	10%
Foods	4%	17%	Food Stores	11%	24%
Soaps, cleaners			Drug Stores	8%	

In contrast, says Sponsor, no listener ..... can escape integrated air pitch.

AND COLLIER'S MAGAZINE FOUND IT OUT

Collier's WEEKLY ... WEEKLY ... So did QUICK ... it has folded. Curtis Pub. Co.'s warning for first quarter DOAN SE... COSMOPOLITAN drops expensive subscription sales, in favor of newsstand ... newsstand only. BROADCASTING-TELECASTING in editorializing on these facts ... it couldn't stand the gaff of TV competition as ... weekly. People can't read and look at TV at the same time." (Ed. note: but they CAN and DO listen.)

But continues "It is the time for theatre in television ... RADIO CIRCULATION is at an all-time high ... advertising is the key word for it. Personalized listening in the vogue with multi-purpose, mass appeal ... perhaps four-fifths of all new cars radio equipped. There are more ... drive-in theatres ... stations, because there is a 24 hour radio audience"

POLLS FAVOR RADIO NEWS

BAB reports that retiring Chairman of the FCC, Paul A. Walker ... in speaking before the annual ... Wide ... for radio and television at Ohio State University said he found it ... magnificent ... that the majority of people feel that radio stations are more fair ... in their ... of facts and news ... than newspapers ..." according to various public opinion polls.

1 ADVERTISER STILL BELIEVES

r & Gamble, on July 4, reconfirmed its faith in radio by renewing ge steaps on NBC for a total of $6 million. 500 thousand dollars ... 52 weeks. One of the shows renewed has been sponsored regularly since 1918.

SE YOU CAN BELIEVE.

of the leading blue-chip national advertisers, and how their gets decreased between 1951 and 1952 -- with increases in tures. (Ed. note: Virtually all of these used hundreds of ars worth of local and regional spot business in addition to expenditures.)

Newspaper Expenditures '52 compared with '51	Network Radio Expenditures '52 compared with '51
-14.4%	+24.8%
-13.4%	+ 7.1%
-38.9%	+25.4%
-10.8%	+ 5.7%
-27.5%	+581.1%
-42.3%	+452.9%
-65.8%	+56.5%
-21.0%	+215.8%
-40.6%	+ 7.2%

Erickson said in our lead item, "You can't ofidence from the product leaders who are

TV ... here's some opinions from ... V P Gen Elec. Co. says it will ... sets costing at least $750 ... Frank ... May 26 reported in Wall Street ... wo years away, and when receivers ... over $400. ... Frank Baldwin, ... alers at Atlantic City convention, ... be accomplished before 1956. ... price of present black and ... g the cost down to within 50%

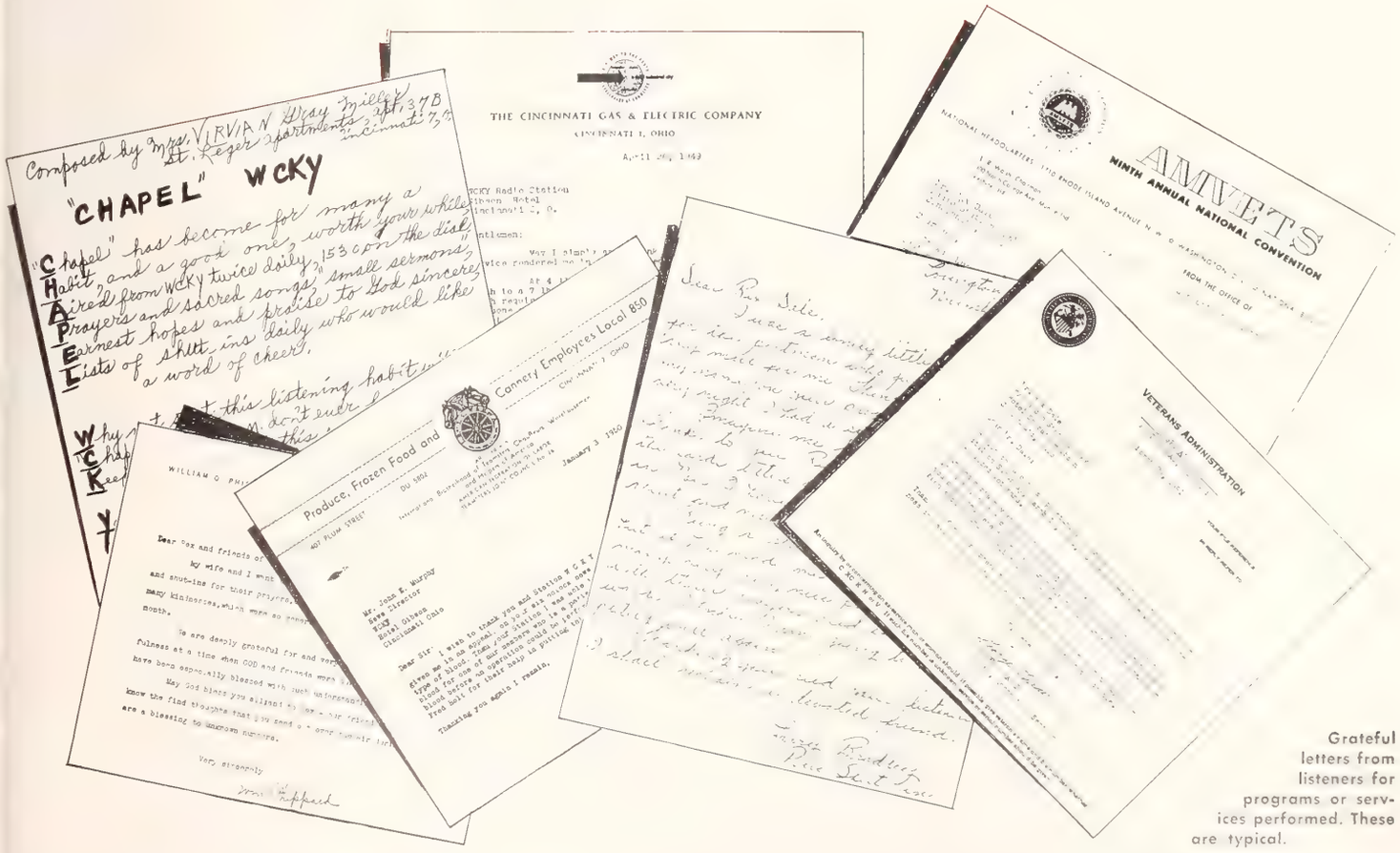
as divergent in their opinions....



Special displays, such as this Gulf Oil station poster being viewed by C. H. Topmiller, Exec. V.P. and Earl Hemming, Gulf local manager, are frequently provided.

A monthly news letter and Digest gives advertisers, agencies and retail stores, a quick story of current developments in radio.

- - - and final proof of Performance



Grateful letters from listeners for programs or services performed. These are typical.

IN GREATER CINCINNATI—

and throughout the entire Southern and Central United States

WCKY's

50,000 WATT—24 HOUR SIGNAL CARRIES THE PROGRAMS WHICH GARNER THE LISTENERS

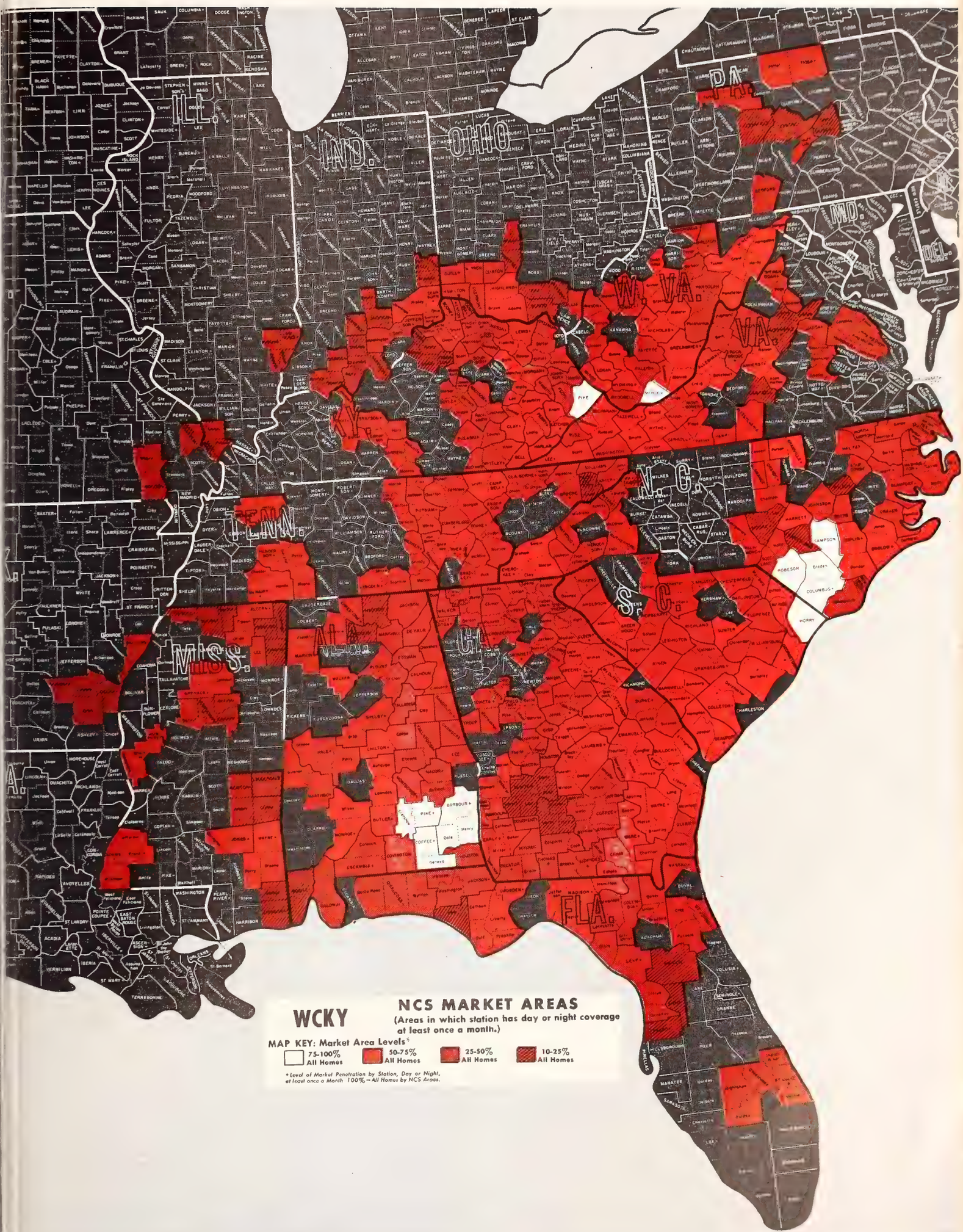
■ In Cincinnati, WCKY's low rates and high ratings, give the lowest cost per thousand—radio, TV or newspapers. WCKY's "first place" in Out-of-Home listening gives a big, big bonus audience.

And—throughout the South, WCKY gives the *Largest Audience* (average nightly audience, 823,530 families); *Lowest Cost* (6.1¢ per thousand families) and *Sales Results* (22% mail increase, 1st 6 months '53, versus same period '52)

—and

WCKY'S Advertisers Garner The Sales

WCKY SELLS!


WCKY
NCS MARKET AREAS
(Areas in which station has day or night coverage at least once a month.)
MAP KEY: Market Area Levels*
75-100% All Homes
50-75% All Homes
25-50% All Homes
10-25% All Homes
* Level of Market Penetration by Station, Day or Night, at least once a Month 100% = All Homes by NCS Areas.
ILL.
IND.
OHIO
PA.
MD
DEL.
W. VA.
VA.
N. C.
TENN.
S. C.
MISS.
ALA.
GA.
FLA.

A Station Is Known by The Advertisers It Keeps

These advertisers . . . and many others . . . use WCKY's huge in–and out of–home coverage to build sales



There's room in this gallery of Leaders for YOU.

The Sellingest Station In the Nation

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND OF SELLING POWER

'Project Tinker Toy'

IF YOU'RE an electronics equipment manufacturer, there may be wafers—stacks of them— in your future.

New on the manufacturing scene is "Project Tinker Toy," so labeled by its developers, the Navy and the National Bureau of Standards.

Briefly, the "Tinker Toy" is a production process for mechanical, mass manufacture of electronic parts.

The Navy needed such a system to break electronic bottlenecks in modern, electronically tooled warfare. NBS picked up the challenge. The result: "Tinker Toy," after 2½ years development. Basic element is a small, ceramic wafer, which looks like a cocktail cracker. The wafer is stamped out on a machine. Circuits are printed on the wafers, turning them into such electronic parts as resistors, inductors, capacitors, tube sockets and other components. Wafers then are stacked mechanically to form the desired circuit.

The new system, officials say, will do away with much hand labor and will lower costs. They predict that someday wires and coils in radios (hand soldered) will be replaced by a stack of wafers. The system conceivably could be used in radio-tv manufacture. But this would require redesigning of the radio or tv product to accommodate the "Tinker Toy" process.

A sample complex submarine detector produced with the process passed tests satisfactorily and the Navy has awarded a contract to manufacture the detectors, which will determine mass production application, to the Kaiser Electronics Div. of Willys Motor Inc. The Navy said it "hopes that private firms will adapt the method to their productive needs and by adding their 'know-how' to improve it."

Edward J. Nally Dies; Was First RCA President

FUNERAL services were held Thursday for Edward Julian Nally, 94, first president of RCA, who died at his home in Bronxville, N. Y., last Tuesday. He served as RCA president from its formation in 1919 until 1923.

Mr. Nally, who entered communications work in 1875 as a messenger boy with the Western Union Telegraph Co. in St. Louis, had completed 50 years of active association with the industry at his retirement in 1925. He continued his directorship with RCA until 1950, when he retired.

Before joining RCA as president and a director in 1919, Mr. Nally had risen to top executive positions with Western Union, the Postal Telegraph-Cable Co. and the Marconi Wireless Telegraph Co. of America, which he served as vice president and general manager. Mr. Nally became associated with RCA when that corporation acquired the property of the Marconi organization.

He resigned from the RCA presidency in 1923 to become managing director of international relations of RCA.

Mr. Nally was an honorary member of the Wireless Veterans Assn., the Overseas Press Club of America, NBC 20-Year Club, and RCA Communications 25-Year Club.



ON SAN FRANCISCO leg of a cross-country tour to conduct regional DuMont distributor meetings are these executives of DuMont's Receiver Division. Standing with airline crew members are (l to r): Top row, I. G. Rosenberg, director of operations, and J. H. Neebe, vice president, Campbell-Ewald Co., DuMont agency; middle row, H. J. Schulman, national service manager; Dan D. Halpin, general sales manager, and J. C. Affleck, advertising and sales promotion manager; bottom row, M. J. Ranalli, field sales manager, and Irving Sarlin, manager of DuMont's factory distributing branch in New Jersey.

Avco Corp. Reorganizes Electronics, Appliances

REORGANIZATION of Avco Mfg. Corp. appliance and electronics divisions into four units has been announced by J. D. Shouse, Avco vice president, who stated the moves were taken following recent integration of Crosley and Bendix divisions.

Each unit will have a general manager in direct authority over its operations. The breakdown: Home appliances, Parker H. Ericksen; radio and television, L. F. Cramer; government products, C. G. Felix, and administration, L. W. Adkins.

Other appointments announced by Mr. Shouse included: T. H. Mason as general sales manager for Crosley and Bendix kitchen applicances; J. L. Armstrong as general sales manager of Crosley and Bendix home laundry equipment; W. A. MacDonough as director of merchandising and advertising; C. E. Bick, national service manager, home appliances; H. E. McCullough, general sales manager for Crosley radio and tv; R. K. White, advertising and sales promotion manager, and R. H. Schneberger, national service manager.

Broadhead Returns to Allied

DAKEN K. BROADHEAD has resigned as executive assistant to Agriculture Secretary Ezra T. Benson to return to the presidency of Allied Record Mfg. Co. and its affiliates, Allied Research & Engineering Inc. and Allied Record Sales Co. Mr. Broadhead will continue as a consultant to Secretary Benson. The three Allied firms, which manufacture radio transcriptions, distribute phonograph records and engage in other electronics manufacture including component parts for the military, have expanded activities and thus necessitated Mr. Broadhead's return, it was stated.

Gates Ships 5 Am Units

GATES RADIO Co. said last week it had shipped am transmitters during the previous week to WHUN Huntingdon, Pa. (1 kw) and the following new stations: WAJF Decatur, Ala. (250 w); WEKY Richmond, Ky. (250 w); WBAW Barnwell, S. C. (250 w), and WLBN Lebanon, Ky. (1 kw).

MANUFACTURING SHORTS

Admiral Distributors Inc., L. A., will start construction of $400,000 tv and appliance center at 6565 E. Washington Blvd. shortly, with completion scheduled by end of year.

Allen B. DuMont Labs Inc., Clifton, N. J., announces development of new crank-operated camera dolly which is light, strong and can be easily maneuvered on tv studio floors.

General Electric, Syracuse, N. Y., announces addition of five new tubes to "Five-Star" high-reliability line.

Crosley Div. of Avco Mfg Corp. announces new 17-inch and new 21-inch table model tv sets, both with non-glare picture window and removable glass front for cleaning picture tube face.

Telonic Industries, Indianapolis, Ind., announces production of new compact uhf sweep generator.

Allen B. DuMont Labs Inc. has released bulletin on new DuMont Type 322-A cathode-ray oscillograph, available from Technical Sales Dept., Allen B. DuMont Labs Inc., 760 Bloomfield Ave., Clifton, N. J.

Amperex Electronic Corp., N. Y., announces addition of new tube to its line of twin tetrode tubes, type 6252, lower power version of Amperex type 5894/AX9903.

RCA Victor Div. shipped new 250-watt am radio transmitters, type BTA-250 M, to WHLS Port Huron, Mich., and to KGY Olympia, Wash.

ON TOP
IN IDAHO
...Idaho's ONLY
TV Station
Affiliated with
NBC • CBS • DUMONT



Heart of the 5th Market
of The Great Northwest
...Purchasing Center
for a tremendous area
400 miles from any other
metropolitan center or
TV station.

KIDO-TV
BOISE

CHANNEL 7
EFFECTIVE
RADIATED POWER
53 kw Video
26.5 kw Aural

ANTENNA HEIGHT:
850 ft.
Above Terrain

Represented by
BLAIR TV Inc.

Advertisers

Fred W. Adams, advertising manager for Packard Motor Car Co., appointed advertising manager of new Kaiser-Willys sales division of Willys Motors Inc., N. Y.

James Beam, public relations manager, Victor Adding Machine Co., Chicago, to Paper-Mate Co., L. A., as director of advertising.

James M. Loughran, account executive and merchandising director, Creamer & Co., Hollywood, appointed advertising-merchandising director, Tasti-Diet Foods Inc., Stockton, Calif.

Agencies

Charles B. Ganz, executive vice president and general manager, Smith & Ganz Inc., Hollywood, elected president of firm, succeeding late **V. R. Smith. Frederic B. Vanderhurst** elected executive vice president and **Harold Dreyfus,** vice president. **Byron Nieman,** general manager and account executive, Hunter Advertising Agency, **William Hoffman,** sales representative, Western Radio Sales, and **Arnold Isaak,** account executive, Killingsworth Co., all L. A., to Smith & Ganz as creative head, food merchandisor and account executive, respectively.

Jack Van Nostrand, editorial and production supervisor, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., returns to Hollywood as vice-president in charge of operations for agency's office, that city.

Cornelius Du Bois, director of research development, and **Joel McPheron,** account executive, elected vice presidents of Geyer Adv., N. Y.

T. L. Stromberger, vice president, **Donald S. McKenzie** and **C. N. LaVene,** senior account executives, West-Marquis Inc., L. A., have formed **Stromberger, LaVene, McKenzie Inc.,** 650 S. Grand Ave., same city. Telephone is Trinity 1363.

E. D. Geoffrey Garth, account executive with Lee Ramsdell & Co., Phila., elected vice president.

William V. Patten, account supervisor, J. Walter Thompson Co., L. A., forms own agency, **Patten & Assoc.,** 8741 Sunset Blvd., Hollywood 46. Telephone is Bradshaw 2-8144.

Beverly Smith, head of daytime radio programs, Young & Rubicam, N. Y., named head of daytime television program development for agency.

Lee Salberg, sales promotion executive with WBKB(TV) Chicago, appointed executive producer at Herbert S. Laufman & Co., same city, tv advertising production firm. Mr. Salberg formerly was publicity-promotion director of old WBKB—now WBBM-TV—that city.

Joseph V. Lawton, art director, McCann-Erickson Inc., Chicago, to Erwin, Wasey & Co., L. A., in same capacity.

W. Thomas Blakely, formerly advertising manager of Yardley of London (Canada) Ltd., named manager, Montreal office of McConnell, Eastman & Co., advertising agency.

Charles O'Brien, Hilton & Riggio, N. Y., to Grant Adv., N. Y., as art director.

William Gibbs, Jam Handy Organization, Detroit, to Fuller & Smith & Ross, N. Y., as assistant production supervisor for television films.

Patricia Milligan, former International News Service bureau manager in Springfield, Ill., to White Advertising Agency, Tulsa, Okla., as public relations director.

Kirby Culver, formerly with Young & Rubicam, N. Y., to William H. Weintraub & Co., N. Y., as account executive.

Ben A. Weil, formerly manager of his own advertising agency, to Aylin Advertising Agency, Houston, Tex., as account executive.

Drucilla Handy, account executive in Bozell & Jacobs' Chicago office, to Theodore R. Sills & Co., Chicago public relations counsel, as account executive.

George Finley, Young & Rubicam, N. Y., to Sherman & Marquette, N. Y., as account executive.

Clayton Judy Jr., copy chief, Northwest Advertising Inc., Portland, Ore., promoted to account executive.

McCrae J. Cooper, formerly director of Canadian Adv. Agency Ltd., Montreal, named representative at Montreal for John McKenney Bingham Ltd., Toronto advertising agency.

Dana C. Lovejoy Jr., sales statistic analyst, Baroid Sales division of National Lead Co., L. A., to Darwin H. Clark Co., same city.

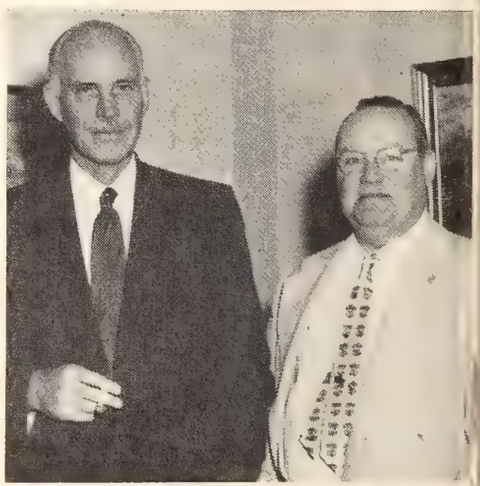
Elizabeth H. Robertson appointed to public relations staff of Lewis & Gilman Inc., Phila. Miss Robertson was formerly associated with Adelphia Assoc., publicity firm in that city.

John L. Carr, *Baltimore Sun,* to Kudner Agency, N. Y., on public relations staff.

Dave Russell, staff producer-director and continuity-traffic chief for KVTV (TV) Sioux City, Iowa, to creative radio and tv staff of W. D. Lyon Co., Cedar Rapids, Iowa, advertising agency.

J. Stevens Stock, director of media and research for McCann-Erickson Inc., Chicago, to staff of Alfred Politz Research Inc., N. Y.

Robert T. Butler, formerly with James Lees & Sons, to N. W. Ayer & Son, Phila., plans mer-



IMPRESSED with WBAP-AM-FM-TV Fort Worth's integration of radio and tv operations was A.N. Finlay (l), assistant general manager of the Australian Broadcasting Commission, shown with George Cranston, manager of the WBAP stations. Mr. Finlay is observing U. S. radio and tv on a 2½-month traveling fellowship.

In Cincinnati It's

WKRC-TV

★ **POWER**

★ **CBS** Affiliate

★ **HIGH RATINGS**

WKRC-TV
Channel 12
CINCINNATI, OHIO

ASK ABOUT THE CDC —TRI-STATE NETWORK

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

Owners & Operators
WTVN Columbus, Ohio

CBS TELEVISION NETWORK • REPRESENTED BY THE KATZ AGENCY

chandising dept., **Duane A. Gordon** to join art dept.

George Wichterman to media staff of John Falkner, Arndt & Co., Phila. He was formerly with Neal D. Ivey Agency, same city.

Richard J. Thain, vice president of Vaughan, Thain & Spencer Inc., Chicago advertising agency, named to teach course in tv advertising practice and theory at De Paul U., same city.

Stations

Kenneth Yeend, formerly program director of KIRO Seattle, named manager of KGA Spokane. **Irvin N. Prell,** previously commercial manager of KYAK Yakima, appointed sales manager of KGA.



Mr. Swanson

William D. Swanson, account executive at KTUL Tulsa, Okla., named sales manager of Tulsa Bcstg. Co., operator of KTUL and KFPW Fort Smith, Ark., succeeding **L. A. (Bud) Blust Jr.,** recently appointed vice president-general manager of Tulsa Bcstg. Co. [B•T, Aug. 24].

Hugh R. Murchison, president, KPOL Los Angeles, adds duties as general manager, with **Fred Custer,** station auditor and office manager, named station manager. **Edwin England,** United Tv Programs Inc., N. Y., **Bill Phynes,** KBLA Burbank, and **Tom Heady,** publicity department, Ambassador Hotel, L. A., to KPOL as account executives.

Warren Durham, recently with KTAC Tacoma and previously associated with KRSC Seattle and KXLY Spokane, appointed assistant manager of KJR Seattle.



Mr. Durham

Allan Thomas named sales manager, KUTA Salt Lake City, succeeding **S. J. Schile,** recently promoted to sales director.

Walter H. Stamper Jr. promoted to local sales manager of WAPO-AM-FM Chattanooga, Tenn.

Charles M. Marshall, sales staff, WSOC Charlotte, N. C., promoted to vice president in charge of sales promotion and public relations.

Paul C. Louther, vice president of Veterans Bcstg. Co., operator of WVET-AM-TV Rochester, N. Y., appointed program director of WVET-TV, in addition to continuing duties as program director of WVET-AM.

William J. (Bill) Adams, writer-producer, named program director of WHEC-TV Rochester.

Chauncey C. Brown, formerly with KRLD-TV Dallas, named production manager at KNUZ-TV Houston, Tex. **Danny Kirk** named director and **James Whisenant** to news department of station as staff photographer.

Richard E. Goebel, The Caples Co., Phoenix Ariz., appointed director of television for KOY TV Phoenix.

Jack Wilson, program director, **Jay Russell** director of news and special events, and **Gig Pogan,** producer-director for WTVU (TV Scranton, Pa., have resigned their positions They have not announced future plans.

Deane Long, program director, KVOE Santa Ana, Calif., adds duties as public service director.

John Eichhorn, sales manager for KING Seattle named station manager. **Roger Rice** U. S. Marine Corps will take over Mr Eichhorn's former post upon his discharge Oct. 1.



Mr. Eichhorn

Ed Murphree, chief engineer, KPAT Pampa, Tex., adds duties of general manager. **Al Goodnight,** announcer promoted to program director and sports director and **John Babcock,** announcer assumes duties of commercial manager and news director. **Jeannine Lindsay** to station as business manager.

Hal Davis, managerial consultant, KVOE Santa Ana, Calif., adds same duties at KCAL Redlands, new 1 kw daytime independent scheduled to start operations shortly.



. . . BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION . . .

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage . . . all are heard the same time. Yet WBNS held twice as many listeners as any other station . . . week after week!

Yes . . . WBNS *is* Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal . . . BUT when they listen most to WBNS when *all* local stations have the same program, you *know* listening has become a habit . . . an instinctive preference sponsors can cash in on by using WBNS all the time.

CBS for CENTRAL OHIO

WBNS radio

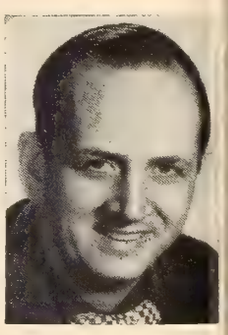
ASK JOHN BLAIR

COLUMBUS, OHIO

Don J. Badger, assistant promotion manager at KMTV (TV) Omaha, named tv promotion director for WMT-TV Cedar Rapids, Iowa.

R. W. McGall, manager of CJBC Toronto, named director of radio programs for CJBC and CBL Toronto.

John Clay, studio engineering supervisor for WSAZ-TV Huntington, W. Va., promoted to chief engineer.



Mr. Clay

Harry B. Light Jr., formerly with WARD Johnstown, Pa., and **Thomas E. McCarty,** formerly with J. Cunningham Cox, advertising agency, Phila., named sales representatives for WPEN Philadelphia.

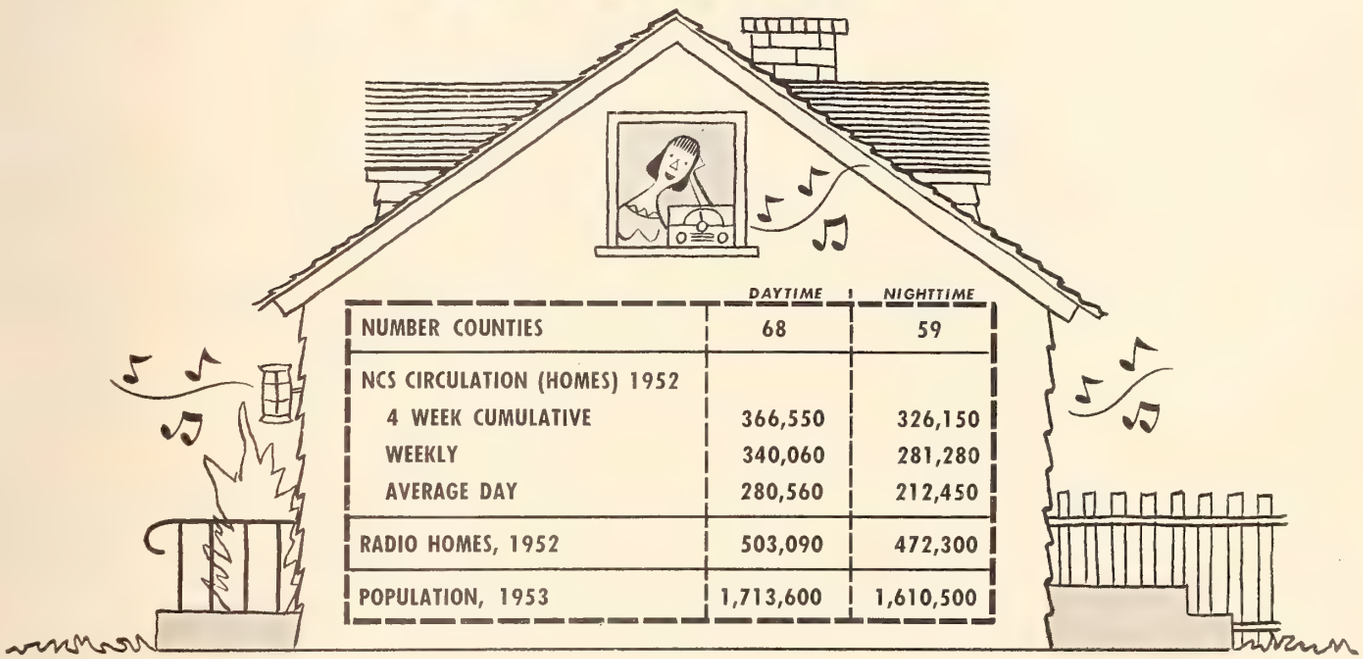
Herb Homes, floor manager and associate director at WPIX (TV) New York, promoted to post of director at station.

Wynn Kal, account executive for *Washington Times Herald* and son of **Norman C. Kal,** executive vice president of WAAM (TV) Baltimore, to that station as account executive.

Frank Coffin, national advertising manager of KGW Portland, Ore., to KOIN-TV that city as account executive.

Robert Head, operations chief of WLWD (TV) Dayton, Ohio, named program manager, re-

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS WKY!



	DAYTIME	NIGHTTIME
NUMBER COUNTIES	68	59
NCS CIRCULATION (HOMES) 1952		
4 WEEK CUMULATIVE	366,550	326,150
WEEKLY	340,060	281,280
AVERAGE DAY	280,560	212,450
RADIO HOMES, 1952	503,090	472,300
POPULATION, 1953	1,713,600	1,610,500

(Based on 1952 Nielsen Report and 1953 Sales Management figures for 58 Oklahoma Counties and 10 Kansas Counties)

NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS . . .

WKY



Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

GET THE
PLUS
AUDIENCE
IN YOUNGSTOWN

That's getting the lowest cost per thousand plus the BIG WBBW bonus audience. C. E. Hooper shows WBBW's share of audience increased and delivering MORE for all periods.

A. C. Nielsen reports 97% of all radio homes in Mahoning County tune in WBBW.

Of three network stations in the Youngstown Market, WBBW is FIRST! Dollar for dollar, it gives the advertiser, the best advertising buy in Youngstown —Ohio's third largest Market. Compare the rate —Compare the weight.

WBBW
ABC IN YOUNGSTOWN, O.
97% of all radio homes in Mahoning County
REPRESENTED BY FORJOE

placing **Neal Van Ells** who shifted to WLWT (TV) Cincinnati as program manager.

Al Beck, announcer, named account executive for WOWO Fort Wayne, Ind.

Howard J. Haman, KDB Santa Barbara, Calif., station manager, to KFWB Hollywood as account executive.

Bob Mott, instructor of radio at U. of Denver, to KGHF Pueblo, Colo., as news director.

Bob Fell, instructor of speech and radio at Kansas State College, named local news editor at KCOW Alliance, Neb., replacing **Frank Whitley** who has resigned to take graduate work at U. of Iowa.

William Reed named copy chief of WTVJ (TV) Miami replacing **June Dunne Drake** who joints copy staff of WBKB (TV) Chicago.

Johnny O'Hara, U. S. Navy, to WTVH-TV Peoria, Ill., as sports director.

Jim Terrell, former station manager of KPAT Pampa, Tex., to KCBD-TV Lubbock, Tex., as announcer.

Marion (Mac) MacFarlin, announcer at WTPR Paris, Tenn., to KWK St. Louis as staff announcer.

Dick Doty, former commentor with NBC and WOR-TV New York, to WHAM-AM-TV Rochester, N. Y.

Mel Mains, U. S. Army and formerly farm service director for KMA Shenandoah, Iowa, to staff of KCTY (TV) Kansas City.

Don Costello, operator of CHUM Toronto, to CFRB Toronto.

Floyd Ryel, announcer-newscaster-disc jockey at WSRS Cleveland Heights, Ohio, has resigned.

Harry Clark to WBMS Boston as sportscaster.

Danny Sheelds, disc jockey at WCAV Norfolk, Va., to WCAN Milwaukee in similar capacity.

Cy Kassel to WCCM Lawrence, Mass., as disc jockey.

Walter H. Annenberg, owner of station WFIL-AM-TV Philadelphia and publisher of *Philadelphia Inquirer* has been chosen to receive 1953 Commerce and Industry Award presented by Chamber of Commerce of Greater Philadelphia. **Roger W. Clipp,** general manager of WFIL-AM-TV, received citation on behalf of station from Chamber of Commerce of Greater Philadelphia for station's newsreel operation.

Bud Guest, WJR Detroit, elected to board of trustees of Starr Commonwealth for Boys (home for boys).

Sprague Vonier, producer-director at WTMJ-TV Milwaukee, appointed instructor for new graduate course in tv techniques at Wisconsin State College, that city.

Walter L. Dennis, commercial manager of WILS-AM-TV Lansing, Mich., to speak at annual Ohio State U. Advertising Conference Oct. 2.

Clair Giles, business manager of WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, elected to serve on Yankton School Board.

Sam Balter, sports director, KLAC-AM-TV Hollywood, elected president of Southern California Sportswriters Assn.

Youle Gets Patent

CLINT YOULE, WNBQ (TV) Chicago's "weather man," has been granted a patent for a trademark using the sun and his signature on his own local program. The patent was granted about two weeks ago by the U. S. Patent Bureau. Mr. Youle applied about a year and a half ago, having designed a new line of weather instruments and sold them under the corporate name, Clint Youle Enterprises. He sold about 1,000 rain gauges and 10,000 thermometers. Not quite satisfied, Mr. Youle has designed a new thermometer which he hopes to have manufactured and introduced around Oct. 1.

Fred Henry, program director, KLAC-TV Hollywood, father of girl, Sept. 18.

Jack Nedell, senior account executive at WGBI-TV Scranton, Pa., father of girl.

Lee Elton, transmitter engineer, KBIG Avalon, father of girl, Lynn Marie, Sept. 14.

Art Laboe, disc jockey, KGFJ Hollywood, father of boy, Arther John, Sept. 12. **Don Ross,** KGFJ announcer, father of girl, Kimberley Jane, Sept. 8.

John L. Butterworth Jr., WFIL-AM-TV Philadelphia engineering department, and Anna May Palovcak were married Sept. 19. **Walt Beaulieu,** assistant supervisor in WFIL-TV engineering department, and Jeanne Catlett will be married Oct. 17.

Louis G. Jacobs, recently returned to WTVJ (TV) Miami promotion staff after U. S. Army service, and Margaret Gaby will be married Oct. 3.

Palmer Payne, newsman for WKNE Keene, N. H., and Connie Mitchell were married recently.

Mrs. Edna W. Gordon, 29, wife of **Sherwood R. Gordon,** owner of WSAI Cincinnati, died Sept. 11. Death was attributed to polio.

Networks

Loy R. Lee, formerly NBC merchandising district supervisor in southeast, appointed assistant manager of NBC merchandising department, N. Y. **Rolland C. Bourbeau** appointed district supervisor in southeast to succeed Mr. Lee. Before joining NBC, Mr. Bourbeau was merchandising director of WBAL Baltimore, NBC affiliated station.

Arthur B. Donegan appointed to newly-created post of manager of publicity-promotion for ABC's WABC New York and **Ernest E. Stern** named acting publicity manager of ABC, succeeding Mr. Donegan.

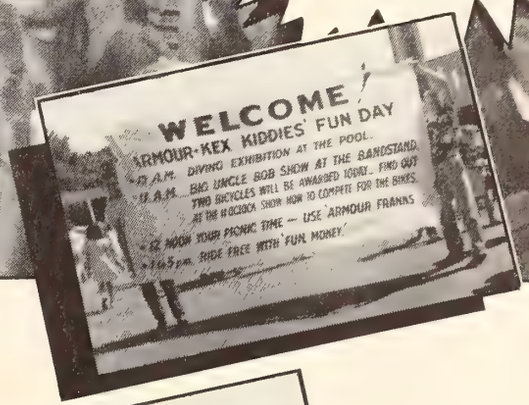
Merritt W. (Pete) Barnum named producer of *Excursion* on NBC-Tv [CLOSED CIRCUIT, Sept. 14] for tv-radio workshop of Ford Foundation. He replaces **Jerry Stagg.** Mr. Barnum was with NBC as executive producer and manager of new program development.

Harry J. Boyle, program director of CBC Trans-Canada network, named director of programs, am and tv, for Ontario, at Toronto. **H.**

133 ANNOUNCEMENTS* ON KEX DID THIS!



"Uncle Bob"



OVER 31,000 KIDS

Over 31,000 kids swarmed Portland's Jantzen Beach Amusement Park for the annual KEX "Kiddie Fun-Day" in July (this year sponsored by Armour & Co.). Portland grocery stores reported a near-stampede with youngsters calling for KEX-Armour "Fun-Money", as advertised on KEX.

In addition to "Fun-Money" rides, the kids thrilled to the big KEX "Uncle Bob" show, pictured above.

Another outstanding KEX success story.



*KEX saturation campaign supported by ARMOUR & CO. in-store displays.

For details on KEX action-producing campaigns, see FREE & PETERS

KEX Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

Z. Palmer, assistant program director of CBC Trans-Canada network, appointed supervisor of program presentations at Toronto. **W. K. Moyer,** assistant to general supervisor of programs at CBC Toronto, to administrative assistant to CBC Ontario director, **Ira Dilworth.**

Joan MacDonald, productions casting director for Neptune Productions, N. Y., to ABC-tv's program department as editorial assistant to reviews, screen and present program ideas and story material.

Eloise Kummer and **Barney Hughes** have joined cast of NBC-Tv Chicago's *The Bennett,* daytime serial.

Phil Harris, co-star of NBC Radio *Phil Harris-Alice Faye Show,* adds duties of producer for series.

Jo Stafford, radio and recording singer, CBS, signed non-cancellable four-year contract with CBS-Tv for announced $250,000 annual personal salary.

Gerald Green, managing editor of NBC-Tv's early morning news program, *Today,* is author of historical novel about Peru, *The Sword and the Sún,* which will be published today (Monday) by Scribner's.

Lucille Ball and **Desi Arnaz,** co-stars of CBS-Tv *I Love Lucy,* named chairmen of Radio-Television-Recording-Advertising Charities Inc. 1954 fund raising campaign, which starts Oct. 1.

Harry Koplan, producer-m.c., CPRN *Meet the Missus Varieties,* awarded national certificate of merit from Los Angeles County branch of American Cancer Society for series of broadcasts. This is first time Cancer Society has recognized regional program or personality.

H. Blake Chatfield, supervisor of broadcast promotion, NBC Western Division, father of son, Kimball Bradley, Sept. 17. Mother is former **Roccina Moschetti** of ABC Hollywood publicity department.

Richard McGeary, account executive, KHJ-Don Lee Hollywood, father of girl, Megan Ann, Sept. 11.

Dean Martin, NBC star, father of boy, Sept. 20.

William E. Wallace, 38, audio engineer for CBS-Tv, died Sept. 19.

Manufacturers

Willi L. Dunn, vice president in charge of sales engineering, television-radio division of Raytheon Mfg. Co., elected president of Magnecord Inc. He succeeds **Glenn D. Roberts,** who remains as company director and consultant.

Raymond S. Perry elected president of Federal Telephone & Radio Co., Clifton, N. J., succeeding **Henry C. Roemer.** Latter returns to parent International Telephone & Telegraph Corp. as vice president for administration.

Edward W. Stone, manager of electronics sales for southern district, Graybar Electric Co.'s Atlanta office, appointed sales engineering district manager of Standard Electronics Corp., subsidiary of Claude Neon Inc.

Dick O. Klein, general manager of David Kaufmann Sons Inc., Washington tv distributing firm, appointed vice president and general manager of Raytheon Distributor Inc., Chicago distributing subsidiary of Raytheon Mfg. Co.

Ned J. Marandino, superintendent of television set production, Sylvania Electric Products Inc., appointed manager of new tv set plant in Batavia, N. Y.

C. Arthur Foy, president, Magnetic Recording Co., Evanston and Indianapolis, to Ampex Corp. (Redwood City, Calif., magnetic recording equipment manufacturers) Chicago sales engineering staff. **Melvin C. Sprinkle,** chief engineer, Shrader Manufacturing Co., Washington, D. C., to Ampex Corp. Washington district office as audio sales manager.

Ernie Kohler appointed sales representative for products of Raypar Inc., Chicago, headquartering in Cleveland.

Representatives

James M. McCann, manager of Boston office of the Bolling Co., radio-tv station representatives, and **Arthur J. Miller Jr.,** supervisor of company's research department, appointed account executives in New York office of Bolling. **Richard O. Koenig,** of advertising department of the *New York Daily News,* appointed manager of Boston office, succeeding Mr. McCann.

Charles F. Dwyer, spot sales, sales service and guest relations staffs of ABC, to television sales staff of Chicago office of The Katz Agency Inc., station representative.

Services

John Robert (Bob) Lanigan, 44, television columnist of *Brooklyn Daily Eagle,* died Sept. 18.

Government

Edward O. Ansell, formerly acting administrative assistant to Chief, Field Engineering and Monitoring Bureau, FCC, transfers to Applications Branch, Television Facilities Division, Broadcast Bureau, as electronic engineer.

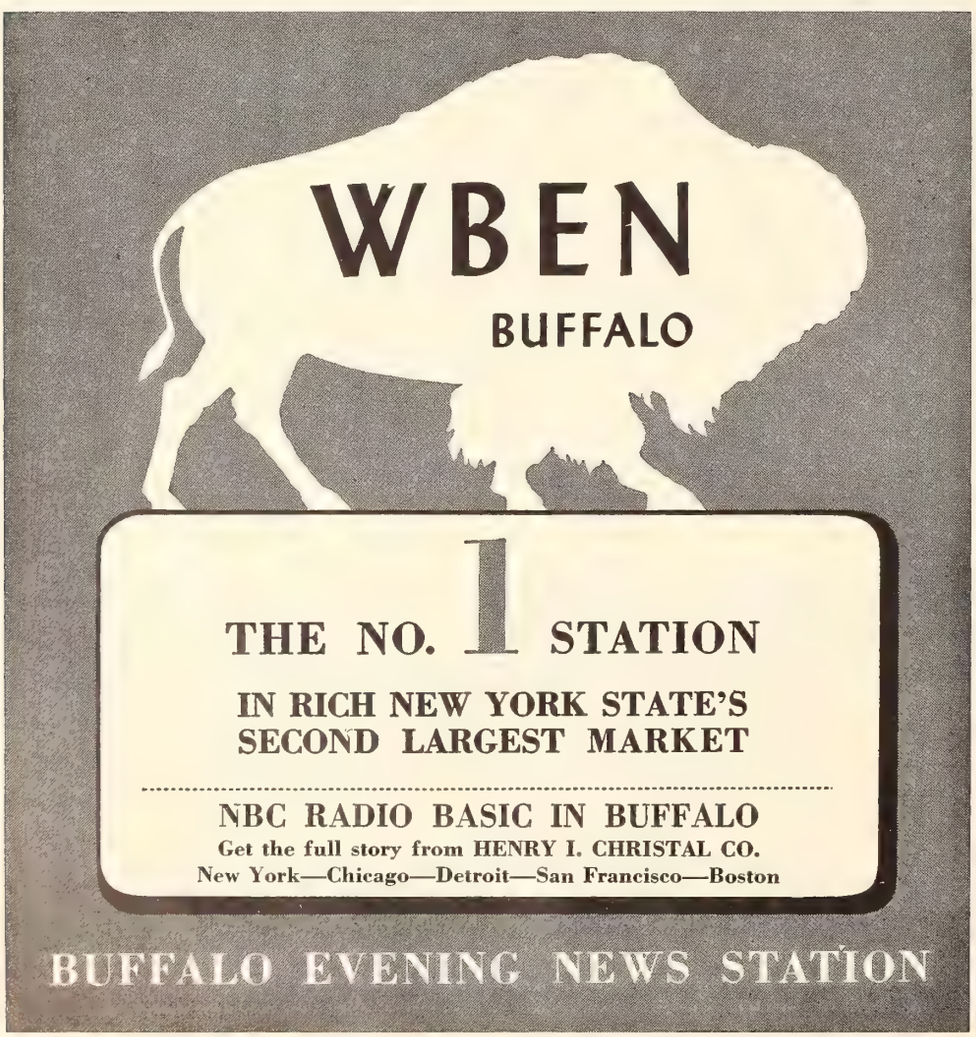
Curtis B. Plummer, FCC Broadcast Bureau Chief, father of girl, Andrea Lynn, Sept. 7.

Prince Tours RCA

CROWN PRINCE Akihito of Japan, who visited NBC's New York studios on Sept. 18, was greeted by Brig. Gen. David Sarnoff, RCA-NBC board chairman. The prince watched a telecast of the Eddie Fisher program and toured studio facilities.

On Sept. 16, the prince visited the David Sarnoff Research Center of RCA to witness some of the latest research projects in television, transistors, acoustics and electron microscopy.

The prince, who was accompanied by a group of Japanese officials, was greeted by RCA President Frank M. Folsom. Other RCA officers who toured the laboratories with the party were Dr. C. B. Jolliffe, vice president and technical director of RCA; Dr. E. W. Engstrom, vice president in charge of RCA Labs Division; Meade Brunet, vice president and managing director of RCA International Division; T. H. Mitchell, president, RCA Communications Inc., and C. N. Hoyler, RCA Labs Division staff member.



LET'S NOT PLAY PEEK-A-BOO WITH FACTS!



The ostrich plays peek-a-boo on the theory that what it doesn't see, can't hurt.

Advertisers buying the Philadelphia market are being invited to make like an ostrich. The invitation, via full page ads, is by a local network station using only the four network stations figures of a recent survey* to show "preference" by local and national advertisers.

The peek-a-boo fact in this story is WPEN. The peek-a-boo figures are of WPEN leadership.

Here is the proof — with WPEN, Philadelphia's leading *Independent* Station, leading *all* network stations in this market.

NOTE

This ad is just to set the record straight. More important is the *RESULT* history that brings more advertisers to WPEN. Just ask us for details.

WPEN HAS MORE

MORE ADVERTISERS BUY WPEN

60.0% more than network station A
81.0% more than network station B
81.0% more than network station C
34.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN

48.0% more than network station A
53.0% more than network station B
82.0% more than network station C
53.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN

73.0% more than network station A
119.0% more than network station B
79.0% more than network station C
17.0% more than network station D

MORE ADVERTISERS BUY WPEN EXCLUSIVELY

139.0% more than network station A
216.0% more than network station B
238.0% more than network station C
100.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN EXCLUSIVELY

243.0% more than network station A
300.0% more than network station B
586.0% more than network station C
269.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN EXCLUSIVELY

85.0% more than network station A
163.0% more than network station B
127.0% more than network station C
39.0% more than network station D

Source: Broadcast Advertisers' Report—Philadelphia Week of July 5, 1953, 6 A.M.-12 Midnight—Sunday Through Saturday

We Insist . . . Preference is for **WPEN**

The Listener's and Advertiser's choice in Philadelphia

950 KC

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

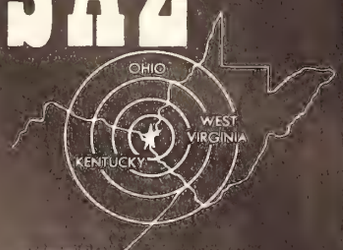
NOW AVAILABLE
. . . but going fast
"MUSICAL SCOREBOARD"
Immediately following
WEST VIRGINIA UNIVERSITY
and
MARSHALL COLLEGE
FOOTBALL GAMES
Starting Approximately
4:45 P.M.
EVERY SATURDAY

★

- 10 FOOTBALL GAMES
- LATEST LOCAL, REGIONAL AND NATIONAL FOOTBALL SCORES
- 45 MINUTES OF CONTINUOUS MUSIC

★

ALL THIS . . . AVAILABLE for MINUTE PARTICIPATION

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

— PERSONNEL RELATIONS —

IATSE Names Cooper Interim Representative

CARL COOPER, IATSE international vice-president on the West Coast, will temporarily operate the union's Hollywood office until a replacement is made for Roy M. Brewer, international representative, who recently resigned in a disagreement over policy with international president Richard Walsh. Mr. Cooper also is heading current IATSE negotiations for a new basic agreement with the major motion picture studios.

Mr. Brewer reportedly will join Allied Artists Productions in an executive capacity.

CBS-TV, IATSE Agree

WAGE increases of as much as 47% in some categories are included in the new CBS-TV Hollywood collective bargaining contract signed with IATSE Scenic Artists Local 816. It covers all scenic artists and title men.

Retroactive to last July 1 and running through Dec. 1, 1954, the agreement gives head scenic artists an increase from $132 to $200 for a 40-hour week. Lead men, a new classification, receive $190 per week and journeymen $177.20 weekly as compared to the former $132. Title men now receive $132.50 weekly, an increase of $22.

Besides establishing an eight-hour minimum work call, the contract provides for overtime pay, and gives several other improved working conditions.

NABET, ABC Reach Terms

FOUR-YEAR escalator contract, affecting 11 promotion-publicists and retroactive to May 1, 1953, has been negotiated by National Assn. of Broadcast Employes & Technicians with ABC Western Division. Under the new set-up, monthly wages will be raised from $420 to $610 over the four-year period. The old contract gave the publicists an average monthly salary of $375.

NABET has just started negotiations with ABC Western Division on a contract for wage increases and improved working conditions for 10 building maintenance employes, two carpenters, two electricians, two painters and one gardener.

NABET, IATSE Controversy

PROSPECT of a full-scale jurisdictional union dispute between the CIO's NABET and AFL's IATSE at WBKB (TV) Chicago and perhaps other tv stations was held out fortnight ago in the wake of controversy over remote operations.

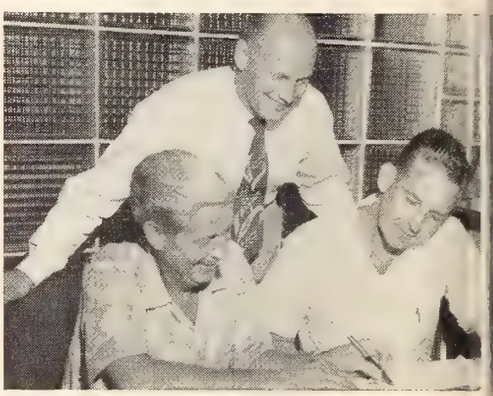
Evidence of an all-out fight was seen as WBKB averted a last-minute strike which jeopardized a telecast of the opening of the new St. Peter's Roman Catholic Church in downtown Chicago. NABET—National Assn. of Broadcast Employes & Technicians—threatened the strike in a continued bid for complete control over lighting and other remote operations which it claims is in its contracts with stations. IATSE has been handling these details.

Similar jurisdictional disputes have arisen in other parts of the country between NABET and IATSE—International Alliance of Theatrical and Stage Employes.

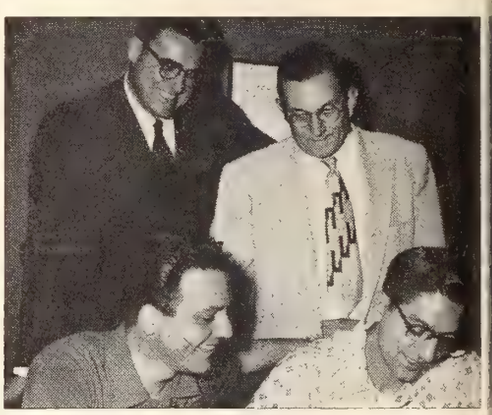
TV NEWSREEL



ARRANGEMENTS for sponsorship of Sunday, 7-7:15 p.m., Jerry Kobrin news show on WEEU-TV Reading, Pa., are completed by (l to r) Ewart M. Blain, WEEU-TV dir. of tv sales; W. Fred Keller, adv. mgr., Bowers Batteries; Thomas E. Martin, exec. vice pres. and gen. mgr., Hawley Broadcasting Co., and Jerry Kobrin, *Reading Egle*.



PLANS for a 5 kw vhf DuMont transmitter by share-time grantees for ch. 10 in Phoenix are made by Tom Chauncey (l), managing dir., Maricopa Broadcasters Inc. (KOOL), and Albert D. Johnson (r), vice pres., KOY Broadcasting Co. Gary Gramman, sales representative, Tv Transmitter Div., Allen B. DuMont Labs, looks on.



DAVE FROH'S daily *Sportscast* on WILS-TV Lansing, Mich., is taken by State Beverage Co. (Drewry's beer and ale). Seated are (l to r) Mr. Froh, WILS-TV sports dir., and Sam DeRose, State Beverage pres. Standing are Walt Dennis (l), coml. mgr., and Monte Meyer, acct. exec., both WILS-TV.

PURCHASE of WGBI-TV Scranton series, *Industry on Parade*, by International Correspondence Schools, is made final by (seated, l to r) George D. Coleman, station gen. mgr.; Lawrence W. Tice, pres. and board chmn., ICS; Joseph H. Biro, ICS sales mgr.; (standing) H. C. Daych, dir. of adv. and sales, ICS; Jack Nedell, WGBI-TV acct. exec., J. C. Villaume, dean of faculty, ICS.





Here's one that hasn't cost you a cent in taxes! If this power dam were built by the federal government, the millions of dollars of construction cost would come from money you pay in taxes or be added to the national debt. But this is *not* a government dam. It was built without *one* cent of tax money. In fact, it will *pay* taxes—its full share—to local, state and federal governments. It's the Cabinet Gorge Dam located deep in the mountains of northern Idaho and completed recently by the Washington Water Power Company—one of more than 250 major power projects currently being built by business-managed electric companies.

When tax-paying, business-managed electric companies can build, finance and operate giant power projects, isn't it extravagant for the federal government to spend your tax money to build them?

This important question for U. S. taxpayers is raised by America's Electric Light and Power Companies*

"YOU ARE THERE"—CBS television—witness history's great events

**Names on request from this magazine*

FAE TABULATES RADIO-TV FUNDS

Where and how much the Fund for Adult Education granted for radio and television projects is told in the FAE's new brochure.

THE FUND for Adult Education made grants of nearly $3 million for radio-tv projects and spent more than $2 million on them in the period Jan. 1, 1952 to June 30, 1953, according to a brochure, "The Challenge of Lifetime Learning," released by the fund last fortnight.

More than $100,000 of the Fund's money went to the National Assn. of Educational Broadcasters during the 18 months covered by the report: $80,000 for the "production of educational radio programs in the areas of political and international affairs," which resulted in four series — *Jeffersonian Heritage, Ways of Mankind, People Under Communism, Voices of Europe*—which drew lavish praise from radio critics; $10,000 for a seminar on educational tv and $15,500 for monitoring studies of tv programs.

$788,210 for Projects

Various projects of the American Council on Education received $788,210 in FAE support: $355,000 for the National Citizens Committee for Educational Television formed to stimulate activity among local groups in communities with educational channel allocations; $39,836 for conferences on educational television; $326,400 for the Joint Committee on Educational Television, which organized support for educational television and guided its case through "the mazes of legal hearings"; $25,000 for a committee to develop in teaching faculties interest and skill in educational tv; $33,768 for Television Programs Institute, and $8,206 for preliminary assessment of local resources and needs for educational tv purposes.

WOI-TV Gets $180,000

The fund underwrote experimental programming at WOI-TV, Iowa State College station at Ames, to the tune of $180,000, one of the resulting products being a tv series *The Whole Town's Talking*, which won the Sylvania award for 1952 as the year's best local television program of public service.

The Lowell Institute received from the fund $350,000 for educational radio-tv programming and $80,000 for support of WGBH Boston, educational fm station. Pacifica Foundation got $73,000 for its experiment in subscription radio broadcasting at KPFA (FM) Berkeley, Calif.

Payments of $400,000 out of a grant of $1,350,000 were made to the Educational Television and Radio Center, established as a programming development and exchange center for educational radio and tv programs on tape and film.

In addition, the report states, "The Fund offered to assist in the construction of educational television stations by granting funds to selected metropolitan and university centers throughout the country where channels had been reserved, provided the community could raise enough money to match those funds on a two-to-one basis. Twenty-one have so far declared their intent of meeting the Fund's offer." The financial statement shows $3,038 expended for "assistance to educational tv station construction."

Income of the Fund for the 18-month period is reported as grants from the Ford Foundation totaling $13,600,000.

Gift to Schools

COLLECTION of more than 2,000 concert selections has been presented to Hartford Public Schools by WTIC there. Major part of scores is a 40-year collection of Nathaniel Shilkret, noted American composer and conductor; the remainder came from WTIC's own library.

Sarnoff Fellowship Awarded

SELECTION of Harold S. Rothman of New York as recipient of the David Sarnoff fellowship at New York U. College of Engineering for 1953-54 was announced Friday by Dr. Thorndike Seville, dean of the college.

The fellowship, which was established in 1952 by RCA in honor of its board chairman, provides an annual grant of $2,700 for predoctoral study. The award is part of a program to assist in the education of scientific personnel for leadership in the electronics industry.

Seldes to Lecture at NSSR

GILBERT SELDES, playwright and critic and former director of tv programs at CBS, will hold the opening two courses on tv at the New School for Social Research in New York. Both courses will meet on Friday, the first, 6:20-8 p.m. on "Television: Its Nature, Programs and Uses," and the second, 8:30-10:10 p.m. on "Television Writing Workshop." The first course is designed for broadcasting executives as well as for writers, directors, artists and critics; the second for writers, critics, program "evaluators and serious beginners" in tv writing.

College Course on KFMB-TV

COURSE on "Child Growth and Development," being presented Fridays for 10 weeks over KFMB-TV San Diego, is the first time college credit has been offered by San Diego State College through television. The San Diego City Schools present *Tv Classroom* and *Your Schools Today* twice weekly, with high school credit offered on "Everyday Grammar" and "Everyday Law."

Schools Buy Recorders

RCA VICTOR Division said last week a survey indicates U. S. schools will buy more than 50,000 magnetic tape recorders this year at a cost of more than $10 million to streamline teaching lessons and make regular courses more effective.

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles



In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUAD-CITIES' AM · FM · TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

They're from Milwaukee

(AND ALL OVER THE COUNTRY, TOO)

. . . and NOW they know

YOU'RE SEEN BEST ON WCAN-TV!









AMERICAN DAIRY ASSOC.
AMERICAN TOBACCO CO.
ALCOA
BROWN & WILLIAM
BLOCK DRUG CO.
CAMPBELL SOUP
CARNATION & GOODRICH
COMMERCIAL SOLVENTS
CARTERS
CHRYSLER
CHESTERFIELD
ECAP
GENERAL CIGAR
GENERAL ELECTRIC
GENERAL FOODS
GENERAL MILLS
LEVER BROS.
LIGGETT & MEYERS
P. LORILLARD
PHILLIP MORRIS
NESTLE SHAEFFER PEN & SCHICK
OLDSMOBILE
PABST BREWING CO.
PACIFIC COAST BORAX
PHARMACEUTICALS, INC.
PRUDENTIAL
PALL MALL
R. J. REYNOLDS
SCHICK
SEEMAN BROS.
SYLVANIA
TONI PRODUCTS
WESTINGHOUSE

LOCAL ADVERTISERS

A & F ELECTRO MART
AMERICAN STATE BANK
A. A. TELEVISION & APPLIANCE
ALLIANCE TENNA ROTOR
BELMONT HOTEL
CHICO'S BAR-B-Q
CHICKEN DELIGHT OF MILW.
COLONIAL CLOTHIERS, INC.
CADET CLEANERS, INC.
CAPITOL LUMBER CO.
CARPENTER BAKING CO.
CITY BANK & TRUST CO.
HENRY COLDER CO.
DROEGKAMP
FAZIO'S RESTAURANT
FIRST FEDERAL SAVINGS & LOAN
FORRER SPECIALTY CO.
GROSSMAN FURS
THE GENERAL TIRE STORE
H. T. GROSSMAN CO.
GUNDERSON MOTOR CO.
BLATZ BREWING COMPANY
KITCHEN KING
MILLER BREWING CO.
HEILMAN BREWERY
HOME SAVINGS BANK
THE HEIL COMPANY
INTERSTATE BAKERIES
JAEGER MOTOR CAR CO.
KUPPER JEWELER
LAPPIN ELECTRIC
L & H
LAKESIDE OLDSMOBILE
LITTMAN FUR FACTORY
MARSHALL & ILSLEY BANK
L. J. MUELLER FURNACE CO.
MAYER-HUGHES CO.
NESCAFE
NORTHWESTERN-HANNA FUEL CO.
PLOT-O PRODUCTS
PFLUGRADT COMPANY
RIPPON COOKIES
J. E. RAUH CIGAR CO.
RADIO SPECIALTY CO.
RIVAL DOG FOOD
SLIP COVER STUDIO
SCHROEDER HOTEL
THE SAXONY, INC.
SILVERSTONES
STRACHOTA'S MIL-SHORE BOWL, INC.
SWAN CENTER PRODUCTS CO.
TRAD RUG CO.
TELEVISION PARTS, INC.
THORE CO.
TENNIS CO., D. J.
UPTOWN DRY CLEANERS
WIL-KIL
WEBER BREWING CO.
V. E. WANDRUS & CO.

Yes, local and national advertisers have already discovered that WCAN-TV, Milwaukee's *newest* television station, is delivering an ever-growing audience in America's 13th largest market. Programming built around a basic affiliation with CBS-TV is bringing all-star entertainment to an enthusiastic public. It's no longer a guess . . . advertisers *know* now . . . you're seen *best* on WCAN-TV.

The conversion steamroller rolls along . . .
On August 6, a notarized survey showed 70,000 sets already converted to UHF Channel 25. A *late* check of distributors showed that these *additional* converters have been sold since that date:

ALLIANCE MALLORY	14,000	RCA	1,450
TURNER	1,400	MOTOROLA	7,600
RADIO RECEPTOR	1,600	SYLVANIA	2,500
SILVERLINE	3,000	CAPEHART	415
GRANCO	8,000	EMERSON	700
PHILCO	2,900	REGENCY	1,000

That means 44,565 continuous tuners installed in Milwaukee since WCAN-TV went on the air. This is in addition to 70,000 sets already converted, making a total of 114,565. It shows the trend in Milwaukee and the enthusiastic acceptance of WCAN-TV.

WCAN-TV

BASIC AFFILIATE CBS

CHANNEL 25 MILWAUKEE

REPRESENTED NATIONALLY BY O. L. TAYLOR & CO.
ALEX ROSENMAN, NEW YORK, BUSINESS MGR.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

BROADCAST and TV ENGINEERS

RCA . . . has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

•

Please send detailed resume of training, experience and salary desired—which will be confidentially received and acknowledged—to:

Employment Division, Dept. H02201

RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza
New York 20, New York

ARGENTINE TV SURVEYED BY JWT

J. Walter Thompson and RCA co-operate on study of Argentina tv set ownership, popularity of hours and shows. Likes in order are boxing matches, football—and among women, theatrical programs. Weekends get the biggest slice of viewers.

J. WALTER THOMPSON Co., New York, with the co-operation of RCA Victor, has just completed a television research study on Argentina, which estimates set ownership, popular viewing hours and favorite tv fare.

ARGENTINA

Approximately 500 tv set owners (2/5 of them RCA Victor set owners) were interviewed. The report said 50% of them thought programming was poor, but more than 50% would recommend purchase of tv sets to their friends. Most popular programs among men respondents are boxing matches, then football games; among women, theatrical programs which originate direct from theatres.

Total private audience was estimated at better than 90,000 at peak hours. There are 20,000 home receivers and 6.13% viewers per set during the football telecasts, it was reported.

More sets are tuned in on Saturday between 9 and 9:30 p.m. (theatrical program time) than at any other time during the week, but there are fewer viewers per set. Sunday football games attract the largest audience.

As a result of the study, JWT has purchased, for Swift & Co. (canned meats and oils), starting next month, a weekly half-hour cooking program featuring Mrs. Petrona C. de Gandulfo, who is on radio three times weekly for Swift.

The potential television market in the greater Buenos Aires area alone is well over 450,000 sets, if prices can be stabilized, Manuel M. Mortola, of J. Walter Thompson's Argentina Co., estimated. JWT's Buenos Aires office employs 80 persons (85% natives).

U. S. Clients Buy Time On Private CKSO-TV

BRISK activity by U. S. advertisers in signing up time on Canada's first privately owned tv station, CKSO-TV Sudbury, Ont., has been reported by Weed Television, advertising representative for the station in the U. S. Spokesmen said the ch. 5 station was to have gone on the air with films, spot business, and Canadian Broadcasting Corp. programs Sept. 19.

CANADA

Tv manufacturers, including Admiral, General Electric, and Westinghouse, were said to have bought into CKSO-TV's test pattern operation, while Westinghouse was reported to have signed for presentation of its *Studio One* on the station and RCA Victor for the *Victory at Sea* film series.

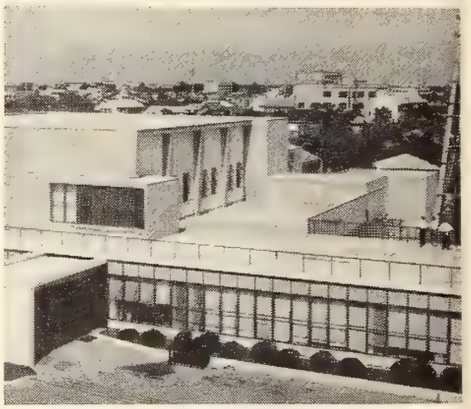
Target dates for commencement of operation by other Canadian stations represented in the U. S. by Weed Television were listed as follows: CFPL-TV London, Ont. (ch. 10), in November; CKCK-TV Regina, Sask. (ch. 2), and CFCM-TV Quebec, Que. (ch. 4), about Jan. 1.

Japan's 1st Commercial Tv—JOAX Tokyo—Now on Air

JAPAN's first commercial tv station (JOAX) opened in Tokyo last month with two-and-a-half hours of commercial time sold. It is the first stage of a $15 million telecommunications project which is expected to span the Japanese Islands with 20 tv stations plus relays—underwritten by a score of Japanese businessmen (publishers, bankers, insurance executives), under the leadership of newspaper publisher Matsutaro Shoriki, who form Nippon Television Network Corp.

JAPAN

JOAX is on 170-176 mc, with 115 kw effective radiated power, using a 10 kw transmitter and a 12-bay antenna. The antenna is 550 ft. above ground on a hill in central Tokyo which



NOTHING Oriental about this tv studio-transmitter building, completed last month for JOAX (TV) Tokyo which began operating Aug. 28. JOAX is first of 18-20 tv stations being built by privately-owned Nippon Television Network Corp.

is 100 ft. above sea level. Tv transmissions are based on U. S. standards (525 lines, 60 frames per second, etc.).

The station was constructed by Unitel Inc., a New York consulting engineering firm, which is headed by William S. Halstead. Work on the Tokyo installation was under the direct supervision of Walter Duchinsky, Unitel vice president. Work began with an engineering survey in 1952.

Extensions to Osaka, Nagoya, Kyushu and Hokkaido of the system, which also will be used for communications through multiplexing, are planned during the next two to three years.

Canada Supreme Court May Rule on CAPAC Fees

CANADIAN copyright litigation is expected late this fall or early 1954 by the Canadian Supreme Court at Ottawa. Canadian Assn. of Broadcasters has appealed a ruling of lower courts regarding legality of the Canadian Copyright Appeal Board's award to Composers, Authors and Publishers Assn. of Canada (CAPAC) setting fees of radio stations at 1¾% of gross revenue. CAB argues the board was outside its jurisdiction in giving CAPAC the right to audit radio station books to determine gross revenue on which to levy fees. Fees were set at a new basis from 1952. If the Supreme Court rules in favor of the Canadian Copyright Appeal Board award, Canadian independent stations are liable for the difference between fees under the revenue award and fees paid to date on previous award based on the number of receivers in the area.

CANADA

CBC Schedule to Include Top U. S. Tv Network Shows

A NUMBER of leading U. S. tv network shows will be sandwiched in at choice time periods between live studio and sports telecasts planned by the Canadian Broadcasting Corp. The increase in the import of U. S. shows highlights a rounding out of tv fall programming for Canada's three tv stations.

CANADA

Automobile firms are big users of Canadian tv. Ford Motor Co. of Canada already has started *Toast of the Town* microwaved from New York via Buffalo on CBLT Toronto, CBOT Ottawa, and CBFT Montreal (Cockfield Brown & Co., Toronto, is the agency). General Motors of Canada (through MacLaren Adv., Toronto) will sponsor the *Dinah Shore Show, Milton Berle,* and *Dave Garroway Show* Friday. Other placements:

Crosley Radio & Television Ltd. (Tandy Adv. Co., Toronto) *The Hit Parade* via kinescope; Kellogg Co. of Canada (Leo Burnett Co. of Canada, Toronto), *Wild Bill Hickock* film; Cat's Paw Rubber Co. (S. A. Levyne Co., Baltimore) the *Garry Moore Show* starting Oct. 13; Shick Electric Razor (Harold F. Stanfield Ltd., Toronto) 20-minute segment of the *Jackie Gleason Show,* CBC imports, the other two segments; Canadian Westinghouse Co. (S. W. Caldwell Ltd., Toronto) *Studio One;* American Home Products (Young & Rubicam Ltd., Toronto), *Great Moments in the Prize Ring,* weekly film; Church Motors Ltd., Toronto, last hour of *Wrestling* direct from Chicago, Campbell Soup Co. (Cockfield, Brown & Co., Toronto,) *Tv Soundstage.*

Canadian sponsored studio shows: Canadian General Electric Co. (MacLaren Adv. Ltd., Toronto) *Show Time,* and Canada's Dept. of Finance, three one-hour variety shows early in October for the Savings Bond Drive; Imperial Oil Ltd. (MacLaren Adv. Ltd., Toronto) and Imperial Tobacco Co. (Cockfield, Brown & Co., Montreal) sponsor live sports shows from Toronto and Montreal; Blue Ribbon Ltd. (coffee) (Grant Adv. of Canada, Toronto) British-produced Douglas Fairbanks Jr. films.

U. S. Program Imports Drop in Fiscal 1953

PROGRAM statistics in the 1953 report of the Canadian Broadcasting Corp., for the year ending March 31, 1953, show a decrease in the number of programs imported from the U. S. In the last fiscal year, a total of 3,056 hours were programmed from American networks, as compared with 3,204 hours in the previous fiscal year.

CANADA

There also was a drop, from 49 to 35, in the number of hours sent by CBC to U. S. networks.

The CBC programs were sustaining, whereas a large percentage of the U. S. imports was commercial.

A total 24,926 hours of programming for 75,797 programs was fed to Canadian networks by CBC. Of this, 21.3% was commercial and 78.7%, sustaining. The Trans-Canada network carried 66% of the year's broadcasting hours, the French-language network carried 23% and the Dominion network, mainly a nighttime network, fed 11% of the programs. Of all the network programs carried in Canada, CBC originated 82.7% in its studios; Canadian independent stations, 2.6%, and U. S. networks and the British Broadcasting Corp., 14.7%. CBC networks programmed 607 hours of BBC time, the same as the previous year. Montreal, because of the 5,723 hours of French-language programs, originated most network time in the year, a total of 6,091 hours. Toronto originated 3,658 hours; Winnipeg, 3,035; Vancouver, 2,632; St. John's, 1,895, and Halifax 1,411, and other cities smaller amounts.

Ontario Tv Problem

TIME and much money will have to be spent in southern Ontario to lure Canadian tv viewers away from looking at U. S. tv stations, Joseph Sedgwick, Toronto, former counsel for Canadian Assn. of Broadcasters, said at a Radio and Television Day luncheon at Canadian National Exhibition in Toronto Sept. 11. He urged Canadian Broadcasting Corp. and the government to grant more tv licenses in the area.

CHSJ-TV Sets Early '54

CHSJ St. John, New Brunswick, announced last week it expects to have CHSJ-TV in operation there early in 1954. The tv outlet's transmitter and antenna will be on Mt. Champlain, 18 miles from St. John. Its signal is expected to cover large areas of New Brunswick and Nova Scotia, with an effective radiated power of 28 kw, the announcement said.

CANADA

Radio Programming Discussed At BMI Clinic in Toronto

NEARLY 175 broadcast station owners and program department heads attended the 49th BMI Program Clinic at Toronto Sept. 21. It was held under auspices of the Central Canada Broadcasters Assn. Canadian and U. S. agency and station speakers led discussions, which were opened by Cliff Wingrove, CKTB St. Catherines, CCBA president. Harold Moon, assistant general manager, BMI Canada Ltd., Toronto, was clinic chairman.

CANADA

Ramsay Lees, radio-tv director, Ruthrauff & Ryan, Toronto, discussed spot announcement buying from the agency and advertiser viewpoint. Murray Arnold, program director, WIP Philadelphia, urged Canadian broadcasters to freshen radio operation to counteract tv, gave examples of new ways to use station breaks, and showed how WIP used mystery shows to reach the late evening audience.

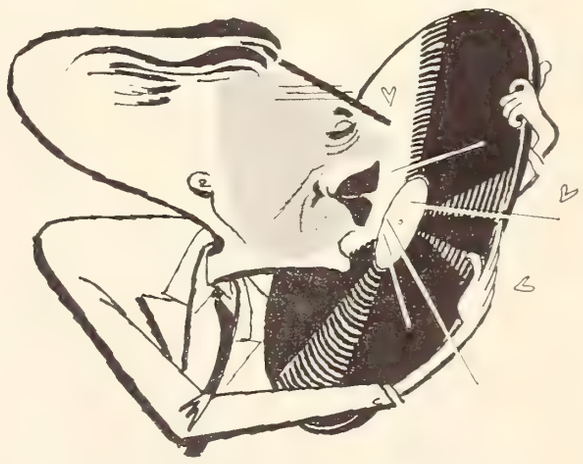
Reo Thompson, manager, All-Canada Television, Toronto, station representatives, discussed closer program co-operation between stations. Bill Ryan, BAB New York, told the luncheon meeting of increased sales of radio receivers despite tv inroads. Carl Haverlin, BMI New York, reported on the all-Canadian concert set for Carnegie Hall, New York, Oct. 16.

M. Wayland Fullington, program director, WIRE Indianapolis, spoke on writing good copy; William Holm, general manager, WLPO La Salle, Ill., on local news; William Kaland, program director, WNEW New York, on how to get attention for public service messages and programs.

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GRASS ROOTING WITH NARTB



NARTB District 16 meeting in Los Angeles Sept. 17-19 draws (l to r, seated) Lawrence W. McDowell, commercial manager, KFOX Long Beach; Lee Little, president, KTUC Tucson; Julian M. Kaufman, assistant station manager, KPHO-TV Phoenix; (standing) Riley Gibson, general manager, KXO El Centro, Calif.; George Nickson, KEEP Twin Falls, Idaho; Wynn Nathan, West Coast sales manager, United Tv Productions; Leo A. Schamblin, general manager, KPMC Bakersfield; and E. J. Frost, sales engineer, RCA Hollywood.



ATTENDING District 16 meeting of NARTB in Los Angeles Sept. 17-19 were (l to r, seated) Albert D. Johnson, director, District 16, and manager, KOY Phoenix; Robert Coleson, Pacific Coast representative, Advertising Council; Paul H. Martin, promotion manager, KFXM San Bernardino, Calif.; Harold Fellows, NARTB president; Calvin J. Smith, president, KFAC Los Angeles; (standing) E. W. Lee, vice president and general manager, KFXM, and C. P. MacGregor, president of Hollywood production, transcription and packaging firm bearing his name.



←

FIVE conversationalists at NARTB District 15 sessions in San Francisco are (l to r): Dan Telford, KIEM Eureka; Mrs. J. D. Carroll, KMYC Marysville; Ralph R. Brunton, former California broadcaster; Mrs. Hugh McClung, KHSL-AM-TV Chico, and C. S. McCarthy, KROY Sacramento.

→

CAUGHT in corner of RCA's Hospitality House at San Francisco meeting of NARTB District 15 meeting [B•T., Sept. 21] (seated, l to r): K. B. Collins, KFBK Sacramento; Floyd Farr, KEEN San Jose; Carroll E. Hauser, KHUM Eureka; Ray Rhodes, Paul H. Raymer Co.; Hugh Kees, KOH Reno. Standing, Art Westland, KRE Berkeley, president of California Broadcasters Assn.; William D. Pabst, KFRC San Francisco, District 15 director; Emil Martin, McClatchy stations, and Perry Nelson, KMJ-TV Fresno.





←

FEMININE contingent at NARTB Dist. 14 meeting in Sun Valley, Idaho, included (top row, l to r) Mrs. C. N. Layne, KID Idaho Falls; Mrs. Kenneth Nybo, KBMY Billings; Mrs. Ian A. Elliott, KRJF Miles City, Mont.; Mrs. Frank McIntyre, KLIX Twin Falls; (center row, l to r) Mildred Ernst, KWOR-KWRL-KGOS Worland, Wyo.; Mrs. Jack Barton, NARTB San Francisco; Mrs. Reed Bullen, KVNU Logan, Utah; Mrs. Collin W. Lowder, KLO Ogden; Mrs. William C. Grave, KFBC Cheyenne, Wyo.; Mrs. Roy Southwick, KID Idaho Falls; Mrs. Donald Hathaway, KSPR Casper, Wyo.; (bottom row, l to r) Mrs. Mary C. Shutts, KVOC Casper, Wyo.; Mrs. Norm Bauer, KSPT Sandpoint, Idaho; Mrs. Lennox Murdoch, KSL-TV Salt Lake City; Mrs. Jack C. Vagner KRAL Rawlins, Wyo., and Isabelle McClung, KVOR Colorado Springs.

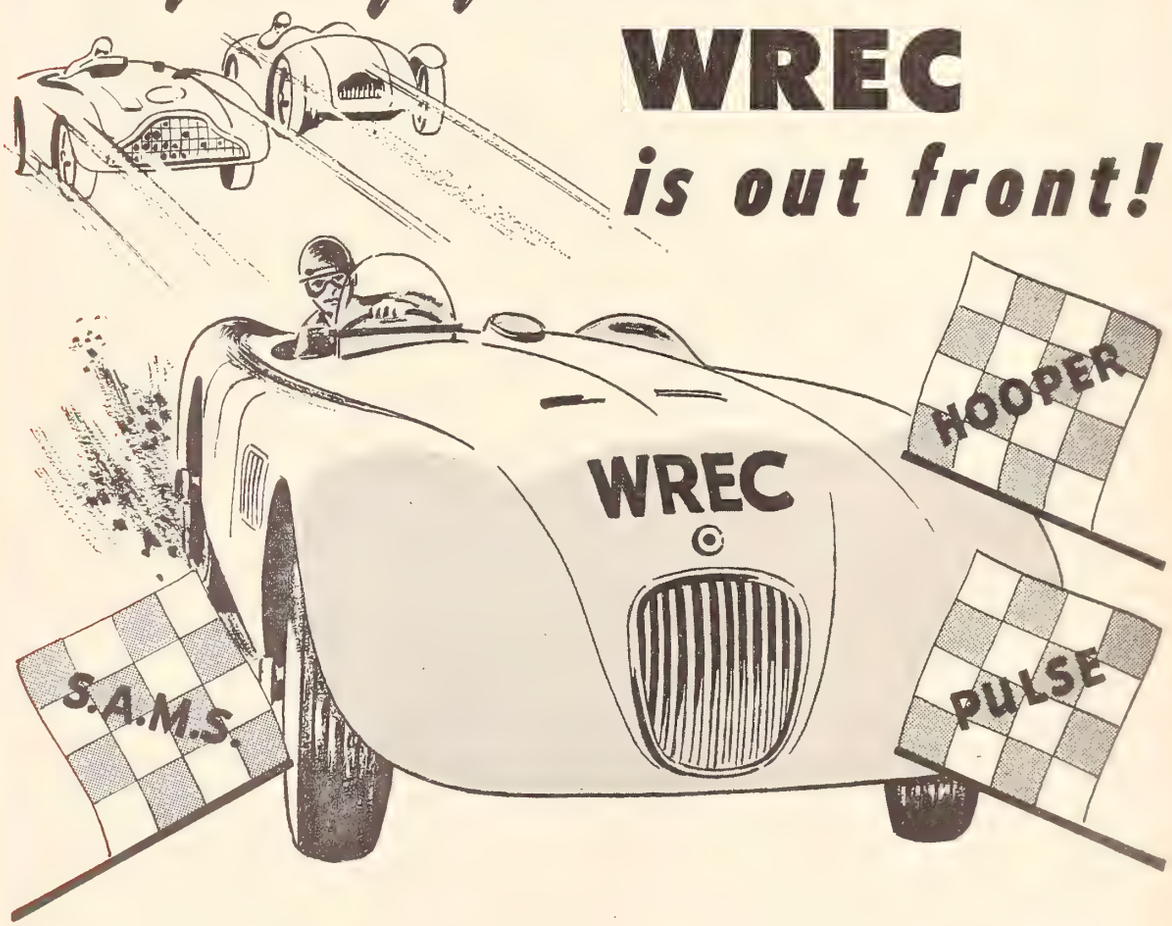
For Reports on District Meetings see TRADE ASSN. Section

features

Reprints of articles appearing in this section are available at nominal cost. Write to
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Readers' Service, Room 870
Press Bldg., Washington 4, D. C.

Any Way You Look at it...

WREC
is out front!



Yes, WREC leads the field in the rich $2 billion Memphis market. Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC-600 as Memphis' top radio station. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience *with a single schedule on WREC.* You'll be pleased to learn that rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today.*

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FIRST VHF HELICAL ANTENNA DEVELOPED GIVES ROCHESTER A "COMMUNITY TOWER"

All G-E Equipped WHEC-TV and WVET-TV to Share Pinnacle Hill Tower with WHAM-TV!

General Electric antenna engineering has not only aided in solving the zoning laws of Rochester, which permit just one tower, but in doing so G. E. offers to the industry an ideal method of combining VHF with UHF antenna mounts. Utilizing a helical design for VHF transmissions it is also possible, where tower strength will permit, to mount two UHF helicals *on the same platform* for future station expansion. In such applications, the advantages of eliminating cost for tower construction and simplicity of installation are bonus to the multiple benefits inherent with General Electric's helical design.

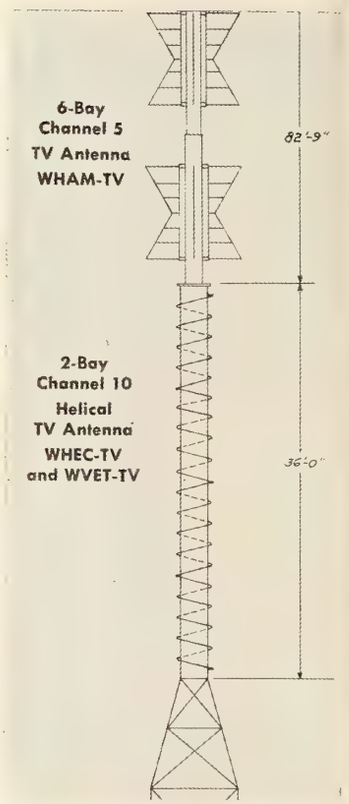
The Rochester situation as regards WHEC-TV and WVET-TV, the nation's first TV station to order a VHF helical, at present calls for interim operation on Channel 10 with a one-bay batwing, mounted on the tower, plus a G-E 5 KW transmitter to effect 5 KW ERP when they go on the air in November. Both outlets will have separate, all G-E equipped studios for live network and remote programming in downtown Rochester. On alternate days, WHEC-TV (owned by Gannett Newspapers) will program during the daytime hours and WVET-TV will take over evening programs to the 800,000 market population in a 60-mile radius.

May, 1954 is the currently established target-date for installation of their VHF Helical antenna on the Pinnacle Hill tower now being used by WHAM-TV. The VHF helical antenna will consist of a "smoke-stack" structure 29" in diameter and 36' long. Around this a 38" diameter helix is wound to provide a gain of 7.2 and boost final power in the neighborhood of 125 KW. G-E engineers are now at work modifying this design for low channel application as well as high channel. Low channel station requirements are currently being sought to assist in this program.

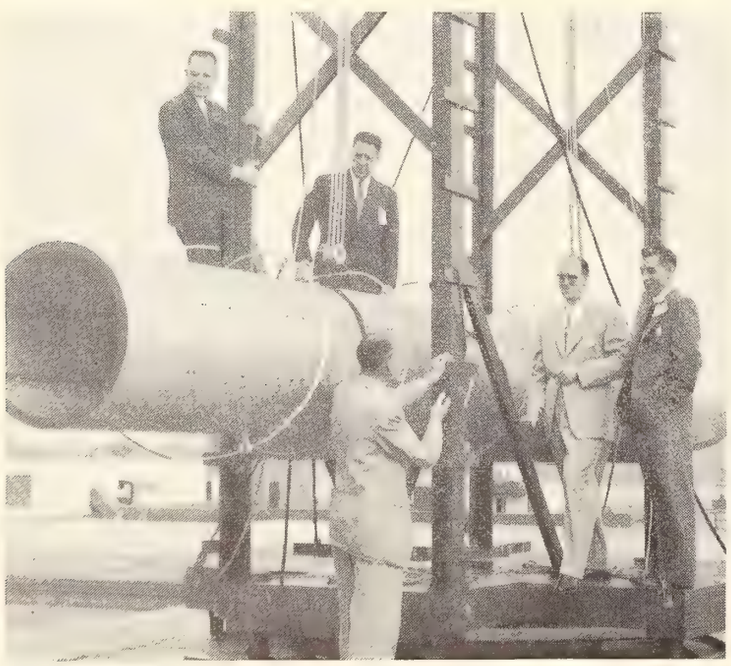
Clearly indicative of how station officials feel about the G-E VHF Helical design for "community tower" installations are the following comments:

"The new G-E VHF helical antenna solves the problems we faced in Rochester", said Mr. Ervin F. Lyke, President & Gen. Mgr.—WVET-TV. "Its multiple advantages, notably its simplicity and economy, should prove to be a strong moving force for VHF television operations."

"Yes", agreed Mr. Bernard O'Brien, Chief Engineer, WHEC-TV, "in the VHF helical, G.E. has come up with a television 'first' of great value to the industry."



This General Electric engineer's drawing illustrates the proposed VHF Helical Antenna installation at Rochester.



Shown at Electronics Park, Syracuse, N. Y., examining a model VHF Helical Antenna are: (left to right) Bernard O'Brien, Raymond Jobes. Ervin F. Lyke and Francis Sherwood with General Electric's Howard L. Perdiue (foreground).

INDUSTRY'S FIRST VHF HELICAL ANTENNAS OFFER NUMEROUS ADVANTAGES!

Heretofore, most UHF advancements stemmed from VHF developments. In this instance the procedure has been reversed. General Electric engineers, recognizing the proved-in-operation effectiveness of the Helical design investigated its application to VHF-high channels. This has resulted in a VHF helical adaptation that offers these advantages to the broadcasting industry:

1. ECONOMY . . . use of a community tower permits multiple antenna installations.
2. SIMPLE CONSTRUCTION AND NEAT APPEARANCE.
3. HIGH GAIN plus MINIMUM NUMBER OF FEED POINTS.
4. LESS WIND LOAD on tower.
5. REMOVABLE PANELS make coaxial cables readily accessible.
6. HIGH POWER CAPACITY.
7. SEPARATE AURAL AND VISUAL LINES might result from possible inherent diplexing.

GENERAL ELECTRIC

features

- A special report on a year's operation by the world's first commercial uhf station. Page 110.
- A veteran agency radio-tv executive tells about commercials and how they got that way. Page 118.
- Radio network showsheet. Page 120.
- How an 11-man uhf station got into the black in 30 days. Page 122.

Electronic Spot Buying

NBC SPOT PUTS ITS WARES ON DISPLAY

A NEW kind of spot salesmanship was unveiled last week by NBC Spot Sales which, remembering always to think of the customer first, has named the technique "Electronic Spot Buying."

Essentially, ESB involves using television to sell station time to timebuyers in the same manner that advertisers use this medium to sell their products to the public, with demonstration the key-note. Instead of describing to a New York timebuyer a program on WNBQ (TV) Chicago, for instance, and quoting ratings and other statistics, the NBC spot salesman now can take him into the new Electronic Sales Room in New York's RCA Building and let him view the program for himself, brought in from Chicago by closed circuit television.

In the demonstration given Wednesday noon to some 300 timebuyers in New York, Chicago and Los Angeles (and previewed for the advertising press the day before) five tv shows originating in as many cities were presented "live" to prospective buyers, each show getting five minutes of the half-hour overall presentation, which was conducted by Steve Allen, who did not miss the opportunity to let his audience know that one evening of his five-a-week late night show on WNBT (TV) New York was still available.

Other programs shown off during the ESB demonstration were *Inga's Angle* from WNBW (TV) Washington, five minutes of fur fashions; *Animal Playhouse with Uncle Wynee* from WNBQ (TV) Chicago, children's program featuring small animals; *Skinner Spotlight* from WPTZ (TV) Philadelphia, a tv feature column, and *Jack McElroy Show* from KNBH (TV) Hollywood, audience variety program.

Welcoming the New York timebuyers, Charles R. Denny, vice president for NBC's owned and operated stations division, said that Electronic Spot Buying service will go into regular use this week. Three sessions for agency timebuyers to see specific programs on out-of-town stations represented by NBC Spot Sales already have been scheduled for this week and next, he announced. Through this new exclusive NBC Spot Sales service, he said, "the advertising agency man and the client can view in New York any local program in any of the cities represented by our organization."

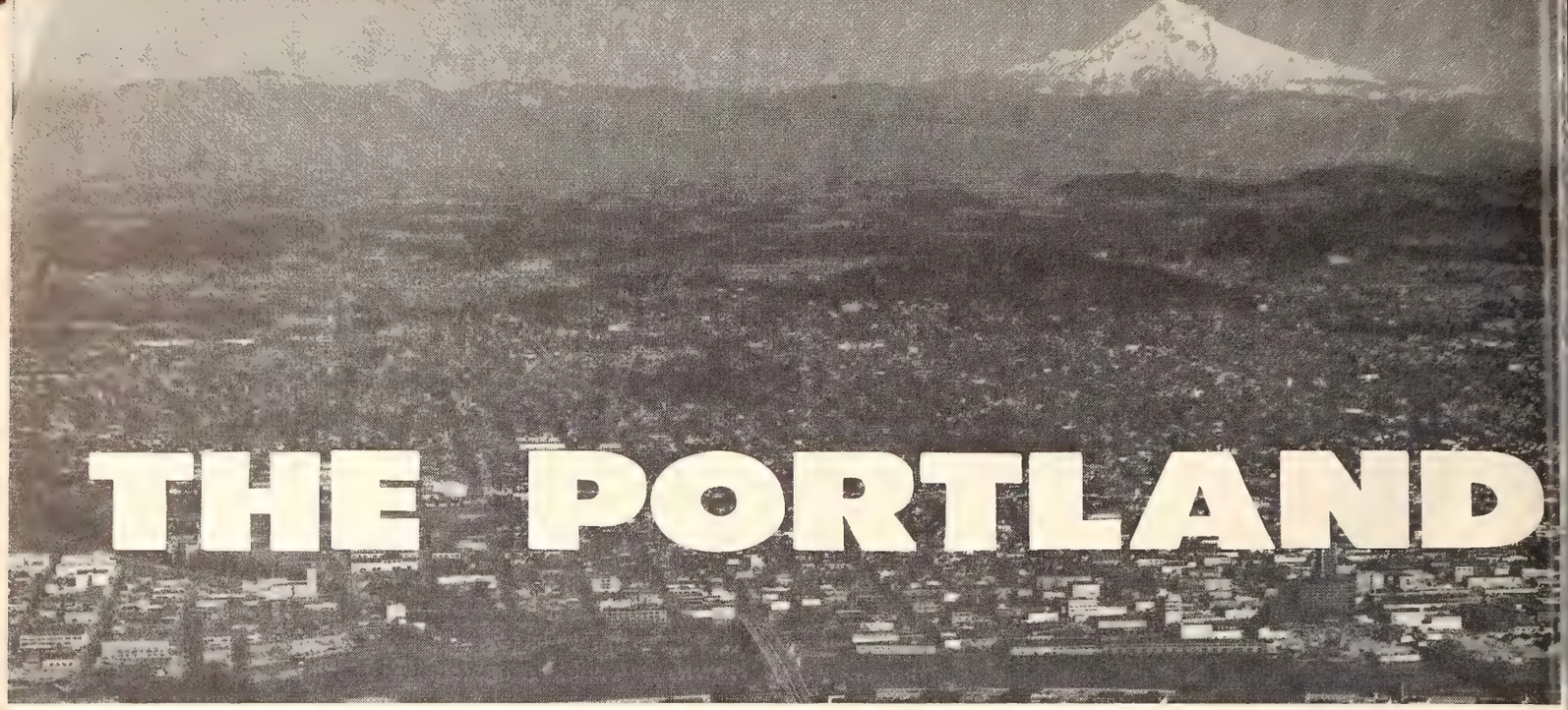
Thomas B. McFadden, director of NBC Spot Sales, said: "This new sales dimension goes a long way in eliminating blind spot buying. This complements the established services offered by NBC Spot Sales such as supplying market facts, ratings, cost-per-thousands and promotional material."

This closed circuit live demonstration service is available to advertisers and their agencies in Chicago and Los Angeles as well as New York, and for radio as well as video programs, it was stated. Station facilities can also be shown to interested buyers via ESB.

Fully equipped to facilitate spot buying, electronically or otherwise, the new sales room of NBC Spot Sales in New York has a radio monitor and receiver system, a 27-inch tv set for either on-the-air or closed circuit reception, a projection room for presenting kinescopes, movies or slides, transcription equipment and a display wall, which may be lighted completely or in sections to highlight pieces of visual promotion material. Walls of the reception room carry mock tv screens showing talent and programs of the 18 stations represented by NBC Spot Sales. Each station has its own screen and material will be changed frequently to cover all programs on all stations every few months.

Guests arriving at the demonstration were presented with orchid leis from KGU and KONA (TV) Honolulu. When they returned to their offices after lunch, awaiting them were large packages, wrapped in green paper adorned with large silver spots to tie in with the NBC Spot Sales promotion theme: "Some Spots Are Better Than Others." Inside the boxes were gifts from other stations represented by NBC Spot Sales, each typifying the market the station serves.

There were golf balls from WRC and WNBW (TV) Washington, baseballs autographed by members of the Yankee and Dodger teams from WNBC and WNBT (TV) New York, candied fruit from KNBH (TV) Hollywood, baked beans, brown bread and Indian pudding from WBZ-TV Boston, and a meat cleaver from WMAQ and WNBQ (TV) Chicago. WRGB (TV) Schenectady was represented by a string of Christmas tree lights, WPTZ (TV) Philadelphia by a cigarette lighter and WTAM and WNBK (TV) Cleveland by an ash tray. KPTV (TV) Portland sent a stereoscope, KSD and KSD-TV St. Louis a wallet, WNBC San Francisco two bottles of chianti.



THE PORTLAND

A REPORT ON A YEAR'S OPERATION BY THE WORLD'S FIRST COMMERCIAL UHF STATION

A MILLION people up and down Western Oregon's Willamette Valley and its mountainous flanks have just completed one year's service as the first commercial proving ground for ultra-high frequency television.

The Sept. 19-20 weekend was notable in tv history as the anniversary date of KPTV (TV) Portland, only uhf station ever to celebrate a birthday.

In the 12 months since KPTV emitted its first program the eyes of the television world have been focused frequently and inquiringly on this Ch. 27 station. Literally hundreds of broadcasters, telecasters, technicians, manufacturers and public officials have made official pilgrimages to Portland on a common mission—to see if uhf really works.

One year of uhf in Portland yields an important and seldom disputed revelation:

• KPTV is an economic success and has provided a technically adequate signal over a surprisingly wide area.

In other words, Portland has embraced uhf as exemplified by KPTV, and tens of thousands of families—some say a hundred thousand—are pleased with their year of television.

So it has been demonstrated that a station operating on a uhf channel, even with low power for that part of the spectrum, can serve a metropolitan community, its environs and well beyond.

That is the capsule version of one year of uhf in Portland. However, the story of Portland television must take into account the special setting that existed one year ago when Herbert Mayer, president of Empire Coil Co. and operator of WXEL (TV), a vhf outlet in Cleveland, startled the electronic world by pioneering its first uhf commercial station.

The Portland setting was made-to-order for the first uhf commercial proving ground.

First, Portland had no television aside from fancy antenna arrays that groped with some success for KING-TV Seattle, 130 miles to the north.

Second, KPTV was reasonably assured of at least a year of one-station service.

Enjoying that favorable environment, KPTV (NBC-TV) has operated profitably. Now, however, it faces competition—and soon. A second Portland station, KOIN-TV (CBS-TV), has a transmitter in place and a radiator ready to meet its Oct. 15 target date. At this point KPTV faces (1) a competitive station with (2) a Ch. 6 vhf signal—reversing the usual post-freeze pattern found in many cities.

Given that background, Portland can look for another interesting and exciting television year. But that is Chapter 2, a chapter that can't be written for many months. Even so, the lessons to be learned from Chapter 1 are numerous, informative and fascinating.

The Coverage Story

Before the economic aspects of Portland's uhf can be appraised it is necessary to review the coverage story, recognizing widespread interest in the ability of a uhf signal to saturate a rugged terrain.

KPTV is telecasting a signal rated at 17.6 kw, using the historic hand-made transmitter that RCA-NBC operated at Bridgeport, Conn., for three years in an effort to field-test the untried band that offered hope for full national video service.

The slot radiator is mounted atop a 250-ft. tower on Council Crest, a plateau standing 1,050 feet above Portland's business area.

Quiet, conservative Portland, which is growing faster than its older inhabitants care to concede, is proud of the fir-draped hills that mark some of its residential areas and the mountains that challenge propagation traits of the Ch. 27 KPTV transmitter. These elevations, some of them astonishingly abrupt, provide shadow areas where tv pictures are obtained only by means of high-flying yagis and bow-ties, or are not obtained at all.

How serious are the shadows?

Russell K. Olsen, KPTV general manager-chief engineer, and William McAllister, station operations engineer who was one of the RCA-NBC attending physicians at the Bridgeport laboratory, offer population, propagation and shadow maps indicating that good signals are available to over 90% of the population in Portland's three-county metropolitan area. They offer a map showing that when a new 540-foot tower is installed this fall, the shadow problem will be more than half licked (see page 116).

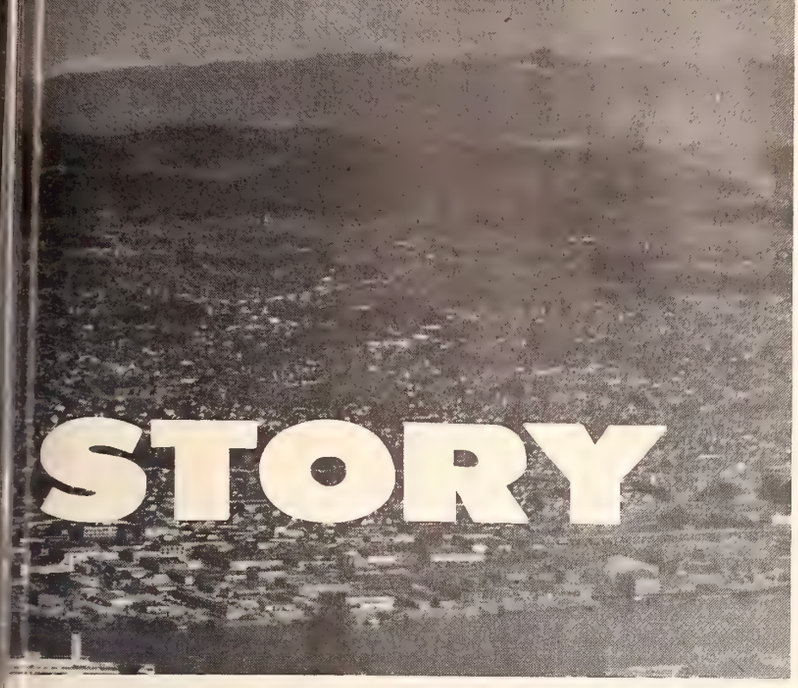
Then they point out that a new 10 kw RCA amplifier for the 1 kw driver is on order. Coupled with higher tower and higher-gain antenna, KPTV will penetrate practically every populous area with a signal approaching 200 kw, they contend.

What do the distributors and service companies think of KPTV's uhf signal?

J. G. Severtson, one of Philco's larger distributors who has the Western Oregon and Southern Washington territory, told B•T: "Uhf to me is a perfect picture and a perfect installation." He said his crews have found that KPTV reaches out 40 miles to Salem and well beyond, with a 10-foot mast adequate for most locations in that city where several thousand sets have been installed. Many technicians like the tricky uhf better than vhf.

Mr. Severtson conceded there had been some faulty installations at first but training schools took care of that problem. He operates AW Service Co., as well as Appliance Wholesalers, and generally charges around $30 for a high-gain bow-tie antenna with corner reflector mounted on a five-foot mast. The antenna is his own design.

The Philco receiver's built-in antenna is



By J. Frank Beatty

adequate, however, for 20% of installations, he said, with a much higher ratio in Portland proper. His service plant installs an all-wave tuner in the center panel of Philco sets for $55 additional. When vhf comes, his firm will fix antennas to receive both uhf and vhf for under $20.

He personally prefers uhf, he said, because it avoids man-made interference across the picture.

Tom Lowey, sales manager of Eoff Electric Co., Motorola distributor, says uhf is doing "a terrific job." Some problems arise but service crews nearly always find a very good signal, he said, though noting shadow spots along the southwestern hills toward the Lake Oswego residential area and Rocky Butte, for example. While the signal is a thin layer in some spots, his crews can find it "in 99% of cases," he told B•T.

Eoff's Motorolas are equipped with an all-wave tuner at the factory. Like most of them it includes an amplifying step. Mr. Lowey said the built-in antenna works in 55% of locations in the Portland city limits, with another 15% using a yagi atop the receiver. On outdoor jobs he uses three types of antennas, preferring all-wave v-behind-v but using yagis if necessary.

During Portland's tv year, Mr. Lowey added, radios have been selling well and they're moving faster right now than a year ago—a trend that has been found all around the nation.

These two distributors' views are typical of wholesaler-retailer opinion.

Some fear has arisen that all-wave tuners converting Ch. 27 to Ch. 5 will suffer interference from Ch. 6 when KOIN-TV takes the air. A local newspaper column started a young panic but several set manufacturers explain they have investigated several similar situations around the country and they scoff at these fears. Some of the strip tuners are giving trouble, they agree.

How many of its potential million viewers is KPTV serving?

Right now, Mr. Olsen claims, 310,000 families or 950,000 people live inside the 500-1000 microvolt contour in Western Oregon and Southern Washington. Addition of the 10 kw amplifier and a higher antenna will add 35,000 families or around 120,000 people, he predicted, plus another 15,000 people in the Portland shadow areas who are expected to get a good signal when the new tower is installed.

On the basis of figures compiled by John D. Jenkins, of the Portland State Extension Center, KPTV estimates there are 106,000 sets in an area ranging from around Longview, Wash., in the north down south of Corvallis. Possibly half of this area is now included in the secondary service contour.

The Receiver Story

Mr. Jenkins told B•T his estimates are based on distributor figures and checked against Radio-Electronics-TV Mfrs. Assn. reports. He said not all distributors are currently supplying data.

Using an oft-mentioned 28% saturation figure, the three-county Portland area would appear to have nearly 87,000 tv homes.

At any rate, somewhere between a fourth and a third of homes in the KPTV service area have tv sets. While this is not a high figure, Portland natives pointedly remind that the area doesn't catch fire easily and they boast of its steady but unspectacular development (an estimated 100,000 people since 1950). With a touch of civic pride they add, "Let Seattle bust its seams. We like it this way."

That's the general coverage situation, based on the best information available—and naturally different estimators have different ideas.

Now how about the economics of KPTV's first year?

Mr. Mayer, a sage industrialist who isn't given to revealing all his business secrets, told B•T the first year at KPTV has been "very satisfactory from a fiscal standpoint."

"We made the turn in January and have been in the black ever since the first quarter of the operating year," he said.

No financial figures on KPTV operations are available. An educated guess by B•T, based on examination of the station's schedules, suggests that business volume is now running at a rate of somewhere around a half-million dollars a year, possibly more.

While Mr. Mayer didn't care to comment on the operating figures of the station, he did express considerable satisfaction at the fact that earnings have been available to contribute "very substantially" toward KPTV's capital expansion program.

Spot and time availabilities have been virtually sold out since the beginning of the year, and profit-loss statements have reassured the management.

Obviously business has been good at KPTV. It had better be, because the station has a large plant that is being expanded rapidly, plus a staff of 68, recruited locally. The investment is described like this: Transmitter, tower building at Council Crest, $187,000; office building improvements, studios, electronic equipment, furnishings, $340,000. That's a total of $527,000. Add $135,000 for a new tower-radiator this autumn and a 10 kw amplifier in 1954 plus a soon-to-arrive $15,000 remote truck plus another $50,000 in studio improvements and you have a grand total of $727,000.

Under Mr. Olsen's overall direction, the job of bringing in money to finance this operation is handled by Charles R. White, commercial manager. Mr. White was told the morning of Sept. 18, 1952, that KPTV had suddenly gone on the air with a test pattern and he could start selling. The first day he sold First National Bank and Davidson Bakery, locally. RCA was lined up as the first national sponsor. Spots went for $50 (20 seconds) and $25 (10 seconds). The next day he sold the Irelands and Pagoda restaurants, U. S. National Bank, King building supply, First Federal Savings Bank, *Oregon Journal* (KPOJ), Chrysler dealer and Flav-R-Pac frozen foods.

At the grand opening party Sept. 20 in the Multnomah Hotel Mr. White earned his lunch, and more, by selling a two-hour film show to guests representing Union Pacific Railroad and F. B. Connelly Co.

Since that time station revenues have risen steadily. Operating evenings only, KPTV was sold out by the end of its first three weeks. Hours were added steadily, and when the live camera chains arrived in April the station moved its starting hour to 9 a.m.

Right now KPTV is doing business with 164 advertisers and 89 advertising agencies. Like all operators in one-station markets it has to exercise fancy diplomacy as eager sponsors insist on Class A time and often have to settle for B or C. Many a grudge is nursed by the frustrated, but agency men concede the situation isn't very serious in



One year of uhf in Portland, as described to B•T by Herbert Mayer, president of KPTV (TV) and Empire Coil Co.:

"Very satisfactory results from a fiscal standpoint.

"In the black since the first of the year and improving right along.

"No availabilities in Class A. Most of Class B and Class C sold.

"Our revenues therefore have been sufficient to help us improve the earnings of our employes, add to our general facilities, and contribute to the welfare of Uncle Sam.

"Our main objectives as we started what has been an exciting and tremendously interesting first year have in good measure been achieved. These were: To provide the very best in programming; to render a worthwhile service to our advertisers; to make KPTV a happy place to work for an outstanding group of Portland men and women; to improve the working facilities of KPTV to give the best service, coverage and quality transmission."

comparison with some of the other one-station areas. Practically all of KPTV's early sponsors are still on the schedule.

Portland's retail stores have lagged behind other business lines in embracing television. Arrival of competition is expected to stir activity and perhaps lure such retail giants as Meier & Frank, user of vast newspaper space, and Lipman-Wolfe into regular and extensive use of tv.

Some spotty recognition of tv's sales power is appearing. Giles K. Handy, manager and buyer of the Buster Brown shoe department at Lipman-Wolfe, second largest store, told B•T the new NBC-TV Smiling Ed McConnell program had drawn swarms of youngsters and parents into the store, with 3,000 comic books given away in a fortnight. He called this "a very good response" and said "quite a few Buster Brown shoes have been sold." Lipman-Wolfe has a tie-in spot on the program. Lucy Marlowe, KPTV merchandising manager, has KPTV labels pasted on all the store's shoe boxes plus other promotions. KPTV is just getting into active merchandising, a function that will get a shot in the arm as competition comes to Portland.

Philco Freezer Stunt

Another KPTV stunt was built around a Philco Freezer Week in August. Richard McNamara, assistant advertising manager of Appliance Wholesalers, joined in rounding up 95 Philco dealers who gave a metal plate to all who went into stores to look at freezers. Store traffic was heavy and interest in these major appliances was whetted by use of promotion devices and cooperation of Barbara Angel, who presides over KPTV's *What's Cooking*. Cost was trivial and everybody was happy.

KPTV is becoming increasingly active in the field of civic programming. Arrival of its RCA remote truck will permit expansion of outside originations, now limited to the facilities of an ingenious two-wheel trailer equipped with sliding racks and built-in wiring. Education officials have publicly expressed appreciation of KPTV's readiness to telecast local features and to place them in choice periods. First National Bank is happy about sponsorship of the famed Rose Festival Parade and the recent Shrine football game. William Swing, assistant to the manager, is in charge of KPTV public service programming.

Then there's *The Toymaker*, a gem of an idea and the talk of Portland since it took the air last May 11. Like many top programs it has a simple format—a teller of tales for the kiddies. And like many kiddie programs, it has developed a large teen-age and adult audience.

Frederick Giermann, veteran actor, is KPTV's toymaker. He tells little stories about the adventures of such toys as Ajax the Elephant and Sneaky the Snake, all the while seated at a toyshop workbench.

Richfiield Oil, one of the early sponsors, offered a comic book about the outer spaces. All 20,000 available copies were disposed of in five days; 5,000 more were sent from Seattle and these, too, were gone in a couple of days.

Other sponsors include Sperry Wheathearts, Plot-O Products, Grandma's Cookies, Doughboy plastic pools, Alphenrose Dairy and Toy House (retail). The program was developed by John R. Ralston Productions, which provides script and production.

Little Ajax, a grey elephant with flapping red-trimmed ears, can be found in suburban New York nurseries and possibly, if the truth ever comes out, in a few desk drawers of timebuyers who selfishly refuse to carry this Herbert Mayer promotion piece home for the youngsters.

The Toymaker has inspired a stack of endorsements from parents, educators, civic leaders and other community groups, and has attracted network feelers.

What about Portland radio during KPTV's first year?

Richard M. Brown, general manager of KPOJ (*Oregon Journal*) and NARTB District 17 director, said Portland radio was hurt for a while last autumn, but by winter the aural broadcasters were working harder and selling with more vigor. All this led to better management and broadcasters are doing nicely since adjusting themselves to the new competitive picture.

H Quenton Cox, president of KGW (sold by *Oregonian* recently to KING-AM-TV Seattle and others), conceded tv left its impact but joined Mr. Brown in observing that radio business is fine, with stations cooperating in meeting the common problem.

Howard Lane, president of KOIN (AM) and the embryo KOIN-TV, which gets under way in mid-October, said KOIN didn't feel tv's arrival. Right now he's busy getting ready to put KOIN-TV on the air. CP was granted last July 23. The GE 5 kw transmitter is in place atop Sylvan Hill, about the same elevation as KPTV and not far away.

With a 35 kw amplifier due to help kick the Ch. 6 vhf signal out over the hills and valleys, Mr. Lane promises 56 kw from a temporary tower and three-element antenna. Later a new radiator and higher tower will permit use of full 100 kw power.

A large downtown building is being overhauled and equipped as a second Portland tv center. Formerly a dance hall, the spacious structure includes two large (64x64 and 37x64) studios. Like KOIN, founded in 1923 and operated many years by the late C. W. (Chuck) Meyers, KOIN-TV will go in heavily for local live programming and public service features.

When VHF Hits Town

What happens in Portland television when KOIN-TV joins KPTV should be interesting to watch. KPTV points out that the Bridgeport uhf transmitter has amazed even its best friends by defying the line-of-sight traits of the upper band. There are shadows, of course, but at KPTV they're predicting that vhf will have shadows, too, as the signal meets up with the tumbling topography of this area. They claim interference-free uhf needs fewer microvolts than required by vhf in fringe areas.

KPTV's executives state that the uhf transmitter has only been off the air a little over three hours in a year because of technical troubles. They react violently to reports that the RCA-NBC transmitter has often quit perking for hours at a time.

KOIN-TV will take the air with a $500 basic hourly rate. KPTV started off at $250 a year ago, went up to $350 in February and is pondering the idea of Rate Card No. 3, possibly by late autumn.

The stations will have cable trouble from the start. They must share, along with three Seattle-Tacoma stations to the north, a single network channel. Portland telecasters complain that the single coax from California passes only 2,900 kc and doesn't do that the way they desire. A radio link goes north to Seattle. AT&T leases the cable from Pacific



2 out of 3
DETROIT WORKERS
DRIVE TO WORK!



Detroit is the world's Motor City in *usage*, as well as in production. Autos and auto *radios* get plenty of mileage!

Two-thirds of Detroit area workers DRIVE to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. **Less than one-half of one percent ride on Detroit's one commuter railroad!**

What a BONUS audience that represents for Detroit's radio advertisers!

In this market of 980,000 cars, WWJ is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it's the most economical buy.

To put *your* product in the driver's seat in the Detroit market, put your story on WWJ.

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEO. P. HOLLINGBERY COMPANY



RUSSELL K. OLSEN
general manager, chief engineer

Telephone & Telegraph Co., it is pointed out.

KPTV hopefully looks forward to KOIN-TV's arrival as a means of getting off the one-station hook. Still to come are Ch. 8 and Ch. 12 stations, once FCC has sorted out a half-dozen powerful applicants. KOIN-TV is the result of a Ch. 6 merger by the S. I. Newhouse interests and Theodore R. Gamble, a union that forced the Newhouse group to sell KGW to a firm headed by KING-AM-TV interests.

Of interest to Portland are upcoming tv projects in Vancouver, Wash., just across the Columbia River to the north, as well as in Salem and other communities. Salem and Klamath just a few days ago were awarded additional uhf channels by the FCC.

KPTV will break out into a formal first birthday party Sept. 30, a year and ten days after the first programming started but on the anniversary of full commercial operation. The governor, mayor and others will join business and civic leaders in the Multnomah Hotel ballroom where the station's inaugural ceremonies took place just a year ago. Mr. Mayer will be on hand for the event. He has spent many weeks in Portland during KPTV's first year.

The guests will re-live the exciting moment in 1952 when the ballroom provided a setting for one of television's notable events.

Things started to happen, and fast, the moment FCC granted Mr. Mayer's application July 7, 1952. All the hazards of the commercially untried ultra-high medium confronted him. An additional, and quite genuine hazard loomed: "How to get a transmitter?"

In all the world there was only one fully tested and available uhf transmitter—the custom-made job that RCA-NBC had been testing since 1949 at Bridgeport. This $3 million experiment—known as KC2XAK—had been holding the attention of the electronic and advertising world ever since its erection. Manufacturers had used it as a proving ground to test uhf circuits and components.

Many covetous eyes were focused on the Bridgeport transmitter, among them Mr. Mayer's. Back in his mind was a conviction that he could pull the electronic coup of the era by slamming KPTV on the air months ahead of any reasonable forecast—provided he could latch onto KC2XAK's gear.

All the details of Mr. Mayer's successful effort to land the equipment haven't been told, and likely he's the only one who knows the full story. In any case he, as usual, set out to get it—and got it. Perhaps it was a realization of Portland's tv plight; or dogged Mayer determination; or his close connection with RCA as a supplier of components. It doesn't matter now. He got it.

RCA-NBC, Adler Communications and Empire Coil engineers started to dismantle KC2XAK Aug. 23, roughly a month-and-a-half after the KPTV CP had been granted. It was loaded on a truck and dispatched to Portland where it arrived a few days after a frantic Herbert Mayer had recovered from an attack of hammers-in-the-head induced by



FREDERICK GIERMANN
a hit as the toymaker

reports that the truck had disappeared somewhere between the Alleghenies and the Rockies.

Dispatched to the Northwest, also, were RCA-NBC installation engineers; R. G. Freeman, top assistant to Mr. Mayer; Tom Friedman, chief engineer of WXEL; Mr. Olsen, assistant chief enginer of WEWS, and an express car loaded with an RCA TFU-21B radiator.

While the industry was anticipating a Thanksgiving debut of KPTV, earnest engineers and building workers were devoting 24-hour days to the task of setting up the plant and making it tick. By Sept. 15 the transmitter was ready for power tests and at 12:01 a.m. Thursday, Sept. 18, 1952 A.D., the first KPTV call letter was broadcast visually.

Delighted, Mr. Mayer exclaimed: "The picture is better than I expected . . . this is great news for the nation."

Two days later, at 4:30 p.m. after inaugural ceremonies in the Grand Ballroom of the Multnomah Hotel, Mr. Mayer voiced these historic words from the Council Crest transmitter: "Ladies and gentlemen, good afternoon. This is Television Station KPTV Portland, the World on View, Ch. 27. We are signing on the air this 20th day of September, 1952, in accordance with authority granted to us by the Federal Communications Commission. . . . And so, let us now witness the inauguration of television in Portland and the first commercial uhf broadcast in history."

No one would have been surprised if the early days of tv in Portland had developed into dollar-snatching and signal-fumbling chaos. The setting was perfect. Distributors and dealers didn't know how to service vhf, let alone the somewhat more delicate uhf. Fly-by-night stores and service firms were sure to unload all the junk they could collect on this novice community. Even the set makers were short of experience—to say nothing of receivers.

Fortunately, responsible elements of the community stepped in with a plan based on cooperation and integrity. Better Business Bureau, newspapers, radio stations, dealers, distributors and set manufacturers joined in what was called "The Portland Plan."

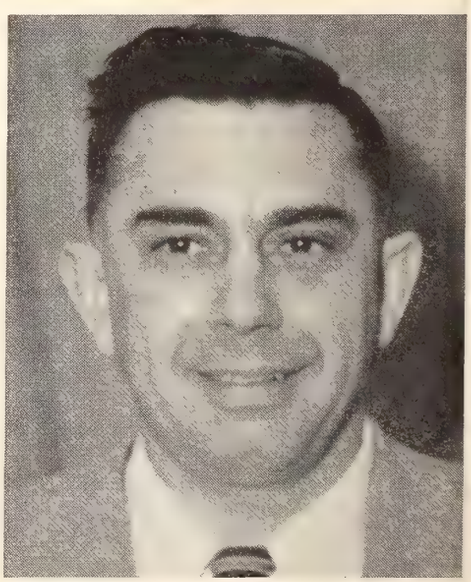
BBB drew up an advertising Code of Ethics to prevent misrepresentation and the business interests joined the movement. So Portland was ready when tv arrived and for the most part the public got good merchandise and good servicing at fair prices.

Portland still boasts it has the best tv distribution and servicing record in the nation, and The Portland Plan is still in effect.

Obviously Portland likes television. Few viewers realize their picture is different from any other city's picture—technically, that is. The sets have an extra gadget or two, but there are 21-inch known-brand table models that sell for around $200. Occasionally some uhf converters drift after they warm up and there's snow to be found in shadow areas.

Everything adds up to this conclusion—uhf has been a commercial success for one year in this major northwestern market.

(Map on next page shows how KPTV signal covers Portland area.)



WILLIAM MCALLISTER
station operations engineer



Use this new KYW MAIL MAP to discover new prospects in the Philadelphia market area

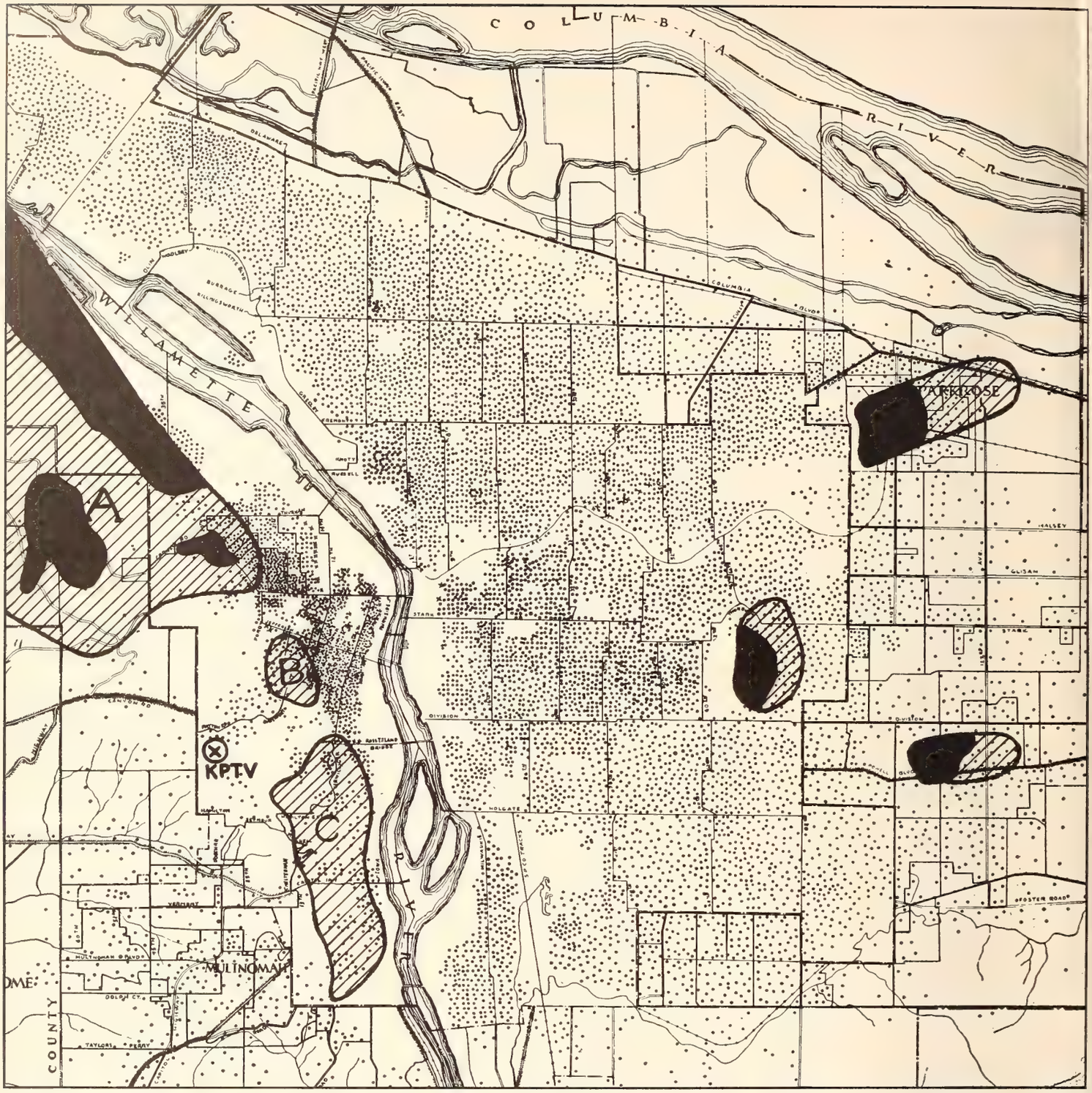
Shows where listeners are, and where they're influenced to act

Are you getting your share of sales in *all* parts of the great Philadelphia market area? This new map will help give you the answer. Based on analysis of more than 100,000 pieces of mail, it shows exactly where.. and with what intensity.. listeners are influenced to send orders or inquiries to KYW.

In more ways than one, this new mail map makes a welcome addition to survey literature. It shows not only where the audience is.. but also the extent to which listeners are influenced to *act!* For details, check KYW or Free & Peters.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales



SHADOW AND SUBSTANCE

How bad are the uhf shadows in Portland?

This population density map of the Oregon city prepared for B•T depicts (1) original shadow areas based on NBC-KPTV (TV) engineering measurements and (2) the areas to be removed from the shadows (portions denoted by parallel lines) when KPTV's new antenna adds another 250 feet to the radiator's height. Black areas will remain in shadows.

Shadow areas A, B and C lie in the residential districts west of the Willamette River. The shadow effects are due to the southwestern hills. Lined portions show how the higher antenna, with new radiator, will give added coverage. Each dot on the map represents 40 people, based on the 1950 U .S. Census.

Three shadow areas east and northeast of the radiator will be eased by at least half, according to the engineering predictions. They are caused by small hills—Mt. Tabor, Rocky Butte and Kelly Butte, each about 200 to 300 feet above the immediate neighborhood.

The shadow effects are computed on the basis of a relief map in which a tiny light was placed at a height comparable to the new KPTV radiator. The map then was photographed. In actual operation, KPTV signals were found occasionally in some of the shadow areas.

KPTV's new radiator will reach 540 feet above Council Crest, 290 feet above the present radiator.

Most famous brand in the West

(it will sell more of your brand)



Reading time: 3 minutes
Reading benefits: Limitless

HOW TO SELL MORE THROUGH WESTERN MARKET FOOD STORES

During the next 52 weeks KOA will invest more than $100,000 to move more merchandise through Western Market Food Stores. We are investing this money to back a *new idea* in food marketing. The plan has been tested—with fantastic results. It has been endorsed by virtually everybody in the Denver food distribution picture. We call our plan the KOA FOOD LEAGUE.

HERE'S HOW IT WORKS:

KOA offers you America's most "FOOD CONDITIONED" audience. And here's the device that we use to thoroughly "food condition" Western Market listeners. The KOA FOOD LEAGUE conducts 52 annual promotions — with a new product or related products featured each week. Perhaps we can best illustrate what happens by example. Suppose *canned corn* is the KOA FOOD LEAGUE "SPECIAL" for this week . . .

Every day we present the KOA FOOD LEAGUE program from 10:15-10:30 A.M.—all about food and food-store-marketed products. The program this week features **canned corn.**

Every day KOA's first lady, Evadna Hammersly, devotes at least ten minutes of her HOME FORUM program to food, and specifically features **canned corn.**

Every day we saturate our schedule with a minimum of ten "editorial" announcements featuring **canned corn.**

Every day our schedule is supplemented with BRAND NAME advertising, promoting specific labels of **canned corn.**

Every day retailers throughout the Western Market—who have been advised of the promotion—feature in-store displays of **canned corn.**

Every day Western Market retailers will display special KOA FOOD LEAGUE point-of-purchase materials tied in with stocks of **canned corn.**

Every day Western Market newspapers will carry KOA FOOD LEAGUE advertising mats, tied-in with retail shopper ads, and featuring **canned corn.**

Next week the KOA FOOD LEAGUE special may be catsup, tuna, rice or ice cream, or any combination of food-store-marketed products.

More than a series of weekly promotions

KOA FOOD LEAGUE specials enjoy accelerated sales during following weeks. The KOA FOOD LEAGUE product promotion creates new buying and use habits that have a continuing effect. Food manufacturers, brokers, jobbers and retailers agree that the tremendous impact of the KOA FOOD LEAGUE campaign **must** result in sales. Even without the "weekly special" device our "food conditioning" of the Western Market audience would result in more food sales. Actual tests show product sales increases up to 89% with radio alone being used. If your product is sold through Western Market food stores, this plan will increase your volume in huge, measurable quantities.

How the KOA Food League helps *YOU*

KOA is in the food business 'way up to here. We now have a full-time KOA FOOD LEAGUE DIRECTOR, a marketing expert whose only responsibility it is to move more merchandise from Western Market food store shelves. His assistant is a food writer and broadcaster with many years of newspaper, agency and radio experience. These talented people, together with our Promotion and Merchandising departments, conduct the KOA FOOD LEAGUE program.

Copyright 1953, KOA, Inc.

KOA FOOD LEAGUE

CONSUMER PANEL is made up of a panel of 50-300 Western Market homemakers. A true cross-section, available to the food industry for a fast product acceptance test, a check on label directions or what-have-you.

KOA FOOD LEAGUE

KITCHEN & BATH SURVEY is conducted annually to determine home penetration, by brand name, of the multitude of products used in the kitchen and bath. Thousands of Western Market homes will be sampled.

KOA FOOD LEAGUE

TRADE NEWSLETTER is mailed each fortnight to Western Market food manufacturers, brokers, jobbers, chains and retailers. It highlights upcoming promotions, suggests new merchandising ideas and recommends KOA-advertised brands.

KOA FOOD LEAGUE

LISTENER BULLETINS with recipes, preparation hints, menus and brand name recommendations for KOA-advertised products are mailed to listeners each week in response to thousands of requests. Advertisers wishing to furnish their own recipe folders, etc., for inclusion in these mailings may do so.

KOA's "FOOD INDUSTRY NEWS" is the Western Market's "food trade paper of the air". It is presented each Sunday noon, when food people can be reached. It's programmed directly to all echelons of the area's food industry. But, due to the universal interest in food, the program makes good air fare for the general audience. Another step in our "food conditioning" plan.

If your product is sold through food stores in Colorado, Wyoming, Western Kansas and Nebraska, or in the Rocky Mountain West—you *must* use KOA to make your advertising-merchandising program complete.



Covers The West...*Best!*

KOA FOOD LEAGUE makes KOA America's most food-conscious broadcaster—delivering America's most "FOOD CONDITIONED" audience. Call your Petry man or write us direct to assure your featured position in Western Market food stores. Better do it today.



Mr. Moran is vice president and associate director of radio-tv of Young & Rubicam. This article is an adaptation of a talk he gave last Tuesday to the premium conference of the Premium Advertising Assn. of America in New York.

COMMERCIALS:

HOW THEY GOT THAT WAY

By Joseph A. Moran

ONE OF the surest ways to become unpopular in one easy sentence is to say, "I like radio and television commercials." And, in some quarters, the same condition can be achieved by saying—"I *don't* like radio or television commercials."

There's a lot to be said for both sides. There's a lot to be *done* by *our* side. And one of the first things is a better understanding—and use of these wonderful tools.

No one should know better than those who use radio and television—and the advertisers who pay for it—that every moment of commercial time is a golden one, that the three minutes of sales messages in a half hour show is the reason for putting a program on the air. But it's such an obvious fact that all too often some of us forget it. Agency planners, sometimes, when they budget the talent for a radio or television show for 10, 20, 30, 40, 50 thousand dollars —and allow only a handful of dollars for commercials—the only reason the show's being put on.

Or production men, occasionally, when the show's too long at rehearsal, and they don't want to lose that wonderful gag, "Who's that lady I seen you walking down the street with?" "That was no street, that was an alley"—they turn to the poor commercial writer and say, if it's a live one, "Try and squeeze 15 seconds out of the commercial, huh?"

Yes, all too often, too many people—not advertisers, though— overlook the value and potency of those selling minutes. For when they are used adroitly, radio and television can deliver really outstanding advertising values.

Maybe the reason for that lack of commercials' acute importance in some of our minds is because we're apt to take them for granted. Like being married a long time. We forget the ingenuity of our courtship.

Which is why I don't think it would be amiss if, right now, we all took a fresh look at commercial copy—not just as it stands today but as it also stood, flat-footed, about 20 years ago.

How can we keep on going forward if we've already forgotten some of the lessons we learned—the hard way—but a few years ago. And the first of them all is *simplicity.*

Look what happened. When radio commercials were first written, they were written by the left-hand of a right-handed copywriter. Which was perfectly natural. Who else would write them? Wasn't radio just another medium?

But writing for the eye, with illustrations and headlines, and type-settings and visual tricks was, as you well know now, entirely different from writing for the ear, where words, sound effects and music had to do the job. The copywriter who wrote ads about coffins that were so effective you could hardly wait to die to get *into* one of them found that the *same words* on the *air* left listeners unmoved, not looking forward to dying a bit.

Talking Like People

And so dialogue was born, a step in the right direction albeit a faltering one. Some far-sighted advertising man said, "Let's make these commercials sound like people talk. Let's make them conversational."

But who had to try to *do* that? The same copywriters, good copywriters too, but whose background and experience didn't require that they know conversational showmanship. And little dramas like these began to unfold. The announcer would say, "And now let us eavesdrop on the home of Mr. and Mrs. John Smith, a typical American family." And another man's voice would fade in with, "I don't feel hungry tonight, pet. I've had a busy day at the office and I'm tired." To which a female voice would reply, coyly, "But, Jack, wait till you taste what we have for dinner tonight. It's positively yummy!" Then, reluctantly he'd say, "Oh, all right." Then a slight pause. Suddenly, he'd grunt and mumble ecstatically, "Mary, I didn't know you were such a wonderful cook." To which the girl would gigglingly reply, "I'm not, silly. I bought that pineapple pan-dowdy at the grocer's!"

At which point the announcer, abruptly unleashed, would burst in with:

"And *you, too,* can get that same appetite-inviting, husband-delighting pineapple pan-dowdy at *your grocer's.*" And from there he'd go on—and on—and *still* on—telling you the ingredients, where they came from, their nutritional value, how good they tasted, how grand they looked, how they were made by eager craftsmen whose parents all were married, and with a recipe thrown in —everything except the picture of the factory. And don't think *that* wouldn't have been in, too, if there'd been television then.

And yet, when you look back on it, it was perfectly natural. Magazine ads told complete stories; why shouldn't radio ads? But there were usually two commercials in a program. So it began to get monotonous twice as fast.

It was at this point that Young & Rubicam said, "You can't make showmen out of advertising men. We've tried it. So let's see if we can make advertising men out of showmen. Let's get people who know about the *spoken* word, people who've been in the theatre and in pictures, who've written, and acted, and teach them advertising."

And they did.

Thus forming the first group of people whose job it was to write radio advertising *exclusively*—the first radio commercial department in the history of advertising.

Not long before the formation of this unit one George Gallup was also brought into the organization, and he began copy research, which very quickly began to embrace radio. He made the first audience measurements, gave us the first sponsor identification figures, and the first penetration-of-sales-points figures.

The kind of commercials we were writing



Keystone's "Baby"...60 Million Customers in a Growing Market!

It's true! Hometown and Rural America is on the increase . . . in areas throughout the land. Keystone coverage of this market has proven itself to many successful users . . . and what better audience for *your* product story than the over 15 million Keystone families who by nature are avid radio listeners?

Here is a responsive market that also includes hard to reach military installations . . . and an ever-growing population in areas that *buy* all the way across the board . . . a natural market place for *your* product.

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N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

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BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (175) R	6-6:25 Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Beltone Paul Harvey	"	6-25 State Farm Ins., C. Brown	Ask Hollywood
6:30	Co-op George Sokolsky	C-P-P Our Miss Brooks (203) R	Squad Room Carter & R. J. Reynolds	6:30 7:25 TBA
6:45	Vacationland U.S.A.	"	"	"
7:00	What's the Name of That Song	Amer. Tobacco Jack Benny (209) R	Rod & Gun Club-Co-op 7:25-News	"
7:15	"	"	"	7:25 News
7:30	This Week Around the World	Rexall Drug Amos 'N Andy (213) R	Chamber Music	The Marriage
7:45	"	"	"	"
8:00	American Music Hall	General Electric Bing Crosby Show (203) R	Hawaii Calls	The Hollywood Story
8:15	"	"	"	8:25 News
8:30	"	Philip Morris My Little Margie (201) R	Enchanted Hour	Six Shooter *OT
8:45	"	"	8:55-News	"
9:00	Gruen & Carter Walter Winchell	Hallmark Radio Hall of Fame (200)	Salute to The Nation	Stroke of Fate
9:15	Lorillard Taylor Grant	"	"	9:25 News
9:30	Call Me Freedom S	Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (203)	How's the Family	Royal Theatre
9:45	"	"	"	"
10:00	Co-op Paul Harvey (118)	Man of the Week	Hardy Burt	Last Man Out
10:15	Alistair Cooke S	"	Hazel Markel Co-op	10:25 News
10:30	Outdoors with Bob Edge	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	Meet the Press
10:45	Songs by Fisher	John Derr Sports	Co-op Rukeyser Reports	"
11:00	News S	News	Co-op Ed Pettitt	News from NBC
11:15 PM	The Three Suns	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6:00-6:30	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
6:30	Budweiser Bill Stern	No Service	"	No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man, Soap Family Skeleton (174) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester News Parade (53)
7:15	Co-op Elmer Davis	General Foods M. W. F. Beulah (140) R	Co-op Three Suns	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Junior Miss	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Auto-Lite Suspense (191) R	The Falcon	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	"	"	"
8:30	Hollywood Love Story	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Counter Spy	Firestone Voice of Firestone (152)
8:45	Mike Malloy	"	"	"
9:00	Celebrity Table	Lever Brothers Lux Radio Theatre (184)	9:05 (Philip Morris) Sports "Ten"	Bell Telephone Telephone Hour (185) R
9:15	"	"	Co-op News Reel	"
9:30	"	"	Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	ABC Late News 10:00-10:05 Co-op Headline Edition	R. J. Reynolds Vaughn Monroe (186)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly
10:15	Gunnar Back	"	Put It To Pat	Can You Top This?
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout Murine Co. 10:35-40 (167) Cedric Adams	(Coca Cola) Coke Time	M. Mueller News
10:45	"		Dance Orchestra	Stars from Paris 10:35-11:00
11:00	Valentino	Three Suns News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
6:30	Budweiser Bill Stern	No Service	"	No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis, jr. (342)	Inter. Harvester News Parade (53)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Three Suns	No Network Service
7:30	Starr of Space	Longines Wittnauer Choraliers (126) R	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Ed. R. Murrow (98)	7:50-8 Bonnie Blue & Her Boys	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Mars Inc. People Are Funny (172)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	Burlington Mills Sammy Kaye	"	* "	Chevrolet Dina Shore (196)
8:30	Hollywood Love Story	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Barrie Craig *OT
8:45	Mike Malloy	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (193)	9:05 (Philip Morris) Sports-"Ten"	Liggett & Myers Dragnet (197)
9:15	"	"	Co-op Newsreel	"
9:30	"	21st Precinct	Search That Never Ends	9:30 News 9:35-10 TBA
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	ABC Late News 10:00-10:05 Co-op Headline Edition	C-P-P, L. Creme Louella Parsons (187) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly
10:15	Gunnar Back	Frankie Carle Show	Put It To Pat	Can You Top This?
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams 10:35-45	Co-op State of the Nation	M. Mueller News
10:45	"	Dance Orchestra		G. I. Joe 10:35-11:00
11:00	Valentino S	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WEDNESDAY

	ABC
6:00 PM	Not in Service
6:15	"
6:30	Budweiser Bill Stern
6:45	Co-op George Hicks
7:00	Vandercook CIO
7:15	Co-op Elmer Davis
7:30	Gen. Mills, Lone Ranger (153)
7:45	" (See Footnote)
8:00	Coca-Cola Coke Hour (195)
8:15	Burlington Mills Sammy Kaye
8:30	Hollywood Love Story
8:45	Mike Malloy
9:00	Philco Radio Playhouse
9:15	"
9:30	Sterling Drug Mystery Theatre
9:45	"
10:00	ABC Late News 10:00-10:05 Co-op Headline Edition
10:15	Gunnar Back
10:30	Journeys Into Jazz (See Footnote) S
10:45	
11:00	Valentino S
11:15 PM	Sports Report S

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Operalbum S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Dett
9:15	"	News S	"	Youth Brings You Music
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	Music of Worship	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Keesler Air Force Base Male Chorus
12:00 N	Gloria Parker S	Latin America Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	"	"	"	"
12:30	Time Capsule	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	TBA	"
1:00	Churches of Christ Herald of Truth (108)	20th Century Concert Hall	Co-op Bromfield Reporting	Youth Wants to Know
1:15	"	"	Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Q-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Home Edition of the News
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Kro Mark, Kellogg Godfrey (204) R Clinton Intl. Cellue. Godfrey (195) R	Co-op Cecil Brown (92)	P&G. Welcome Travelers (150)
10:15	"	Star-Kist Frigidaire-Arthur Godfrey (193) R	Faith In Our Time	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Toni-Arthur Lever Bros. Arthur Godfrey (194) R	Co-op Spotlight Parade	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)		"	Miles Labs Break the Bank
11:00	Ex-Lax (MWF) Co-op (T & Th) Modern Romances	National Biscuit Pillsbury Godfrey (203) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	Paging the Judge	Liggett & Myers WMF Pillsbury Tu-Th (204) R	Queen For a Day	"
11:30	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Make Up Your Mind (54)	Tues. & Thur. Quaker M W F-Sust.	C-P-P The Phrase that Pays (183)
11:45	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (115)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM		Lever Bros. Aunt Jenny (177)	Johnson & Son News 12:15-12:20	"
12:30	General Mills The Bill Ring Show	Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Not in Service	Whitehall Our Gal Sunday (178)	12:30-1 No Service	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (163)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.
9:30	"	Garden Gate	"	My Secret Story
9:45	"	Holland Furnace Morgan Baker (20)	"	"
10:00	Co-op	Animal, Fin, Galen Drake(76)* 10-10:15 a.m.	TBA	Woman in Love
10:15	"	Robt. Q. Lewis Milner Products (125)	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	10:30-10:35 Johnson News 10:35-11-TBA	Pet Milk Mary Lee Taylor (144)
10:45	"	"	"	"
11:00	Front & Center	Romance	Helen Hall	TBA
11:15	"	"	No Network Service	"
11:30	All-League Clubhouse S	Cannon Mills Give & Take (157)	Farm Quiz	"
11:45	"	"		"
12:00 N	101 Ranch Boys S	Cream of Wheat Theatre of Today (160)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"	"	"	Dude Ranch Jamboree (12:05-12:30)
12:30	American Farmer S	Carnation, Stars Over Hollywood (197)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (204)	Dance Orch	Allis-Chalmers Natl. Farm & Hour (188)
1:15	"	"	"	"

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TELECASTING

FOR OCTOBER 1953

THURSDAY

	NBC	ABC	CBS	MBS	NBC
	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
	NBC Sports Review (MM)	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
	No Network Service	Budweiser Bill Stern	No Service	"	No Network Service
	Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
	Inter. Harvester News Parade (53)	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)
	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Three Suns	No Network Service
	Miles Labs News of World (158)	Starr of Space	Longines Wittnauer Choraliers (126) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Ed. R. Murrow (98)	7:50-8 Bonnie Blue & Her Boys	Miles Labs 1 Man's Family (166) Rp
	R. J. Reynolds Walk a Mile (196)	3-City Byline S	Brylcreem Meet Millie (198) R	Official Detective	General Foods Roy Rogers (162)
	"	Burlington Mills Sammy Kaye	"	* "	News 8:25
	Kraft Gildersleeve (160)	Hollywood Love Story	Rogers of the Gazette	Co-op Nightmare	General Foods Father Knows Best (160)
	"	Mike Malloy	"	"	"
	DeSoto Plymouth Dealers, Groucho (191)	The George Jessel Show	Gen. Elec. Comedy Theatre (195)	9:05 Philip Morris Sports-"Ten"	Pet Milk Truth or Consequences (166)
	"	"	"	Co-op News Reel	"
	Amer. Cig. & Cig. Big Story (192)	Horatio Hornblower	Jergens Time for Love (129)	Philip Morris My Little Margie	9:30 News Eddie Cantor *OT 9:35 10:00
	"	"	"	"	"
	Fibber McGee & Molly	ABC Late News 10:00-10:05	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly
	Can You Top This?	Co-op Headline Edition Gunnar Back	"	Put It To Pat	Can You Top This?
	M. Mueller News	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams	(Coca-Cola) Coke Time	M. Mueller News
	Jason and the Golden Fleece 10:35-11:00	"	Three Suns	"	Jane Pickens Show 10:35-11 Co-op
	No Network Service	Martha Lou Harp S	News	Co-op Ed Pettitt-News	No Network Service
	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
	Budweiser Bill Stern	No Service	"	No Network Service
	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)
	Co-op Elmer Davis	General Foods Beulah (140) R	Co-op Three Suns	No Network Service
	Gen. Mills, Lone Ranger (153)	Junior Miss	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)
	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
	3-City Byline S	Brylcreem P & G Mr. Keen (198) R	Take a Number *	Coca-Cola Co. Coke Time (195)
	Burlington Mills Sammy Kaye	"	* "	Chevrolet Dinah Shore (198)
	Hollywood Love Story	Stage Struck	Co-op Starlight Theatre	Amer. Dairy Bob Hope (198)
	Mike Malloy	"	"	"
	Hotpoint & Lambert Ozzie & Harriet	"	9:05 Philip Morris Sports-"Ten"	RCA Harris Faye (198)
	"	"	Co-op Newsreel	"
	Corliss Archer ECAD 9:30-9:55	Locke Stove Duke of Paducah (20)	Great Day Show	9:30 News TBA 9:30-10:00
	"	"	"	"
	9:55 10:00-TBA	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly
	10:00 Fights Gillette	"	Tomorrow's Football	Can You Top This?
	"	10:30-10:35 Robert Trout	Dance Orchestra	M. Mueller News
	"	10:35 10:40 Morine Co. Cedric Adams (167)	"	Radio City Previews 10:35-10:4 Pro and Con
	Martha Lou Harp S	Dance Orchestra	Co-op E. D. Pettitt News	No Network Service
	Frank & Jackson	News	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
	Labor	Sam Jones Politics	Dance Orchestra	George Hicks News
	Management S	UN on the Record	"	H. V. Kaltenborn News
	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Symphony
	Una Mae Carlisle	Daniel Schorr News	"	"
	Disaster Strikes	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"
	John McVane News S	"	Report From The Pentagon	"
	Dinner At The Green Room S	Broadway Is My Beat	7:30-7:55 Where In The World	TBA
	"	"	State Farm Auto Ins. Co. C. Brown	"
	Dancing Party S	Gen. Foods Gunsmoke (99) R	20 Questions	"
	"	Sanka Salute (99) R 8:25-30 p.m.	* "	"
	"	Gangbusters	Co-op Virginia Barn Dance	"
	"	*	"	"
	"	P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	"
	"	"		"
	"	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
	"	"	"	"
	Orchestra S	"	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
	"	"	"	"
	Treasury Show	10:30-35 News Daniel Schorr	"	Pee Wee King Show Co-op
	"	Dance Orchestra	"	"
	News S	News	Co-op Ed Pettitt	News from NBC
	Orchestra	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary

6:00 PM
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SUNDAY

	MBS	NBC
	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
	"	"
	Bandstand USA	The Catholic Hour
	"	"
	US Military Academy Band	Better Living Clinic
	"	Report on America
	Vandeventer News	The Golden Treasury
	J. R. Wood Lanny Ross	"
	Mr. District Attorney (Co-op)	Golden Voices
	"	"
	Under Arrest	Weekends
	"	"
	4:30-4:55 Crime Fighters	"
	4:55 News S	"
	The Shadow Co-op	"
	"	"
	True Detective Mysteries	"
	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (161)	Luncheon with Lopez	Pauline Frederick Reporting—Co-op
	"	P&G Duz Guiding Light (160)	"	No Service
	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (143)	Say It With Music	"
	"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	"
	Jack's Place 2:35-4:00	Toni, Seeman Nora Drake (194)	Wonderful City	Armour (191) Dial Dave Garroway
	"	P&G Ivory Fl. Brighter Day (170)	"	Jane Pickens 2:55 News Banghart
	Gen Mills Joe Emerson (27 stns)	Miles Labs Hilltop House (146) R	"	P&G Life-Beautiful (170)
	"	Lever, Kellogg Houseparty * (192) R	Co-op John B. Gambling	P&G Road of Life (153)
	"	Pillsbury House Party (197) R *	"	P&G Pepper Young (166)
	"	Toni, Man. Soap Wizard of Odds (175)	"	P&G Right to Happiness (163)
	Jack Owens	Gen. Fds. (4-4:05) Robt. Q. Lewis (84)	Co-op Baukhage-News	P&G Backstage Wife (175)
	"	Corn Prod. Sunshine Sue (54)	No Service	Sterling Drug Stella Dallas (151)
	Music in the Afternoon S		Co-op Welcome Ranch	Sterling Drug Young Widder Brown (151)
	"	"	"	Manhtn. Soap Woman in My House (181)
	Co-op Big Jon & Sparkie	4:55-5 News	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Whitehall † Just Plain Bill (143)
	The Westernaires	5-5:45 p.m. No Service		Whitehall Front Page Farrell† (138)
	Lum & Abner Co-op	"	5:30-5:55 M W-F-Kellogg Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Lorenzo Jones (191)
	John Conte S	Miles Labs Curt Massey Time (148) R		It Pays To Be Married

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	TBA	Sports Parade	U. S. Army Band S
	"	"	Co-op Football Game of the Week	"
	Co-op Football	Hormel & Co. Music with H. Girls (124)	"	TBA
	"	"	"	"
	"	Football Games (Sust.)	"	Design for Listening
	"	"	"	"
	"	"	"	What's the Score
	"	"	"	"
	"	"	"	Footnotes 3:30-3:40 Fitzgerald News 3:40
	"	"	"	Football Games 3:45-6:15 Approx.
	"	"	"	"
	"	"	"	"
	"	"	Mac McGuire Show	"
	"	"	"	"
	Tea & Crumpets	"	Record Party	"
	"	"	"	"
	"	Treasury Bandstand	"	"
	Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	"

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News (532).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)
Chevrolet now sponsors 24 5-minute newscasts each weekend.

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 108.
11:30-11:35 a.m. Sun. Peter Hackes—News (S)
3:15- 3:30 p.m. MWF Lever—Houseparty 178
3:15- 3:30 p.m. Tue Kellogg—&Houseparty 192
3:15- 3:30 p.m. Fri Green Giant—Houseparty 170
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 187
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192
4-4:15 p.m. M-F Gen Fds.—Grady Cole 43
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
Arthur Godfrey Clients 10-10:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. days) 204.
10-10:15 a.m. Knowmark & Mutual Benefit (alt. days) 204.
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 195.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 193.
10:45-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Fri.; Natl. Bis., Tu.-Th., alt. Fri. 204.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 204

MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & VCA Labs. alternate days
11:25-11:30 a.m. M-F [illegible]
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville Bill Henry.
Saturday 8-8:30 p.m.—Twenty Questions—Credit [illegible] alternate weeks—
[illegible] M-F 8:00-8:30 p.m. Lever Bros.—Mon.-Fri.
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
[illegible] Drug M., & Wed.
S.O.S. Co.—Mon-Fri 8-8:30 p.m.
Tues. & Thurs. [illegible] Tues. Mon.-Emerson Drug.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem

IN THE BLACK IN 30 DAYS

IT TOOK more than a Doubting Thomas to put a uhf station on the air back in mid-June, when word of the fiasco at Roanoke began to get around. But Tom K. Cassel, partner-general manager, went ahead and started programming on WTVE (TV) Elmira, N. Y. (uhf ch. 24), "amid the copious tears and clucking tongues of alleged well-wishers who were sure financial ruin was the only achievable goal of tv in a market smaller than the big fifteen."

Mr. Cassel's unwillingness to share this gloomy viewpoint was reinforced when WTVE went into the black one month later.

For the benefit of "all who like stories with a happy ending," says Manager Cassel, WTVE's rosy sales picture came about, not through gigantic block sales of time at high card rates, but by "many small sales" to satisfied clients.

Mr. Cassel hands over a lot of credit to local set dealers and servicemen, "whose 100% cooperation has accounted for 9,500 conversions and sets in the primary area, with the number growing as fast as installations can be made."

Also not to be overlooked, says the WTVE manager, is the station's staff of 11, "whose pride and pleasure in working 12 to 15 hours a day for seven days a week has put the station on a firm engineering and programming foundation." In fact, Mr. Cassel thinks WTVE's small, well-organized staff is the key to its successful operation. It includes a manager, two salesmen, a bookkeeper-receptionist, a photographer-newsman, a program director-announcer, an announcer, a film man, a chief engineer and two engineers. Overseeing the effort is Chief Engineer Bob Beurket, who has provided "a clear, steady picture since June 15, with no time lost because of transmitter failure," and Program Director Jim Pattison, who has arranged for 38 hours of programming per week, with only 6½ hours of network.

Manager Cassel is quick to add that the market itself has no little bearing on WTVE's success. There are 112,400 families in the coverage area, he says, with an annual income of $494,465,000 —78% higher than the national average.

WTVE's services on a spot basis have been used by national accounts such as Sun Oil, Borden's Cheese, Oldsmobile, Bell Telephone, Shinola, Rival Dog Food and Schaefer's beer. Among 81 local accounts are H. S. Bennett (optician), Fairview Tavern, Ritz Beauty Salon, Central Radio, Farmer's National Bank of Athens, Pa., Rosenbaum's Dept. Store, J. P. & M. Sullivan and Spirawks.

All four tv networks feed WTVE. The station had three hours of network programming on its schedule Aug. 31 and has scheduled eight hours to begin by Oct. 1.

in those days—and this is only 18 or 19 years ago—went like this. And this is the complete, actual, as-broadcast sales story on the *Colgate House Party* — starring Joe Cook:

Announcer:

She is not fair to outward view
As many maidens be
Her loveliness I never knew
Until she smiled at me.

Don't you feel the same way—that a warm, brilliant smile can make even a plain person attractive? Then you can understand why I urge people so earnestly to be careful of the kind of toothpaste they use—because their smiles can be no brighter than their teeth. If any of you ladies and gentlemen have *discolored* teeth, don't give up hope of having an attractive smile. Because discolored teeth are simply stained teeth, stained by things you eat and drink and smoke. And those stains can be removed, but only by a dentifrice with *two* cleansing actions. Most toothpastes have only *one*. That's why your teeth may *still* be discolored, even though you brush them regularly. But Colgate's Dental Cream, on the other hand, has the two cleansing actions a dentifrice *must* have to rid your teeth of *all* discolorations, a penetrating foam that washes away most of the stains, and a gentle polishing action which removes all the rest of the stains, and, in addition, polishes your teeth to a brilliant, sparkling lustre. If you prefer powder, Colgate's Dental Powder gives the same amazing results. So if you want a brighter smile, you want brighter teeth. And you'll *get* brighter teeth if you get Colgate's! *Try* it! . . . remembering *this* . . . we back up every claim we've ever made for Colgate's with the most startling guarantee ever offered by a toothpaste manufacturer. Use just one tube of Colgate's Dental Cream, then look in your mirror. If it doesn't reflect a smile made brighter and teeth made whiter by Colgate's than by any *other* toothpaste you *ever used*, just send the empty tube to Colgate's, Jersey City, New Jersey, and we'll send you twice what you paid for the toothpaste, plus the postage. Colgate's Dental Powder is sold with the same double-your-money-back guarantee. Remember—*you're* the judge. Remember, too, that both the Powder and the Tooth Paste cost only 20¢ for the large size, or 35¢ for the giant size holding more than twice as much. And that makes Colgate's the most economical beauty treatment in the world.

A few too many thoughts, don't you think? *We* did, and we asked Dr. Gallup to prove it. He felt that *another* show we had on the air at the same time offered the ideal opportunity for such research, *Roxy and His Gang*, in that it was a 45-minute show carrying three commercials, each elaborating on three sales points per commercial, each commercial telling the complete sales story. Castoria was the product.

He set up his testing groups—scientifically selected as to age, sex, economic status, geographic location, and so on. And found that less than one-third of the people knew what in Castoria's name we were talking about.

The next week we still had three commercials. But each commercial covered only one specific point about the product.

His tests on *these* commercials showed that almost *three* times the number of people knew what we were talking about. Penetration was practically three times greater when we elaborately built up three points —one in each commercial—than when we talked about all three points in all three commercials. *Simplicity*. Something we are prone to get away from so easily, so gradually, so unconsciously, yet so detrimentally.

So it's better to take just one point about the product—and only such other subordinate ones as serve to build or emphasize it—than it is to take two, or three, or four, and do a short-changed, confusing job on all.

Further research verified what we'd always felt, that the star or featured members of the program could make the commercial more effective and more palatable, if adroitly used—and used in character. Ed Wynn and Jack Benny made the first firm steps in that direction—as early as 1932.

Still further findings indicated that, "And now a message from our sponsor," was an invitation to make another drink or to tell whoever was listening to the radio with you about the funny thing that happened to you on your way to the office—or the plowshed, today.

That commercials should be in the mood of the show, that they should blend into and out of the entertainment, when possible, when natural, when in good taste.

That the successful show elements can be successful commercial elements.

The first commercial built around those findings came on the show which but one month before carried the commercial we plowed through a little while ago. It was a parody—a part of Joe Cook's show. Joe sang it.

Joe Cook:

One night I was riding along in my buggy—
I talked to my girl—Miss MacGillicaduggy
But she was so cold to my kiss and my huggy
That I asked her to please tell my why.
She said: "Let us go to the circus tonight
And while there you look up above!"
We did, and my poor, lovesick heart skipped a beat
When I saw who had stolen my love . . .
Oh—he flew through the air with the greatest of ease
'Twas the daring young man on the flying trapeze
His face full of smiles, and his hair full of grease
Had stolen my sweetheart away.
I said: "He's a blackguard—he's false, and he's vile
Oh, how could you fall for his cunning and guile!"
She said: "I was won by his dazzling white smile—
Just look, and you'll see for yourself!"
I watched as he swung from his perilous perch
And turn one or two somersaults;
But a big gust of wind give his trapeze a lurch
And bounced out his teeth—they were false!
Oh, they sailed through the air with the greatest of ease,
And landed right there by my startled girl's knees,
I said: "Don't you see, dear—he never could please—
For the man, like his teeth, is just false!"
But I'd learned my lesson—I went home that night
I swore I would get my own teeth clean and bright

If my girl liked smiles—then I'd have to smile right,
So I bought me some Colgate's Tooth Paste.
I scrubbed every molar and cuspid and then
I looked in the glass on my shelf—
And honest-to-goodness, my teeth were so bright
That I fell right in love with myself!
But, I won back my girl with the greatest of ease
She won't look at men, even on a trapeze,
And I must thank Colgate's Tooth Paste, if you please,
For your smile is as bright as your teeth.

Please don't misunderstand me. I'm not holding that up as an example of the ideal commercial. That was almost 19 years ago. It was just a first step toward better commercials. But the studio audience applauded it. Almost all of the New York radio editors carried a story about it. And we got fan mail on it. But more important, product identification and sales penetration was the highest of anything we'd tested up to that time.

Also at that time, we began *reading* our commercials to clients instead of presenting them as we did copy. Because the most natural thing in the world for an advertising manager to do when he sees a piece of copy coming through the door under a contract man's arm is to reach for his pencil. Which is always sharpened. But a commercial is a fleeting, overall impression. Either it makes the listener—who hears it but once—want to *buy*, or it doesn't touch him at all. If the idea of the commercial and the words expressing that idea don't sell you completely the first time you hear it, the commercial is no good.

We also began having our commercial writers attend client meetings. For if any policy changes had to be made, the man, or woman, who wrote the commercial should make those changes. Because a good commercial is like a chain. Each sentence links into the one that's gone before. Each sentence should have the same carry-over to the next one that each episode of a daytime serial has.

And the changing of a word or a phrase by a person who hasn't built that commercial can often result in the loss of listener-interest at the point the change is made.

Changes in Rehearsal

We also started the practice of commercial writers attending dress rehearsals, armed with the authority to make any on-the-spot changes necessary to make the commercial more a part of the show or to change the position of the sales message in the show. This was another step forward, for just as better shows are built at rehearsals, so can better commercials be built.

And grave mistakes can be avoided. I remember one Sunday night some years ago listening to Charles Boyer in a love story. It was sponsored by a cosmetic firm. As the first half of the broadcast reached its romantic climax Mr. Boyer and the inevitable girl were on mike alone. He was making love to her—that is, as much love as continuity acceptance and the Legion of Decency permitted. But she wasn't having any. Not at the old AFRA rates, anyhow. However, gradually she began to give in. As Boyer breathed down her bodice, she ended the act with a weakening, "No—no—no." And without any applause, or musical curtain, or *anything*, the announcer suddenly boomed in with, "What is it every women wants to lose?"—"Her heart," he said, after a slight pause. But it was too late. The boat had sailed. Had the commercial writer and the production man known what the other was doing, that wouldn't have happened.

There's just one more thing I'd like to touch on, a practice which hinders the creation of better commercials. Too many of us are guilty of thinking in terms of the *number* of *minutes* we have to sell in rather than how can we best sell our products *regardless* of time limit. You know I mean, of course, the 10% of program-time limit which we all respect, except on local programs, or disk jockeys. If you can do an intelligent, effective, pleasing sales job on a half-hour show in two minutes, *do* it in two minutes and get off. If it takes the full three minutes, that's O.K., too. But let's be guided by our judgment, our ability, our salesmanship, and our hearts—not by our stopwatches. For it's not how much or how little you say but *how* you say *what* you say that counts. Very often even a 30-second commercial can irritate more people, create more ill-will and invite more criticism than a five minute one—were five minute commercials permitted. You know the kind I mean—commercials which take only a half a minute to deliver—a delivery with all the ease of child-birth—and with so may trip-hammer product mentions that you want to run—not walk—to the nearest exists.

A Word About Tv

What about television commercials?

There isn't a thing we've discussed about radio copy that doesn't apply to this newest and most effective tool of advertising yet devised. *Effective*—oh, gee. Our tests over the past four years have shown that sponsor identification in television is about double that of radio. Even when a show has been on radio for seven years—and the same show on television only seven weeks.

The same thing holds true for penetration of sales points. The average is double for television.

And why shouldn't it be? Think of what the copywriter has to work with! For his television commercial he can draw on radio, movies, the legitimate theatre, musical comedy, magazines, newspapers, billboards, animation—yes, and even skywriting. The only thing he's limited by is his imagination. And his client's budget.

Advertising has come a long way in the creation of good—selling—radio commercials. When you compare their age and their effectiveness with that of publication copy a loud cheer is in order for their rapid growth and great accomplishments. And the same can be said with double emphasis for *television* commercials.

But right now—even the best isn't good enough. New ideas are needed—new methods are indicated—new understanding is necessary. But I'm sure that the same kind of ingenuity and inventiveness and research and experience and judgment which made commercials so effective so quickly for ideas, ideals, products, premiums and services will make them more effective.

"Myopic Mike"

Mike's Day—

There was a *hum* in the air—things were beginning to look up for Mike—he was going to build a new, large radio audience from SESAC's Transcribed Library.

Suddenly the door bell rang—Mike pushed back his new glasses and dashed for the front door.

It was his favorite radio postman with a large package for him—and it came from SESAC.

Mike couldn't wait to open it up—imagine all those things—

* Sales Aids that Sell Time for You
* Network-Calibre Scripts
* Bridges, Moods and Themes
* Music for Every Type of Program and Sponsor

The Lowest-Priced Complete Program Service

Now Mike could set up *Operation SESAC* with many fine program aids—and build that large radio audience.

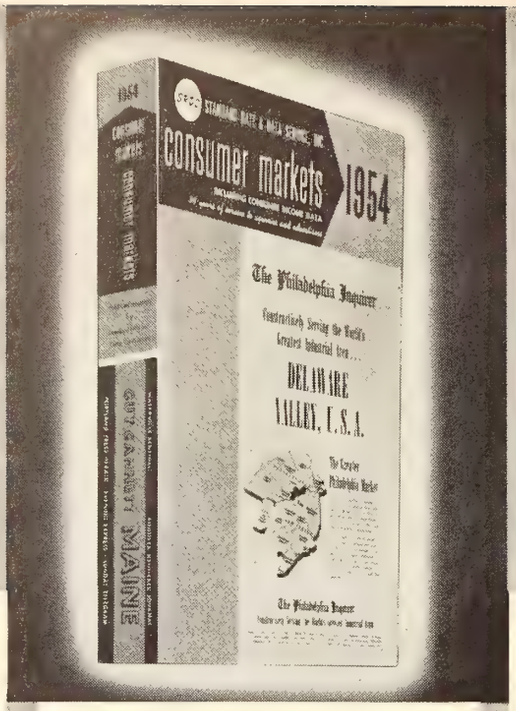
write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17

Standard Rate consumer

MAKE YOUR SPACE



Constant, year-round use by the men who select markets and media makes CONSUMER MARKETS the place to tell your station's story.

A director of media:
"Always kept handy for ready performance."

A media director:
"Invaluable as a source of market information."

A national advertiser:
"We use CONSUMER MARKETS regularly. It offers much help in laying out our merchandising plans each season . . . and in the intelligent spending of our advertising budget."

Says a media director:
"A very valuable addition to the regular SRDS Services . . . indispensable in making up schedules."

Advertising Manager:
"An invaluable asset to all market problems."

Research director:
"Extremely valuable in all our market research work."

Consumer Markets is the market data book especially prepared for use in making up advertising schedules

As such, it is the most usable, complete single source for advertisers, agency people engaged in market research and media selection, and for station managers who have a story to tell to prospective advertisers.

how **Consumer Markets** provides data that helps advertisers and agencies buy time

In one volume for quick reference, the new CONSUMER MARKETS will contain data on cities, counties, metropolitan areas, states and regions throughout the U.S. Here are the three major kinds of useful information that are *fully* covered:

Market Size Population, number of households, consumer spending units with rankings and trends. Clear outline maps for every city of 50,000 or more population and for every state *and* for Alaska and Hawaii. Standard metropolitan area data included.

Sales Experience Total retail sales, per household sales, sales by nine store classes, number of stores in each class, all set up by counties and cities.

announces an expanded edition of markets to be published in May 1954

RESERVATIONS NOW FOR PREFERRED POSITION

Sales Potential Exclusive data on spendable income, income per household, and number of consumer units by *four separate income groups*, set up by counties and cities. (see below). Current farm population, gross farm income, income per farm, number of farms, electrified farms, farm households, number of farm trucks and tractors, livestock and crop income, plus tables, trends, rankings to help advertisers spend dollars where they will do the most good.

New Consumer Income Data Tables will multiply user traffic in the new CONSUMER MARKETS

	Households	Consumer Spendable Inc. ($000)	Income Per Household $	Total Consumer Units	NUMBER OF CONSUMER UNITS BY INCOME GROUPS Under $2,000	$2,000-3,999	$4,000-5,999	$6,000 & Over
LITCHFIELD	29,380	161,791	5,507	30,739	6,108	11,267	7,786	5,578
Torrington	8,320	44,581	5,358	8,331	1,234	3,354	2,408	1,335
Winsted	2,610	13,954	5,346	2,880	642	1,021	778	439
MIDDLESEX	18,970	107,057	5,643	20,772	4,329	7,611	4,895	3,937
*Middletown	7,470	45,683	6,116	8,997	1,842	3,360	2,101	1,694
NEW HAVEN	157,650	909,081	5,766	180,293	33,704	65,078	46,170	35,341
Ansonia	5,530	30,135	5,449	6,152	1,007	2,603	1,676	866
Derby	2,970	15,186	5,113	2,957	522	1,128	690	617
Meriden	13,380	76,333	5,705	14,331	2,325	5,274	4,060	2,672
Meriden tion	17,110	102,093	5,967	18,624	2,834	6,546	5,528	3,716
Naugatuck	5,240	34,396	6,564	5,700	587	1,849	1,857	1,407
**New Haven	47,020	281,486	5,987	59,909	15,468	22,065	12,540	9,836
Seymour	1,550	10,215	6,590	1,869	216	710	589	354
Wallingford	3,730	25,760	6,906	4,293	509	1,272	1,468	1,044

Newly compiled consumer income data tells at a glance *how many* have *how much* to spend, and *where* they are. This goes beyond general averages, tells how many consumer units there are in each of four groups; under $2000; $2000 to $3999; $4000 to $5999; and $6000 and over . . . by counties, metropolitan areas and cities.



For quick information on the 1954 CONSUMER MARKETS, including rates and closing dates, send for the brochure, "Where Media Sales are Born."

Reserve space NOW, in the new, expanded 1954 CONSUMER MARKETS . . buy of the year for the station with a story that will *sell* all year!

consumer markets

THE COMPREHENSIVE SINGLE SOURCE OF AUTHORITATIVE MARKET DATA INCLUDING INCOME BREAKDOWNS

SRDS

Published by Standard Rate & Data Service, Inc.
Walter E. Botthof, Publisher 1740 Ridge Ave., Evanston, Illinois
New York • Chicago • Los Angeles

TELECAST OF CHECK BY ABRAHAM LINCOLN INAUGURATES WASHINGTON BANK CLOSED CIRCUIT

A CHECK written by President Abe Lincoln in 1861 was the first document transmitted over the closed circuit tv installation inaugurated Sept. 18 in historic 117-year-old Riggs National Bank, Washington, D. C. The RCA installation, which connects the bookkeeping and records department several blocks away from the main bank building facing the Treasury Dept. on famed Pennsylvania Ave., features a built-in 10-in. receiver in a specially-designed banker's desk for the use of bank officials wishing instantaneous facsimiles of customer's signatures and other information. The desk is equipped with microphone and control equipment to operate the internal tv system.

Heart of the RCA installation is the Vidicon camera tube, about the size of a cigar (1x6-in.). Similar installations have been successfully used in a wide range of applications in the business and industrial world, W. W. Watts, vice president in charge of Technical Products Dept., RCA Victor, said.

At the ceremonies opening the system were Riggs President Robert V. Fleming, Vice President and Cashier John C. McCormack, and Francis H. Engel, assistant to Mr. Watts.



THE CLOSED CIRCUIT tv image of President Lincoln's check is viewed by Riggs Vice President John C. McCormack (l) and Francis H. Engel of RCA. James Crane of American Amplifier and Tv Co. checks by telephone on the transmission.

Shops Shop, Buy on KXA

A GIANT shopping center in Seattle, shopping about for a good advertising buy, has put its money down on the radio counter.

The purchase by Northgate is a big radio package, a 52-week contract for 20 spots daily on KXA Seattle. This agreement, KXA General Manager Hugh A. Smith points out, is the first long-range broadcast advertising vehicle for the north-end shopping center since it opened in 1950. The community shopping development has scores of tenant-merchants and parking space for 5,000 automobiles.

Announcements will promote individual merchants and will be aired within a new, two-hour (10 a.m.- 12 noon) program, featuring popular music and an 11 a.m. five-minute newscast, Mondays through Saturdays. The program will be broadcast from a specially-installed KXA studio in Northgate. Contract was signed by James B. Douglas, president of the Northgate Co., and John W. Mowbray, commercial manager of KXA. Paul Dunstan & Assoc., Seattle, is the Northgate agency.

Daily broadcasts will be piped over Northgate grounds through its public address system. A movie trailer, calling attention to the daily KXA radio show, will be shown at the Northgate Theatre. The station has mailed cards to agencies, clients and others, inviting them "to listen to the music America loves, with shopping tips from America's fabulous shopping center, Northgate."

For **MINUTE** spots to **SELL**

Youngstown, Ohio

call any Headley-Reed office or . . .

WFMJ RADIO and TELEVISION

101 W. Broadman St. . . . . Phone RI 3-4121

— PROGRAMS & PROMOTION

'STAGE STRUCK' PLAYBILL

TO PROMOTE interest in its *Stage Struck* weekly series, which will premiere this Friday. 8:30-9:30 p.m. EST, CBS Radio has distributed a souvenir "Playbill" to clients, agencies and special radio and theatrical lists. It is patterned after the "Playbill" distributed to patrons of New York's legitimate theatres replete with information on the theatre and with advertisements (with permission of the firms). CBS Radio is also advertising *Stage Struck* in the "Playbill" of some 20 legitimate theatres.

RECIPROCAL ADVERTISING

WBKB (TV) and WENR Chicago, ABC-United Paramount's o & o tv and radio outlets, and Chicago's Balaban & Katz Theatres have signed an agreement involving reciprocal trade advertising. Some 40 B & K Theatres in the Chicagoland area will carry trailers for both stations in exchange for B & K institutional announcements within the WBKB and WENR program schedules.

SPECIAL SHOWING

ADVERTISERS and agency representatives were offered a special treat during their Assn. of National Advertisers convention in Chicago last week (see separate story). The Ford Motor Co. made available a kinescope of its 50th anniversary multiple-network extravaganza as a special feature Wednesday morning. Showing was held because of some of the unusual techniques utilized in the presentation, it was explained.

RUBBER JOCKEY

"CINCH a big audience for your product with *St. Louis Ballroom*", advises KXOK St. Louis in a novelty mailing piece containing a finger-operated puppet. The station ties in the novelty, a yellow-garbed jockey, with this message, "Saddle your St. Louis sales to Ed Bonner."

'PRESIDENT'S WEEK'

A SERIES titled *The President's Week*, featuring Tex and Jinx (Falkenburg) McCrary, will be presented on NBC-Tv, Sunday 12:45-1 p.m. EST, starting this week (Oct. 4). Through the use of NBC-Tv News Film, live coverage and interviews, the McCrarys will attempt to give an intimate glimpse into the busy week of President and Mrs. Eisenhower.

COLUMBIA U. SERIES

NEGROES who were first to enter occupations formerly closed to members of their race will be the subject of a documentary radio series to be produced by Columbia U. students of broadcasting. Presented in cooperation with NBC and the Urban League of Westchester, the series will feature Negroes who have led the way in various occupational fields. Titled *Pilot Club*, the programs will be made available to interested stations in transcribed form.

ABC VIEWERS' GUIDE

INITIAL press run of 104,000 copies of the "ABC Television Viewer's Guide" has been ordered for distribution by Ford dealers in Midwest who are sponsoring, on a co-op basis, the home games of the Chicago Bears-Chicago Cardinals professional football teams on ABC-tv. The 24-page football booklet is being offered at cost to sponsors of the ABC-tv co-op program.

BALL SPEED MEASURED

ALLEN B. DuMONT LABS. Inc. was scheduled to conduct a test at Ebbets Field yesterday (Sunday) to determine the speed of a baseball pitched by hurlers of the Brooklyn Dodgers and Philadelphia Phillies. By use of DuMont's cathode-ray oscillograph, a company spokesman said, the speed of the ball thrown through two photo-electric cells would be measured to the fraction of a second.

WGN PLUGS ITS M-N-S

THEME of a new campaign by WGN Chicago to impress listeners with its new format is station's claim to "the best M-N-S in the business." For several days a sultry-voiced girl (Jackie Van) has been proclaiming the wonders of M-N-S on WGN: "Anyone who doesn't like M-N-S doesn't like home cookin' "; "M-N-S may not find a man—but it will sure keep him home after you've found him." After flood of inquiries, station finally has revealed the "answer," which it claims is no real mystery to its listeners. M-N-S stands for music-news-sports, in which the station has pioneered through the years.

MUSICAL ANNOUNCEMENTS

SERIES of musical announcements designed to increase "public exposure" to its kitchen and home laundry equipment has been announced by Hotpoint Co., Chicago. Announcements are 30-second and one-minute station breaks featuring original music and words recorded by top song artists. Company also is supplying additional radio script material good for this year, 1954 and 1955. Local announcer furnishes name of local dealer in each announcement. Agency is Maxon Inc.

DOLLAR FOR DENMARK HORSE

WHEN Louis Fontaine, WTAG Worcester, Mass., producer, aired a tape recording of an interview with the driver of Sandy Mac, the Danish "horse who went on vacation" on WTAG's *Main Street, Europe* program, at least one listener was quite impressed. Eight-year-old Joey Potvin of Worcester after hearing the horse's satisfied snorts as he devoured a bale of hay became worried that this year when Sandy Mac went on vacation with his driver (as he does every year) he might go hungry. So he sent a dollar to "Sandy Mac, The Horse,

WPEN for Penn

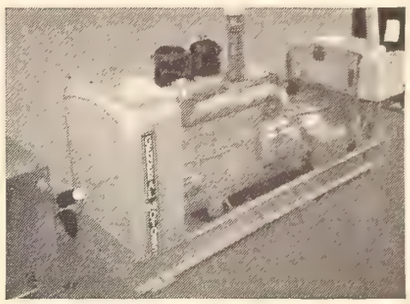
RADIO can promote food products. WPEN Philadelphia, which thinks so, has launched an advertising-merchandising plan for grocery products of the Penn Fruit Co., a leading local food chain.

As announced by William B. Caskey, general manager of the station, the plan, featuring product advertising on WPEN's six-day-a-week *Pat and Jack* show, 9:05-10 a. m., takes in merchandising in the stores, newspapers, direct mail and window posters. Penn Fruit will advertise its stores on a quarter-hour newscast following *Pat and Jack*. Promotion includes shelf markers in stores for participating products; directives to store supervisors and managers recommending extra display space and outlining specific promotion of products; blocks in Penn Fruit's newspaper ads, and other merchandising efforts in the stores.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

GM DIESEL POWER

Copenhagen." The result was a feature story in a Danish newspaper complete with pictures of the horse eating the hay purchased by Joey Potvin. Shortly afterwards, the boy received the newspaper clippings, a letter from Sandy Mac and a book of Hans Christian Andersen Fairy Tales "as a memory from Sandy Mac and his country, Denmark." The boy was subsequently interviewed on WTAG.

BIG SWITCH

"SHOEMAKER, stick to the last," seemed to be audience reaction to recent switch which saw Al Jarvis, KFWB Hollywood disc jockey, announce an inning's baseball play-by-play and Mark Scott, KFWB baseball announcer, take over 20-minute segment of Mr. Jarvis' *Make Believe Ballroom* program. The two had questioned difficulties of each other's field in what was described as "a heated argument" and decided on the switch, with audience response to determine the point. Station reported telephone calls and letters advised each to stick to own specialty.

FOOTBALL GUIDE

IN LINE with its fall advertising campaign, the radio and television department of Sylvania Electric Products Inc. has prepared the "Sylvania Television Home Viewer's Official 1953 Football Guide" for free distribution by its dealers throughout the country. The 52-page booklet, which covers the entire football season, contains the schedules and rosters of all teams that will participate in games to be telecast, both college and professional.

NEWSPAPER COVERS UHF

THE TWO uhf stations in Buffalo, N. Y., WBUF-TV and WBES-TV, were given coverage in a 28-page insert in the *Buffalo Courier-Express* on Sunday, Aug. 23. Each station bought one full page in this section, with the rest of the space being devoted to set sales and editorial material.

WIBW PROMOTION PIECE

"HIRE WIBW to drive your sales point home!" is the headline in the latest mailing piece sent out by that Topeka, Kan., station. Another in the continuing series of "gadget" mailings, long favored by General Manager Ben Ludy, this promotion piece includes three small screwdrivers. Brochure emphasizes three points: Full Kansas coverage; greater listener preference, and friendly selling power.

CONELRAD EXPLANATION

AN EXPLANATION of the Conelrad system was broadcast Friday over radio stations in the New York area as part of the first daytime test in the vicinity of plans of the broadcasting industry in the event of an enemy air raid. A 15-minute program of talks by civil defense officials on Conelrad was presented, with each station in operation on the air a few seconds and cutting off automatically to be replaced by another station.

CARICATURE CONTEST

KDKA Pittsburgh recently sponsored a contest among art students at the Art Institute of Pittsburgh, offering cash prizes for the best caricatures of staff personalities. Before being judged by newspaper artists, the caricatures were displayed in the window of the Farmers' National Bank.

GARDENING PROGRAMS

GERMAIN's Inc., L. A. (garden supply distributors) started weekly half-hour *My Garden and I* on KECA-TV that city which features Gordon Baker Lloyd demonstrating gardening activities from an outdoor garden. Firm also started weekly quarter-hour *Garden Vagabond* on KNXT (TV) that city, with Norvell Gillespie narrating filmed tours of foreign gardens. Both programs started Sept. 13 for 13 weeks. Agency is Dudley L. Logan Adv., L. A.

'BIG MO' MEASURES UP

ON A red yardstick that KSTM-TV St. Louis is distributing is written: "Any way you measure 'Big Mo' (KSTM-TV) is St. Louis' best buy."

VISIT TO 'GRAND OLE OPRY'

SUBJECT of a feature presentation in *Suntime*, Florida weekly magazine is the *Grand Ole Opry* program, originated from WSM Nashville, Tenn. Titled "Our Miss Mabie Goes to the Opry," the story, replete with pictures of "Opry" personalities, is written in a homey, chit-chat manner stressing the warmheartedness of the "Opry" folk.

EDUCATION SERIES

WAAM(TV) Baltimore will telecast educational programs in cooperation with the Baltimore City Dept. of Education, 10:45-11 a.m., Tuesday through Friday, beginning Oct. 6, the station announces. Subjects of the programs will include consumer education, child safety, music instruction, child-family relationships and information on developments within the school system. The morning time was selected for its adaptability to "in-school" viewing. Titles of the various programs are: *Your Baltimore Schools, Buyer Beware, Safety Sam, Words in Music, Instruments of the Orchestra* and *Family Affairs.*

NEGRO MARKET SURVEY

WWRL Woodside, N. Y., last week issued a seven-page survey of the Negro market in the New York area, containing information on population, and the format, pulse rating, listener response and cost of WWRL Negro programming. Copies of the report may be obtained by writing to WWRL, 41-30 58th St., Woodside, N. Y., or telephone Defender 5-1600.

PRESIDENT'S CUP REGATTA

A FLEET of hydroplanes competed on the Potomac River for the NBC trophy, in Washington's President's Cup Regatta, that city's biggest boating event, sponsored by WNBW (TV) and WRC there. The NBC trophy, a tall silver loving cup, was put up for competition in 1947 by Carleton D. Smith, NBC vice president.

HUMAN RELATIONS PROGRAM

LABOR-management relations and misunderstandings, the resulting problems and methods of reaching their solutions provide the topics of a new series of public affairs programs on KNBC San Francisco produced in cooperation with the U. of San Francisco Labor Management School. The weekly half-hour series of panel broadcasts, *Human Relations in Bay Area*

. . . Still Going



A coffee account, using KGW, increased sales in this area 42 per cent

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

Industry, includes representatives of industry and labor plus a "voice of the public." Listeners are invited to send in questions and subjects they would like to hear discussed. The program is heard Sunday, 9:30-10 p.m.

'QUIZDOWN'

NINTH annual "Quizdown" for grammar school students in Chicago area, sponsored by the *Sun-Times,* was scheduled to be simulcast by WBKB (TV) and WJJD there last Saturday. Teams from two Chicago public schools were to battle for top awards, including a Zenith fm-am radio and a Rand-McNally World Guide encyclopedia. Site of quizdown was Chicago's Civic Theatre. This marks first year that contest has been telecast. Children whose questions are used and team members receive Eversharp ballpoint pens.

More Football Plans

ADDITIONAL coverage of the 1953 football season [B•T, Aug. 17, et seq.], includes the following radio-tv broadcast plans as reported last week:

WHIZ-TV Zanesville, Ohio — Cleveland Browns pro schedule for Harry S. Cohen, men's store.

KYW Philadelphia—Princeton U. schedule for Miles Labs.

WKZO Kalamazoo and WJEF Grand Rapids—U. of Michigan season's games for Nestle's Nescafe coffee.

WWCA Gary, Ind.—Indiana U. schedule for Pepsi Cola.

WIP Philadelphia — Villanova U. regular schedule for Metropolitan Philadelphia Dodge Dealers, RCA Victor and Murray's of Paoli; previews of these games, four additional games and two bowl games for Schmidt's Beer; *Sports Predictions* for Pepsi Cola distributor, and *Football Jamboree* for Foss-Hughes, local Ford dealer.

WTAM Cleveland—Ohio State U. schedule for Nestle's Nescafe and Bankers Life & Casualty Insurance.

Intermountain Network (7 stations)—U. of Utah schedule for Utah Oil Refining Co.; seven Pacific Coast Conference games for Tide Water Associated Oil Co., plus more Tide Water games on the Idaho group of stations and U. of Montana games by the Montana group for Montana Power & Light.

WPTZ (TV) Philadelphia—*Football Preview* for Booth's Beverages.

WWVA Wheeling, W. Va.—West Virginia U. schedule for Ford Motor Co. and tri-state Ford Motor Dealers, with Ashland Oil & Refining Co.

WJR Detroit—"Big games" of Michigan State, U. of Michigan and Detroit Lions (pro football) for Plymouth, Dodge, De Soto and Chrysler dealers of greater Detroit.

WMAL-AM-TV Washington—U. of Maryland games for Sears, Roebuck & Co.; Redskins (pro) for American Oil Co. (am-tv); U. of Maryland highlights for Suburban Trust Co. (tv); Redskins' pregame show for McKee Pontiac (am) and Miller High Life beer (tv); Redskins' post-game show for Valley Forge beer (am-tv).

WSKT-TV New Castle, Pa.—New Castle High School schedule (film).

WPEN Philadelphia—Notre Dame U. for Stuart F. Loucheim Co., Zenith distributor; *Rambler's Round-Up* (pre-game feature) for C. E. Schmidt & Sons, brewers.

KLZ Denver—Colorado U. schedule for RCA Victor and Denver area Hudson Dealers.

WFIL Philadelphia — U. of Pennsylvania schedule. *Pigskin Parade* for Berger Brothers, DeSoto-Plymouth dealers, and *Touchdown Review* for Shore Brothers, Pontiac dealers.

KAYL-AM-FM Storm Lake, Iowa—5 Iowa State and 4 U. of Iowa home games for Feed-Rite Products; 7 Buena Vista College games and 9 Storm Lake High School games plus six other area high school games for local merchants.

WNBW (TV) Washington—Baltimore Colts (pro) schedule for Gunther Brewing Co.

WMLS Sylacauga, Ala.—Auburn schedule for City National Bank, Michael Supply Co., Sylacauga Motel and 3 Gulf dealers.

KONA (TV) Honolulu—*All American Game of the Week* for Westinghouse dealers.

WJAS Pittsburgh—Penn State schedule for Allegheny Co. Chevrolet dealers.



A low-priced professional recorder designed for the small broadcast station!

HIGH FIDELITY portable magnecordette

$499.50 COMPLETE

The Portable Magnecordette is the first professional record-playback-P.A. system in one case, designed and priced for the small radio station! It's a standard PT6-AH recorder—first choice of broadcast stations everywhere—complete with amplifiers and speaker for high fidelity playback!

Rack-mount this Magnecordette for studio use. Carry it into the field for remotes. Use it to present recorded shows to agencies or local advertisers. Amplifier-speaker unit can be operated up to 1000 feet away from the recorder, with volume controlled by either unit. Or it can be used separately as a P.A. system, with mike, phono, radio, or other sound source.

Look in the phone book under "recorders" for your dealer.

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225 West Ohio Street, Chicago 10, Illinois

AWARDS

WJR Wins Veterans' Awards

CITATIONS have been presented to Worth Cramer, WJR Detroit vice president and general manager, from the American Legion Auxiliary and the Veterans Administration for the station's contributions and services to the veterans and veteran organizations in Detroit.

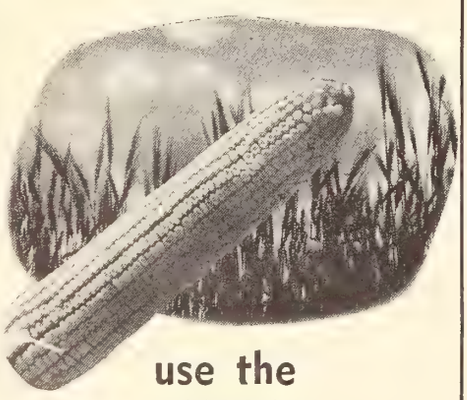
WTMJ-TV Medical Award

BOUND volume of photographs taken during WTMJ-TV Milwaukee's recent medicine and health series has been presented to the station by the county medical society. The 23-program series was featured on WTMJ-TV's *Woman's World*, starring Beulah Donohue.



FOR ITS national merchandising promotion in connection with the Colgate-Palmolive-Peet show *Strike It Rich* on CBS-Tv, WCPO-TV Cincinnati received first prize from C-P-P, a plaque and a check for $1,500. Appearing on tv for the presentation are (l to r): Mayor Carl Rich of Cincinnati; Mort C. Watters, general manager, WCPO-AM-FM-TV, and T. J. Budach and D. D. Madden of C-P-P. Ed Weston of WCPO-TV handled the overall promotional campaign.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

IN PUBLIC SERVICE



RADIO and television stations in Philadelphia are off to an early start in their support of the city's fourth annual United Fund drive which opens Oct. 5. Attending a special meeting are (l to r) Sam Serota, WIP; Rob Roy, public relations director of UFD; Grady Edney, KYW; Norris West, WCAU; Clarence Jordan, N. W. Ayer & Son, public relations chairman of the drive; Stan Lee Broza, WPTZ; Felix Meyer, WFIL; Don Brennan, Curtis Publishing Co., and Dr. Hugo Lodrini, WJMJ.

Community Campaign Kickoff

A POOLED four-network tv and radio show launched this fall's United Community Campaign yesterday (Sunday). NBC was coordinator of the television show seen at 1-1:30 p.m. EST, while ABC was in charge of production of the radio program heard 10-11 p.m. Following these programs, 1,700 local communities started Community Chest and United Fund drives to raise more than $260 million for 18,500 local and national health, welfare, and recreation services. Joseph M. Allen of the Assn. of National Adv. heads the radio-television-films committee.

* * *

WNMP Helps Polio Victim

WNMP Evanston, Ill., is telling the *Mary Kitsmiller Story* in a series of public service broadcasts by and concerning the woman and her fight with infantile paralysis. Mrs. Kitsmiller was stricken with the disease in 1951, and has been confined to an iron lung since then. Her broadcasts are designed to help other polio sufferers and to provide her with an income to support her family.

* * *

WPDQ Honors Police, Firemen

WPDQ Jacksonville, Fla., has instituted awards for outstanding performance by policemen and firemen of that city. Winners will be chosen from candidates submitted monthly by the various departments, Robert Feagin, station's general manager, has announced. Plaques and medallions will be presented yearly.

* * *

Church of Your Choice

SUNDAY feature on WARN Fort Pierce, Fla., is a 30-second station break devoted each week to an announcement urging citizens to attend the church of their choice. Announcements, made by ministers of the area, are recorded. Station break used is: "This is Rev. Blank of the Blank Church in Blank, urging you to attend the church of your choice today, and this is WARN in Fort Pierce, Florida." Will Shawver, program director, and Fisher Darden, commercial manager, conceived the idea, according to WARN.

Forgets Fish, Seeks Blood Bank

"MANY of the donors who responded to this call stated that they had heard this appeal on KREM. One vacationing Naval Air Station man heard your broadcast on his portable radio while fishing from a boat on Newman Lake. He reported to us immediately to donate blood." So read an excerpt from a letter received by George W. Jaap Jr., KREM Spokane production manager, from Dr. O. O. Christianson, director of the Spokane Community Blood Bank. Occasion was a one-day public service appeal for Type A positive blood.

* * *

KNXT Brings in $168,000

KNXT (TV) Hollywood's *Multiple Sclerosis Telethon*, 16-hour program, brought in $168,000 over recent weekend. Produced by Jack Rourke with Peter Potter as m. c., the benefit show featured over 150 top talent names.

* * *

WDTV (TV) Palsy Benefit

TO BENEFIT the cerebral palsy fund, WDTV (TV) Pittsburgh Sept. 20 telecast a star-studded production featuring some 30 radio, television, stage and screen names. Nationally known stars inclued Nelson Eddy, James Melton, Betty Clooney, Nat (King) Cole, the Mello-Larks, Rusty Draper, Tony Bennett and Eileen Rogers. Local personalities also took part.

* * *

Jubilee on KECA-TV

KECA-TV Hollywood pre-empted two hours of daytime programs to carry finals of Junior Jubilee, summer competition for talented children sponsored annually by the Los Angeles Downtown Businessmen's Assn. Frank LaTourette, director of news and special events, produced the show for KECA-TV.

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO "Voice of Longview" — TEXAS

KRHD Covers Fire, Crash

A MILLION-DOLLAR fire in town and a subsequent plane crash on the outskirts of Duncan, Okla., gave KRHD there a Sept. 13 to remember. The fire broke out first, starting on the first floor of a three-story building and soon spreading to two shops, a Safeway store, a moving van company and a cafe. The station, according to Leo R. Morris, manager, got on the scene 20 minutes after the fire department. KRHD arranged for an emergency broadcast loop across the street and was on the air 3½ hours broadcasting the fire. In the middle of KRHD's coverage, a plane crashed on the edge of town. The station broke into its fire broadcast with announcements for doctors and emergency workers. Mr. Morris, praising his staff, said the 250-watter's entire staff was on the job.

* * *

D. C. Stations Aid Orchestra

PUBLIC SERVICE availabilities were made by all (18) Washington, D. C., area radio stations for 10 days during a fund drive on behalf of the National Symphony Orchestra there. An accompanying contest has been promoted by the radio-tv committee for the contest, with M. Robert Rogers, WGMS Washington president, as chairman, and Jay Royen, NBC Washington, and Cody Pfanstiehl, CBS Washington.

* * *

R. I. Unanimity

OUTSTANDING personalities of all Rhode Island's radio stations took part in a simulcast at WJAR-TV Providence studios, with members of Little League baseball teams, on behalf of the Jimmy Fund, which raises money to combat cancer in children. Stations: WRIB WJAR-AM-TV, WPRO, WPTL (FM), WEAN, WHIM WICE WPJB Providence, WWON Woonsocket, WERI Westerly, WPAW Pawtucket and WRJM Newport.

* * *

Funds for Ex-Prisoner

KVEC-TV San Luis Obispo, Calif., held a five-hour telethon to collect contributions on behalf of Sgt. Bob McGuire of that city, a prisoner of the Communists for 27 months. Some $2,400 was collected from that city and 33 surrounding cities and towns, according to Les Hacker, KVEC-AM-TV manager.

* * *

Telethon Brings $400,000

WHAT WDTV (TV) Pittsburgh claims was the biggest telethon in the city's history brought in nearly $400,000 in money and pledges for the aid of cerebral palsy victims. The 17-hour telethon was produced by WDTV's Bill Hinds and Buzz Aston and included such names as Betty Clooney, James Melton, Nat (King) Cole, Courtney Brothers, Mello Larks, Tony Bennette and others. Also appearing on WDTV were palsy victims, children bringing in their contributions and postmen who collected contributions.



TWENTY years service with Jefferson Standard Broadcasting Co. was marked for Charles H. Crutchfield (l), general manager of WBT-WBTV (TV) Charlotte, with presentation of a service award by Joseph M. Bryan, Jefferson Standard president. Mr. Crutchfield, who also is a vice president of the licensee, began with WBT as an announcer in 1933 and became general manager of the station in 1945.

► NBC CENTRAL DIVISION and Allis-Chalmers Mfg. Co. executives played host at a news luncheon and cocktail party in Chicago's Merchants & Manufacturers Club to mark the 25th anniversary of the network's *National Farm and Home Hour*. Silver anniversary broadcast aired earlier in the day featured tributes by special guests, including Brig. Gen. David Sarnoff, RCA-NBC board chairman. Allis-Chalmers has sponsored the show since 1945 [B•T, Aug. 17].

► NBC Radio's *The Great Gildersleeve* started its 13th year on the network Sept. 9. Kraft Foods Co. (Parkay Margarine, salad oil, mustards), original sponsor, has renewed through Needham, Louis & Brorby Inc., both Chicago. Willard Waterman stars in the series.



OLD-TIMERS at the 25th anniversary celebration of NBC's *National Farm & Home Hour* in Chicago Sept. 12 were, l to r: Frank Mullen, former NBC executive vice president, who launched the program in 1928; William E. Drips, Mr. Mullen's successor, and Jennings Pierce, former director of the old West Coast edition and now general manager of KMED Medford, Ore.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

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We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

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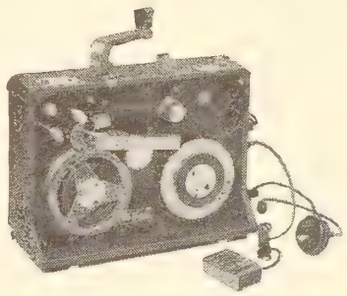
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the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

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LEADERS!

- JACK BENNY
- ANN SOTHERN
- EDW. R. MURROW
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- BISHOP SHEEN

All of these top shows start on

Channel 56
WARD-TV
JOHNSTOWN, PA.

For Prime Availabilities, see
WEED TV

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/11/53, Hollingbery. (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/11/53, Blair TV (share time with KOOL-TV).
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1/53.
Corona, **KOWL Bcstg. Co.** (52), 9/16/53—Unknown.
Eureka, **KIEM-TV** (3) 2/11/53-9/27/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, **Merced Tv Corp.** (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial decision 9/19/53.
San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE (TV)** (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/10/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/30/53, NBC, McGillvra.
Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KLZ-TV (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV) (*71), 1/29/53—Unknown.**
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, **WCTN (TV) (*63), 1/29/53—Unknown.**
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.
Wilmington, **Delaware Bcstg. Co.** (83), Initial decision 9/15/53.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.
Fort Myers, **WINK (TV)** (11), 3/11/53-Dec. '53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-10/25/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-11/15/53, CBS, Hollingbery.
Pensacola, **WPFA-TV** (15), 11/13/52-9/27/53, Young.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.

GEORGIA

Augusta, **WJBF-TV** (6), 9/16/53-11/15/53, ABC, NBC, Hollingbery (began testing Sept. 21).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknown.
Columbus, WDAK-TV (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.
Macon, WMAZ-TV (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Savannah, WTOC-TV (11), 6/26/53-11/1/53—Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, KTVI (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53—12/1/53.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, WBLN (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA (TV)** (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern Tv Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **Joliet Tv Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/27/53—Petry.
Rockford, **WREX-TV** (13), 5/14/53-10/1/53, ABC, CBS, H-R TV (began testing Sept. 18).
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—ABC, CBS, DuM, NBC, Adam Young (began testing Sept. 17).

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53—Unknown.
Evansville, **WFIE (TV)** (62), 6/10/53—Mid-Oct. '53, Taylor.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Oct. '53.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, WRAY-TV (52), 3/11/53-10/15/53.
Waterloo, WINT (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, WMT-TV (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **KCRI (TV)** (9), 8/12/53-10/15/53, H-R TV.
Cedar Rapids, **Hawkeye Tv Co.** (20), 7/30/53-10/15/53.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **Central Bcstg. Co.** (13), 9/2/53—Unknown.
Des Moines, **KGTV (TV)** (17), 3/26/53-10/21/53, Hollingbery.
Fort Dodge, **KQTV (TV) (21), 1/29/53-10/1/53—Pearson.**
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, KOAM-TV (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales.

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT (TV)** (50), 11/20/52-9/27/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Oct. '53, ABC, DuM, Taylor.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **Evangeline Bcstg. Co.** (10), 9/16/53-3/15/54 (share time with Camellia Bcstg. Co.).
Lafayette, **Camellia Bcstg. Co.** (10), 9/16/53—Unknown (share time with Evangeline Bcstg. Co.).
Lake Charles, **KTAG (TV)** (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, NBC, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53, DuM, **Bolling.**

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New Orleans, **WTLO (TV) (20), 2/26/53—Unknown.**
Shreveport, **Interim Tv Corp.** (12), 9/19/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed TV.

MARYLAND

Baltimore, **WITH-TV (60), 12/18/52-1/1/54—Forjoe.**
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV (16), 3/11/53-10/1/53.**

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV (*2), 7/16/53-10/1/54.**
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **WGLM (TV)** (72), 6/10/53—Unknown.
New Bedford, **WTEV (TV)** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV) (74), 2/18/53-10/15/53—Walker.**
Worcester, **WAAB-TV** (20), 8/12/53—Unknown, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, **North Eastern Michigan Corp.** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-11/1/53, Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTF (TV)** (28), 7/11/52-Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Muskegon, **WTVM (TV) (35), 12/23/52—Unknown.**

MINNESOTA

St. Cloud, **WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.**
St. Paul, **WCOW-TV (17), 3/11/53-11/15/53.**

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDX (TV)** (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Oct. '53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV (18), 4/16/53—Unknown.**
Clayton, **KFUO-TV (30), 2/5/53—Unknown.**
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52-10/20/53.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV) (*9), 5/7/53—Unknown.**
St. Louis, **KSTM-TV** (36), 1/15/53-10/15/53, ABC, H-R Television.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT (TV)** (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV (TV)** (8), 12/23/52-9/27/53, CBS, NBC, ABC, DuM, Pearson.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV) (*19), 12/4/52—Unknown.**
Trenton, **WTTM (TV)** (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS,
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR (TV) (23), 6/10/53—Unknown.**
Albany, **WROW-TV** (41), 4/16/53-10/15/53, ABC, DuM, Bolling (test patterns due Oct. 8).
Albany, **WTVZ (TV) (*17), 7/24/52—Unknown.**
Binghamton, **WQTV (TV) (*46), 8/14/52—Unknown.**
Buffalo, **WTVF-TV (*23), 7/24/52—Unknown.**
Elmira, **WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.**
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.**
New York, **WGTV (TV) (*25), 8/14/52—Unknown.**
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV (27), 4/2/53—Unknown.**
Rochester, **WROH (TV) (*21), 7/24/52—Unknown.**
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, **WHTV (TV) (*43), 9/18/52—Unknown.**
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV (48), 12/23/52-11/15/53—Weed TV.**

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV (57), 11/20/52-10/30/53, ABC, Bolling.**
Greenville, **WNCT (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.**
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-10/1/53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, ABC, H-R Television (began testing Sept. 18).

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV (*34), 4/22/53—Unknown.**
Dayton, **WIFE (TV)** (22), 11/26/52-Fall '53, Headley-Reed,
Lima, **WIMA-TV (35), 12/4/52—Late '53, Weed TV.**
Massillon, **WMAC-TV** (23), 9/4/52-10/15/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53-12/1/53, CBS (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), 9/25/52—Fall '53.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-10/1/53, DuM, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/11/53, ABC, CBS, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Early Spring, '54, CBS, Avery-Knodel.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Inc.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS, Avery-Knodel.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV (21), Initial Decision 6/18/53.**
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Great Lakes TV Co.** (35), Initial Decision 9/8/53.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
York, **WNOW-TV** (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Providence, **WPRO-TV** (12), 9/2/53-10/15/53, Blair TV.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **Carolina Tv Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WROL-TV** (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, **WTSK (TV)** (26), 3/26/53—10/1/53.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, **KBMT (TV)** (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-10/1/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/28/53, DuM, Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/27/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, **KCEN-TV** (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-10/1/53, ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-Spring '54, ABC, Hollingbery.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '53, Walker.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Danville, **WBTM-TV** (24), 12/18/52-Dec. '53, Hollingbery.
Harrisonburg, **WSVA-TV** (3), 3/11/53-10/1/53, NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53-10/22/53, ABC, DuM, Forjoe. (Test patterns due Oct. 15).

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53-9/30/53, ABC, DuM, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-10/1/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-9/30/53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53-11/26/53, Hollingbery.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-10/1/53, ABC, DuM, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-late Nov. '53, Clark.
Superior, **Ridson Inc.** (6), Initial decision, 9/9/53.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53-10/15/53, ABC, CBS.
Anchorage, **KTVA (TV)** (11), 7/30/53-12/15/53.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

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ACTIONS OF FCC

Sept. 17 through Sept. 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†152
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,478	2,464	140	190	76
Fm	581	546	53	9	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	169	267	436[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	830	337	655	512	1,168[2]
Educational	50		24	26	50[3]
Total	880	337	679	538	1,218[4]

[1] Thirteen CPs (6 vhf, 13 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 455 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New Tv Stations . . .

ACTIONS BY FCC

Merced, Calif.—Merced Tv Corp., granted uhf ch. 34 (590-596 mc); ERP 17.8 kw visual, 8.91 kw aural; antenna height above average terrain 440 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio and transmitter location 1.95 mi. N. of Bear Creek. Geographic coordinates 37° 18′ 14″ N. Lat., 120° 23′ 12″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalmann Co., New York investment house holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., and Clarksburg and Beckley, W. Va. Grant is subject to condition that George Becker disposes of his interest in permittee or any interest in any other permittee so as to limit his interest in tv stations to not more than five. Granted Sept. 16.

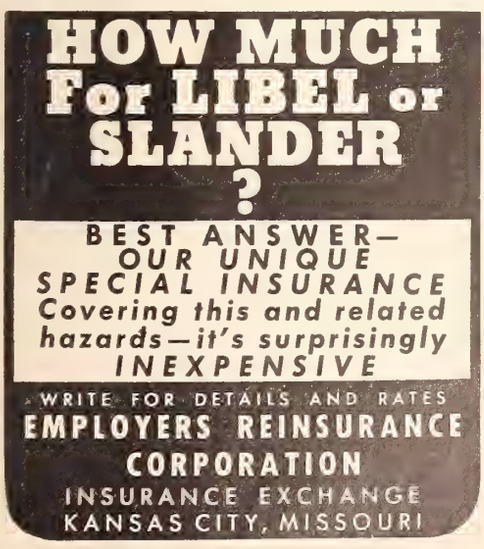
Augusta, Ga.—Radio Augusta Inc. (WRDW), granted vhf ch. 12 (204-210 mc); ERP 102 kw visual and 51.3 kw aural; antenna height above average terrain 650 ft., above ground 499 ft. Estimated construction cost $257,896, first year operating cost $240,000, revenue $300,000. Post office address % WRDW, 8th and Broad Sts., Augusta. Studio location Masonic Building. Transmitter location Georgia Ave. at Observatory Ave. Geographic coordinates 33° 30′ 21″ N. Lat., 81° 57′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Grover C. Maxwell** (25%), retail furniture, Vice President **Harry W. Jernigan** (25%), banker and hardware; Secretary-Treasurer **W. R. Ringson** (25%), 20% stockholder WHAN Charleston, S. C., and Exec. Vice President **Allen M. Woodall** (25%), president and ½ owner WDAK Columbus, Ga.; president and 26% stockholder WBML Macon, Ga., and president and 20% stockholder WMOG Brunswick, Ga. **F. Frederick Kennedy**, ⅓ owner WGAC Augusta, which dismissed its bid for vhf ch. 12, obtains option to purchase 20% interest in permittee for amount equal to price received from sale of WGAC stock. Granted Sept. 16.

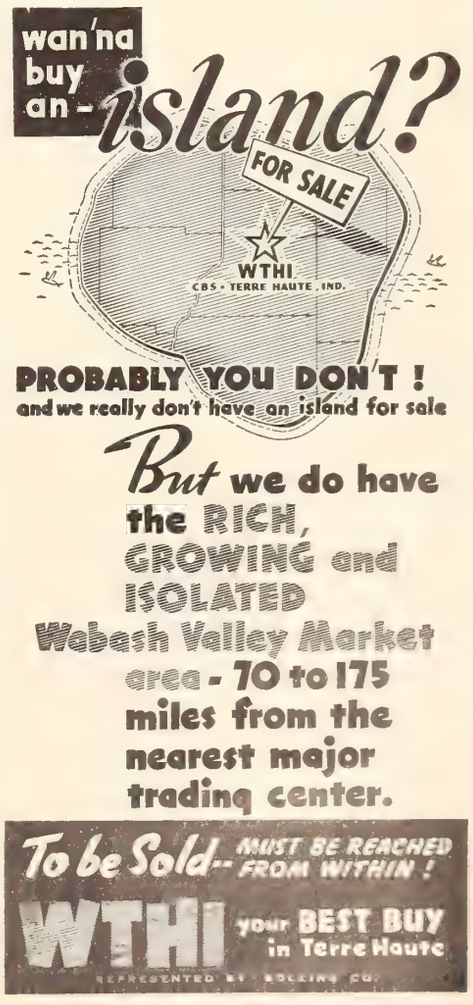
Augusta, Ga.—The Georgia-Carolina Bcstg. Co., granted vhf ch. 6 (82-88 mc), ERP 23.4 kw visual, 11.7 kw aural; antenna height above average terrain 610 ft., above ground 450 ft. Estimated construction cost $88,000 (this does not include several major items of equipment already purchased and on hand; when first application was prepared in April 1950, applicant estimated construction cost at $103,000), first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta, Geographic coordinates 33° 30′ 27″ N. Lat., 81° 57′ 42″ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Applicant is licensee of WJBF Augusta. Principals include President, Treasurer and General Manager **J. B. Fuqua** (94%); Vice President **D. M. Kelly** (4%), station manager, and Secretary **Steve Manderson** (2%), commercial manager. Address: Radio Station WJBF, P. O. Box 490, Augusta, Ga. Martin Theatres of Georgia Inc., and J. I. Sims d/b as Augusta Tv Co., who have dismissed their applications for vhf chs. 6 and 12 respectively, each receive option to purchase 22½% interest for $100,000. Granted Sept. 16.

Paducah, Ky.—Paducah Tv Co.—granted uhf ch. 43 (644-650 mc); ERP 17.4 kw visual, 8.71 kw aural; antenna height above average terrain 480 ft., above ground 490 ft. Estimated construction cost $245,496, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location "to be determined," Paducah. Transmitter location 0.5 mi. E. of U. S. Hwy. 68, Reidland, Ky. Geographic coordinates 37° 00′ 45″ N. Lat., 88° 31′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel, Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President **Irving Geist**, New York clothing manufacturer, and **Francis Chorin**, New York investor, jointly owning 68% of new corporation; Secretary-Treasurer **George Becker**, New York lawyer and officer of several magazines; and two minority stockholders. Application states intent to add minority local stockholders. Granted Sept. 16.

Lafayette, La.—Evangeline Bcstg. Co. (KVOL) granted share-time on vhf ch. 10 (192-198 mc); ERP 55 kw visual, 29.5 kw aural; antenna height above average terrain 430 ft., above ground 473 ft. Estimated construction cost $317,900, first year operating cost $84,000, revenue $96,000. Post office address 519 South Buchanan St., Lafayette, La. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Morgan Murphy**, who owns controlling interest in *Superior* (Wis.) *Evening Telegram; Manitowoc* (Wis.) *Herald-Times; Two Rivers* (Wis.) *Reporter; Chippewa Falls* (Wis.) *Herald-Telegram; Virginia* (Minn.) *Messabi Daily News; Lafayette* (La.) *Daily Advertiser;* Los Angeles (Calif.) *Eagle Rock News* and *Highland Park News-Herald;* similar control over WEBC-AM-FM Duluth, Minn., WMFG Hibbing, Minn., WEAU-AM-FM Eau Claire, Wis., and controls Lafayette Advertiser Co., 50% owner KVOL; Vice President **Mrs. George H. Thomas** (no other business interests indicated); Secretary **Harry Squiers**, 10% owner and editor of Lafayette (La.) Advertiser Gazette Inc., and Treasurer **George H. Thomas** (50%), also general manager and 50% owner of KANE New Iberia, La. Lafayette Advertisers Gazette Inc., Lafayette, La., owns 50% of applicant. Granted Sept. 16.

Lafayette, La.—Camellia Bcstg. Co. (KLFY), granted share-time on vhf ch. 10 (192-198 mc); ERP 55 kw visual, 29.5 kw aural; antenna height above average terrain 430 ft., above ground 440





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ft. Estimated construction cost $236,000, first year operating cost $76,000, revenue $90,000. Post office address: P. O. Box 992. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **Paul H. DeClouet** (25%), Vice President **Thomas A. DeClouet** (25%), Vice President **Harold J. Delhommer** (25%), and Secretary-Treasurer **John W. Mitchell** (25%). Granted Sept. 16.

Shreveport, La.—Interim Tv Corp., granted vhf ch. 12 (204-210 mc); ERP 30.9 kw visual, 15.5 kw aural; antenna height above average terrain 240 ft., above ground 212 ft. Estimated construction cost $159,433.16, weekly operating cost $4,765, weekly revenue $6,000. Post office address P. O. Box 1222, Shreveport. Studio and transmitter location 726 Cotton St., Shreveport. Geographic coordinates 32° 30′ 31″ N. Lat., 93° 44′ 59″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. This is temporary corporation formed by competitive applicants KRMD, Shreveport Tv Co. and Southland Tv Co., each owning ⅓ interest. Each group shares in cost of construction and operation until tv permit is granted. Successful applicant will purchase from two unsuccessful applicants their interest in the temporary corporation. Principals are President **Don George,** representing Shreveport Tv Co., Vice President **Justin R. Querbes Sr.,** representing Southland Tv, and Secretary-Treasurer **T. B. Langford,** representing KRMD [B•T, Sept. 21]. Granted Sept. 18.

APPLICATIONS

Hatfield, Ind.—Owensboro On The Air Inc. (WVJS-AM-FM) Owensboro, Ky. Vhf ch. 9 (186-192 mc); ERP 221 kw visual, 118 kw aural; antenna height above average terrain 931 ft., above ground 675 ft. Estimated construction cost $404,506.12, first year operating cost $412,500, revenue $424,500. Post office address 324 Allen St., Owensboro, Ky. Studio and transmitter location to be determined. Geographic coordinates 37° 54′ 08″ N. Lat., 87° 13′ 54″ W. Long. Transmitter and antenna, GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **V. J. Steele** (69⅔%), Vice President **Malcolm Greep** (11%), and Secretary-Treasurer **N. A. Rhodes** (19%). Filed Sept. 18.

Petersburg, Va.—Petersburg Tv Corp. Vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 538 ft., above ground 574 ft. Estimated construction cost $597,545.74, first year operating cost $760,000, revenue $760,000. Post office address % Thomas G. Tinsley, 6200 Broad St. Rd., Richmond, Va. Studio location 214 E. Washington St., Petersburg. Transmitter location Hundred Road, 7.5 miles E of Chester, Va. Geographic coordinates 37° 20′ 33″ N. Lat., 77° 18′ 17″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bingham, Collins, Porter and Kistler, Washington. Consulting engineer Robert E. L. Kennedy, Washington. Principals include President **Thomas G. Tinsley Jr.,** president and 14% stockholder WITH-AM-FM-TV Baltimore, president and 99.6% stockholder WLEE-AM-FM Richmond; Vice President **Irvin G. Abeloff** (2.2%), director WLEE; Vice President **H. Carter Myers Jr.** (2.2%), real estate and auto dealer; Secretary **Alexander Hamilton Jr.** (1.1%), attorney; Treasurer **Benjamin T. Kinsey** (2%), attorney, and **Lee Bcstg. Corp.** (WLEE-AM-FM Richmond, Va.) (45%). Filed Sept. 21.

Petersburg, Va.—Southside Virginia Telecasting Corp. Vhf ch. 8 (180-186 mc); ERP 253 kw visual, 144.5 kw aural; antenna height above average terrain 405 ft., above ground 473 ft. Estimated construction cost $455,000, first year operating cost $425,000, revenue $475,000. Post office address 112 W. Tabb St., Petersburg. Studio location 3d and Henry St., Petersburg. Transmitter location U. S. Hwy. #1, 4 miles N of Petersburg. Geographic coordinates 37° 17′ 43″ N. Lat., 77° 24′ 46″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Cohn & Marks, Washington. Consulting engineer, Craven, Lohnes and Culver, Washington. Principals include President **Louis H. Peterson** (51%), president and 95% stockholder WSSV Petersburg, president and owner WNOR Norfolk and owner Peterson Advertising Co., outdoor advertising; Vice President **William R. Seward** (6.25%), luggage manufacturer; Secretary **M. Watkins Booth** (0.25%), attorney, and Treasurer **R. F. Burke Steele** (0.75%), banker. Filed Sept. 21.

APPLICATIONS AMENDED

Ottumwa, Iowa—Lee E. Baker amends application for new am station on 1480 kc, 500 w daytime to specify transmitter location as on Blackhawk Road, 2.25 miles W of city limits of Ottumwa. Filed Sept. 18.

Topeka, Kan.—Alf M. Landon amends application for new tv station on uhf ch. 42 to change ERP to 83.4 kw visual and 41.7 kw aural; antenna height above average terrain 384 ft. Filed Sept. 8.

Portland, Me.—Murray Carpenter amends application for new tv station on vhf ch. 13 to change name of applicant to Murray Carpenter and Assoc. Filed Sept. 18.

Grand Rapids, Mich.—Music Bcstg. Co. (WGRD) amends application for new tv station on uhf ch. 23 to change studio location to Plymouth Road at Leonard St., Grand Rapids. Filed Sept. 18.

Saginaw, Mich.—Tri-City Tv Corp. amends application for new tv station on uhf ch. 51 to change ERP to 22.6 kw visual and 12.2 kw aural; antenna height above average terrain to 510 ft. Filed Sept. 18.

Lorain, Ohio—Lorain Journal Co. amends application for uhf ch. 31 to change ERP to 217 kw visual and 114 kw aural; antenna height above average terrain to 361 ft. Filed Sept. 11.

Corpus Christi, Tex. Gulf Coast Bcstg. Co. (KRIS) amends application for vhf ch 6 to change ERP to 53.5 kw visual and 32.1 kw aural. Filed Sept. 11.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. amends application for new tv station on vhf ch. 12 to change ERP to 53 kw visual and 26.6 kw aural; antenna height above average terrain to 740 ft. Filed Sept. 18.

Charleston, W. Va.—Capital Tv Inc. amends application for new tv station on vhf ch. 8 to change antenna height above average terrain to 685 ft. Filed Sept. 11.

Madison, Wis.—Badger Tv Co. (WIBA) amends application for vhf ch. 3 to change antenna height above average terrain to 806 ft. Filed Sept. 18.

APPLICATIONS DISMISSED

San Jose, Calif.—San Jose Tv Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Sept. 22.

Hartford, Conn.—Conn. Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Fargo, N. D.—M. B. Rudman tr/as Rudman Tv Co. granted dismissal of bid for new tv station on vhf ch. 13 at request of attorney. Dismissed Sept. 14.

Petersburg, Va.—Lee Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Petersburg, Va.—Southside Virginia Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KECA-TV Los Angeles, Calif.—American Bcstg.-Paramount Theatres Inc. granted modification of CP for vhf ch. 7 to change ERP to 129 kw visual and 64.6 kw aural; antenna height above average terrain 2,970 ft. Granted Sept. 18, announced Sept. 22.

KBAY-TV San Francisco, Calif. — Station KBAY-TV granted STA to operate commercially on uhf ch. 20 for the period ending Nov. 11. Granted Sept. 15; announced Sept. 22.

KLZ-TV Denver, Colo.—Aladdin Radio and Tv Inc. granted modification of CP for vhf ch. 7 to change ERP to 269 kw visual and 135 kw aural; antenna height above average terrain 1,010 ft. Granted Sept. 15; announced Sept. 22.

WIRK-TV West Palm Beach, Fla.—WIRK-TV granted STA to operate commercially on uhf ch. 21 for the period ending Dec. 13. Granted Sept. 11; announced Sept. 22.

KBOI (TV) Meridian, Idaho—Boise Valley Bcstrs. Inc. granted modification of CP for vhf ch. 2 to change ERP to 13.8 kw visual and 6.92 kw aural; antenna height above average terrain 2,540 ft. Granted Sept. 18; announced Sept. 22.

KTVH (TV) Hutchinson, Kan.-Hutchinson Tv Inc. granted modification of CP for vhf ch. 12 to change ERP to 240 kw visual and 120 kw aural; antenna height above terrain 800 ft. Granted Sept. 18; announced Sept. 22.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted STA to operate commercially on uhf ch. 50 for the period ending Dec. 3. Granted Sept. 14; announced Sept. 22.

WTAO-TV Cambridge, Mass.—Middlesex Bcstg. Corp. granted STA to operate commercially on uhf ch. 56 for the period ending Jan. 5, 1954. Granted Sept. 16; announced Sept. 22.

WOCN (TV) Atlantic City, N. J.—Matta Enterprises granted modification of CP for uhf ch. 52 to change transmitter and studio location to top of Haddon Hall Hotel; ERP to 24.5 kw visual and 13.2 kw aural; antenna height above average terrain 360 ft. Granted Sept. 14; announced Sept. 22.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. granted STA to operate commercially on uhf ch. 17 for the period ending Feb. 17, 1954. Granted Sept. 14; announced Sept. 22.

WECT (TV) Elmira, N. Y.—El-Cor Tv Inc. granted STA to operate commercially on uhf ch. 18 for the period ending Oct. 25. Granted Sept. 14; announced Sept. 22.

WTOB-TV Winston-Salem, N. C. — Winston-Salem Bcstg. Co. granted STA to operate commercially on uhf ch. 26 for the period ending March 3, 1954. Granted Sept. 18; announced Sept. 22.

WSTV-TV Steubenville, Ohio — WSTV Inc. granted STA to operate commercially on vhf ch. 9 for the period ending April 12, 1954. Granted Sept. 16; announced Sept. 22.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. granted STA to operate commercially on uhf ch. 34 for the period ending Jan. 25, 1954. Granted Sept. 11; announced Sept. 22.

WCOS-TV Columbia, S. C.—Radio Columbia granted modification of CP for uhf ch. 25 to change ERP to 83.2 kw visual and 44.7 kw aural; antenna height above average terrain 650 ft. Granted Sept. 16; announced Sept. 22.

WTSK (TV) Knoxville, Tenn.—W. R. Tuley, et al d/b as Tv Services of Knoxville granted mod-

ification of CP for uhf ch. 26 to change studio and transmitter location to 0.2 mile NE of Sharpe Ridge, Memorial Rd., Knoxville; ERP to 21.9 kw visual and 11.0 kw aural; antenna height above average terrain 479.3 ft. Granted Sept. 18; announced Sept. 22.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted STA to operate commercially on vhf ch. 3 for the period ending March 28, 1954. Granted Sept. 14; announced Sept. 22.

WKNA-TV Charleston, W. Va.—Joe L. Smith Jr. Inc. granted STA to operate commercially on uhf ch. 49 for the period ending Nov. 4. Granted Sept. 17; announced Sept. 22.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. granted STA to operate commercially on uhf ch. 19 for the period ending Sept. 26. Granted Sept. 16; announced Sept. 22.

STATIONS DELETED

KNDK (TV) Minot, N. D.—M. B. Rudman tr/as Rudman Tv Co. FCC granted deletion of station on vhf ch. 10 at request of attorney. Deleted Sept. 18.

KBSM (TV) Bismarck, N. D.—M. B. Rudman tr/as Rudman Tv Co. FCC granted deletion of station on vhf ch. 12 at request of attorney. Deleted Sept. 14.

APPLICATIONS

WCTB (TV) Bridgeport, Conn.—Conn. State Board of Education seeks modification of CP for educational uhf ch. 71 to change ERP to 280 kw visual and 145.5 kw aural; antenna height above average terrain 527 ft. Filed Sept. 11.

WINK-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Co. seeks modification of CP for vhf ch. 11 to change ERP to 11.16 kw visual and 5.56 kw aural; antenna height above average terrain 315.5 ft. Filed Sept. 21.

WJDM (TV) Panama City, Fla.—J. D. Manly seeks modification of CP for vhf ch. 7 to change ERP to 10.7 kw visual and 5.36 kw aural; transmitter location to U. S. Hwy. 98, approximately 1.6 miles W of Hathaway Bridge, Panama City; antenna height above average terrain 477 ft. Filed Sept. 11.

KOLN-TV Lincoln, Neb.—Cornhusker Radio and Tv Corp. seeks modification of CP for vhf ch. 12 to change ERP to 316 kw visual and 158 kw aural; transmitter location to K Township, 6 miles E of Beaver Crossing, Neb.; antenna height above average terrain 1,000 ft. Filed Sept. 18.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. seeks modification of CP for uhf ch. 58 to change ERP to 17.10 kw visual and 9.23 kw aural; antenna height above average terrain 444 ft. Filed Sept. 11.

WVEC-TV Hampton, Va. — Peninsula Bcstg. Corp. seeks modification of CP for uhf ch. 15 to change ERP to 220 kw visual and 114 kw aural; antenna height above average terrain 480 ft. Filed Sept. 11.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. seeks modification of CP for uhf ch. 15 to change ERP to 19.1 kw visual and 10.3 kw aural; studio location to 121 W. 7th St., Parkersburg; antenna height above average terrain 572 ft. Filed Sept. 18.

KFBC-TV Cheyenne, Wyo.—Frontier Bcstg. Co. seeks modification of CP for vhf ch. 5 to change ERP to 100 kw visual and 50 kw aural; transmitter location to 10 miles W of Cheyenne; studio location to Plains Hotel, 16th and Central Ave., Cheyenne; antenna height above average terrain 521.5 ft. Filed Sept. 18.

APPLICATIONS AMENDED

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey seeks modification of CP for uhf ch. 20 to change ERP to 178 kw visual and 96 kw aural; antenna height above average terrain 1,066 ft. Filed Sept. 18.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. seeks modification of CP for uhf ch. 40 to change ERP to 154 kw visual and 83 kw aural; change studio location to 3.4 miles NW of Sacramento city limits on Garden Hwy.; antenna height above average terrain 480 ft. Filed Sept. 21.

New Am Stations . . .

APPLICATIONS

Roseville, Calif.—Charles E. Halstead Jr. tr/as Golden State Bcstg. Co., 770 kc, 500 w daytime. Estimated construction cost $23,000, first year operating cost $10,000, revenue $52,000. Halstead is former owner-manager KDIA Auburn, Calif. Post office address 102 Vernon St., Roseville. Filed Sept. 4.

Auburn, Calif.—Charles E. Halstead Jr. tr/as Radio Auburn, 1490 kc, 250 w unlimited. First year operating cost $36,000, revenue $52,000. Halstead is former owner-manager KDIA Auburn. Post office address Box 992, Auburn. Filed Sept. 4.

Dade City, Fla.—Pasco Bcstg. Co., 1350 kc, 1 kw daytime. Estimated construction cost $17,669.64, first year operating cost $29,500, revenue $42,000. Principals in partnership include **Elmo B. Kitts** (25%), general manager and ⅓ owner WEBK Tampa, Fla.; **E. P. Martin** (25%), ⅓ owner WEBK; **Alpha Martin** (25%), ⅓ owner WEBK; **John A. Branch** (12½%), Tampa attorney, and **John D. Goff** (12½%), Tampa attorney. Post office address % Elmo B. Kitts, P. O. Box 5052, Tampa. Filed Sept. 4.

Danton, Ga.—James Q. Honey and Kenneth H. Flynt d/b as Whitefield Bcstg. Co., 1280 kc, 1 kw daytime. Estimated construction cost $12,373.47, first year operating cost $35,000, revenue $48,000. Principals include **James Q. Honey** (66⅔%), general manager WGRA Cairo, Ga.; WFPM Ft. Valley, Ga., and WTUS Tuskegee, Ala., and **K. H. Flynt** (33⅓%), commercial manager WFPM. Post office address % James Q. Honey, Cairo, Ga. Filed Sept. 14.

Ashland, Ky.—States Bcstg. System Inc., 1420 kc, 5 kw daytime. Estimated construction cost $29,996, first year operating cost $100,000, revenue $120,000. Principals include President **Charles F. Trivette** (44%), former state senator and ⅓ owner WTCW Whitesburg, Ky.; **Helen H. Trivette** (8%); Secretary-Treasurer **Herman G. Dotson** (4%), attorney in Pikeville, Ky.; **Hazel T. Dotson** (4%); Vice President **Elmo Mills** (4%), auto dealer in Freeburn, Ky., and **Betty O. Mills** (4%). Post office address % Charles F. Trivette, 1500 Beverly Blvd., Ashland. Filed Sept. 10.

Plymouth, Mass.—Sherwood J. Tarlow, 990 kc, 1 kw daytime. Estimated construction cost $18,775, first year operating cost $43,450, revenue $51,650. Mr. Tarlow is owner WHIL Medford, Mass., and applicant for new am station at Beverly, Mass. Post office address % WHIL, 99 Revere Beach Pkwy., Medford. Filed Sept. 9.

Jackson, Miss.—W. L. Kent and J. M. McClendon d/b as Dixieland Bcstg. Co., 1590 kc, 1 kw daytime. Estimated construction cost $16,000, first year operating cost $30,000, revenue $42,000. Principals each own ½ interest of WNLA Indianola, Miss. Post office address P. O. Box 275 Indianola, Miss. Filed Sept. 14.

Chadron, Neb. — Community Service Radio Corp., 1450 kc, 250 w unlimited. Estimated construction cost $18,658.88, first year operating cost $56,890.56, revenue $60,384.84. Principals include President **William H. Finch** (43.75%), sales manager KRAI Craig, Colo.; Vice President **Fouse** (12.5%), printing company salesman and Secretary-Treasurer **Robert W. Fouse** (43.75%), announcer, KTLN Denver, Colo. Filed Sept. 3.

Hobbs, N. M.—W. Lloyd Hawkins and Ted Lawson d/b as Lea County Bcstg. Co., 1280 kc, 1 kw daytime. Estimated construction cost $16,775, first year operating cost $40,000, revenue $50,000. Principals in partnership are **W. L. Hawkins** (50%), 20% partner KTNM Tucumcari, N. M., and **T. Lawrence** (50%), 10% partner KTNM. Post office address % W. L. Hawkins, P. O. Box 668, Tucumcari, N. M. Filed Sept. 4.

Canton, N. C.—Western N. C. Bcstrs. Inc., 970 kc, 1 kw daytime. Estimated construction cost $24,100, first year operating cost $43,000, revenue $50,000. Principals include President **B. M. Middletown** (71.45%), president and ¼ owner WHKP-AM-TV Hendersonville, N. C., and 7% stockholder WUSN Charleston, S. C.; Vice President **Kermit Edney** (17.85%), vice president and 5% stockholder WHKP, and Secretary-Treasurer **D. A. Gilmore** (8.9%), treasurer and 3% stockholder WHKP. Post office address 137½ Main St., Canton. Filed Sept. 9.

APPLICATION AMENDED

McKenzie, Tenn. — The Tri-City Bcstg. Co. amends application for new am station on 1440 kc, 500 w daytime to specify transmitter and studio location as on secondary road, 1 mile East S.E. of McKenzie. Filed Sept. 18.

Existing Am Stations . . .

ACTIONS BY FCC

WROW Albany, N. Y.—Hudson Valley Bcstg. Co. granted request for waiver of rules and modified license to change main studio location to site outside city limits which is not transmitter location. Action Sept. 23.

WAYS Charlotte, N. C.—Inter-City Advertising Co. of Charlotte. Granted request for waiver of rules and modified license to change main studio location to a site outside the city limits which is not the transmitter location. Action Sept. 23.

WOSA Wausau, Wis.—Alvin E. O'Konski granted extension of authority to March 23, 1954, to operate from present studio location in Merrill, Wis., pending completion of studio in Wausau. Granted Sept. 23.

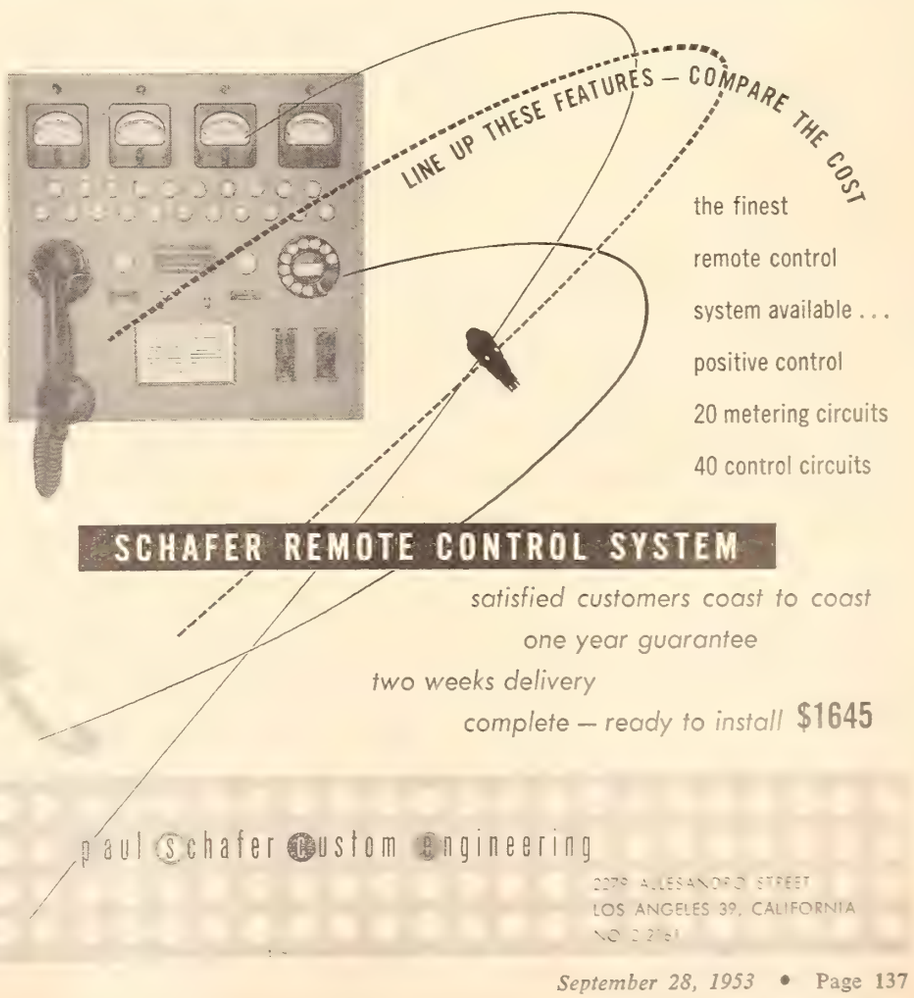
APPLICATIONS

WJMW Athens, Ala.—Athens Bcstg. Co. seeks modification of CP to increase power from 500 w to 1 kw. Filed Sept. 9.

KVRF Apple Valley, Calif.—Apple Valley Bcstg. Co. seeks modification of CP to change transmitter and studio location from Victorville to Apple Valley, Calif. Filed Sept. 14.

KBLF Red Bluff, Calif.—Hal K. Shade seeks CP to change from 1490 kc to 1230 kc. Filed Sept. 9.

WTAQ La Grange, Ill. — Russell G. Salter, Charles F. Sebastian and William A. Murphy d/b



as **La Grange Bcstg. Co.** seeks CP to change hours of operation from daytime to unlimited, directional night. Filed Sept. 14.

KWWL Waterloo, Iowa—Black Hawk Bcstg. seeks CP to increase nighttime power from 1 kw to 5 kw. Filed Sept. 9.

KWOC Poplar Bluff, Mo.—Poplar Bluff Bcstg. seeks CP to change from employing directional antenna day and night to night only. Filed Sept. 9.

WITA San Juan, P. R.—Electronic Enterprises Inc. amends application for CP (to change from 1400 kc, 250 w to 1140 kc, 500 w night, 1 kw daytime; change transmitter location from Santurce to Cantano, P. R.) to change daytime power to 500 w. Filed Sept. 15.

APPLICATION AMENDED

Vancouver, Wash.—Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co. amends application for new am station on 1010 kc, 1 kw daytime to specify 1150 kc. Filed Sept. 18.

New Fm Stations . . .

ACTION BY FCC

Bay Shore, N. Y.—Great Bay Shore Bcstg. Co. granted CP for new fm station on ch. 290 (105.9 mc); ERP 20 kw; antenna height above average terrain 125 ft. Granted Sept. 23.

APPLICATIONS

Olney, Ill.—Olney Bcstg. Co. seeks CP for new fm station on ch. 225 (92.9 mc) with ERP of 18.38 kw. Filed Sept. 18.

Portsmouth, Va.—Commonwealth Bcstg. Corp. seeks new fm station on ch 259 (99.7 mc) with ERP of 4.536 kw. Filed Sept. 18.

APPLICATION DISMISSED

Lebanon, Pa.—Radio Lebanon, Fm and Tv Inc. FCC dismissed application for new fm station on ch. 281 (104.1 mc) with ERP of 4.536 kw. Dismissed Sept. 18.

Existing Fm Stations . . .

APPLICATIONS

WERS (FM) Boston, Mass.—Emerson College seeks CP to change ERP from 330 w to 17.945 kw; antenna height above average terrain from 45 ft. to 54.46 ft. Filed Sept. 18.

KCRK (FM) Cedar Rapids, Iowa—The Gazette Co. seeks CP to change ERP from 50 kw to 24.9 kw; antenna height above average terrain from 320 ft. to 306 ft. Filed Sept. 18.

KSBR (FM) San Bruno, Calif.—Radio Diablo Inc. seeks modification of CP to change ERP from 250 kw to 63 kw; antenna height above average terrain from 2,470 ft. to 3,105 ft.; change studio location from 798 San Mateo Ave., San Bruno, to ¼ mile due W. of Summit of Mt. Diablo. Filed Sept. 10.

STATIONS DELETED

KXEL-FM Waterloo, Iowa—Josh Higgins Bcstg. Co. granted request to cancel license and delete fm station on ch. 289. Deleted Sept. 14; announced Sept. 22.

WNAM-FM Neenah, Wis. — Neenah-Menasha Bcstg. Co. granted request to cancel license and delete fm station on ch. 253. Deleted Sept. 14; announced Sept. 22.

WSIX-FM Nashville, Tenn.—WSIX Bcstg. Station granted request to cancel license and delete fm station on ch. 248. Deleted Sept. 14; announced Sept. 22.

WVOW-FM Logan, W. Va.—Logan Bcstg. Corp. granted request to cancel license and delete fm station on ch. 222. Deleted Sept. 14; announced Sept. 22.

Ownership Changes . . .

ACTIONS BY FCC

KXAR Hope, Ark.—Hope Bcstg. Co. granted voluntary acquisition of control by Alex H. Washburn through purchase of 12½% interest from Roy Anderson for $3,375. Mr. Washburn will now own 52½%. Anderson retains 12½% interest. Granted Sept. 18; announced Sept. 22.

KFEL-AM-FM-TV Denver, Colo.—Eugene P. O'Fallon granted voluntary transfer of control through transfer of 97.86% of stock to Eugene O'Fallon Trust: Eugene P. O'Fallon Jr., Martin J. O'Fallon and Eugene P. O'Fallon, trustees. Granted Sept. 23.

KWAL Wallace, Idaho — Silver Bcstg. Co. granted voluntary transfer of control to Metals Bcstg. Co. through sale of all outstanding stock by J. R. Binyon for $84,000. Principals are R. Lee Black (91%), vice president and 2.5% stockholder KIMA-AM-TV Yakima, Wash., and James G. Talbot (7.5%). Granted Sept. 23.

KACY (TV) Festus, Mo.—Ozark Tv Corp. granted transfer of control from Carl G. McIntire to himself and 12 local professional and business men. Mr. McIntire formerly was sole owner and will now own 15%. Granted Sept. 23.

KIMO Independence, Mo.—Frank E. Fowler, Craig Siegfried, Cedric Siegfried and Charles Siegfried d/b as The Blue Valley Co. granted voluntary assignment of license to Craig Siegfried. In consideration Craig Siegfried transfers all his rights in Diamond Bowling Alley, Independence. Granted Sept. 23.

KANA Anaconda, Mont.—Mosby's Inc. granted assignment of license to Anaconda Bcstg. Co. for 80% interest in Anaconda Bcstg. Granted Sept. 16.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. (KOAT) granted voluntary assignment of CP to Alvarado Tv Co. for $20,000. Principals are Albuquerque Exhibitors Inc. (33%), motion picture exhibitor; Pearce C. Rodey (3%), Albuquerque attorney, and J. B. Stephenson (2%), Albuquerque accountant. KOAT retains 60% interest. Granted Sept. 23.

KLEA Lovington, N. M.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. granted voluntary assignment of license to David R. Worley through sale by Mr. Zorns of 50% interest for $10,000. Mr. Worley will now own 100%. Mr. Worley owns 20% of KTNM Tucumcari, N. M., and is vice president and 20% stockholder of KDAV Lubbock, Tex. Granted Sept. 23.

KBIM Roswell, N. M.—Theodore Rozzell, William Paul Brown and Vernon Newton Hughes d/b as Radio Station KBIM granted voluntary assignment of license to William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM through sale of 45% interest for $8,500 by Mr. Rozzell to Paul F. Jergins, employe of Santa Fe R.R. Granted Sept. 26.

WELS Kinston, N. C.—Farmers Bcstg. Service Inc. granted transfer of control from Jack Siegal and Robert E. Wasdon to E. L. Scott through sale of ⅔ interest for $14,000. Mr. Scott, ⅓ owner WLOW-AM-TV Portsmouth, Va., will now own 100%. Granted Sept. 23.

WHCC Waynesville, N. C.—WHCC Inc. granted voluntary assignment of license to Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC through sale of interest by Holt McPherson (89%) and James B. Childress (10%) for $36,250. Mr. Fry is former radio and tv director, Democratic National Committee. Granted Sept. 23.

KGWA Enid, Okla.—Public Bcstg. Service Inc. granted voluntary transfer of control to George B. Failing Supply Co. through sale by G. W. Athey and George Hutchinson of 150 shares each for $70,000 and cancellation of loans totaling $20,000. Mr. Failing will now own 100% interest. Granted Sept. 23.

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. granted transfer of control to Lewis J. Ackers, Mrs. Sybil J. Ackers, Dale Ackers and Jack Andrews (100%) through sale of outstanding stock for $500,000. Lewis J. Ackers is owner Shackelford & Stephens Co., ranching and oil business. Dale Ackers is sales manager Universal Motors, Ford new car agency, and Jack Andrews is district manager Anderson-Clayton Cotton Co. Granted Sept. 16.

KSEL Lubbock, Tex. — Lubbock Bcstg. Co. granted assignment of license to News Inc. for $225,000. Principals include Charles A. Sammons (26⅔%), insurance; Dallas Rupe & Son (33⅓%), investment bankers; Houston Fire and Casualty Co. (33⅓%) and Carl M. Loeb (6⅔%), stock broker. Granted Sept. 23.

WHJC Matewan, W. Va.—Fred A. Staples, Fred Morningstar, Joseph R. Pickering, Donna Bjork, d/b as Three States Bcstg. Co. granted assignment of license to a new corporation of the same name for 50 shares of stock each. Marvin J. Peterson and Ed G. Stanley each purchase 50 shares for $5,000. All stockholders will now own 16⅔% interest. Granted Sept. 23.

APPLICATIONS

KDB Santa Barbara, Calif.—Lincoln Dellar seeks voluntary assignment of license to F. Robert Bauer for $75,000. Mr. Bauer is former manager of radio and tv media of Cunningham and Walsh, N. Y. advertising agency. Filed Sept. 5.

KROG Sonora, Calif.—Ken Randolph seeks voluntary assignment of license to Brewster E. Ferrel for $2,000. Mr. Ferrel is concrete contractor in Modesto, Calif. Filed Sept. 10.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. seeks voluntary transfer of control to J. K. Lasser through sale of all stock by Harrison C. Noyes, Clifford C. Oat and John Deme for $10,000. Lasser purchases note from The Bulletin Co., Norwich, for $65,000. Lasser is an accountant, professor and noted author on income tax and business management. Filed Sept. 10.

WDBF Delray Beach, Fla.—Robert G. Misenheimer tr/as Delray Bcstrs. seeks voluntary assignment of CP to Delray Bcstg. Corp. for $2,000. Principals include President-Treasurer **Harold P. Forstenau,** Vice President **Anne Barrons Forstenau** and Secretary **Mary Rose Forstenau.** All outstanding stock is held jointly by H. P. Forstenau and his wife M. R. Forstenau. Filed Sept. 4.

WDEC Americus, Ga.—American Bcstg. Co. seeks voluntary transfer of control to John E. Gilstrap Jr. and 19 others through sale of 59.75% of stock for $32,000. Purchasers are all local businessmen. Filed Sept. 11.

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Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

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National Press Building
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Consulting Engineer
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Telephone District 7-1205
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1052 Warner Bldg. National 8-7757
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Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
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FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
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WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
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710 14th St., N. W. Executive 3-5670
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ARLINGTON, TEXAS

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Republic 7-6646
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"Registered Professional Engineer"
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Consulting Radio Engineers
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AM-TV BROADCAST ALLOCATION,
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CONSULTING RADIO ENGINEER
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SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

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815 E. 83rd St. Hiland 7010
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WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. seeks voluntary transfer of control to Arnold M. Fredericks and 5 others through sale of all stock for $55,000. Principals include President **George Biggar** (18.09%), program director WLS Chicago, Secretary-Treasurer **Theodore Stetzer** (22.66%), plastic manufacturer. Filed Sept. 11.

WNJR Newark, N. J.—Evening News Pub. Co. seeks voluntary assignment of license to Rollins Bcstg. Inc. (WRAD Radford, Va.; WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAP Norfolk, Va.) for $145,000. Principals include President **John W. Rollins** (62.5%), Vice President-Secretary **O. Wayne Rollins** (33.3%) and Secretary **Katherine E. Rollins** (4.2%). Rollins Bcstg. is applicant for new am stations at Jacksonville, Fla., Indianapolis, Ind., and Houston, Tex., and applicant for new tv station at Fayetteville, N. C. Filed Sept. 9.

WHNC-AM-FM Henderson, N. C.—Henderson Radio Corp. seeks voluntary acquisition of control by Nathan Frank through purchase of 80% interest from other stockholders for $84,000. Mr. Frank, general manager of WHNC, will now own 100%. Upon approval of this transfer Frank will surrender CP for new am station on 1450 kc, 250 w unlimited for Henderson. Filed Sept. 3.

WEYE Sanford, N. C.—**Waldo W. Primm** seeks voluntary assignment of license to Lee Bcstg. Corp. (WWGP Sanford) for $10,200. Principals include **Albert Robert Powers** (25%), President **W. L. Simmons** (8.34%), stockholder in local department store; Vice President **J. R. Ingram** (4.17%), soft drink bottler, and Secretary-Treasurer **Waldo W. Primm.** Filed Sept. 9.

WLMJ Jackson, Ohio—**Luther M. Jones** seeks voluntary assignment of CP to WLMJ Inc. for $1,000. Principals include President **Frances D.**

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Help Wanted

Several attractive openings in Florida for qualified announcers, salesmen, newsmen, writers. Applicants invited file full details with Secretary, Florida Association of Broadcasters, Box 190, Quincy, Florida.

Managerial

Commercial manager at once with plenty ideas for 5000 watt fulltime station. Write Box 929X, B•T.

Combination manager-chief engineer wanted for new low frequency daytime station in deep south. Excellent opportunity with good starting pay. Box 956X, B•T.

Need complete experienced staff for new 5 kw daytime station on 950 kc's to be built soon at Jefferson City, Missouri. Especially interested now in interviewing commercial manager, as well as chief engineer who is an excellent announcer. Contact John Conwell, KNCM, Moberly, Missouri.

WAVE-Radio, NBC, needs an aggressive experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Business woman, between 30 and 40 with executive ability in broadcasting needed immediately to assist manager. Splendid opportunity, above average salary at progressive station in ideal southern city. Airmail information to Manager, WJXN, Jackson, Mississippi.

Salesmen

Farm director-salesman wanted by Minnesota station. Must be good salesman. Salary and commission. Box 852X, B•T.

Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 897X, B•T.

Salesman for 14 year old station in non-TV area. $75.00 weekly draw against 20% commission. No high pressure. Radio experience necessary but not sales, must have car. Mail history, references and current snapshot to Box 915X, B•T.

Experienced radio-minded salesman for progressive midwestern independent. Liberal drawing account against 15 percent commission plus gasoline mileage. Sales aids as BAB and Nielsen. No high pressure men need apply. Send complete information, first letter. Box 924X, B•T.

Salesman wanted at once for 5000 watt fulltime station. Good wages and commission. Write Box 930X, B•T.

Western NBC regional, excellent market, offers radio-minded local salesman opportunity to earn $10,000 plus. Weekly base, $100. against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather (no snow). Box 964X, B•T.

Salesman with possibilities toward local sales. Manager and assistant manager after ability proven on 1 kw independent. Prefer man who has announced, produced and who likes to sell. Airmail full details and photo. Box 965X, B•T.

Salesman or comm. manager, 1000 watt, North Carolina, you can write your own ticket on earnings. Best opening in the state. Send full details first letter. Box 984X, B•T.

Radio Station KOCA, Kilgore, Texas, has immediate employment for salesman with knowledge of sports and good announcing voice. $65.00 weekly salary plus 15% commission.

We offer a good salesman an excellent money proposition at one of North Carolina's best 250 watt fulltime stations in top small market. Must be a worker with good habits. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Help Wanted—(Cont'd)

Salesmen—two. New 1 kw AM station in city of 105,000. Only one other station competition—same power. Chance to make real money if you've got the stuff. Want livewires—opportunity too good to waste on others. Drawing account plus full commission. Send photo and full details to WRRR, 113 S. Court Street, Rockford, Ill.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Southern 50,000 watt CBS station needs two (2) staff announcers. Good opportunity to join good, solid, sober staff. Box 892X, B•T.

Good, experienced announcer who can sell and prefers top salary to commission. Hard worker. Southwest, network. Box 937X, B•T.

Announcer, strong-experienced all-round, for large progressive, competitive east Tennessee market. Salary commensurate with initiative and ability. Send personal history and photo. Box 940X, B•T.

Announcer: Experience not necessary. Must have suitable voice and willingness to work hard and learn. Send complete details, photo, audition to Box 944X, B•T.

Negro DJ for rhythm and blues show in large southeastern market. Must be hep to the jive. Pay commensurate with ability. Resume no tape. Box 948X, B•T.

Looking for your big opportunity? News and pop music man wanted for strong independent operation. Send audition to Box 950X, B•T.

Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 958X, B•T.

Experienced announcer for radio and television station in large southwestern market. Starting salary $85., periodic increases, 40 hour week. No talent fees. Send background and tape or disc. Box 963X, B•T.

Announcer. Six months experience, all phases. Excellent potential. Good news and commercial delivery. References, tape, resume. Box 968X, B•T.

Combination announcer-operator with first class license. Prefer married man. Car. Announcing and technical abilities must be above average. Send tape or disc, recent photograph and technical background. $70.00 to $90.00 weekly depending on ability. Eastern location. Box 969X, B•T.

Play-by-play man. First phone. $350.00 to start. Midwest. Send tape and letter to Box 978X, B•T.

All-round announcer, emphasis on sports. Opportunity, sports director upon proving self. Top station, upper New York state, medium-sized city. Send tape, complete resume. Box 981X, B•T.

Help Wanted—(Cont'd)

Engineer-announcer. First class, full details, tape or disc. Past history, 1000 watt North Carolina outlet. Top management, good working conditions. 44 hour week. Box 985X, B•T.

Staffer for west Pennsylvania outlet news, board special events and hillbilly or pop DJ. Box 991X, B•T.

CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.

Announcer, experienced, car necessary. Salary $60. KBUD, Athens, Texas.

Experienced announcer. Ideal working conditions and position will be permanent to right person. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Dependable staff announcer. Send resume, KFRO, Longview, Texas.

Announcer—experienced preferred. Could use man with first phone but with announcing emphasis. Permanent. Write fully. KSGT, Fremont, Nebraska.

Announcer, able to gather and deliver local news. Radio Station KVOU, Uvalde, Texas.

Wanted by 1000 watt Mutual affiliate: Announcer-salesman, announcer-engineer or announcer-copywriter. Write KVWO, Box 926, Cheyenne, Wyoming.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced announcer. Immediate opening, good working conditions. Send tape, qualifications and photo to WMIK, Middlesboro, Kentucky.

We offer an extra good proposition for two experienced announcers that can really pitch. 250 watt fulltime station in excellent small market. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Staff announcer: Must run turntables and board, knowledge of music, pleasant voice and lots of common sense required. Minimum of two years commercial experience essential. Contact Art Ross, Program Director, WNOR, Norfolk, Virginia.

Announcer with some experience. Good working conditions, good pay. WOHP, Bellefontaine, Ohio.

Announcer, personality more important than experience. No discs or tapes returned. WPAC, Patchogue, New York.

West Virginian preferred for permanent staff position. Send audition. Bob Bower, c/o WTIP, Charleston, West Va.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 878X, B•T.

Technical director, for construction and operation of combined AM & TV (VHF) operation in middlewest. Complete administrative charge of all engineering matters and personnel. Position with established AM station and pays well. Applicant must be qualified, experienced engineer-with proven executive ability. Personal interview given qualified applicants. Send resume to Box 920X, B•T.

Immediate opening for experienced chief engineer and announcers. Good working conditions. Excellent pay. Give salary requirements, past experience first letter. Box 932X, B•T.

Excellent opportunity for first class engineer interested in AM/FM operation. Write Box 967X, B•T.

Help Wanted—(Cont'd)

First class engineer needed for combo work. Excellent starting salary. No drunks or deadbeats need apply. Excellent opportunity for right man. Send references, past work record with first letter. Position open now at North Carolina network affiliate, small community. Will accept single man but family man preferred. Box 988X, B•T.

At once! Chief engineer-announcer. Good future for a man who wants to settle down and think about the future. Contact Paul Hayes, KCIL, Houma, La.

Combo man, with first phone, prefer experience. Emphasis on announcing. Permanent. Write fully. KSGT, Fremont, Nebraska.

Combo man with 1st class license and experience as DJ wanted October 3rd. Salary $60.00 to $75.00, depending on qualifications. Rush answer Wilson, WAAB Worcester, Mass.

Engineering position open at WLEC, Sandusky, Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

First class transmitter engineers with car, for 5 kw AM and FM, CBS affiliate. TV now under construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTOC, Savannah, Ga.

Production-Programming, Others

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional buildup. Box 893X, B•T.

Experienced traffic girl. Responsible for schedules and availabilities. Send experience, references, photo, salary required. Program Manager, KCSJ, Pueblo, Colorado.

Newsman with all-round experience in airwork, reporting and rewrite. Experience in still-photography highly desirable. Send full details, tape and picture to News Editor, KMBC, Kansas City, Missouri.

Promotion man wanted. Facile writer. Know research, distribution, merchandising. Good team worker. Live in America's finest spot. Unlimited opportunities. AM, FM, TV. Send personal details, money needed, photo, first letter. Dick Harris, KOA, Denver.

News director: experienced man to pound newsbeat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

New station. 1 kw AM in northern Illinois, city of 105,000. Need topflight program director; news editor; two good ad-lib commercial dee-jays; traffic gal; copywriter; two salesmen. Top salaries, but you've got to be good. No neophytes or has-beens. People behind this operation are old timers in game so you'll be treated right. This is the opportunity you've been looking for—don't pass it up. Send full information, photos, tapes, etc. to WRRR, 113 Court St., Rockford, Illinois.

Experienced woman reporter. Regular beat, also some air work. Dixie Network, Jackson, Tennessee.

Television

We are planning a complete staff for regional VHF outlet for a thriving educational and industrial center in the south seaboard area. Write covering qualifications, experience. Present employer will not be contacted. Write 928X, B•T.

Managerial

KWWL, Waterloo, Iowa, 5 kw Mutual affiliate, urgently needs thoroughly reliable capable man with TV experience to serve as administrative assistant to the president. Rush complete information including salary desired, training, experience, etc., to Radio Station KWWL, Waterloo, Iowa.

Announcers

Top quality announcers wanted for general staff work at new television station in Pennsylvania. Send history, recent photo and audition record for preliminary elimination. Box 894X, B•T.

Help Wanted—(Cont'd)

Producer-announcer. TV experience necessary. Must be good at on-camera commercial delivery. good base plus talent at four-year-old TV station in excellent southeast market. Send full personal and professional details, small photo, salary requirements first letter. Box 945X, B•T.

Technical

Chief Engineer for new television station located in southwest. Write giving complete experience, qualifications and starting salary expected. Box 838X, B•T.

Established midwest AM-TV station needs experienced technicians for TV. Five day, 40 hour week, better than average wages. Box 992 X, B•T.

KWWL, Waterloo, Iowa, needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chiefs. Also need cameramen, directors, announcers, film men, with experience. Present AM operation, 5 kw directional, proposed TV 316 kw ERP. Send complete details to KWWL, Waterloo, Iowa.

Immediate opening for two first phone engineers. Send qualifications and photograph to Chief Engineer at WTVN-TV, Columbus, Ohio.

Production-Programming, Others

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion of programs, station and market on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Situations Wanted

Managerial

General manager who works! Fifteen years experience. More than doubled billing in five years present job. Young, aggressive, loyal, with practical ideas and the ability to make them work. Best references and proof of performance available. Good man for good job that pays good money. Box 922X, B•T.

General manager. 18 years experience, sober family man, can invest. Top record, references. South only. Box 923X, B•T.

Experienced salesman desires position assistant manager-commercial manager, with TV future. Family man, Reliable, excellent references. Box 951X, B•T.

19 years experience available to manage station in small or medium market. 11 years spent in management and ownership. Strong sales background and administrative experience. Will take station on percentage or lease. Box 979X, B•T.

Salesmen

Producing salesman. Employed medium market radio and TV operation desires contact with sound metropolitan radio or TV operation. Eight years experience sales, announcing, production. College graduate. Executive material. Box 936X, B•T.

Experienced salesman, $7,000. or better. Presently employed. Write copy and announce under certain conditions. Resume Box 942X, B•T.

Available man who believes in and knows how to sell radio. East preferred. Box 952X, B•T.

Advertising salesman, energetic, hard-working, personable, eager for television sales, travel, relocate. Veteran, journalism graduate. 4 years selling background. Box 987X, B•T.

Announcers

Announcer, news, commercials, sports, and disc jockey. Board operator, specialized in spiritual and music. Reference and tape on request. Box 848X, B•T.

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newscaster, also produce direct and write copy. Network calibre. Audition tape, picture and background upon request. Best references. Box 855X, B•T.

Situations Wanted—(Cont'd)

Sports announcer. Eight years class A play-by-play baseball plus football, basketball. Presently employed. Available close baseball season, TV and sales experience. Box 863X, B•T.

Hillbilly disc personality-announcer. Country singer, guitar, piano. Staff work. Well experienced, sober, reliable, can bear investigation. Country-minded progressive station. Like Ohio, but all write. Available two weeks. Data, tape, on request. Box 880X, B•T.

Announcer, 5 years experience, currently employed. Seeking better opportunity. Excellent references. Box 911X, B•T.

Announcer, DJ, news, sports man. Three years experience, 24, single, draft exempt, college grad. Presently employed southwest, want to come home. Good references. Prefer New York, New Haven, Philadelphia area. Box 912X, B•T.

Announcer, continuity editor, program director, salesman, with over five years experience in radio, also bachelor's degree. Desires permanent position in radio or television in Florida. Box 916X, B•T.

Announcer. Three years experience all phases. College graduate. Age 25. Presently employed midsouth. Seeks northeast city over 75,000. Box 921X, B•T.

Announcer, single, veteran, AB Degree, year's experience network affiliate in New England all phases including control work. Prefer east. Box 926X, B•T.

Good, experienced all phases, ambitious announcer desires position in midwest market. Currently employed. Box 933X, B•T.

Now in TV, prefer radio, available two weeks notice. Box 946X, B•T.

Announcer, some experience. Draft exempt, single, conscientious, ambitious, excellent references. Tape and resume upon request. Box 954X, B•T.

Announcer. Pleasant, rich voice; talented; hard working. Capable. College graduate; 3 years experience. Box 955X, B•T.

Announcer/expert/newscaster desires Boston or vicinity position. Thoroughly experienced. Presently employed as announcer-newscaster with top listener rating. Box 959X, B•T.

Announcer/expert/newscaster. Versatile and experienced. Presently employed in medium-large market as announcer-newscaster. Wish to move to larger market. Box 960X, B•T.

Announcer, 20, AF vet would like to climb ladder. Some light experience. Tapes to send. Box 971X, B•T.

Announcer, DJ, radio and TV. Mature. Discs and tapes on request. Box 975X, B•T.

Experienced versatile announcer; ambitious, can write local news; DJ; third class ticket; married veteran; details on request. Box 986X, B•T.

Combination man, six years experience. References. Excel in news and music. Family man, veteran. Wants permanency. Will travel. Richard C. Brown, 30 Linden Place. New Rochelle, New York.

Veteran, single, light experience, small station, ambitious. Resume, tape, Jerry Callen, 1662 Hoe Ave., Bronx 60, New York.

Announcer, commercials, news, DJ, sports. (Strong) board. Veteran. John Danvers, 415-51 St., Brooklyn, New York. HY 2-9418.

Announcer — Permanent station staff — platters, news, commercials, special features. Light experience, high potential, young, versatile, reliable, draft exempt. Strong references, will travel. Jack Farrell, 76 Powell St., Brooklyn, New York.

Recent SRT graduate. Veteran. Negro. Training in all phases of announcing. Free to travel. 119-42 146 St., Jamaica, New York, JA-9-3313. Silas Gillespie.

All-round staff duties, personable DJ, strong sports, light experience, strong potential. Hal Greene, 709 Fairmont Pl., Bronx, N. Y.

Top DJ in large southern market, 4 years experience, 28 years old, wants change to north or northeast. Jerry Kay, Claiborne Towers, Apt. 908, New Orleans, Louisiana. Raymond 7721.

Announcer: mature, reliable, will travel. Can handle news, DJ, control board. Resume, tape available. Larry Russell, 22 Bartlett St., Brooklyn 6, New York.

(Continued on next page)

Situations Wanted—(Cont'd.)

Announcer-engineer. First phone license. 2½ years experience. Strong news and commercials. Desires combination job with newscast. Harry Massingale, General Delivery, Joplin, Missouri.

Announcer-PD, five years experience, presently employed seeks relocation. East or northeast metropolitan market preferred. Salary $85.00. weekly. Good references. Charles Read, phone 456, Pikeville, Kentucky. Available immediately.

Announcer: single, veteran. Commercials, news, sports, DJ, board. Tape and resume available. Bob Stuart, 90-11 149 St., Jamaica, New York. JA-6-8048.

Announcer: strong on DJ single, draft exempt. Limited experience. Tape on request. Paul Valen, 1829 Washington Ave., Bronx 57, New York.

Sportscaster—staff announcer. Experienced all phases staff announcing, 5 kw Philadelphia, Penna. Excellent references. Three years play-by-play. College graduate. Draft exempt. Details, audition on request. Bill Wright, 108 Bloomingdale Ave., Wayne, Penna.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Box 315, Rushville, Nebraska or phone 286-J.

Technical

Engineer, first phone, 3 years experience. Now available. Box 913X B•T.

Experienced chief engineer available soon. Box 947X, B•T.

Chief engineer. Eight years varied experience. Installations. RCA graduate. Will locate in Ohio, Indiana or New England. Excellent references. Box 953X, B•T.

Engineer, 1st phone. Two years experience, desires to relocate preferably New York or California. Box 962X, B•T.

Engineer, first phone. Technical school graduate. One year electronic experience. Seeking permanent position. William Libbett, 71-30 260th St., Bellrose, L. I., N. Y.

Chief engineer—11 years experience. AM-FM-TV. Construction, installation, and maintenance. TV experience with major network. Available immediately. Don F. Volkman, General Delivery, % Flushing Post Office, Flushing, New York.

Production-Programming, Others

Girl Friday wants position in progressive operation offering realistic salary. Radio-TV background; public relations; on camera; writing; sales promotion. Box 918X, B•T.

Film is the key to profitable TV operations. For thorough experience in this and other important phases of TV-radio management write Box 934X, B•T.

Need a responsible young lady with good radio background including programming, copy, traffic, air? Write Box 943X, B•T.

News reporter-editor. 150 mile radius of Boston. $75. minimum. Box 957X, B•T.

3D—program director, morning man, 1st phone. Outstanding voice that ladies love and men admire. Available 2 weeks. Box 972X, B•T.

College graduate desires sports, news position. Married, 22, draft exempt, three years newspaper training, limited radio experience. Resume, personal audition. Robert Stiff, 21900 Hillsdale Ave., Cleveland 26, Ohio.

Television

Announcers

Television-radio emcee and commercial announcer. Experienced both fields. Films and tape available for real proof. Box 990X, B•T.

Technical

TV engineer desires supervisory position with new or established station. Aggressive, capable, 1st phone, in radio since 1933, 12 years operation, maintenance, 36. Complete details first letter. Box 925X, B•T.

Situations Wanted—(Cont'd.)

TV, radio grad. knowledge RCA studio equipment. Experience DuMont camera, studio, maintenance field. Some color. First phone. Desires connection New York area. Box 941X, B•T.

Present chief engineer desires work at TV or radio station in southern California, Arizona, New Mexico or Texas because of family's health. 14 years background, sober. Am told extremely conscientious, references furnished. Box 966X, B•T.

Production-Programming, Others

Looking. Network calibre AM-TV announcer-newscaster. Presently employed, desires to make change. Also direct, produce and write copy. Can run board. Details, tape and picture upon request. Best references. Available on 2 weeks notice. Box 859X, B•T.

Production assistant, writer, film editor. SRT-TV and college graduate. Korean veteran. Available November. Box 904X, B•T.

Television Workshop of New York graduate. Seeks position on TV production staff. Experience in theatre and film production. Will relocate anywhere. Box 927X, B•T.

Program director. Working exec. Top idea man. Experienced. Available now. Box 938X, B•T.

Five years plus on the air with emphasis on news. Now editor 50,000 watt CBS station southwest. Married, two children, 26. Desires permanent location with TV. Write 949X, B•T.

Production director will work for television station that possesses a "showmanship" heart. Showmanship is what I sell. Box 973X, B•T.

Two-in-one. Experienced radio and TV. Women's show, DJ, interviews, copy, sales promotion, public relations plus secretarial. Available now! Box 974X, B•T.

Experienced TV newscaster-director seeks TV position. Eleven years radio news director. Excellent references. Permanent. Box 976X, B•T.

Program-production. Have worked on top shows for three networks. Three years television experience, both production-engineering. Interested in smaller, permanent station where personal ability will show and grow with operation. Have several shows written and ready to go—puppets etc.—(money makers)—Presently employed. I am waiting to hear from you. P. O. Box 52, Merion, Penna.

For Sale

What do you do with package shows? We've shot 13 western musicals—now what? If you can distribute them or use them, we'd like to sell them to you. They're in the can—music is cleared ready to go. And they're a bargain to boot. We're producers not distributors. What are we offered? Box 919X, B•T.

Stations

Profitable local station. Nets thirty percent on investment. Rocky mountain area $30,000. down. Box 910X, B•T.

Third of new 1000 watter. Reasonable. East coast. Ideal for work-ownership. Doing well. Owner. Box 917X, B•T.

5000 watt fulltime station. Write Box 931X, B•T.

250 watter, approx. 2½ times earnings. $135,000. Near New York. Box 811X, B•T.

South Florida daytime independence. $35,000. cash. Will handle balance financed. Box 980X, B•T.

250 watt livewire independent station near New York. Grossing $90,000. In black from start. Box 983X, B•T.

Oklahoma, 250 watt fulltime. Exclusive market. Profitable. Good building, equipment. Bargain. $35,000.00. Jimmie Barry, Agent. P. O. Box 1588, Muskogee, Oklahoma.

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

For Sale—(Cont'd.)

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Telecasting equipment for sale. Excellent condition, has given 5 years of topflight service. One 3-bay channel 4 RCA superturnstile antenna less feed lines. Two 235' galvanized steel square tapered, insulated Lehigh Structural Steel Co. towers less field bolts. One 235' galvanized steel square tapered, insulated Blaw Knox tower less field bolts. One RCA triplexer for FM at 101.3 mc. and channel 4. One type WM-20A RCA TV dimodulator for channel 7. One REL 250 watt FM (Cat. # 549A-DL) transmitter. One parts kit necessary to convert on 503B 1 kw WE FM transmitter to 10 kw. This equipment is reasonably priced and quotations will be rendered on request. Box 629X, B•T.

305 foot self-supporting Blaw-Knox tower. Available immediately. Best bid takes. Box 914X, B•T.

DuMont T124-E dual image orthicon. Camera chains. Like new; complete. Also other TV studio equipment, projector, etc. Immediate delivery. Principals only. Box 989X, B•T.

One RCA, BTP radio mike—transmitter ¼ watt. Used very little. $110.00. KWAD, Wadena, Minnesota.

Truscon self-supporting tower model H-30, 270 feet. Excellent condition. Suitable for AM-TV. Immediate shipment. Make offer. WOKY, Milwaukee, Wisconsin.

Magnamite 610SD portable tape recorder; 7½IPS, battery amplified, spring driven. Lapel microphone, headfones, erase head, extra tubes, 10 reels tape. Perfect condition. Used Europe three months. $100.00 off station price. $245.00 complete. Jack Stone, WRVA, Richmond, Virginia.

RCA 76 B 5 consolette and two 70 D turntables. $2,075. for package. Allan Crail, National Radio School, 4404 Euclid Ave., Cleveland, Ohio.

Presto 6-N recorder, 88-A amplifier, 1-D head $500. Allen C. Moore, 1722 W. State Blvd., Fort Wayne, Indiana.

Wanted to Buy

Equipment etc.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Mobile transmitter, type 604 and receiver, type 603D. Contact Manager, WKAY, Glasgow, Kentucky.

1 to 3 kw FM transmitter, also antenna with power gain 3 to 5 or less. FM monitor, transmission line with hangers. Write or call Dixie Network, Jackson, Tennessee.

One 8 bay FM side mount antenna, Collins or Andrews, to operate on 92.9 MC. KREM, Spokane, Washington.

Need one kilowatt transmitter that will withstand technical inspection. William Blizzard, Cordele, Georgia.

Will purchase used turnstile television antenna for Channel 2, gain 2 or more. Lic. Antonio Cabrera, Apartado 2516, Mexico, D. F.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins November 9. **Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.**

Help Wanted

Announcers

Hillbilly DJ wanted

For radio and TV. Must know hillbilly and western records and artists, and be able to put on top flight hillbilly record shows and MC similar type TV live programs. Give full details of past experience and salaries and advise expected starting salary, when available, and enclose snapshot. Confidential. Box 977X, B•T.

Help Wanted

NEED IMMEDIATELY

RADIO-TELEVISION TIME SALESMAN

ALSO TECHNICIAN WITH FIRST CLASS TICKET AND AUTOMOBILE.

Ideal working conditions. Prefer men residing in northwest. Phone or wire Ed Cooney, KOPR-TV, Butte, Montana.

RADIO IS BETTER THAN EVER AT WNOR

Top Norfolk 24-hour Independent Station is increasing its Staff. Can use

1. ACCOUNT EXECUTIVE—One who can sell in 26th Market with 800,000 Population—Earnings Unlimited—Should Make $10,000 Up.
2. PERSONALITY DISC JOCKEY—Top Air Salesman who can sell commercials—No prima donnas, wonder boys or floaters need apply—Strict popular music station. Salary open.
3. REGULAR ANNOUNCER—Good voice for news and punch commercial transcriptions. Salary Open.

Rush resume, snapshot, all pertinent information, voice audition (announcers) to Earl Harper, Radio Station WNOR, Norfolk, Va.
Will be available for personal interview in New York beginning September 28th.

Television

Technical

Established midwest 100 kw TV station has openings for experienced TV technicians. Send resume and photo. Box 843X, B•T.

For Sale

QUALITY FILM COMMERCIALS
priced for the
Low Budget Client
CTI
STOP-MOTION . . . . SCENE-ACTION . . . TALENT
SILENT . . . "SOUND-OVER" . . . "LIP-SYNC"
SEND US YOUR STORY-BOARDS FOR "QUOTES"
CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

Equipment, etc.

FOR SALE EQUIPMENT

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 bay FM antenna; 200 ft. 3⅛" coax with RCA isocoupler; Gates and Collins consoles; racks; patch pannels; GE and H-P FM monitors, plus many other items. Contact Box 900X, B•T.

for sale
GE FILM CAMERA
nearly new
Contact:
Chief Engineer
KGUL-TV
Galveston, Texas

Moore (40%); Vice President **Ernestine B. Miller** (20%); Secretary-Treasurer **Marrianne B. Campbell** (10%), station manager WJEH Gallipolis, Ohio; **John E. Halliday** (10%), president and 79% owner WJEH and president and 55% owner WBEX Chillicothe, Ohio; **Willima R. Mnich** (10%), station manager WBEX, and **Truman A. Morris** (10%), secretary-treasurer and 20% owner WJEH and secretary-treasurer and 33% owner WBEX. Filed Sept. 8.

KFBC Cheyenne, Wyo.—Frontier Bcstg. Co. seeks voluntary relinquishment of control licensee corporation by Cheyenne Newspapers Inc. (Wyoming State Tribune and Eagle) through issuance of new stock. Principals include President **Robert S. McCracken** (22%), Vice President **W. A. Corson** (18%) and Treasurer **William C. Grove** (16%). Cheyenne Newspapers formerly owned 66% and will now own 33% interest. Filed Sept. 14.

For Sale—(Cont'd)

!! AM BROADCASTERS !!

The effectiveness of your TRANSMITTER VOLUME LIMITER can be INCREASED a FULL 4 DB by using our "CYCLIC LIMITER BOOSTER." AVERAGE VOLUME AT LISTENER'S SET GOES UP 4 DB—WITHOUT splatter or discernible added distortion.
Your C.E. can easily build the "BOOSTER" for your station for under $180.00. I supply COMPLETE VOLUME of proved design and construction/operation detail for $38.50.
Address: Gerald R. Chinski, Tech. Super., KXYZ, Houston, Texas.

Wanted to Buy

Responsible parties want to buy

250-1 KW station in small or medium midwest or west coast market. Send particulars and terms to Box 935X, B•T.

Miscellaneous

INCREASE YOUR INCOME!

Now! While working at your present job, you can learn the same fundamentals that have started other TV and radio writers, producers, program directors and agency men on the way to big money. In a few short weeks, by mail, you can master the basic principles of TV and radio program building, continuity and commercial writing that bring real success. Your instructor . . . a master craftsman, now a supervisor for a leading agency . . . for years a top free-lance man and lecturer at a leading university. For complete information, including free demonstration lesson and program type chart, write:

BROADCASTING TECHNIQUES
Rm. 950 228 N. LaSalle
Chicago 1, Illinois

Enrollment limited! Members of broadcasting and advertising professions given preference!

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

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EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Hearing Cases . . .

INITIAL DECISIONS

San Bernardino, Calif.—New tv, uhf ch. 30. FCC hearing examiner William C. Butts issued initial decision looking toward grant of the application of Orange Belt Telecasters for CP for new tv station on uhf ch. 30. Action Sept. 18.

Bowling Green, Ohio—New am, 730 kc. FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Howard R. Ward for CP for new am station on 730 kc, 250 w daytime. Action Sept. 17.

OTHER ACTIONS

Rockford, Harvard, Evanston, Ill.—FCC designated for hearing applications of Winnebago Bcstg. Co., Rockford, and Esther Blodgett, Harvard, for new am stations on 1600 kc; Winnebago with 1 kw unlimited directional and Blodgett with 500 w daytime; WNMP Evanston to increase power on 1590 kc from 1 kw to 5 kw, directional daytime, and made WTVH Peoria party to the proceeding. Action Sept. 23.

KSTL St. Louis, Mo.—Radio St. Louis Inc. FCC by memorandum opinion and order (1) granted petitions of WVOK Birmingham, Ala., and KGGF Coffeyville, Kan., and denied petition of WMPS Memphis, Tenn., all directed against Commission's action of July 29 granting application of KSTL for CP to increase power from 1 kw to 10 kw, directional; (2) postponed effective date of grant and designated application for hearing; and (3) made WVOK and KGGF and Broadcast Bureau Chief parties to proceeding. Action Sept. 23.

Commerce, Tex.—Memorial Bcstg. Co. FCC upon protest of KDNT Denton, Tex. postponed effectiveness of action of Sept. 2 granting application of Memorial for new am station on 1450 kc, 250 w unlimited and designated application for hearing; made KDNT and Broadcast Bureau Chief parties to proceeding. Action Sept. 23.

KSOX Harlingen, Tex.—FCC by memorandum opinion and order denied petition filed by Harbenito Bcstg. Co. for rehearing and reconsideration of Commission action of Aug. 11 concerning protest of WCKY Cincinnati in regarding application of Roy Hofheinz for modification of CP and for station license of KSOX.

PROPOSAL TO AMEND 3.611(a) OF TV RULES—On petition by Logansport Bcstg. Corp., Logansport, Ind., filed June 30, 1953, the Commission proposed rule making to amend Section 3.611(a) of the tv rules relating to reference points and distance computations by adding the following subsection (a) (2):

"If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirements of Section 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Section 3.610."

Comments may be filed on or before Oct. 26, 1953.

The following petitioners are being advised that action would be withheld on their proposals pending final determination in the above rule making procedure: Logansport Bcstg. Corp., to assign ch. 6 to Logansport, Ind.; Booth Radio & Tv Stations Inc. to assign ch. 10 to St. Louis, Mich.; Jackson Bcstg. & Tv Corp. to assign ch. 10 to Parma, Mich.; Sparton Bcstg. Co. to assign ch. 10 to Parma, Mich.; Triad Tv Assn. to assign ch. 10 to Onondaga, Mich., or to Parma-Onondaga, Mich.; and Twin Valley Bcstrs. Inc. to assign ch. 10 to Coldwater, Mich.

Routine Roundup . . .

September 17 Decision

By Commission En Banc

McFarland Letter

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc., and Zenith Radio Corp., Chicago, Ill.—Are being advised that applications of CBS for renewal of license of WBBM-TV (BRCT-5) and Zenith Radio Corp. (BPCT-322) for new tv station to operate on ch. 2 indicate necessity of hearing.

September 18 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WHDH Boston, Mass., Matheson Radio Co.; KOA Denver, Colo., National Bcstg. Co.—Dismissed petitions to designate for hearing application of Champlain Valley Bcstg. Corp. (WXKW) Albany, N. Y. (Dockets 9227 et al).

By Hearing Examiner H. Gifford Irion

Superior Television Inc.; KEYS-TV Inc.; K-

SIX Television Inc., Corpus Christi, Tex.—In supplemental statement and order amended in various respects statement and order of Aug. 6, 1953 (Dockets 10556, BPCT-1031 et al) (Action 9/17).

WKRG-TV Inc., The Mobile Television Corp., Mobile, Ala.—By memorandum opinion and order granted motion of WKRG-TV Inc. for reconsideration of rulings on admission of evidence in proceeding for tv CPs (Docket 10457, 10458; BPCT-690, 990) with respect to its second request (evidence relating to programming of Station WABB during week of March 29 through April 4, 1953) and denied with respect to its first request (evidence relating to loans proposed by Mobile Television) and its third request (evidence relating to the alleged audience of WDSU-TV in areas outside its Grade B contour) (Action 9/15).

By Hearing Examiner James D. Cunningham

Colonial Television Inc., Montpelier, Vt.—Denied petition of Sept. 14 for leave to amend its tv application with respect to cost of construction, programming, hours of operation, visual power, site, and in other respects (Docket 10643, BPCT-1557).

By Hearing Examiner Fanney N. Litvin

United Bcstg. Co., WJW Inc., Cleveland, Ohio—Hearing conference in this proceeding (Docket 8650, BPCT-216) (Docket 8742, BPCT-250) is continued from Oct. 2 to Oct. 12, 1953.

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—Hearing conference in this proceeding (Docket 10610, BPCT-1057) (Docket 10611, BPCT-1740) was advanced from 10 a.m., Oct. 12, to 9 a.m. of said day, in Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Montgomery Bcstg. Co., Alabama Television Co., Montgomery, Ala.—Upon agreement of parties, hearing in this proceeding (Docket 10573, BPCT-670) (Docket 10574, BPCT-1055) was continued from Sept. 21 to Sept. 28, 1953.

By the Acting Secretary

Upon request by Triad Television Assn., Onandaga, Mich., extended to Sept. 18 time for filing replies to comments filed in Docket 10619 re amendment of Sec. 3.606, Table of Assignments, Rules Governing Television Broadcast Stations.

Upon request of KECC Inc. and May Broadcasting Co. extended to Sept. 25 time for filing comments in Docket 10604 re proposed rule making re new ground conductivity map. Replies to such comments may be filed on or before Oct. 5, 1953.



September 18 Applications

ACCEPTED FOR FILING

Modification of CP

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.—Mod. CP (BP-7847) as mod., which authorized new station, for extension of completion date (BMP-6313).

KSIS Sedalia, Mo., Yates Bcstg. Co.—Mod. CP (BP-8469) as mod., which authorized new station, for extension of completion date (BMP-6310).

KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp.—Mod. CP (BPCT-1044) as mod., which authorized new station, for extension of completion date to 4/6/54 (BMPCT-1395).

KRTV (TV) Little Rock, Ark., Little Rock Telecasters Inc.—Mod. CP (BPCT-1160) as mod., which authorized new station, for extension of completion date to 3/16/54 (BMPCT-1392).

KNBH (TV) Hollywood, Calif., NBC—Mod. CP (BPCT-1462) which authorized changes in existing station, for extension of completion date to April 1954 (BMPCT-1390).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. CP (BPCT-877) as mod., which authorized changes in existing station, for extension of completion date to 4/12/54 (BMPCT-1393).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. CP (BPCT-746) as mod., which authorized changes in existing station, for extension of completion date to 3/2/54.

KCTV (TV) Sioux City, Iowa, Great Plains Television Properties of Iowa Inc. — Mod. CP (BPCT-1189) as mod., which authorized new station, for extension of completion date to 2/1/54 (BMPCT-1396).

KING-TV Seattle, Wash., King Bcstg. Co. — Mod CP (BPCT-732) which authorized changes in existing station, for extension of completion date to 12/15/53 (BMPCT-1391).

WCTB (TV) Bridgeport, Conn., Conn. State Board of Education—Mod. CP (BPET-15) as mod., which authorized new station, for extension of completion date (BMPET-15).

WEDH (TV) Hartford, Conn., Conn. State Board of Education—Mod. CP (BPET-16) which authorized new station, for extension of completion date from 9/28/53 (BMPET-16).

WCTN (TV) Hartford, Conn., Conn. State Board of Education—Mod. CP (BPET-17), which authorized new station, for extension of completion date from 9/28/53 (BMPET-14).

License to Cover CP

KVOK (FM) Honolulu, Hawaii, The Kamehameha Schools—License to cover CP (BPED-226) which authorized new station (BLED-138).

WYSN (FM) New Castle, Ind., New Castle-Henry Township Schools—License to cover CP (BPED-235) which authorized new station (BLED-139).

Remote Control

Following stations request authority to operate transmitters by remote control:

KSWS Roswell, N. M., John A. Barnett (BRC-178); WELM Elmira, N. Y., Radio Elmira Inc. (BRC-177); WCEN Mt. Pleasant, Mich., Paul A. Brandt (BRC-175); WPIK Alexandria, Va., Potomac Bcstg. Corp. (BRC-176).

Renewal of License

Following stations request renewal of license:

KHJ-TV Hollywood, Calif., General Teleradio Inc. (BRCT-58); KTLA (TV) Los Angeles, Calif., Paramount Television Productions Inc. (BRCT-100); WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co. (BRCT-65); WNBQ (TV) Chicago, Ill., NBC (BRCT-80).

APPLICATION RETURNED

Remote Control

KWLK Longview, Wash., Twin City Bcstg. Corp.—Remote control.

September 21 Decisions

ACTIONS IN DOCKET CASES

Commission announced its memorandum opinion and order granting petition of National Plastik-Ware Fashions Inc., insofar as it requests transfer of hearing from Washington, D. C., to New York City, in proceeding involving order to show cause why cease and desist order should not be directed to company for violating Part 18 of Commission's rules by operating electronic heating equipment which interferes with authorized radio services and is not certified or licensed in accordance with the Commission's rules. By separate order, denied petition for continuance of hearing scheduled for Sept. 22, 1953 (Docket 10602).

Commission scheduled oral argument on Oct. 9, 1953, in following proceedings:

Gulf Beaches Broadcasting Co., for CP for new AM station in St. Petersburg Beach, Fla., to operate on 1310 kc, 1 kw, daytime only (Docket 9605; BP-7302);

The Tribune Co., Tampa, Fla., Pinellas Broadcasting Co. and The Tampa Bay Area Telecasting Corp., both St. Petersburg, Fla., for CPs for new tv stations to operate on Ch. 8 (Dockets 10250 et al.).

September 21 Applications

ACCEPTED FOR FILING

Remote Control

Following stations request to operate transmitters by remote control:

WILO Frankfort, Ind., Radio Frankfort (BRC-180); WKAQ San Juan, Puerto Rico, El Mundo Bcstg. Corp. (BRC-181); WMTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co. (BRC-179).

Renewal of License

Following stations request renewal of license:

KECA-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc. (BRCT-61); KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc. (BRCT-62); WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc. (BRCT-21); KPIX (TV) San Francisco, Calif., KPIX Inc. (BRCT-17); WFMY-TV Greensboro, N. C. (BRCT-69).

Modification of CP

WKAQ-TV San Juan, P. R., El Mundo Bcstg. Corp.—Mod. CP (BPCT-952) which authorized new station, for extension of completion date from 9/23/53 (BMPCT-1404).

September 22 Decisions

BY BROADCAST BUREAU

Actions of September 18

Granted CP

KFGT Fremont, Neb., Walker Radio Inc.—Granted CP to install new trans. (BP-9003).

WDAN-TV Danville, Ill., Northwestern Publishing Co.—Granted mod. CP to change type of antenna and make other changes (BMPCT-1379); completion date 3/10/54.

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KING-TV Seattle, Wash., to 12/15/53; KCTV (TV) Sioux City, Iowa, to 2/1/54; KNBH (TV) Los Angeles, Calif., to 4/18/54; WMBR-TV Jacksonville, Fla., to 4/12/54; WHBF-TV Rock Island, Ill., to 3/24/54.

Granted License

WEVD-FM New York, N. Y., Debs Memorial Radio Fund Inc. — Granted license covering changes in fm station; 97.9 mc, ch. 250; 20 kw, unl.; antenna 340 ft. (BLH-919).

WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc.—Granted license covering changes in fm station; 99.1 mc, ch. 256, 10.6 kw, unl. (BLH-917).

WERH Hamilton, Ala., Marion County Bcstg. Co.—Granted license covering increase in power and installation of new trans.; conditions (BL-5086).

Granted CP

WOWL Florence, Ala., Radio Muscle Shoals Inc.—Granted CP to make changes in antenna and ground system (increase height of antenna) (BP-8962).

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Granted CP to install new trans. (BP-8999).

KLO Ogden, Utah, Interstate Bcstg. Corp.—Granted CP to install old main trans. at present location of main trans. to be operated on 1430 kc, 5 kw, DA-1 (BP-8992).

Modification of CP

KFUO-FM Clayton, Mo., The Lutheran Church-Missouri Synod—Granted mod. CP for extension of completion date to 7/4/54 (BMPH-4845).

Actions of September 16

Remote Control

Following stations were granted authority to operate transmitters by remote control:

WPIK Alexandria, Va.; WCEN Mt. Pleasant, Mich.; WSOO Sault Ste. Marie, Mich.; WTIX New Orleans, La.; KOY Phoenix, Ariz., main, alternate main and auxiliary; WARE Ware, Mass.

Modification of CP

KRTV Little Rock, Ark., Little Rock Telecasters Inc.—Granted mod. CP for extension of completion date to 3/16/54 (BMPCT-1392).

Actions of September 15

Granted License

WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—Granted license for changes in fm station; 93.1 mc (Ch. 226), 3.2 kw, unl. (BLH-910).

WFUL-FM Fulton, Ky., Ken Tenn Bcstg. Corp. Granted license for fm broadcast station (BLH-914).

WRRA Ithaca, N. Y., Northeast Radio Corp.—Granted license for fm broadcast station (BLH-916).

WRUS Russellville, Ky., South Kentucky Bcstg. Co.—Granted license for am broadcast station; 800 kc, 1 kw-D (BL-5105).

KDB Santa Barbara, Calif., Lincoln Dellar—Granted license covering installation of new trans. (BL-5104).

WRUM Rumford, Me., Rumford Pub. Co. — Granted license for am broadcast station; 1450 kc, 250 w, unl. (BL-5101).

Granted CP

KGCX Sidney, Mont., E. E. Krebsbach—Granted CP to install new trans. (BP-8987).

WHFB Benton Harbor, Mich., Palladium Pub. Co.—Granted CP to mount tv antenna on top of am tower (increase height); condition (BP-8965).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Granted CP to install emergency antenna at main transmitter site to operate on ch. 3; 60-66 mc; ERP in no event is to exceed that authorized for main trans. and ant. (BPCT-1764); completion date 5/14/54.

Modification of CP

KFUO Clayton, Mo., The Lutheran Church-

Missouri Synod—Granted mod. CP to change antenna system and for extension of completion date to 7/4/54; condition (BMP-6300).

WABT (TV) Birmingham, Ala., The Television Corp.—Granted mod. CP for extension of completion date to 10/15/53 (BMPCT-1378).

Action of September 14

Modification of CP

WRAK-FM Williamsport, Pa., WRAK Inc.—Granted mod. CP for extension of completion date to 1/12/54.

September 23 Decisions

BY COMMISION EN BANC

Modification of License

WIZZ Streator, Ill., Streator Bcstg. Co.—Granted mod. of license (BMP-6298 to make slight changes in directional antenna system.

Denied Request

WKRT Cortland, N. Y., Radio Cortland Inc.—Denied request of Aug. 17, 1953 for waiver of Sec. 3.55(b) and 3.60(a) of rules, to operate station during nighttime hours (DA) with frequency and modulation monitors located at the studio.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WITJ Ithaca, N. Y.; WUOT Knoxville, Tenn.; WABY Albany, N.Y.; WXGI Richmond, Va.; KBON Omaha, Neb.

The following stations were granted renewal of am and tv station licenses for the regular period; the auxiliary stations are granted subject to final determination of matters raised in Docket No. 10345 with respect to changes in frequency assignment:

KVOG Ogden, Utah; KWEW Hobbs, N. M.; KGAN Kingman, Ariz.; KOVE Lander, Wyo.; KCLS Flagstaff, Ariz.; WMAL-TV, Washington, D. C.; WAAM-TV Baltimore, Md.

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WMAW Menonimee, Mich., Green Bay Bcstg. Co.—Granted petition for leave to amend its application (Docket 10587; BMP-6064) for the purpose of submitting field intensity measurements.

By Hearing Examiner Thomas H. Donahue

South Jersey Bcstg. Co., Camden, N. J.; Patrick Joseph Stanton, Philadelphia, Pa.—Upon agreement of parties, hearing in proceeding for tv ch. 17 was continued from Sept. 25 to Oct. 19, 1953 (Docket 10657; BPCT-1622) (Docket 10658; BPCT-1674) (Action 9/21).

Montgomery Bcstg. Co. Inc., Alabama Television Co., Montgomery, Ala.—By order set forth points of reliance urged and procedural agreements reached by parties in this proceeding (Docket 10573; BPCT-670); (Docket 10574; BPCT-1055) in various formal and informal pretrial conferences to govern hearing procedures (Action 9/18); on examiner's own motion continued hearing from Sept. 28 to 10 a.m., Sept. 29 (Action 9/22).

Daily News Television Co., Lou Poller, Philadelphia, Pa.—Granted petition of Sept. 18, filed by Lou Poller, to accept late appearance in proceeding re his tv application (Docket 10659; BPCT-1397) and that of Daily News (Docket 7273; BPCT-119) (Action 9/21).

By Hearing Examiner Elizabeth C. Smith

Alf M. Landon, R. F. Schoonover, Topeka, Kan.—Granted petition of Alf M. Landon for advancement of hearing in this proceeding (Docket 10679; BPCT-1079) (Docket 10680; BPCT-1313) from Oct. 9 to Sept. 25, 1953.

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Badger Television Co., Madison, Wis.—Ordered further hearing conference in proceeding re applications of Radio Wisconsin Inc. (Docket 8959; BPCT-410) and Badger Television Co. (Docket 10641; BPCT-1472) beginning at 10 a.m., Oct. 5, in Washington, D. C.

WSAV Inc., WJIV-TV Inc., Savannah, Ga.—Hearing in this proceeding will be resumed at 10 a.m., Sept. 28, in Washington, D. C. (Docket 10517; BPCT-703) (Docket 10518; BPCT-1006).

By Hearing Examiner Herbert Sharfman

N-K Bcstg. Co., Muskegon, Mich.—Granted request for continuance of hearing in Docket 10648 to extent that hearing now scheduled for Sept. 24 is continued to Oct. 26, in Washington, D. C. (Action 9/17).

Scripps Howard Radio Inc., Knoxville, Tenn.—By memorandum opinion and order denied motion for postponement of further hearing in proceeding re its application (Docket 10512; BPCT-630 et al) for tv ch. 10 at Knoxville; denied motion for leave to amend to change studio location (Action 9/18).

HOWARD E. STARK

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By Hearing Examiner William G. Butts

Southern Tier Radio Service Inc., Binghamton, N. Y.—By memorandum opinion and order granted petition of Sept. 11 for leave to amend its tv application in various respects (Docket 10681; BPCT-892).

By Hearing Examiner H. Gifford Irion

WOBT Rhinelander, Wis., Oneida Bcstg. Co.—Hearing in this proceeding (Docket 10097; BP-8068) was continued indefinitely; applicant states that he is preparing to file petition to dismiss said application.

By Hearing Examiner Basil P. Cooper

California Inland Bcstg. Co., KARM Fresno, Calif., The George Harm Station—Granted petition of California Inland Bcstg. Co. for leave to amend its tv application (Docket 9050; BPCT-413) to show change in stock ownership, financing staffing, program schedule and in engineering proposals; granted petition of KARM. The George Harm Station, for leave to amend its tv application (Docket 10650; BPCT-1061) to show more exact information with respect to cost and revenue figures, plan of financing, etc.

September 23 Applications

ACCEPTED FOR FILING

Modification of CP

KANI Kaneohe, Oahu, T. H., Windward Bcstg. Co. Ltd.—Mod. CP (BP-8043) as mod., which authorized new station, for extension of completion date (BMP-6316).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Mod. CP (BPCT-57) as mod., which authorized new station, for extension of completion date to 12/15/53 (BMPCT-1406).

Renewal of License

Following stations request renewal of license: KBLA Burbank, Calif., Bcstrs. of Burbank Inc. (BR-2724); KCRE Crescent City, Calif., Del Norte Bcstg. Co. (BR-2592); KCHJ Delano, Calif., Charles Herman Johnes (BR-2671); KIEV Glendale, Calif., Cannon System Ltd. (BR-816); KFOX Long Beach, Calif., Nichols & Warinner Inc. (BR-12); KTRB Modesto, Calif., KTRB Bcstg. Co. (BR-825); KSFE Needles, Calif., Needles Bcstg. Co. (BR-2736); KLX Oakland, Calif., Tribune Building Co. (BR-31); KCMJ Palm Springs, Calif., Palm Springs Bcstg. Co. (BR-1235); KPPC Pasadena, Calif., Pasadena Presbyterian Church (BR-34); KCRA Sacramento, Calif., KCRA Inc. (BR-1121); KSFO San Francisco, Calif., The Associated Bcstrs Inc. (BR-27); KATY San Luis Obispo, Calif., KATY, Sweetheart of San Luis Obispo Inc. (BR-1870); KVEC San Luis Obispo, Calif., The Valley Electric Co. (BR-926); KWG Stockton, Calif., McClatchy Bcstg. Co. (BR-53); KSUE Susanville, Calif. (BR-2055); KBLI Blackfoot, Idaho, Blackfoot Bcstg. Co. (BR-2672); KBUH Brigham City, Utah (BR-1893); KLUK Evanston, Wyo., Advertising Enterprises Ltd. (BR-2841).

APLICATIONS RETURNED

Renewal of License

KEYY Provo, Utah, Mid-Utah Bcstg. Co.—Renewal of license (BR-2370).

CP for Am

Christian & McClure, Columbus, Ga.—CP for new am to be operated on 1460 kc with power of 1 kw and unl. hours of operation.

UPCOMING EVENTS

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 5: Unveiling of Ernie Pyle memorial by Sigma Delta Chi, Indiana U., Bloomington.

Oct. 5: Advertising and selling course, sponsored by Ad Club of New York, to run through Feb. 25, 1954.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 8-9: American Council on Education, annual meeting, Hotel Statler, Washington, D. C.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

Oct. 14: Southern Calif. Broadcasters Assn., "Whingding," Inglewood Country Club, Los Angeles.

Oct. 14-17: Audio Engineering Society, convention and audio fair, New York.

Oct. 15: Color tv demonstration by NTSC for FCC, New York.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

Oct. 19: National Safety Council, convention, Chicago.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Nov.1-7: Lutheran Radio & Television Week.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehleback, Kansas City, Mo.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Jan. 6, 1954: Second session of 83d Congress begins.

Jan. 19-23, 1954: NARTB Combined Boards, Cat Cay, Fla.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WSYR-TV

Sage Advice at Sun Valley

THE SPEECH last week of Comr. E. M. Webster to the NARTB Dist. 14 meeting was an unusually frank and unusually intelligent statement by a Federal official on matters of policy that are of paramount interest to a business community.

Mr. Webster's comments on four main subjects, the future of fm, licensed operators, color television and subscription television, are reported in detail elsewhere in this issue. It is to the last of them, subscription tv, that this editorial is addressed. No other issue currently before the Commission contains a graver question of policy.

It is to Mr. Webster's credit that he recognizes how profoundly the introduction of subscription tv would change the historic concept and practice of broadcasting in the U. S. It is equally to his credit that he insists upon hearing a full discussion of the question before he makes up his mind.

So far only the advocates of subscription tv have made any effort to get their case before the public and the government. On the surface their arguments sound attractive, yet the fact remains that advocacy alone disqualifies them from acceptance as an objective statement of the case. A more thorough analysis is needed than that which can be obtained from the promotion that has been distributed to the public and the petitions filed with the FCC.

2,000 Tv Stations—Mirage or Gold-Mine?

BY NOW it should be clear that the FCC's television allocation plan for 2,000 stations to provide "truly competitive nationwide service" is more of a mirage than a gold-mine in the sky.

The number of new applications being filed is slowing down to a trickle. There are only about 480 applications on file, but virtually all are mutually exclusive (more than one for the same facility), hence are in contest or subject to further prosecution.

There are now about 235 tv stations in operation. The total authorized exceeds 540. Many won't be built soon; others never.

To the uninformed this may sound strange, notably in the light of the bitter contests for channels in some areas. The main reason, as always, is economic. Can the particular station make a go of it? There has been enough experience since the war ended to cause prospective operators to take a second look. Tv costs are higher than in radio. A secondary market that supports an am station, or perhaps a weekly newspaper, may prove too much of a risk for tv.

In addition to the secondary market problem, there are those who do not regard it as prudent business to risk installing uhf stations in primary markets already served by an adequate number of vhf's. Quite a few hitherto energetic applicants for uhf are withdrawing.

This, of course, doesn't mean that anything approaching saturation is being reached in tv station population. There are plenty of contests ahead in major markets. And there will be plenty of new stations going into markets of 25,000 to 50,000.

Businessmen won't be stampeded into investments where the odds are against foreseeable success. Bankers won't advance the money if the outlook isn't safe.

The tv pattern does not depart radically from that experienced in radio. For practical purposes, commercial tv got under way after V-J Day in 1945. Now, eight years later, there are less than 250 tv stations in operation. In 1928—eight years after commercial am broadcasting began, there were 677 stations authorized, many sharing time. This number dwindled to as low as 590 in 1934, but then began moving upward to the present total of nearly 2,500.

In fm the story was somewhat different. The FCC "planned" the fm allocations as it was destined to do later in tv—so many channels to a given city or town. The stampede began, but fm couldn't displace am—the older aural service, and many available assignments still go begging. There are less than 600 fm stations on the air today, against the highest total of 1,020 authorized in 1948 and the allocation potential of around 3,000.

That the FCC is aware of the problem in tv is evident by its most recent actions. It is asking stations holding construction permits to state their intentions. It is seeking to eliminate some contests, by proposing to add uhf assignments in some 35 markets, which would permit immediate grants.

And, most significant, it is looking into situations involving the calibre of network service being provided all classes of stations. Can a network, under the chain-monopoly regulations, decline to provide a second station in a given market (whether uhf or vhf) programs rejected by its regularly affiliated station?

This could become a rough issue. The regulations seem clear. If the regularly affiliated "first call" station rejects a particular program, the non-affiliated station can seek it, if the advertiser wants the market and the station.

How the FCC intends to cope with these inevitable tv allocation problems is hard to fathom. It may well be that—except for the possible applicability of the network-monopoly regulations—it can do nothing but permit interplay of free, competitive enterprise.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"The money started rolling in when I sold my story to Dragnet."

It's District Meeting Time

IN FULL swing during the past fortnight has been the 1953 series of NARTB district meetings. They run full tilt through November.

It's a good time to appraise the state of the broadcast nation. Never before has there been a more effective trade association operating in the interests of all broadcasters. It isn't precipitating artificial issues. It is meeting those problems that do develop with less emotion and more efficiency than ever before.

It used to be axiomatic that no administration in the trade association could survive beyond its appointed tenure. The old concept was that the interests of broadcast station owners and networks were (to use a then relatively new term) incompatible. With the onset of fm, the story was that am and fm were in conflict and had to have separate associations. Precisely the same thing happened with the advent of tv.

The status of NARTB today, with all segments living under one roof, belies that old theory. It never was so before. It may not be as harmonious at some future time. But today the media that make up broadcasting are having fewer intramural crises. It isn't necessary to run up the "freedom of radio" flag every fortnight.

This is a tribute to the NARTB's personnel, from its volunteer board of directors to its field men. It is particularly a tribute to President Harold Fellows and the men surrounding him.

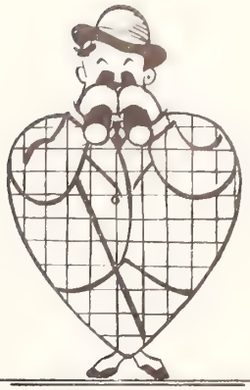
Periodically, there develops an abortive move to create a rump organization. One is now under way, under the aegis of Bill Way, of KVOO Tulsa, a hard-bitten, swash-buckling radio veteran, who feels NARTB has sold out to tv, and that the trade press likewise has gone overboard on video. Mr. Way's arguments are presented elsewhere in this issue.

Bill Way certainly is entitled to his view. It's a free country, and we have free radio (and tv). We're disposed to go along with Ben Strouse of WWDC Washington (which has no tv), who deposes that the "least" thing broadcasters need is another trade association.

Frankly, we can't conceive of a more inopportune time to start a rump movement. If it's radio selling Mr. Way is worried about, he can look to the Broadcast Advertising Bureau, created for that precise purpose of, by and for radio broadcasters and doing a notable job of it. If it's anti-tv, then Mr. Way has but to foster the precept of non-commercial educators, or try to create an anti-television association.

We vehemently disagree with Mr. Way, but we nevertheless defend his right to say what he thinks.

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